

# From Retailer to Direct Marketer: Succeeding Step-by-Step



**Shari Altman**

Altman Dedicated Direct

**Sara Blakewood-Norment**

Chimney Corner/Gift Collector.com

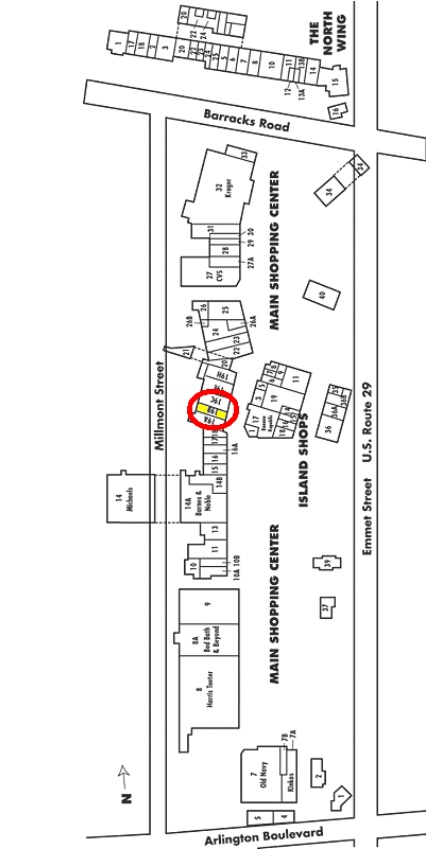
**Hunter Parks**

The Garden Works of Raleigh, Inc.

**Alan Rimm-Kaufman**

The Rimm-Kaufman Group LLC





The screenshot shows the Garden of Eatin' website with the following sections:

- Home:** Garden of Eatin' logo, "The Smart Way to Grow... Indoors & Out", and navigation links like "Home", "About Us", "100% Guarantee", "Let's Grow!", "Contact Us", "FAQ", "Privacy Policy", "Terms of Service", "Site Map", "Feedback".
- Special Buys:** A list of products with prices and "Add to Cart" buttons.
  - 100% Pure Organic Tomato Seedlings - \$4.99
  - 100% Pure Organic Lettuce Seedlings - \$4.99
  - 100% Pure Organic Spinach Seedlings - \$4.99
  - 100% Pure Organic Kale Seedlings - \$4.99
  - 100% Pure Organic Broccoli Seedlings - \$4.99
  - 100% Pure Organic Cauliflower Seedlings - \$4.99
  - 100% Pure Organic Zucchini Seedlings - \$4.99
  - 100% Pure Organic Squash Seedlings - \$4.99
  - 100% Pure Organic Eggplant Seedlings - \$4.99
  - 100% Pure Organic Bell Pepper Seedlings - \$4.99
  - 100% Pure Organic Tomato Seedlings - \$4.99
  - 100% Pure Organic Lettuce Seedlings - \$4.99
  - 100% Pure Organic Spinach Seedlings - \$4.99
  - 100% Pure Organic Kale Seedlings - \$4.99
  - 100% Pure Organic Broccoli Seedlings - \$4.99
  - 100% Pure Organic Cauliflower Seedlings - \$4.99
  - 100% Pure Organic Zucchini Seedlings - \$4.99
  - 100% Pure Organic Squash Seedlings - \$4.99
  - 100% Pure Organic Eggplant Seedlings - \$4.99
  - 100% Pure Organic Bell Pepper Seedlings - \$4.99
- Featured This Month:** A list of products with prices and "Add to Cart" buttons.
  - 100% Pure Organic Tomato Seedlings - \$4.99
  - 100% Pure Organic Lettuce Seedlings - \$4.99
  - 100% Pure Organic Spinach Seedlings - \$4.99
  - 100% Pure Organic Kale Seedlings - \$4.99
  - 100% Pure Organic Broccoli Seedlings - \$4.99
  - 100% Pure Organic Cauliflower Seedlings - \$4.99
  - 100% Pure Organic Zucchini Seedlings - \$4.99
  - 100% Pure Organic Squash Seedlings - \$4.99
  - 100% Pure Organic Eggplant Seedlings - \$4.99
  - 100% Pure Organic Bell Pepper Seedlings - \$4.99
- Tip of The Day:** A tip from a customer about growing tomatoes indoors.
- Our Guarantee:** A 100% satisfaction guarantee.
- Free Shipping:** Free shipping on orders over \$200.
- Home Orders Accepted:** A note about home delivery.



