

Setting up an online shop

For decades, Tafelmusik enjoyed great success selling our recordings at live concerts.



Our assumption:

If our clients are consistently buying from our merchandise table during concert evenings, they will likely buy from us online as well.



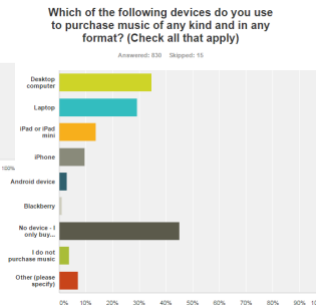
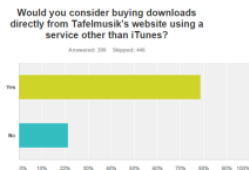
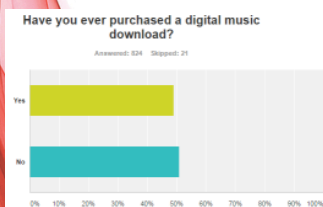
How do we know if they are interested in buying digital downloads from us?

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Selling digital downloads

One way to find out. Ask them!

In May 2014, we sent a survey through Survey Monkey to our list. 1000 responded.



Note: iTunes is a closed source service. So limited when it comes to digi downloads.

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Selling digital downloads (continued)



How do we sell digital downloads online? What is the best solution for us to sell our digital downloads?



Tafelmusik hit a few roadblocks:

- Current ticketing system does not support digital download sales
- We only had 5 CDs available in digital download

Our options: Build our own digital download system with transactional capabilities **OR** opt for a system that is already available online.

Our conclusion: Building your own is expensive!

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Selling digital downloads

We opted for a third party service and considered the following two options:



www.sendowl.com

- Monthly fee, no percentage on sales
- Supports Paypal
- Supports Canadian currency
- Limited storage
- Reasonable price



www.sellfy.com

- No monthly fee
- Take 5% per transaction
- Supports Paypal
- Does not support Canadian currency
- Unlimited storage
- Cheapest option!

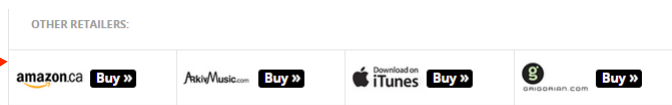
These solutions can sell any digital downloads. Not just music!

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Affiliate programs

But what about those who still want to buy through iTunes and Amazon?

Tafelmusik wanted to encourage direct sales for better profit margins but also understood that many would still want to buy from more tried and trusted sources such as Amazon.ca and iTunes for digital downloads.



But how do we monetize any of this?



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Affiliate programs (continued)

Open affiliate accounts!

iTunes: Will pay 7% commission on sales of any linked product

<https://itunes.phgconsole.performancehorizon.com/login/itunes>

Apple Affiliate Program

It's Easy to Join

The Affiliate Program provides a way to link to songs, apps, and more, earning you commissions on sales. Signing up to be an affiliate is quick, easy, and free. Apply now, and we'll review your application within five business days.

[Apply now](#)

Already an affiliate?

[Sign in](#)



Amazon.ca: Will pay 4% commission on sales of any linked product

<https://associates.amazon.ca>

More on Handel? Tafelmusik recommends these items

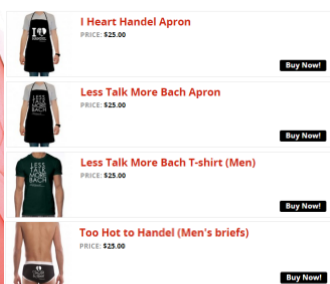


Amazon will also pay commission on any other products sold through referrals!

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Affiliate programs (continued)

Wordans.ca : Create custom prints, decide your commission rate, no minimum order, they take care of shipping and handling and no inventory to manage.



You can have an online shop with little to no risk!

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Sales strategies

Is your website responsive? Does it present well on all digital platforms?



This season 30% of our visitors were using a tablets or mobile device

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Sales strategies (continued)

Tie-in special promotions to your content, stay creative and keep it exciting!



1 DAY SALE
20% OFF
ALL TAFELMUSIK
CUSTOM PRINTS
code: VIP100

Special holiday download packages:



Symphonies 1-4 & Overtures
Bonus Mendelssohn's Symphony No. 4
MP3: \$27.99 | FLAC: \$32.99 | ZIP: \$22.99



House of Dreams + Galileo Project (audio)
Buy one get the second half price
MP3: \$19.99 | FLAC: \$24.99 | ZIP: \$12.99

Suggested sales from ALL your pages

Related



Handel Messiah 2 CD set
now available! | LISTEN



Sing-Along Messiah DVD now
available! BUY DVD

Cross-sell from your shopping cart

The item(s) in this shopping cart package is/are item(s) will be removed

Reference: Membership Purchase
Please select desired and desired items

You may be interested in one or more of the following items

Item	Qty	Price / Unit	ADD	Price	TAX
House of Dreams (CD) (1)	1	Member: \$19.99	ADD	\$19.99	\$1.99
The Galileo Project (CD) (1)	1	Member: \$19.99	ADD	\$19.99	\$1.99

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Social Media & sales



Using social media to drive sales and traffic

- 1. Balance your messaging:** Follow the **20% sales / 80% engagement** to keep your followers happy.
- 2. Drive traffic with social media:** Consider social media as a driver of traffic to your website rather than a tool for direct sales. Link to your site as often as possible!
- 3. Facebook (FB) advertising:** FB ads are a great and *cheap* way to effectively target potential clients. Keep an eye on Twitter and Instagram which also have advertising capabilities.
- 4. Open a Facebook shop:** For more access to your inventory.

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Social Media & sales (continued)

Take a closer look at your YouTube channel, you might be surprised. 

In 2011, YouTube became the second most used Search Engine after Google with over 1 billion searches per month.



- Tafelmusik discovered a large audience of 50,000 viewers monthly
- Majority of visits from the USA followed by Can
- 1 million views since we started in 2007/ Average of 6010 views per video
- 71% of viewers are 34 and under!



How do we monetize these views?

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A few considerations

Some considerations before opening your online shop (with digital downloads):



- Do you have the resources to take care of shipping and handling and to manage inventory (both physical and digital)?
- Pricing and shipping costs. Are you competitive enough?
- If you sell digital downloads, plan to offer technical assistance and understand the technology you are selling.
- It's not only a question of building your shop but driving traffic & sales. Must become part of your ongoing business plan.
- You don't have to build everything from scratch. There are third party services available permitting you to take calculated risks.
- Make your model scalable so you can readjust as you grow without risking too much.
- Did you do your market research first?

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Closing words

This is part of Tafelmusik's digital story but each organisation has its own set of rules and ultimately has to build their own custom model that works for them.

The digital landscape is one that is currently in *flux* so there is not one recipe or path that is right. Write and share your story! ☺



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