

Gift 'N Gab

Audio Clip 4: E-Commerce

Q: That's where the website could help, right?

Kathie: It could. It could.

Q: You could advertise maybe the higher priced items? People could come specifically looking for that. You could showcase--

Kathie: Yeah, but the other thing with the website, though, and again, one of my downfalls, because I got it up when I first opened. I just thought I need a website, and it didn't much matter to me at the time how much time I spent on it. I just needed one that was decent enough to get up and running, one that I could manage myself and that I could get some photos on. So, it did. It got up. It got running. I can work on the photos. That part's not really easy for me, but I can do it. I can struggle through it, and then in hindsight, like last year, I was looking at it, and I was thinking I don't really like it anymore. I wish that it was different. So, I approached the advertising company that I had worked with to get it up and going. To redo it, number one, was going to take some time, and that's my biggest challenge. It seems to be time. I just physically do not have the time to do this stuff. So, it was going to take some time to do it. They were willing to get the templates up and stuff like that, but I had to do all the other work. Most of it is actually already done on our photos, but then it's updating them. So, it means I'm already operating from nine to six, open the doors, not to mention what I do before and not to mention what I do after, and somewhere in there I have to eat, and I'd like to sleep, maybe do some laundry. So, physically I just don't have the capacity to do it all. So, this year, I started my year gung-ho, thinking first on my list is to redo the website. So, I started out with working on a business plan, which I got about almost half done. Contacted some marketing people who then said, "Oh, you really need to speak

to somebody.” I contacted some website people from when I first started looking for a website when I first opened. They suggested that I go and speak with a marketing consultant, and I thought, yeah okay. I give. I probably should have done that in the beginning. I didn’t. So, I’ve got a couple of names. Have I called them yet? No, I haven’t called them yet, but I was going to. I said I’m not out to rebrand or anything. I just need some ideas. I just need to know if it is it really worth the time and investment to change my Internet exposure. There are some people that come in and say, “Yeah, I found you on the Internet.” Or they say, “Do you do e-commerce?” “Do you have a catalogue?” No, and no. Will I ever? No, I will not.

Please note that this transcript has been slightly modified; it is not a verbatim copy of the original audio clip.