The screenshot shows the GiftCollector.com website with the following sections:

- Home:** GiftCollector.com logo, "Free Ground Shipping on Orders of \$200 or more", and navigation links like "Home", "About Us", "100% Satisfaction Guarantee", "Let's Collect!", "Contact Us", "FAQ", "Privacy Policy", "Terms of Service", "Site Map", "Feedback".
- Gift Baskets:** A list of gift baskets with prices and "Add to Cart" buttons.
  - 100% Pure Organic Tomato Seedlings - \$4.99
  - 100% Pure Organic Lettuce Seedlings - \$4.99
  - 100% Pure Organic Spinach Seedlings - \$4.99
  - 100% Pure Organic Kale Seedlings - \$4.99
  - 100% Pure Organic Broccoli Seedlings - \$4.99
  - 100% Pure Organic Cauliflower Seedlings - \$4.99
  - 100% Pure Organic Zucchini Seedlings - \$4.99
  - 100% Pure Organic Squash Seedlings - \$4.99
  - 100% Pure Organic Eggplant Seedlings - \$4.99
  - 100% Pure Organic Bell Pepper Seedlings - \$4.99
- Gift Boxes:** A list of gift boxes with prices and "Add to Cart" buttons.
  - 100% Pure Organic Tomato Seedlings - \$4.99
  - 100% Pure Organic Lettuce Seedlings - \$4.99
  - 100% Pure Organic Spinach Seedlings - \$4.99
  - 100% Pure Organic Kale Seedlings - \$4.99
  - 100% Pure Organic Broccoli Seedlings - \$4.99
  - 100% Pure Organic Cauliflower Seedlings - \$4.99
  - 100% Pure Organic Zucchini Seedlings - \$4.99
  - 100% Pure Organic Squash Seedlings - \$4.99
  - 100% Pure Organic Eggplant Seedlings - \$4.99
  - 100% Pure Organic Bell Pepper Seedlings - \$4.99
- Gift Certificates:** A list of gift certificates with prices and "Add to Cart" buttons.
  - 100% Pure Organic Tomato Seedlings - \$4.99
  - 100% Pure Organic Lettuce Seedlings - \$4.99
  - 100% Pure Organic Spinach Seedlings - \$4.99
  - 100% Pure Organic Kale Seedlings - \$4.99
  - 100% Pure Organic Broccoli Seedlings - \$4.99
  - 100% Pure Organic Cauliflower Seedlings - \$4.99
  - 100% Pure Organic Zucchini Seedlings - \$4.99
  - 100% Pure Organic Squash Seedlings - \$4.99
  - 100% Pure Organic Eggplant Seedlings - \$4.99
  - 100% Pure Organic Bell Pepper Seedlings - \$4.99
- Gift Delivery:** A list of gift delivery services with prices and "Add to Cart" buttons.
  - 100% Pure Organic Tomato Seedlings - \$4.99
  - 100% Pure Organic Lettuce Seedlings - \$4.99
  - 100% Pure Organic Spinach Seedlings - \$4.99
  - 100% Pure Organic Kale Seedlings - \$4.99
  - 100% Pure Organic Broccoli Seedlings - \$4.99
  - 100% Pure Organic Cauliflower Seedlings - \$4.99
  - 100% Pure Organic Zucchini Seedlings - \$4.99
  - 100% Pure Organic Squash Seedlings - \$4.99
  - 100% Pure Organic Eggplant Seedlings - \$4.99
  - 100% Pure Organic Bell Pepper Seedlings - \$4.99
- Gift Certificates and Products:** A list of gift certificates and products with prices and "Add to Cart" buttons.
  - 100% Pure Organic Tomato Seedlings - \$4.99
  - 100% Pure Organic Lettuce Seedlings - \$4.99
  - 100% Pure Organic Spinach Seedlings - \$4.99
  - 100% Pure Organic Kale Seedlings - \$4.99
  - 100% Pure Organic Broccoli Seedlings - \$4.99
  - 100% Pure Organic Cauliflower Seedlings - \$4.99
  - 100% Pure Organic Zucchini Seedlings - \$4.99
  - 100% Pure Organic Squash Seedlings - \$4.99
  - 100% Pure Organic Eggplant Seedlings - \$4.99
  - 100% Pure Organic Bell Pepper Seedlings - \$4.99

