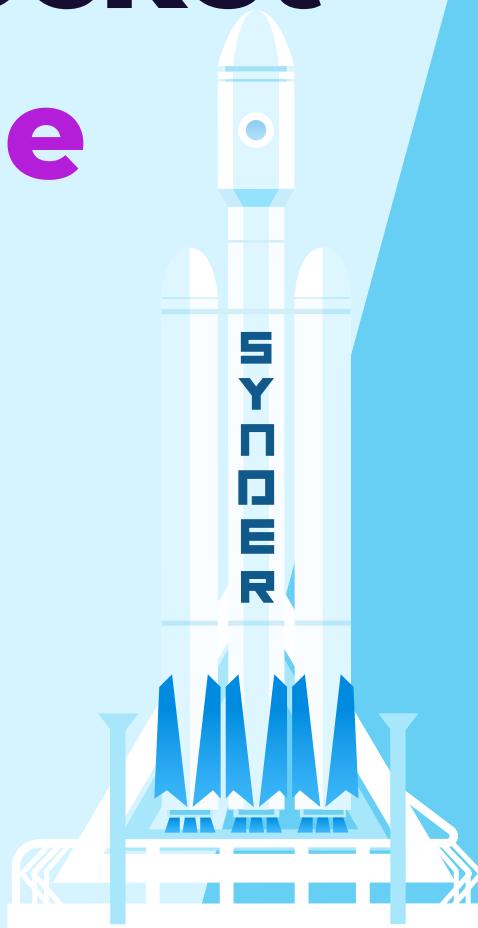


17

Tips to Skyrocket Online Sales



17 TIPS TO SKYROCKET ONLINE SALES

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To sum up

INTRODUCTION

Today, being able to sell online is a necessity small businesses can't go without. The lesson learned from the situation with the COVID-19 outbreak is that you can't rely on a single channel of sales anymore, especially if this channel is exclusively offline. Another one is that you have to transform your business online quickly (as it can be a matter of survival).

In this book, we'll take a closer look at the reasons for businesses to go online, as well as describe a way to enable online sales quickly and affordably or enhance online sales on whichever online platforms, and avoid mistakes that hamper business growth.

WHY DO YOU NEED ONLINE SALES

To understand how hard was the impact on small businesses, it suffices to look at the figures below:

- Thus, [according to Coresight Research](#), the crisis, associated with the COVID-19 outbreak, could lead to 15,000 permanent retail store closures in 2020.
- The [Commerce Department](#) observed that retail purchases in stores, as well as money spent at bars and restaurants, fell 8.7 percent from the previous period.
- A survey by [Software Advice](#) showed that about 50% of non-digital small businesses suffered from a significant profit loss, while only 21% of digital businesses stated the same.

The crisis outcome for SMBs



15,000

permanent retail stores can close in 2020

8.7%

fall of purchases in retail,
bars, and restaurants

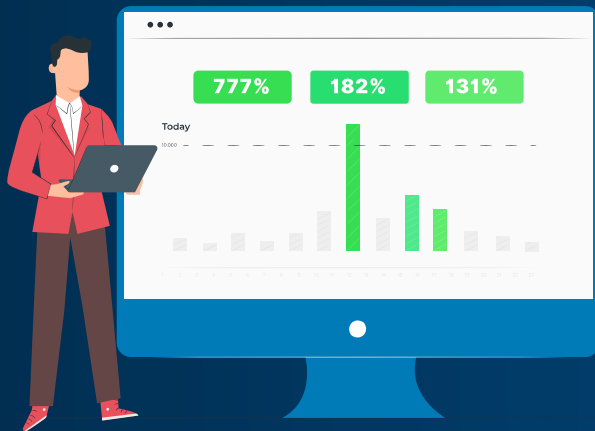
50%

of non-digital small businesses
suffered from a significant profit loss

At the same time, **businesses that sell online experienced remarkable growth in sales**. Surprisingly, the majority of them were selling the so-called non-essential items.

Thus, online book stores have reached a record-breaking 777% growth. The purchases of toys and games, as well as sports goods, are right behind experiencing 182% and 131% growth, respectively. It brings us to the reassuring idea that though consumers' budgets shrunk, people still are ready to spend beyond essentials.

