



# dms4all

Digital Marketing Skills4All

## WooCommerce

# Quick recap

How did you find your last session?

Give me one thing you took from the last session



# Today's to-do list

We will look at some of the options to add e-commerce functionality and we are going to install WooCommerce on our WordPress build, learn how to set it up and add products.



# Learning objectives

By the end of this session, you will:

- Identify additional plugins to add value
- Know how to install and set up WooCommerce
- Understand how to add a product and categories



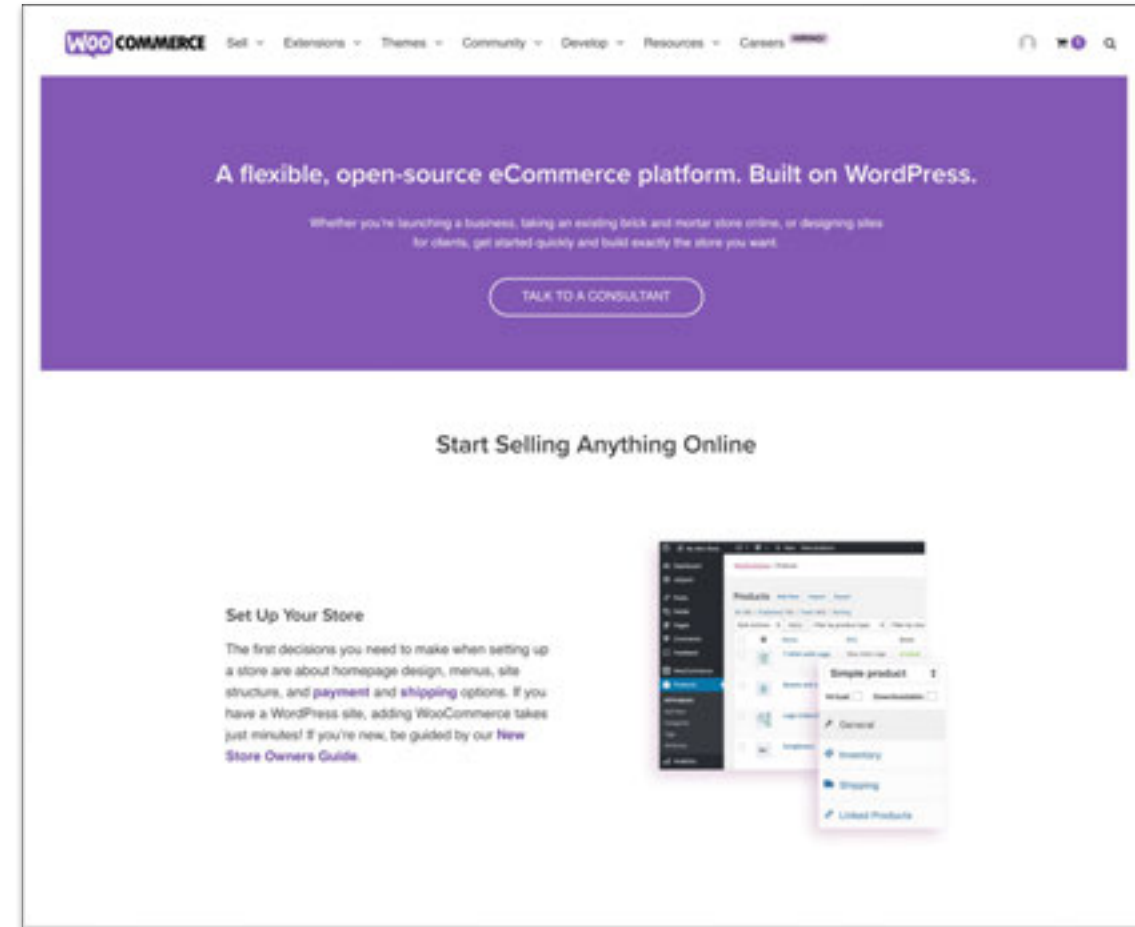
# Show of hands

Show of hands anyone use **WooCommerce** already?