# Chimney Corner / Gift Collector



- China
- Collectibles
- Crystal
- Giftware
- Holiday Gifts and Ornaments
- Jewelry
- Tableware



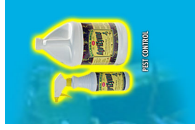
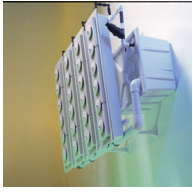
# Chimney Corner / Gift Collector

- 1969 C'ville VA store, 1500 sq. ft.
- 1996 First web site
- 2001 Web site relaunch
- 2003 Internet Retailer Top 300
- 2004 Internet Retailer Top 50
- 2004 New warehouse
- 2005 First catalog



# Garden Works

- Hydroponics systems
- Growing media
- Propagation
- Plant nutrients
- Grow lights
- Pest controls
- pH & nutrient controls
- Environmental controls
- Complete packages
- Books & gifts
- Seeds



# Garden Works

- 2000 Started stocking and selling products out of an extra room in my house.
- 2001 Acquired business partners and opened 1500 sq ft retail store.
- 2002 Expanded Retail space to 3000 sq ft.
- 2003 Launched first e-commerce web site.
- Late '05 Relaunch new and greatly improved e-commerce web site



# Fasten Your Seatbelts!

- Deciding to sell online
- Financial & market planning
- Merchandising
- Site design & function
- Online marketing
- Selling online
- Operations, call center, warehouse
- “If I knew then what I know now...”



**Search**

Enter Text Here    
 Return To Last Search

**Shop By Department**

- [Complete Packages](#)
- [Hydronic Systems](#)
- [Growing Media](#)
- [Propagation](#)
- [Plant Nutrients](#)
- [Grow Lights](#)
- [Pest Controls](#)
- [pH & Nutrient Control](#)
- [Environmental Control](#)
- [Books, Gifts & More](#)
- [Seeds](#)

**Shop By Brand**

Start typing brand

**Dirt Cheap Specials**

**Our customers say it best...**

Hey guys, I just wanted to take a moment to thank you for your great products & customer service. I've been growing for over three years and have always gotten all the right answers to all my grow questions. Keep up the great work!

-- Joe M Raleigh, NC

**We Support**



**100% Guarantee**

**New to Hydroponics?**

Hydroponics gardening is one of the easiest growing methods available. You don't need acres of sunny land or a luxuriously long growing season. Instead, using hydroponics methods, you can [more...](#)



TESTED TO BE BURGLAR PROOF

Get A \$5 Gift Certificate With Your Subscription!

Free Newsletter

**Learn From GardenWaves**

- [Duis autem vel eum amare dolor in.](#)
- [Hendrerit in vulputate velit esse.](#)
- [Frequently Asked Questions.](#)

**Special Buys**

**Essentials**  
 Complete Kit Small  
 110001 Sm. [More info...](#)  
 was \$425.00 Sale \$425.00

**Essentials**  
 Complete Kit Small  
 110002 Sm. [More info...](#)  
 was \$425.00 Sale \$425.00

**Essentials**  
 Complete Kit Small  
 110002 Sm. [More info...](#)  
 was \$425.00 Sale \$125.00

**Featured This Month**

**Dolor sit**  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, in hendrerit in vulputate sed diam nonummy [More info...](#)  
 Only \$90.00

**Dolor sit**  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, in hendrerit in vulputate sed diam nonummy [More info...](#)  
 Only \$90.00

**Tip of The Day**



Iti viti enim sed nimum veniam, quis nostrud exercit sation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisisqui blandit praesent luptatum zzril delenit.

