



Celebrating Our 15th Year!  
**Samson Media. LLC**  
We Put Your Website to Work



### **What Are the hot sellers?\***

- Anything CBD
- Pet Wipes
- Pet toothpaste particularly cats
- Litter Robot
- Pretty Litter (changes color based on cats PH levels)
- Cat Enclosures
- Freeze dried dog food
- Pet Insurance
- Natural Food brands

\*Packaged Facts

### **Brands of ECommerce Platforms**

Shopify & Shopify Plus:

- Monthly fees \$89 - \$2k a month and trans. fees up to 2.7%
- Offers a POS System
- Sell on social media

Big Commerce:

- Monthly fees and a % up to 2%
- Offers a POS System →
- Includes hosting

Weebly:

- 3% + monthly fees
- Less Robust
- Includes hosting
- Great for beginners and small sellers

Wix:

- \$30-\$50 a month



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- 0% trans fees
- Includes hosting
- Limited toolset
- Includes Credit Card Processing

#### Woo Commerce & WordPress:

- Free software platform
- Need own website design and hosting
- Own credit card processor
- Highly Customizable
- Paid plugins for additional functionality

#### Squarespace:

- \$18-\$40 a month
- Average of 3% transaction fees
- Provides hosting

#### Yahoo Shopping:

- \$35-\$255 a month – higher monthly – lower pp
- 1.5 - .75% transaction fees
- Provides hosting, web design +fees

#### Amazon:

- Various options – You ship --- they ship
- Pet Category: 15%, except 22% for Veterinary diets, plus a minimum \$0.30 “referral fee”
- [sellercentral.amazon.com](http://sellercentral.amazon.com)

#### Online Credit Card Processors

- Authorize.net
- Stripe
- PayPal



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- Apple Pay
- Included with Wix
- Many others...