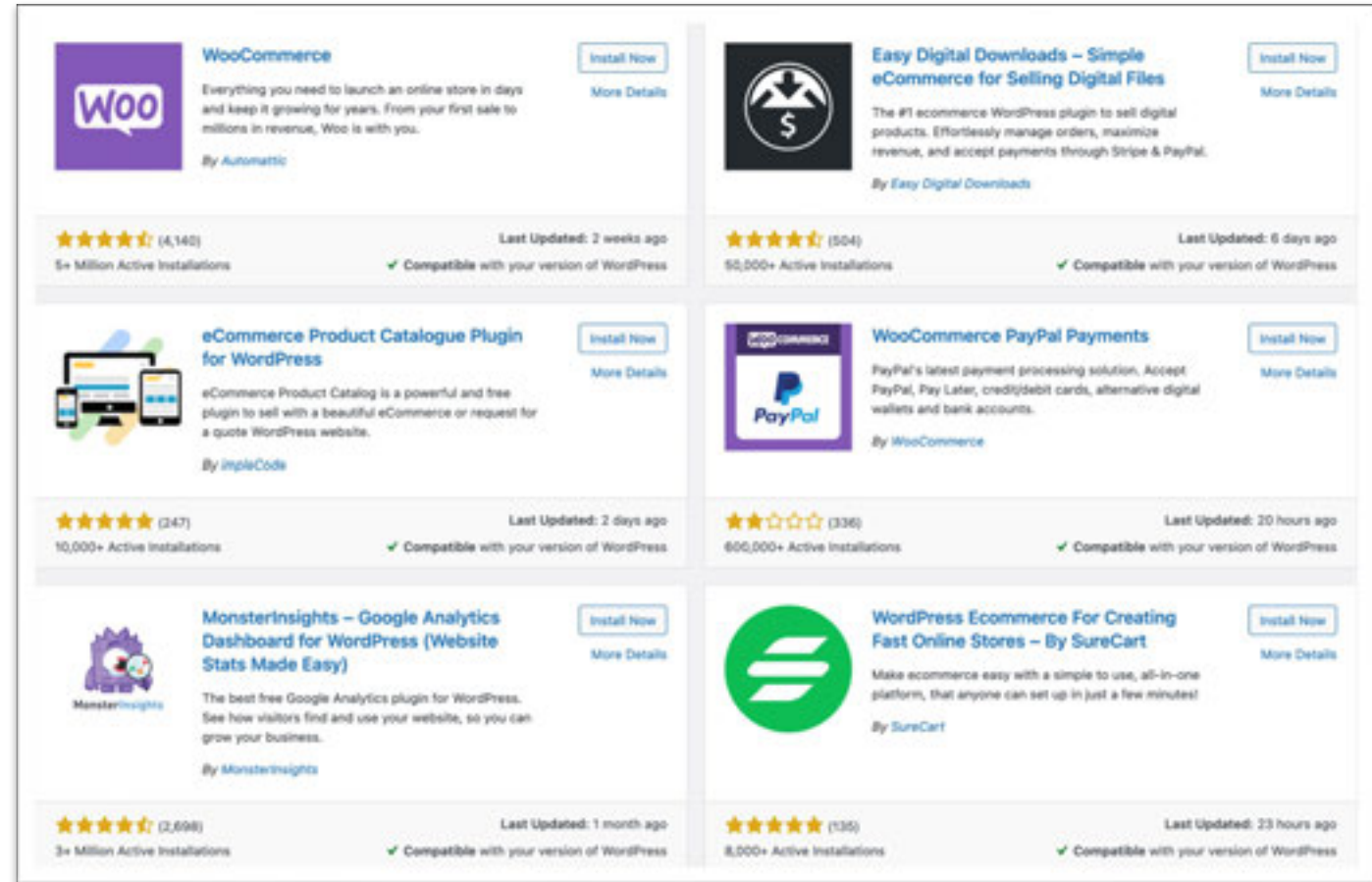
# WooCommerce







WooCommerce is great for retail products, but it's also great for non-retail selling. Things like services, maintenance contracts and subscriptions.



# Functionality

WordPress allows you to apply all manner of functions to book dates, sell tickets, and create bundles.

