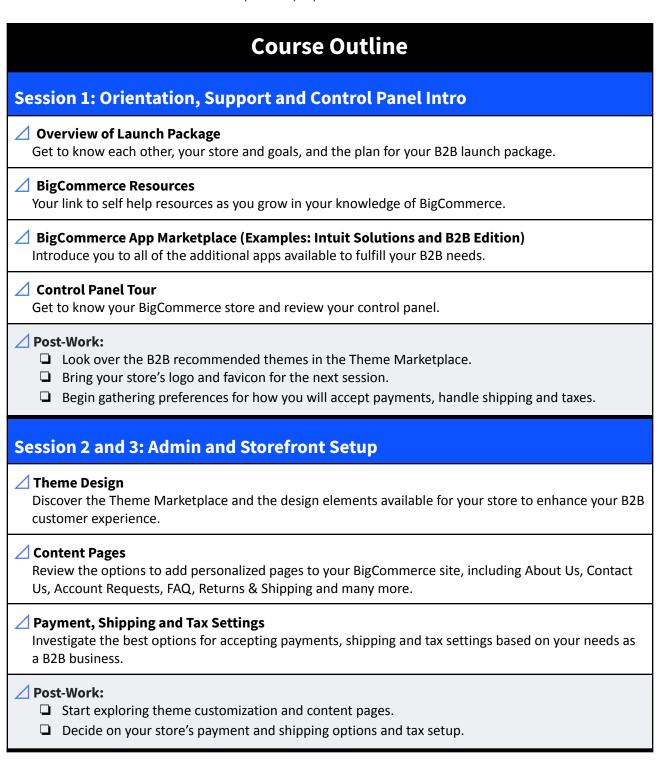
Enterprise B2B LaunchCourse Outline



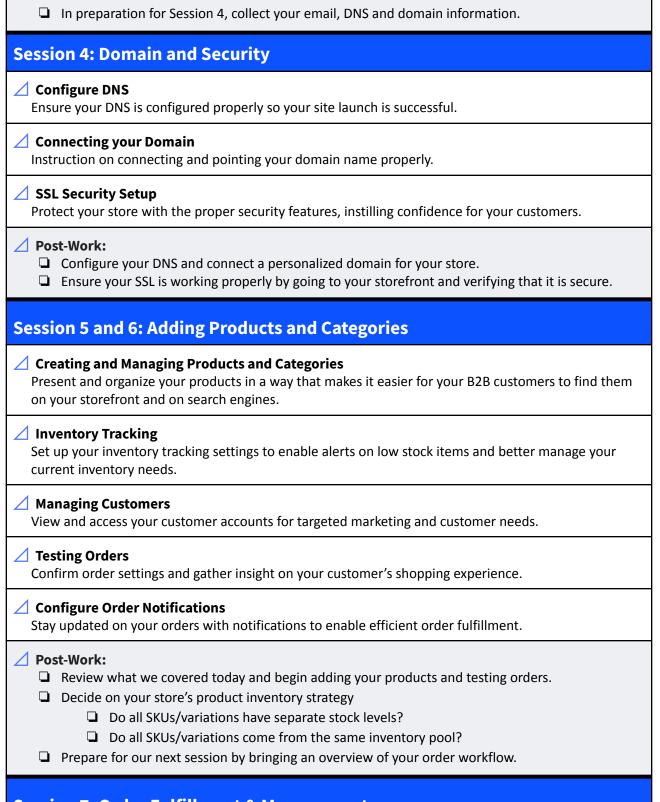
We appreciate the opportunity to guide you through launching your BigCommerce store!

This Course Outline highlights the topics covered in the Enterprise B2B Launch Package as well as the recommended Post-Work to complete in preparation for each session.









Session 7: Order Fulfillment & Management

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Enterprise B2B Launch

Course Outline

✓ Managing Orders View order information including payment, shipping and more.
✓ BigCommerce Mobile App Your backend tool to view key performance metrics, view and update orders, and search customers.
✓ Invoices Access, review and print order invoices.
✓ Returns Advice on how to manage and process returns, as well as create your own return policy page.
✓ Order Fulfillment and Shipping Process Natively process order fulfillment including logistics with packaging, shipping labels and more.
 ✓ Post-Work: ☐ Familiarize yourself with the control panel order view and explore custom views. ☐ Determine which additional features you may need for your B2B order fulfillment. ☐ Test your store on mobile as well as desktop, including available payment methods.
Session 8 (Optional): B2B Edition in BigCommerce
✓ Installation & Setup Make sure that the app has been installed and you are able to login to the B2B Edition app.
✓ B2B Edition Account Dashboard Walk through the navigation of the account dashboard within B2B Edition.
∠ B2B Edition User Guide Explain how to navigate the B2B Edition User Guide and walk through some of the subject matter within it.
 ✓ Post-Work: □ Familiarize yourself with the B2B Edition account dashboard. □ Explore the B2B Edition wiki page and go through the setup processes. □ Test the B2b Edition functionality on your storefront and make a list of your questions/concerns.
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Session 9 - 11: Enable Advanced Features

Create, deploy and market coupons and discounts on your store.