Online businesses growth rate



777%

online book retailers

182%

online toys and games purchases

131%

online sports goods sales

In fact, there are plenty of reasons why online sales is a great option to consider, especially today. Starting with the fact that consumers have moved online, being locked in their homes, and finishing with the security and convenience of online payments. We want to name the three that are, in our opinion, most important.

1. Security

Some couple of years ago, online payments were considered less safe than offline. Several big data breach scandals were enforcing that belief. However, even back then, insecurity of online payments was a big misconception. Right the opposite. Online payment gateways come with multiple security layers to keep financial data safe. Together with the security measures taken by credit card services, such as 3D-secure, for example, altogether, they provide the highest level of security of online payment operations.

Top reasons to go with online sales



- More secure payments
- Lower operational costs
- Adjusting to consumer behavior

2. Lower operational costs

Online payments, being the part of a bigger concept of digital payments, cost you much less than non-digital payments. According to a study by Visa, the average cost of processing digital payments, inclusive of both direct expenses and labor costs, is 57% less than non-digital payments. With digital payments, the time that you or your employees spend on payment processing drastically decreases. Also, you eliminate third-party transportation costs, shortages, bounced checks, and related equipment, which is a boost to your budget.

3. Adjusting to customer behavior

Consumer habits tend to change, addressing the changes that occur in the economy, society, technology, etc. So if businesses want to drive sales, they need to watch the changes and fine tune their approach to its customers, to be able to satisfy their needs. With all things COVID happening, consumer behaviour has changed rapidly, bringing people massively online. And it's right the place where you should be, providing customers with the ability to pay online for what you sell.

We believe, you got the general idea – today, you simply can't go without online sales if you want to keep going.

If you already had at least part of your sales online, you are halfway through. What you need is to make this extra step to, probably, tweak your website to be able to cope with more load, put some additional effort into SEO and other digital marketing activities. You might also look for some tools for managing your online business more efficiently (so don't keep reading, we are going to speak about a couple of such tools below).

However, if all things online is a terra incognita for you (for whatever reason), you might be a bit frightened, or rather bewildered with where to start with enabling online sales. Just give us your attention for a couple of more minutes, as we want to share an actionable flow (or at least, inspirational ideas) with you.

HOW TO ENABLE AND INCREASE ONLINE SALES FROM DIFFERENT CHANNELS

Though it might seem complicated, starting with online sales requires in a nutshell two big steps. They are as follows:

1. Find your consumers online.
2. Get paid online.

True, this scheme looks a bit oversimplified. So let's break it down and take a close look at actionable tips on how you can enable and enhance your online sales.

TIP 1: REACH FOR CONSUMERS

If you think that to sell online you need a fully fleshed online store, you're missing a lot of opportunities. To engage with the audience today, you have plenty of various solutions. We will describe some of the most obvious and efficient of them, such as websites, Google My Business, social media, messenger apps, and video conferencing.

● Website

The website is the most obvious way to represent your business online. And there's no wonder. Even your local customers prefer to search for goods online (even though they perfectly know that you're just around the corner). According to [Datareportal](#), 90% of surveyed internet users at the age of 16 to 64 claimed to visit an online retail site or store. In fact, you can start selling even if you have a simple website. And if you haven't, but believe that you absolutely need it, today's market offers you a variety of solutions to build a nice and catchy website from scratch. You can easily go with [Wix](#) or [Wordpress](#), or [Shopify](#) for an online store.

- Google My Business

[Google My Business](#) is, actually, a must for local businesses. It's absolutely free and the fastest solution for a small business to get represented and be found online and communicate directly with consumers.

Businesses that have a GMB account appear in the local search part of a Google search results page when a searcher looks for a certain service. The search engine can detect the searcher's location and shows businesses and service providers near the searcher.

Taking into account that Google is the most popular search engine in the US, this is an opportunity you can't ignore.



- Social media

Social media is booming for businesses today. Platforms like [Facebook](#) and [Instagram](#) give better and faster access to the audience, which, combined with inbuilt shopping features, can be a better choice to sell your products or services online. But there are even more platforms that you can leverage, such as [Pinterest](#) or [TikTok](#), and many more.