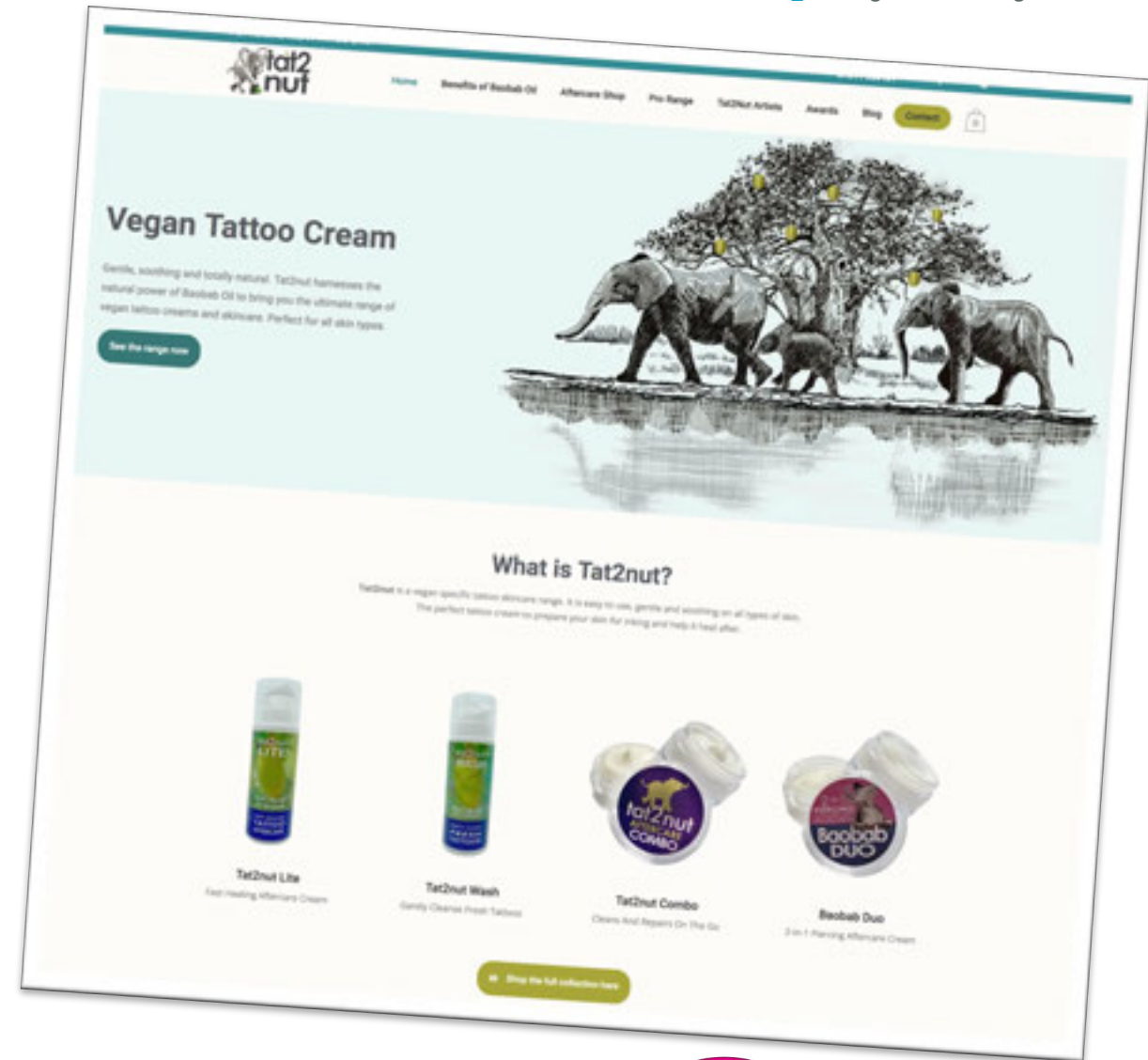


 <b>WooCommerce</b> Everything you need to launch an online store in days and keep it growing for years. From your first sale to millions in revenue, Woo is with you. By Automattic	<a href="#">Install Now</a> <a href="#">More Details</a>	 <b>Easy Digital Downloads – Simple eCommerce for Selling Digital Files</b> The #1 eCommerce WordPress plugin to sell digital products. Effortlessly manage orders, maximize revenue, and accept payments through Stripe & PayPal. By Easy Digital Downloads	<a href="#">Install Now</a> <a href="#">More Details</a>
★★★★★ (4,140) 5+ Million Active Installations	Last Updated: 2 weeks ago ✓ Compatible with your version of WordPress	★★★★★ (504) 50,000+ Active Installations	Last Updated: 6 days ago ✓ Compatible with your version of WordPress
 <b>eCommerce Product Catalogue Plugin for WordPress</b> eCommerce Product Catalog is a powerful and free plugin to sell with a beautiful eCommerce or request for a quote WordPress website. By impleCode	<a href="#">Install Now</a> <a href="#">More Details</a>	 <b>WooCommerce PayPal Payments</b> PayPal's latest payment processing solution. Accept PayPal, Pay Later, credit/debit cards, alternative digital wallets and bank accounts. By WooCommerce	<a href="#">Install Now</a> <a href="#">More Details</a>