**Related products:**  
 Hendrerit in vulputate velit.....\$79.95  
 Consequat, vel illum dolore.....\$49.95



Toll Free ordering and customer service:  
**1-877-GO HYDRO (1-877-464-9376)**  
 Mon-Fri 10 am - 6pm EST Sat 12pm-5pm, EST



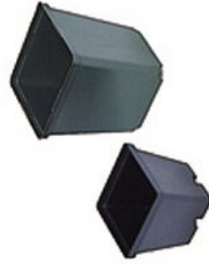
**Money Orders Accepted**

Visit our retail store:  
 3619-A Hillsborough St.  
 Raleigh, NC 27606



# Deciding to sell online

- Options for growth
- Prerequisites for going direct
  - Who is your customer?
  - How do they use direct channels?
  - What is your USP?
- Prioritizing your launch strategy
- Multi-year strategy & business impact



# Financial & market planning

- Evaluate your category
- Study your competitors
- Business plan
- Breakeven calculations
- Overestimate costs/Underestimate sales
- Human Resource considerations
- Be ready for losses for some time



# Merchandising

- Unique direct channel issues
  - Selling without a salesperson
  - Perishable goods
  - Shipping costs (size/weight) and fees
  - Web photography/catalog space constraints
- Commodity vs. unique issues
  - Are web/catalog customers looking for what you sell?
  - The role of brand



# Site design & function

- Customer friendly design & nav
- Easy to understand categories
- Nested categories
- Strong site search
- Product database
- Copy & Creative



- Shop By Department
- Enter Text Here
  - Complete Packages
  - Subcategory 1
  - Subcategory 2
  - Subcategory 3
  - Subcategory 4
  - Subcategory 5
  - Subcategory 6
  - Subcategory 7
  - Subcategory 8
  - Subcategory 9
  - Subcategory 10
  - Subcategory 11
  - Subcategory 12
  - Hydroponic Media
  - Growing Media
  - Propagation
  - Plant Nutrients
  - Grow Lights
  - Pest Controls
  - pH & Nutrient Control
  - Environmental Control
  - Books, Gifts & More
  - Seeds

Start typing brand

Our customers say it best...

Hey guys, I just wanted to thank you for the great products & customer service. I've been coming here for years and have always gotten all the right answers for me. Keep up the great work!

-- Joe M Raleigh, NC

Shop By Brand

Start typing brand

Dirt Cheap Specials

Sub category 1  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque id justo. Vivamus ullamcorper. [More Info](#)

Sub category 2  
Present pretium, massa eget portitor sagittis. Leo odio vnamus lenis, quis suscipit maunus in lectus. [More Info](#)

Sub category 3  
Nulla laeu. Nulla vulputate metus at massa. Vivamus aliquam feugiat neque. Pellentesque habitant morientis et tunc non, convallis ac, dignet non, dolor. [More Info](#)

Sub category 4  
Suspendisse potenti. Nulla facilisi. Etiam venenatis risus sed erat. Nam orci quam, pharetra vel, convallis ac, dignet non, dolor. [More Info](#)

Sub category 5  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque id justo. Vivamus ullamcorper. [More Info](#)

Sub category 6  
Present pretium, massa eget portitor sagittis. Leo odio vnamus lenis, quis suscipit maunus in lectus. [More Info](#)

Sub category 7  
Nulla laeu. Nulla vulputate metus at massa. Vivamus aliquam feugiat neque. Pellentesque habitant morientis et tunc non, convallis ac, dignet non, dolor. [More Info](#)

Sub category 8  
Suspendisse potenti. Nulla facilisi. Etiam venenatis risus sed erat. Nam orci quam, pharetra vel, convallis ac, dignet non, dolor. [More Info](#)