- Messenger apps

But don't need to limit yourself with them. The business power of messenger apps is often underestimated. However, many businesses use messengers to sell their products and services. [Messenger-based sales](#) are an actionable strategy that is worth trying. Especially now, [when the use of messengers rocketed](#) up to 40% (and even more).

- Video conferencing

Be it online tutorials, courses, or training - there are plenty of ways how you can use conferencing tools to sell your services. And there are plenty of solutions that are available on the market. And the good news is that a large variety of them are free. [Zoom](#) is one of the most popular conferencing tools today that everyone heard about. But you can also check [Facebook Rooms](#), [Google Meet](#), [UberConference](#), and many more.

TIP 2: START WITH WHAT YOU HAVE

It was already said that to go online, you don't necessarily need to launch an online store or something big. In fact, you can use what you already have and tweak it a bit to be able to sell wherever you are online.

[Zoom](#) is one of the most popular conferencing tools today that everyone heard about. But you can also check [Facebook Rooms](#), [Google Meet](#), [UberConference](#), and many more.

Social media - great. Many platforms today, like Facebook or Instagram, have solutions for easy online sales. If you are using messenger apps or email broadcasting for your marketing purposes, nothing can prevent you from using them for sales as well. The idea is to take what you have and turn it into a sales channel as fast as possible and let's say, as cheap as possible.

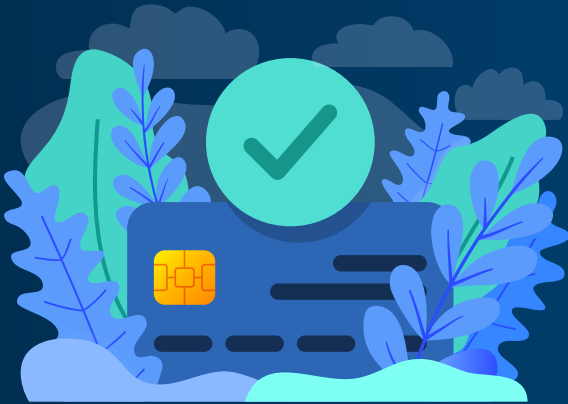
TIP 3: CHOOSE THE RIGHT SOLUTION FOR ACCEPTING ONLINE PAYMENTS

Selling online is impossible without having a solution that will allow you to accept online payments. Such systems can stand behind payment gateways - applications that you implement on your website or an online store to authorize online payments. They work as the middleman between your bank and the customers' banks (those that issued their credit cards).

Online payment systems usually allow you to keep and manage all your transactions in one place.

There are various solutions on the market that you can choose from. The biggest and most popular are [PayPal](#), [Stripe](#), and [Square](#). But there are also smaller ones, and many e-commerce solutions come with their native payment systems, like, for example, [Shopify](#) or [Amazon](#).

Accept payments online



Payment systems work as the middleman between your bank and the customers' banks.

So what you need is to choose the payment system that will fit your business the best, depending on where you choose to sell online. For example, if you're sure that you need an online store, you can go with Shopify, as you won't need to implement a payment gateway, having it already built into the platform.