★★★★★ (247) 10,000+ Active Installations	Last Updated: 2 days ago ✓ Compatible with your version of WordPress	★★★☆☆ (336) 600,000+ Active Installations	Last Updated: 20 hours ago ✓ Compatible with your version of WordPress
 <b>MonsterInsights – Google Analytics Dashboard for WordPress (Website Stats Made Easy)</b> The best free Google Analytics plugin for WordPress. See how visitors find and use your website, so you can grow your business. By MonsterInsights	<a href="#">Install Now</a> <a href="#">More Details</a>	 <b>WordPress Ecommerce For Creating Fast Online Stores – By SureCart</b> Make eCommerce easy with a simple to use, all-in-one platform, that anyone can set up in just a few minutes! By SureCart	<a href="#">Install Now</a> <a href="#">More Details</a>
★★★★★ (2,698) 3+ Million Active Installations	Last Updated: 1 month ago ✓ Compatible with your version of WordPress	★★★★★ (135) 8,000+ Active Installations	Last Updated: 23 hours ago ✓ Compatible with your version of WordPress



# Functionality

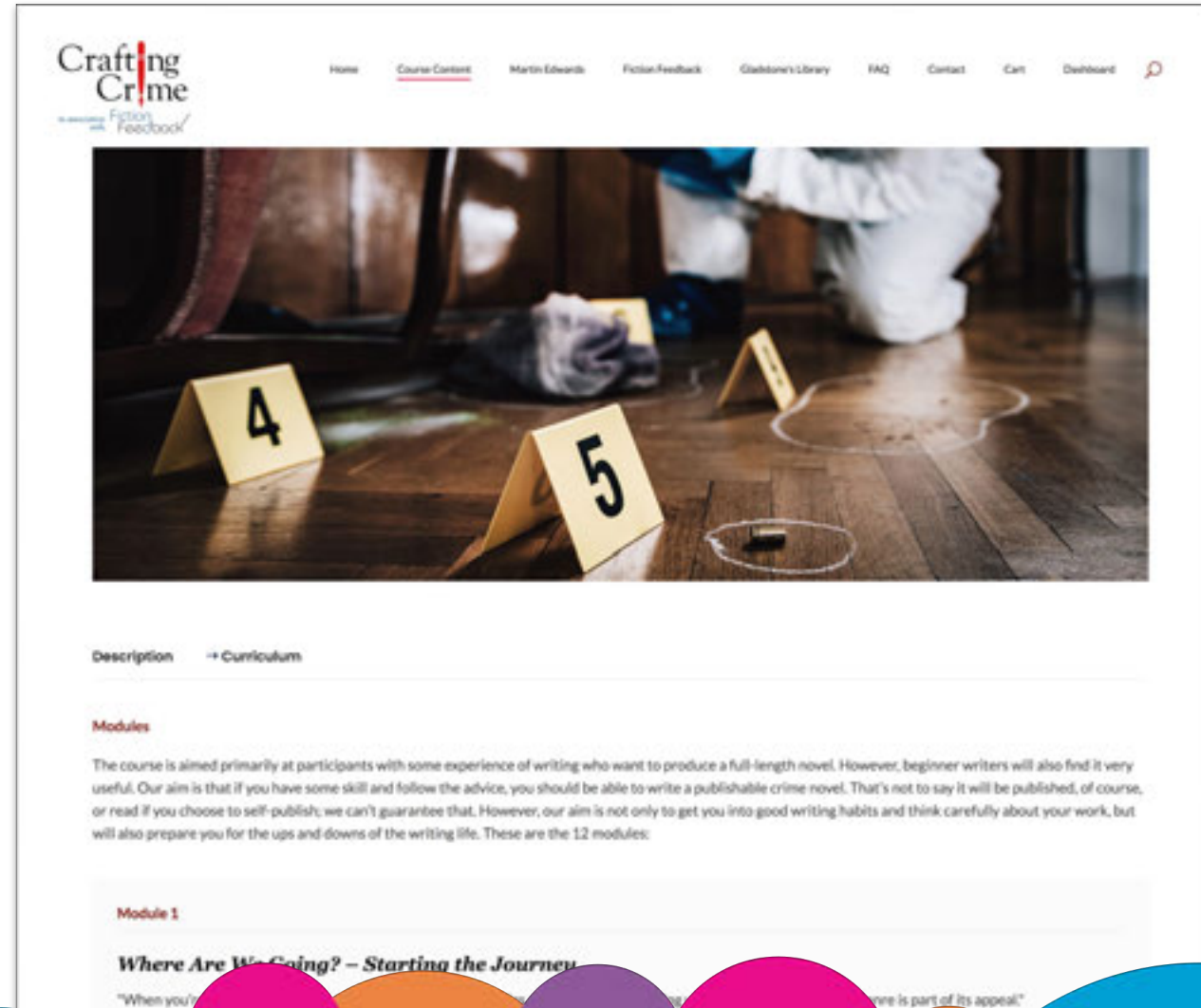
I am a huge believer in making websites part of your team. They aren't there just to look pretty, they should have a job, a purpose. Selling products is great but there's so much more you can do.