Sub category 9  
Suspendisse potenti. Nulla facilisi. Etiam venenatis risus sed erat. Nam orci quam, pharetra vel, convallis ac, dignet non, dolor. [More Info](#)

Featured This Month

Essentials Complete Kit Small 110002 Sm [More Info](#) [Add To Cart](#)

Hydroponic Kit 110002 Sm [More Info](#) [Add To Cart](#)

Hydroponic Kit Small 110003 Sm [More Info](#) [Add To Cart](#)

Hydroponic Kit Small 110003 Sm [More Info](#) [Add To Cart](#)

Hydroponic Kit Small 110003 Sm [More Info](#) [Add To Cart](#)

Special Buys

Essentials Complete Kit Small 110002 Sm [More Info](#) [Add To Cart](#)

Hydroponic Kit 110002 Sm [More Info](#) [Add To Cart](#)

Hydroponic Kit Small 110003 Sm [More Info](#) [Add To Cart](#)

Hydroponic Kit Small 110003 Sm [More Info](#) [Add To Cart](#)

Tell A Friend

Free shipping on orders over \$50

1-877-80 HYDRO (1-877-464-9376)  
Mon-Fri, 10 am - 6pm EST Sat 12 pm-5pm, EST

Home | Your Account | Tips & Info | Dirt Cheap Specials | Ordering Info | About Us | Contact Us | Privacy Policy | Return Policy/Guarantees | Site Map

## Free Ground Shipping on Orders of \$200 or more

Catalog Quick Order - Click Here!

### Browse by Brand

[Armani Figurines](#)  
[Aromatique](#)  
[Ashleigh Manor](#)  
[Blue Danube China](#)  
[Byers Choice Carolers](#)  
[Cathness Glass](#)  
[Casafina Stoneware](#)  
[Caswell Massey](#)  
[Chamilla Jewelry](#)  
[Christopher Radko](#)  
[Crystal Clear](#)

### Featured Products

#### A New Treasure (Girl)

Lladro baby figurines, A New Treasure Girl. Infant girl in crib. Size: 3.5".



Lladro, Baby Figurines  
 \$160.00 [\[Details\]](#)

#### You're Everything To Me

Lladro figurine, You're Everything To Me. Size: 14.5x6.25". Man & woman walking.



Lladro, Romantic Figurines  
 \$650.00 [\[Details\]](#)

#### Happy Anniversary

Lladro Happy Anniversary. Husband and wife giving each other an anniversary



### China

Nothing says elegance more than a fine meal served on fine china.

**Giffcollector** carries hundreds of patterns from all the top manufacturers - **Denby, Herend, Gien, Lenox, Noritake, Portmeirion, Royal Albert, Royal Doulton, Royal Worcester, Vietri, Villeroy & Boch, Waterford, Wedgwood** and more.

Shown to the right, clockwise from top left are - Noritake's Gourmet Garden, Lenox's Engagement, Vietri's Umbria and Portmeirion's Botanic Garden.



[Every Day China](#)  
[Fine China](#)  
[Giftware](#)  
[Holiday China](#)  
[Judaica Collection](#)



**GIFT COLLECTOR.COM**  
A Division of Chimney Corner, Inc.

Need help? Call toll-free 866-923-0001

Search:

Go!

Home » China » Fine China

News, Specials and Announcements

**Free Ground Shipping on Orders of \$200 or more**

Catalog Quick Order - Click Here!

- Browse by Brand**
- Armani Figurines
  - Aromatique
  - Ashleigh Manor
  - Blue Danube China
  - Byers Choice Carolers
  - Cathness Glass
  - Casafina Stoneware
  - Caswell Massey
  - Chamilla Jewelry
  - Christopher Radko
  - Crystal Clear

**Featured Products**

**Arrangement Vase**



Old Country  
Roses  
Arrangement  
Vase - With Frog,  
6" h

Royal Albert, Old Country Roses  
Giftware  
\$72.00 **Sale: \$49.99** [Details]

**Mikasa Cheers Pilsner Set / 4**

"Cheers " From

**Fine China**

At **Giftcollector** we have a large variety of china manufacturers and china patterns for you to choose from to complete a current china pattern you already have or start a new one!