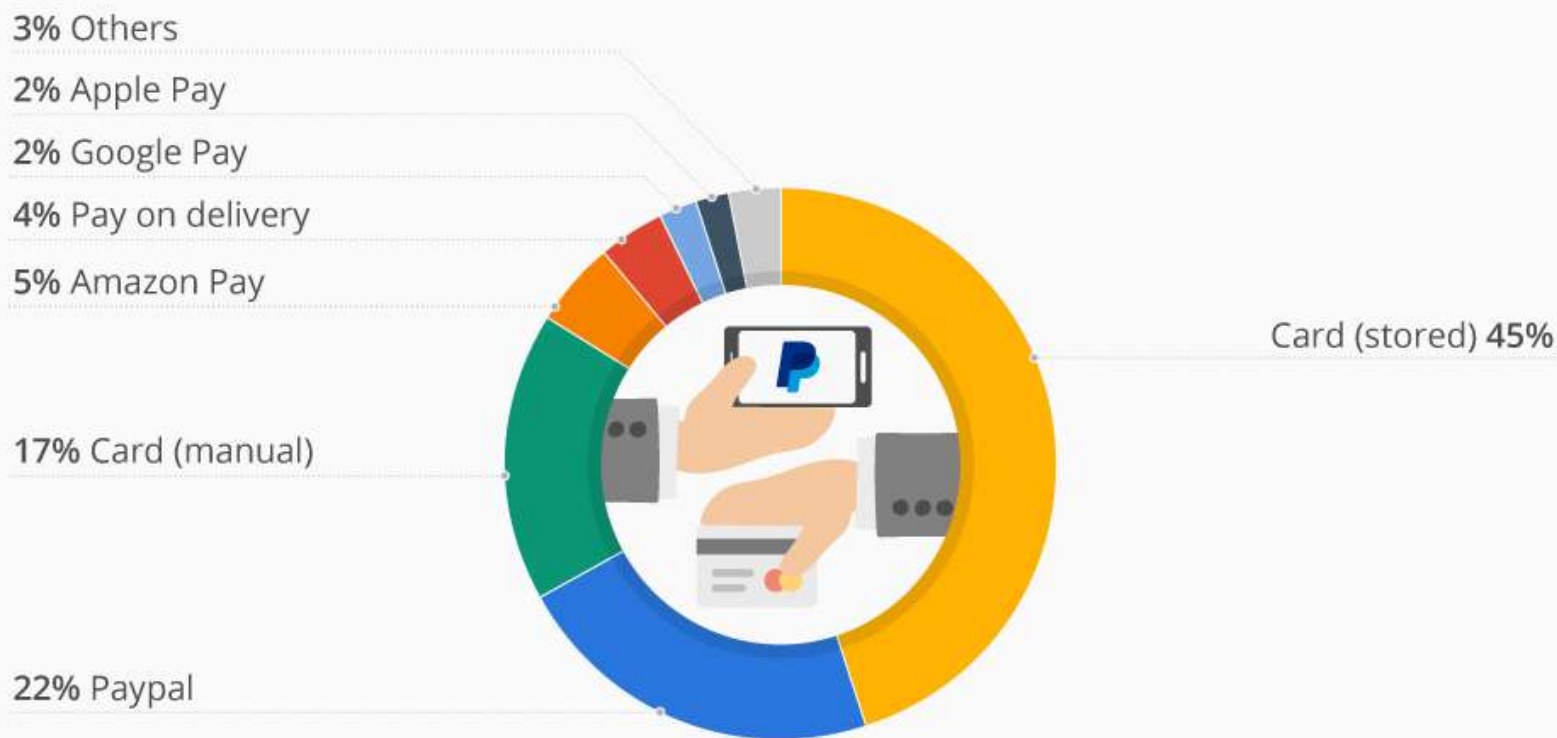
TIP 4: DON'T IGNORE CUSTOMER BEHAVIOR

To simplify the process of purchasing for your customers, you need to look at it with their eyes. How do people purchase online? What payment methods do they prefer?

According to [Statista](#), payment by card is one of the most preferred payment methods in the US, and 45% of consumers prefer using stored card information for online transactions. Moreover, a [survey by Visa](#) showed that 90% of cardholders identified being able to shop online as the top benefits of payments by card.

Leading Payment Methods Used in 2018

Leading payment methods used for online transactions in the U.S. in 2018*



Another thing that you can't ignore is consumer behavior. Today, social media influences it greatly, changing customers' approach to online purchasing. Thus, [54% of consumers](#) purchase after seeing a product or service on social media platforms, such as Instagram. And while there's no shopping cart option on Instagram, you need to provide for a simple payment option that would allow people to purchase right away, on your business page.

To sum up, to enable online sales successfully, you need to provide customers with the easiest way possible to pay with a card, which can work on any site or platform. How can you do that? I'm going to it right away. - How can you do that? We are getting to it right away.

TIP 5: ENSURE THE SIMPLEST PAYMENT PROCESS FOR YOUR CUSTOMERS

The success of online sales highly depends on how simple the process of purchasing is. To prove the point, let's take a look at some figures. A [shopping cart abandonment study](#) showed that, on average, 69.23% of online shoppers abandon purchasing at the checkout, naming the complicated checkout process among the top three reasons for abandonment (21% of respondents) right after the necessity to create an account and hidden extra costs.