# Virtual & Downloads


You might be selling webinars, training courses or online subscriptions in which case a Wordpress site will allow you to run subscription apps, create lots of lovely content pages and run your courses through the site itself.



The screenshot shows a website for 'Crafting Crime' with a navigation menu including Home, Course Content, Martin Edwards, Fiction Feedback, Gaskell's Library, FAQ, Contact, Cart, and Dashboard. The main image is a crime scene with evidence markers 4 and 5. Below the image, there are tabs for 'Description' and 'Curriculum'. The 'Description' tab is active, showing a paragraph about the course's aim for participants with some writing experience. Below this, there is a section for 'Module 1' titled 'Where Are We Going? – Starting the Journey'.

**Crafting Crime**  
a course by Fiction Feedback

Home Course Content Martin Edwards Fiction Feedback Gaskell's Library FAQ Contact Cart Dashboard



Description → Curriculum

**Modules**

The course is aimed primarily at participants with some experience of writing who want to produce a full-length novel. However, beginner writers will also find it very useful. Our aim is that if you have some skill and follow the advice, you should be able to write a publishable crime novel. That's not to say it will be published, of course, or read if you choose to self-publish; we can't guarantee that. However, our aim is not only to get you into good writing habits and think carefully about your work, but will also prepare you for the ups and downs of the writing life. These are the 12 modules:

**Module 1**

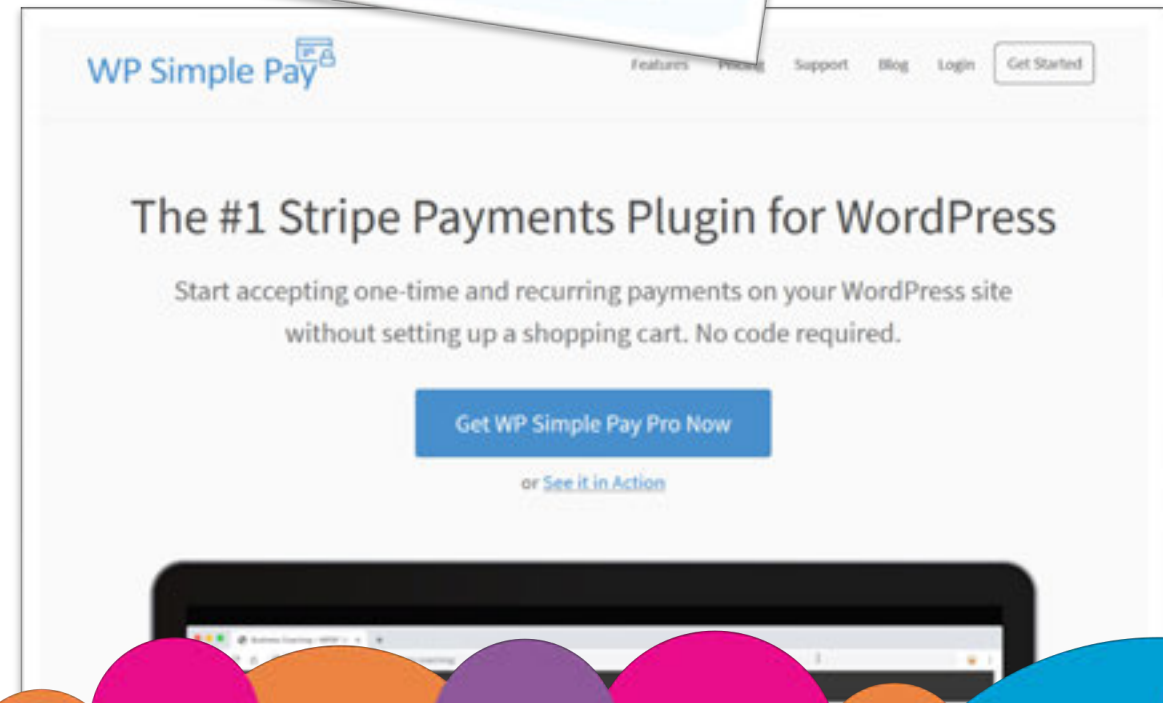
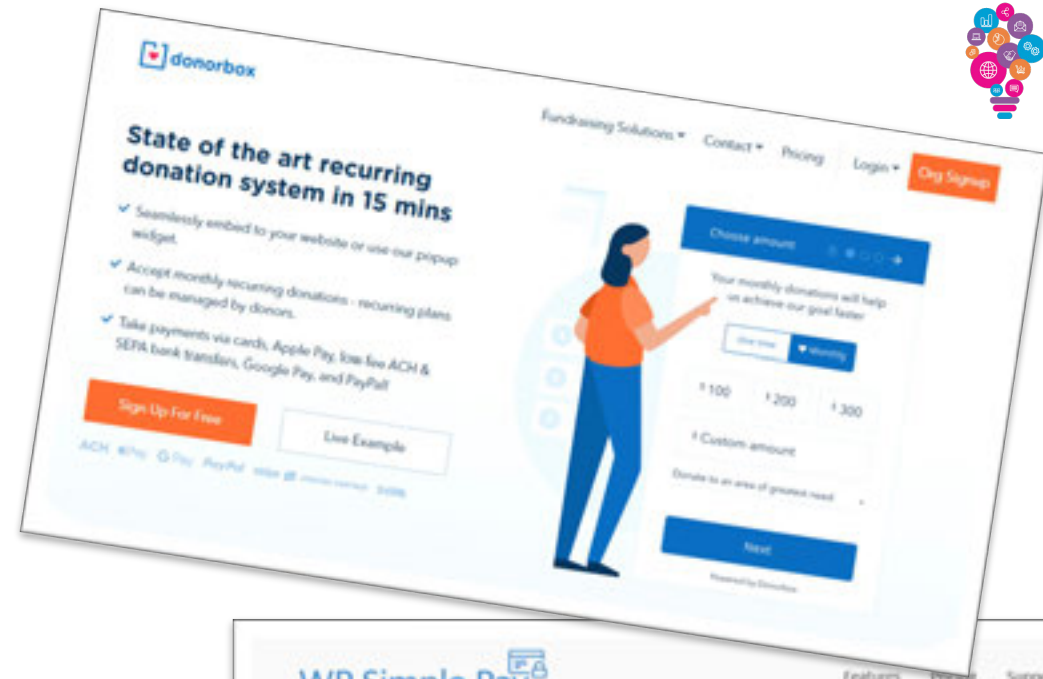
**Where Are We Going? – Starting the Journey**

"When you..." "...is part of its appeal."

