

#becauseicanclan

Ecommerce Lingo 101

Affiliate

To team up and reward an influencer as they make sales.



Affiliate Commission

The amount of money you pay an influencer to sell your product. Average commission is 10%.



Deal Site

Market Place Sites that run a vendors product's for 72 hours at a time.



Avatar

A description of your perfect customer.

Offer

A sales technique that includes additional items to increase value for a specific product.



Upsell

A sales technique where the seller introduces upgrades or add-ons in an attempt to make a more profitable sale.



Sell the Vision

Putting an emphasis on how that customer will feel when they buy the product..



MOQ

The Minimum Order Quantity that a manufacturer requires.



Presale

Selling products before you have them in stock.



Lead Magnet

An amazing offer in exchange for an email or contact info.



Traffic

Customers who are visiting your website.



Funnel

A series of websites in sequential order that takes a customer down a buying process.

Organic Traffic

Customers coming to your site without any paid campaigns.

Influencers

Individuals who have influence over potential buyers.



Micro Influencers

Individuals who have influence over potential buyers and have under 100K followers.



Blog

A site that has an informational, educational, or conversational way of delivering content.

URL

Uniform Resource Locator (The address for your website). example: www.alisonjprince.com

Landing Page

A page designed to capture opt-in email addresses from potential clients



Opt-In

When a customer exchanges their email for free content.



LCL

Less than Container Load. You share the space of a full container with others.



FCL

Full Container Load when importing products.

LLC

Limited Liability Company. Business entity type for new and small businesses because it's considered to be simpler and more flexible than a corporation.

EIN

Employer Identification Number. It's like a social security number for your business. This is free on the irs.gov website.



Sales Quarters

- Q1 (Jan.1-Mar.31)
- Q2 (Apr.1- Jun.30)
- Q3 (Jul.1- Sep.30)
- Q4 (Oct.1-Dec.31)

Manufacturer

Makes or mass produces products from 'scratch'.

Vendor

Sells the manufacturer's products to other businesses. aka: Middlemen