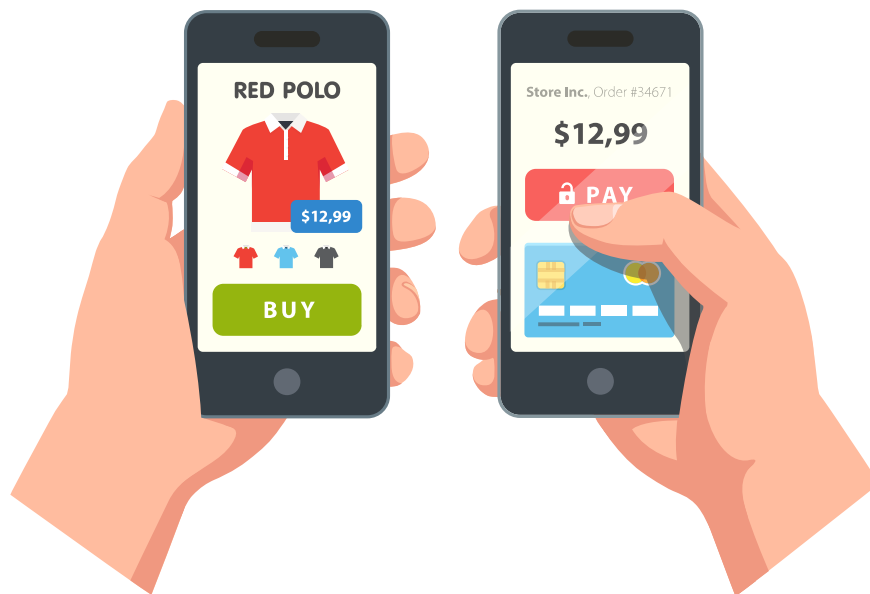
This 21% means that one out of five people that intended to purchase quitted because it was too difficult for them to pay for the chosen items.

So, what's the takeaway? It doesn't matter what you sell online. If people can't pay for it fast and simple, you're failing your sales.

TIP 6: LEVERAGE A PAYMENT LINK TO SIMPLIFY YOUR PAYMENT PROCESS

Basically, a payment link is a payment method that allows requesting and accepting online payments from customers outside the traditional online store. It is usually powered by one of the popular payment systems, which ensures the security of payments for both merchants and customers. Besides, it offers the flexibility of the ways of using it. Those can be an email invoice, social media business page, simple checkout pages on a website, even channels in messengers – wherever you sell online.

Though many businesses often overlook this option, there are many arguments for it.



- It allows launching online sales almost immediately, using your existing online presence, giving you the flexibility in choosing channels for your online sales.
- It can drastically simplify the checkout and thus prevent abandoning purchases, as you allow consumers to pay in a couple of clicks and by a credit card (that is the most preferred way of online payment in the US).

- A payment link that is usually powered by an online payment processor, so you can have the highest level of security that a payment processor provides without the need to implement a payment gateway. The latter will also spare you from extra expenses on hiring a tech specialist to fulfill the implementation.

TIP 7: COLLABORATE TO DELIVER YOUR PRODUCTS

Hard times show us how important it is to unite and help each other. But even when everything is bright and sunny, you can't underestimate the power of collaboration.

Going online, you need to think about delivering your services or products to your customers. It is especially critical for local brick-and-mortar businesses that had their customers come for purchases themselves. The necessity to organize delivery (and all things that you need to do to launch it) can scare many out of going online.

Why not collaborate then with an already established delivery service or your fellow SMB owner who already delivers locally. Joined forces and partnerships that come out of this may become not only a problem-solving option but one more way to grow. When your own resources may be not enough to satisfy your customers' demand and deliver all orders timely, such a collaboration can back you up with delivery, and allow you to grow your online sales.

TIP 8: STOP THINKING LOCAL

Being an offline business, you could rely on your local demand and often share it with your local competition. Going online can help you increase your target audience ways more and thus reach for more customers.

You will need to research where there's a demand for your products and services in an area wider than a neighborhood. Think about neighboring towns or states - you can think as long as your delivery can take your products (international maybe?).

If you are a service-based business offering all things courses and training, etc., it is a great way to broaden your practice and get more clients.