# Donations

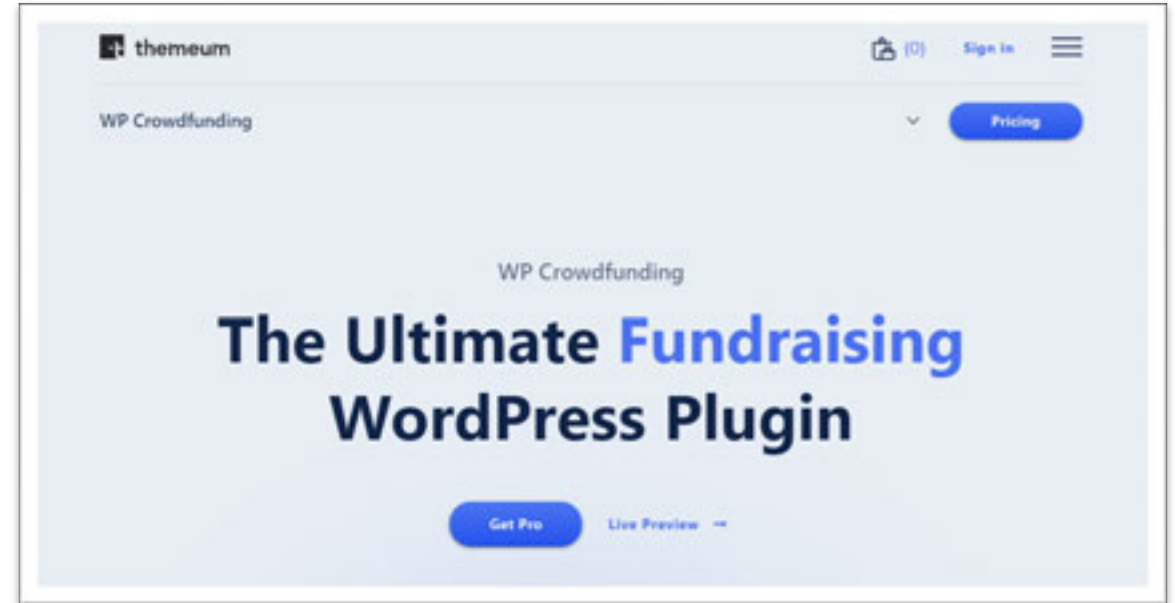
You might be a charity or you might be taking donations for a charity you support.

Just checking out through a standard e-commerce site isn't really appropriate.



