

Webinar “Začnite s spletno prodajo”

Dodatna gradiva

Kaj se kupuje v času pandemije?

- <https://www.visualcapitalist.com/shoppers-buying-online-ecommerce-covid-19/>

Vpliv pandemije na različne industrije in okrevanje

- <https://www.visualcapitalist.com/consumer-spending-impacting-industries/>

Spoznajte Amazon

- <https://www.businessinsider.com/jeff-bezos-amazon-history-facts-2017-4>

Stopnje konverzij v spletnih trgovinah - po industrijah, napravah,

- <https://www.linkedin.com/company/brilliantads/>
- <https://www.facebook.com/ads/creativehub/gallery/>

Facebook Shops

- <https://www.websitebuilderexpert.com/building-online-stores/how-to-set-up-a-facebook-store/>
- <https://about.fb.com/news/2020/05/introducing-facebook-shops/>

Priljubljena platforma za najem spletne trgovine

- <https://www.shopify.com/>

Več o “drop shipping-u”

- <https://www.abetterlemonadestand.com/what-is-drop-shipping/>
- <https://www.bigcommerce.com/blog/dropshipping/#5-hard-truths-about-dropshipping-no-one-talks-about>

Amazon Associates (affiliate program)

- <https://affiliate-program.amazon.com/>

Primer optimizacije “check-outa” (vmesnik se prilagodi, minimizira; cilj je, da uporabnik zaključi nakup)

- <https://www.bigbang.si/>

Primer učinkovitega uporabniškega vmesnika spletne trgovine na vseh napravah (preverite predvsem delovanje na mobilnih telefonih)

- <https://www.wayfair.co.uk/>

Stopnja konverzije in hitrost odpiranja spletne strani

- <https://www.cloudflare.com/learning/performance/more/website-performance-conversion-rates/>
- <https://trinity.one/insights/user-experience/page-speed-conversion-2019-statistics/>

Orodja za povečanje prodaje

- <https://wisebusiness.eu/sl/product-category/povecajte-prodajo/>