Course Outline



Abandoned Cart (available on Plus, Pro, and Enterprise Plans) Configure abandoned cart notifications and reports to capture lost revenue.
∠ Customer Groups Easily segment your customers into groups for specific pricing, product options, and marketing.
✓ Importing/Exporting Using CSV Learn how to add and edit your data in bulk with our CSV importing and exporting functionality.
✓ Custom Export Templates Build customized export templates to suit your needs.
✓ Product Filtering and Faceted Search Set up your product filters for your customers to intuitively search your store.
 ✓ Post-Work: □ Explore the promotions and coupons section of your store. □ Determine if you want to use a review system (for products and/or your business). □ Decide if you would like to use customer groups and begin setting them up.
Session 12: Building Traffic via Organic Search
✓ Search Engines Learn the basics of how search engines work to improve your SEO.
✓ SEO Cardinal Rules Discover the fundamental rules to build organic traffic.
Keyword Discovery and Analysis Set up and implement a master keyword list for your store.
∠ Backlinks and Blogging Expand your keyword knowledge and learn the value of backlinks.
 ✓ Post-Work: ☐ Fill out all SEO fields within BigCommerce. ☐ Start creating your Keyword Master List and topics for content.
Session 13: Optimizing SEO
✓ Homepage SEO Utilize meta descriptions to accurately establish your Homepage SEO.
∠ Category Page SEO Strategically arrange products and set up descriptions to optimize your category pages.
✓ Product Page SEO





Design your product page with details that will move more customers to conversion.

✓ Post-Work:

Optimize your most important pages: best products, categories, blog posts and homepage.

Session 14: Growing Your Presence Through Social Media

✓ Social Media Channels for Your Business

Learn about the recommended channels for B2B businesses and decide on the right ones for your marketing strategy.

Building Your Brand and Finding Your Voice

Understand how to build and utilize the voice of your brand in your social media marketing.

Posting Strategy

Dive into the best ways to reach your customers and establish consistency with your posts.

Post-Work:

- ☐ Decide on the social media channels that are right for your B2B business.
- ☐ Set up the logistics that will go into creation and maintenance of those accounts.

Session 15: Intro to Paid Advertising

Using Paid Advertising

Understand the advantages and disadvantages of using paid advertising.

Types of Paid Advertising

Uncover the different types of paid advertising and which are the best for your marketing strategy.

/ Post-Work:

Decide on your paid advertising strategy.

Session 16 and 17: Optimizing for Conversion

✓ Homepage Experience

Engage with the visitor, move them along the purchase funnel and improve Call to Actions.

Site Navigation

Build value into your menu and navigation links based on what particular shoppers are looking for.

Build Trust in Your Brand

Display symbols that communicate site security, boost confidence by enabling the live chat feature, and leverage product reviews and testimonials to improve overall conversion.

Exit Offers and Pop Ups

Incentivize customers in the purchase funnel by using exit offers and pop ups.



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∠ Color Theory

Understand how to use colors and visual effects to communicate the Call to Action for your customers.

✓ Product Pictures, Descriptions and Options

Understand specific and in depth guidelines for product pictures and descriptions. Also, configure your product options for specific product types.

Checkout Page Optimization

Simplify the checkout process for a seamless conversion.

Mobile Optimized Themes

Adjust your content to improve customers' mobile experience.

✓ Post-Work:

- Your eCommerce Growth Coach will send your Reference Guide by email. The guide includes all of the topics we covered and helpful resource links for your ongoing learning and growth.
- ☐ When you are ready, keep in mind that we do have <u>SEO and Conversion Audits</u> available to help identify areas of your store we can improve to grow your revenue!

Congratulations! You have completed your B2B launch package!

Questions for your next session?

Email learning@bigcommerce.com

Steps for Immediate Support

- 1. Find answers in the Knowledge Base
- 2. Learn from BigCommerce merchants through the Community Pages
- 3. Contact our 24/7 <u>Customer Success Team</u>