Choose patterns from **Herend, Lenox, Noritake, Mottahedeh, Royal Doulton, Royal Worcester, Spode, Vera Wang, Villeroy & Boch, Waterford** and more.



# GIFT COLLECTOR.COM

A Division of Chimney Corner, Inc.



# WEDGWOOD

Need help? Call toll-free 866-923-0001

Search:

Go!

Home » China » Fine China » Wedgwood China

News, Specials and Announcements

## Free Ground Shipping on Orders of \$200 or more

Catalog Quick Order - Click Here!

### Browse by Brand

- Armani Figurines
- Aromatique
- Ashleigh Manor
- Blue Danube China
- Byers Choice Carolers
- Cathness Glass
- Casafina Stoneware
- Caswell Massey
- Chamilla Jewelry
- Christopher Radko
- Crystal Clear

### Featured Products

#### Evesham Gold Square Crudite

Evesham Gold  
Square Crudite



Royal Worcester, Evesham Gold  
\$80.00 **Sale: \$40.00** [Details]

#### Heart Ring Holder

Waterford, Heart  
Ring Holder, 2.25 in



### Wedgwood China

Shop Giftcollector.com for the complete collection of Wedgwood everyday and fine china, dinnerware and tableware. All on sale. Up to 30% off of the regular retail price. We also offer online bridal and gift registry, so visit us today for your Wedgwood needs!

Now under the Waterford Wedgwood umbrella, Wedgwood china has wisely redefined itself in this changing world, serving today's variety of individual styles and lifestyles with a dazzling range of tableware for all tastes. Whoever you are, whatever your tastes may be, you'll find a Wedgwood everyday or fine china pattern to fit your life...and endure a lifetime.

Shown to the right, clockwise from top left are: Wedgwood Scandic Blue, Wedgwood Grand Gourmet, Wedgwood Tuscany and Wedgwood Queen's Plain china.



### China

#### Fine China

- Amherst
- Celestial Platinum
- Cornucopia
- Black Astbury
- Colosseum - Whiteware
- Crown Gold
- Celestial Gold
- Columbia Sage Green
- Crown Platinum



# Online marketing

- Paid search
- Organic search
- New portals: EBay, Amazon, Y! store
- Data feeds
- Traditional portals: AOL, MSN
- Email



# Selling online

- Build your email list
- Email newsletter: news & specials
- New buyer discounts
- Related products:  
*would you like fries with that?*
- Thank-you page offers
- “Share the love” offers



# Operations, call center, warehouse

- Fulfillment software
- Phone system
- Call center staffing & training
- Adapting your warehouse for direct
- Packing & shipping
- 24/7 selling: avoid personal & staff overload



# If I knew then what I know now...

- Sara: **Hire experts with experience** in exactly what you're hiring them for. Don't underestimate the cost of your venture. Take time hiring any professional firm. Ask detailed questions of them and their references.
- Hunter: **Over estimate all cost involved**, take into account that there will be unexpected cost, and make sure that you have much more in your budget than you initially plan to spend.
- Shari: Assume **everything will take much longer than anticipated**. Double the programmer's estimate on time to completion. On catalogs, even an experienced catalog development team will take longer developing your first catalog than future iterations. And you will rightly want to think through each issue longer the first time around. Don't put yourself in a position to be forced to rush.
- Alan: **Start sooner and start cheaper**. Ask the marketplace: with sales, you can tune the details; without sales, the business isn't viable.



# Thanks!

**Shari Altman**  
saltman@AltmanDedicatedDirect.com

# Q&A

**Sara Blakewood-Norment**  
sara@giftcollector.com

**Hunter Parks**  
dparks32@earthlink.net

**Alan Rimm-Kaufman**  
alan@rimmkaufman.com