



The Website Network (Advanced Website Tactics)

In this video, we will be going over a more advanced strategy for creating a web presence for your company. It is something that we now utilize to great effect but you should be cautioned that it is much more time consuming and costly to set up than just creating a single website. However, the results are powerful.

We found that having niche specific retail websites was more powerful than having a general retail website. While general retail websites are still good, having a niche website that is in the niche of the product you were trying to carry, helps you tailor your communication with the manufacturer in a way that can increase your success of being approved. That is where the website network comes in. I'll explain what we did and our thought process behind it when we make one.

Start by choosing a general name for your company or online brand. That will be the company name that you will be doing business and communicating with manufacturers as. This needs to be a general name that is not niche specific. You can create a website for this company or brand. This will be called your anchor site. It is the brand name you will be approaching manufacturers from. This is your company identity. The website is not a retail website. Instead, it represents your company as a whole, who you are, what sets you apart as a retailer, and all the values you can provide a company.

From there, create a series of niche specific online retail websites that can all have unique names and niches, but fall under your main company's brand. Think of it like how General Motors is a major brand and they have Chevy, GMC, Buick, and Cadillac as sub-brands. These niche websites all need to be listed and featured on that anchor site as well.

In each of these niche retail websites needs to have some kind of identifier, so anyone that you forward them to can see that they are part of that larger central brand. Such as an example of this Motorola logo where it says, "A Google Company." Alternatively, you can be more subtle about it and just put that info in the footer of those niche websites of information about the overall brand or company that that site represents.

You can be even more forward with it and just make all the websites look and feel like they're part of their central brand with their design and logo or name. On the example on the right, if your anchor site, your company site and name is 'Think Fast' then you could have one of the toy niche website could be ThinkFastToys.com or the baby website would be

ThinkFastBaby.com, ThinkFastBeautySupplies.com. You kind of get the picture, it all relates back to the central brand, 'Think Fast.'

The power in using this structure is that it makes you seem like a huge, relevant company in the world of eCommerce. It makes you look professional. A common theme we try to teach is that it sets you apart from other sellers. The point and the goal is to come across in a way that manufacturers would feel foolish if they didn't sell to you. The key of all this is really the anchor site because it is the website you will be sending in your communications for vendors to look at. It needs to convey the message that you want to get across to vendors. It needs to highlight all your value propositions.

Here is a real thing that happened to us recently, as an example. We sent an email to a vendor and it included a short little spiel with a link to our anchor website. When the vendor replied, they said that they were not looking for any product services right now. That vendor quickly looked at our website and all the values that we have listed on it and assumed that we were a paid products or risk of some kind and not a retailer. We've contacted them back to clarify that we are a retailer, actually, and that we wanted to carry their products and that we weren't a service. All of our values were part of just selling to us and creating a retailer-vendor relationship. They were incredibly impressed by that and of course, they approved us to be a seller. That's the type of thing that you're looking for. We provide so much free value to companies that we let them know that we're able to provide that they thought we were a paid service.

Now, I'm going to go over a live example of an anchor site and its niche sites. The example is one of the top Amazon sellers, Etailz. Here we are on Etailz.com. This is the anchor site for Etailz, one of the top sellers on Amazon. You can see they have a very nice and stylish website. First thing I can tell you is that your website does not need to be this stylish and complicated. Don't worry about totally emulating that part. We're just mostly interested in the content. Let's go ahead and check out some of that content.

If we scroll down, the very first thing you'll see is they very concisely describe who they are and what they do for you right at the beginning, which is important and you should do that as well. I'll go ahead and read it. "Etailz is an online retailer ushering in the next wave of commerce. We create quality products for modern consumers and develop innovative technology for leading vendors. We are committed to helping vendors navigate international and domestic online market places. Our industry experience and unique strategies have enabled us to become a top merchant on Amazon." Again, they describe who they are, what they do, and what they can do for you. You have to remember the audience. The audience is vendors, it's manufacturers. They're describing ways that they can help them and that's what you should keep in mind as you're writing your copy.

If we move on, they have an eCommerce link. If we click it, it has another little snippet here that talks about the different places that Etailz sells their product or different market

places. They just up front say it. Their five niche websites that are carefully curated for consumers linking anything from eco-friendly beauty products to trendy home goods. They just go ahead and tell you that they sell on Amazon.

Let's move on and look at the different marketplaces that have listed, that they sell on online marketplaces like Amazon US, Amazon International. They've been signed up for Ebay, Jet, they mention Rakuten or Buy.com here as well. Some other marketplaces include Sears or Best Buy. They have programs that people don't generally know about where you can get signed up to sell third party just like you can on Amazon. You can use those as a benefit to you if you just get signed up for them, you can list them as marketplaces where you're an approved vendor. That doesn't mean you have to sell a lot of products on any of those platforms or anything of that nature. You're just approved for it.

You can also use one of those platforms as a marketing tactic for you. As an example, let's talk about Sears. It's one that a lot of people don't know it has a third party market. You can approach a company that have a product that sells really well on Amazon that you want to carry and you check to see if that product is sold at Sears.com, where you're an approved vendor. If it's not listed, that's something that you can mention or bring up in your communications with that company. You can contact the company and go through your whole spiel. At some point just be like, "Hey, I noticed your product isn't listed on Sears.com. I happen to be an approved vendor for Sears.com and I can get your product listed there." They may shoot back and tell you, "That would be great. We would love to have our product listed on Sears," and they'd be willing to work with you from there.

It's also possible that they would tell you, "Yes, we would love to have you list our product on Sears, but we can't have you list our product on Amazon because we have enough Amazon vendors." At that point, you probably don't really want to buy from them 'cause you wouldn't get enough volume just selling on Sears. The point of getting that product is to sell it on Amazon. You would just tell them ... Something that we would say is, the way that our buying goes and the way we process things at our facility, is that our orders are large enough to where we have to be able to sell a product that we purchased on all of our marketplaces, otherwise we just can't make the purchase. At that point they'll work with you or they won't. It's just a way to work around that sometimes. Enough about that little spiel.

Let's check out Etailz direct sites, as they call it, or their niche sites. They have a beauty, electronics, green stuff, a home, website, and I guess this would be baby. You can check out examples here of just how simple they really are. Look at how simple this website is. Front page is monthly picks, just some stuff here. Something called 'Culture' which looks like a bunch of outside links, and then featured brands. This featured brands segment is probably just a low marketing tactic so they can tell companies, "We can list you as a featured brand on our vault electronic site if you give us this discount or do this for us or start selling to us." Talk about the exposure that it may bring. Up here they have their different categories that you're able to see about the different kind of electronics. Here, for that category, they only had five products

listed, as an example. It can be simple. It doesn't have to be anything super major. That gives you an idea of the whole anchor site, niche website, platform and tactics.

Then you can check out some different things about them here. Their big proposition is that they can help you provide software solutions to help you. Not everyone can do that sort of thing like Etailz does but that's just their big one. This is another expert thing, it's kind of strategy is that they tell you that this general store that they have in Washington, it was bought and is maintained strictly to meet the requisite that some vendors and suppliers have that you have to have a retail store. So they just made a general store so they could sell all kinds of different things in it to meet that requisite. I can tell you it's not the first of the stores to make money. Just like the purpose of their online stores are not to make any money or do very much in sales. It's literally just to meet those requisites.

Again, they talk about their product development, different things they can do for you, show some examples of their processing facility, just stuff like that. Different values. They even have a little section here called 'Values' where they talk about all the things that they do. They over-deliver. Anything of that nature. Again, this is a good one to study to give you an idea of proof of concept for the website network. It's what we use as well. Thanks for checking this out with me.