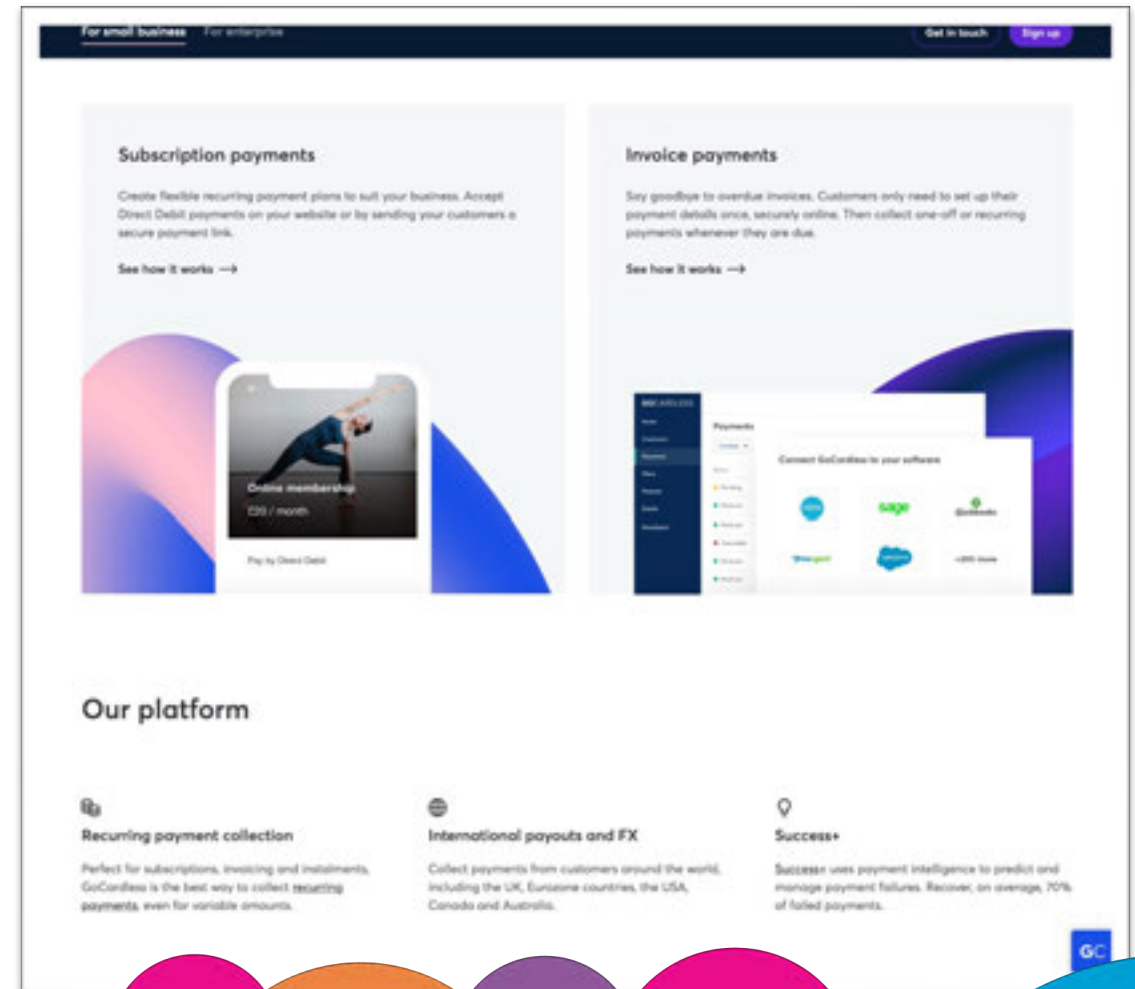
# Crowd Funding

If you are looking to crowdfund for a project or charity then plugins like WP crowdfunding plug into Wordpress, stripe and PayPal and integrates with fundraising backer sites like Kickstarter or GoFundMe.



# Services & Retainers

You might want to sell fixed-fee services online. You can do that through a straight shop site, which is fine if it's a one-off but can get annoying if you have to keep sending people back to check out every month.



# Bookings

There are several ways to take bookings for holidays, classes and sessions.



The screenshot shows the Booknetic website. The navigation bar includes 'Booknetic', 'Features', 'Resources', 'Demo', 'Booknetic SaaS', a search bar, and a 'Buy Now - \$79' button. The main heading is 'WordPress Appointment Booking Plugin'. Below it, a sub-heading reads: 'Booknetic is the best appointment scheduling plugin for WordPress that allows customization and automation of online bookings. Through comprehensive booking forms and payment gateways, the WordPress appointment scheduling plugin helps to boost occupancy and enhance customer service.' A large image shows a screenshot of the plugin's interface with a play button overlay. At the bottom, it states: 'Trusted by WordPress Scheduling Software with **4k+** happy customers, and **100k+** monthly successful bookings'.

# Back to WooCommerce

WooCommerce has all the essentials you need for an online store, it is adaptable with inventory, tax, secure payment gateways and multiple shipping integrations.

The new versions include detailed analytics about products, orders and customers.

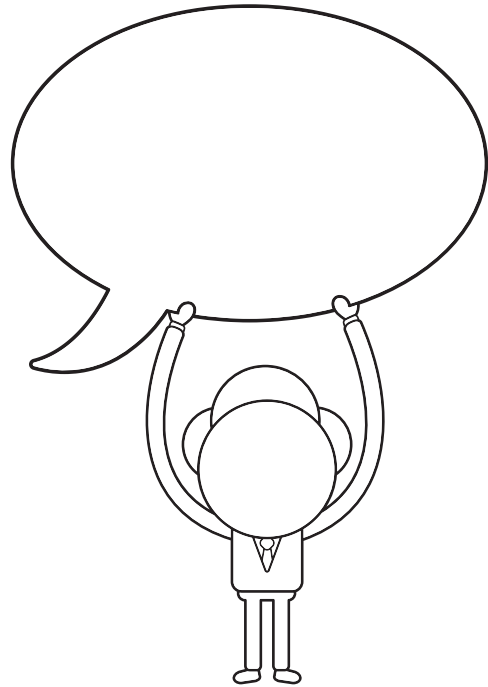


# Install time!

Let's take a look at installing WooCommerce on our WordPress sites, we are going to run through all the setup basics we need to get our store running.



# Show and tell



Does anyone have an activity to share?  
What do you think of the platforms and  
resources?







# Any Questions?



# Coming up soon to extend these skills

Tomorrow we are going to look at some of the additional plugins we can add to our WooCommerce store to add extra functionality.



# Final thoughts

Any comments on today?

What one thing do you feel you have taken from or improved upon from today?



# Don't forget

Today's session page in your learner dashboard has a useful links document that will cover all the tools, resources and articles we have discussed in the session and some useful guides and articles to take you further.



# Extra help

If you need any help with anything from today's session feel free to message me in the WhatsApp group.

If you have any other issues or problems related to the course or the tools speak to Andrew and Irfana, they are here to help you.



# Up next...

See you tomorrow for more **WooCommerce**