TIP 9: YOU ALWAYS HAVE WHAT TO SELL ONLINE

For many small businesses, especially those that used to interact with consumers exclusively on-premise for many years, enabling online sales may look pretty tricky, as it seems that they have nothing to sell there.

However, you always have something to sell online. The current crisis, with all its negative outcomes, has shown how creativity and the ability to look at a business at a different angle can not only help enable online sales but make them rocket.

Apart from your product or services that you usually offer, there's also your expertise and experience that you can not only successfully share but also earn from it. Why can't a hair salon sell online domestic hair care tutorials? Or why can't a city tour guide also sell online interactive city tours with colorful photos, riddles, tasks, etc.? And these are [real-life examples](#).

So, you see, there are plenty of options that you can use to start selling online or enhance your online sales with. But there are things that can hamper your profit if you poorly manage your online sales. So let's take a closer look at them and learn some tips on how to prevent the loss.

HOW TO AVOID 5 TYPICAL BOOKKEEPING MISTAKES EVERYONE IS MAKING

Running a business never goes smoothly, and every single company has certain sides of doing things where they are losing money. If we look at statistical data, we see that a lot of losses that occur can be traced back to accounting.

Small business accounting figures



95%

of SMBs are confident in the accuracy of their financial statements

30%

of SMBs believe they are overpaying taxes

27%

of SMBs don't have a separate business account

23%

of SMBs see mixing business and personal finances as their second-big challenge

For example, according to a report by [Clutch](#) surveying 302 different businesses, 95% of small businesses are confident in the accuracy of their financial statements. However, 30% of business owners also believe that they are overpaying taxes. Here, we see that there is a potential for improvement, as filing taxes and getting tax returns are very much connected to the accuracy and contribute to businesses experiencing unnecessary losses.

The same report has also found that a staggering 27% of businesses do not have a separate business account, which is crucial for proper reconciliation of accounts and can prevent businesses from being able to track and record thousands of dollars in business-related expenses.

23% of businesses see mixing business and personal finances as their second-biggest financial challenge, following unforeseen costs.

The same report has also found that a staggering 27% of businesses do not have a separate business account, which is crucial for proper reconciliation of accounts and can prevent businesses from being able to track and record thousands of dollars in business-related expenses. 23% of businesses see mixing business and personal finances as their second-biggest financial challenge, following unforeseen costs.

Such aspects as account reconciliation and expense categorization lead to many costs down the line, as they help to see the actual health of the company and follow its real net profit.

While there can be many sides to how mistakes in accounting can hamper business growth, we will look at five mistakes many small businesses often face, and you need to avoid:

TIP 10: APPROACH BOOKKEEPING WISELY

If you aim at effective accounting (and might we say effective business), the key is recording everything. From minor transactions to large payments from your clients - it's vital to make sure that everything is recorded and properly categorized in your accounts.

From categorizing different types of income, expenses, assets, and liabilities correctly to performing a monthly reconciliation of your books and accounts - a wise approach to accounting can give you a clearer, more reliable understanding of your company's health. It also lets you determine how you've performed in a given period and allows you to get ready for the tax season.

No matter how small your business might be, establishing a sound bookkeeping and accounting system for your company will help you keep it financially secure.

How to:

If you're dealing with online sales, you can't go with all things paper accounting (or Excel accounting). It's high time to implement and start using accounting software. Especially that there is a variety of accounting solutions in the market. From free to paid, from simple to sophisticated - the choice is more than wide.

If you're unsure about which solution will be the best for your business, examine what others say about it. Such popular review platforms as [Capterra](#), [G2](#), or [Trustpilot](#) can give you plenty of insights into what to expect from this or that accounting software - all the various pros and cons. Plus, you can start with a trial to test how this or that app works. Many accounting software providers offer a free trial period, so you'll be able to understand whether your chosen option fits the bill.

TIP 11: PREVENT DATA ENTRY ERRORS

The cost of human error in the US and UK



\$385/year

\$385/year per employee

\$22 billion/year

\$22 billion/year per each economy

Let's continue with what may seem as obvious, yet this still is a very commonplace occurrence – manual data entry inevitably leads to errors.

With a multitude of professional accounting software, no one should be tracking financial records by hand anymore, as according to a [report](#) from global analyst IDC, an estimated cost of human error in the US and UK is about \$385 per employee per year or \$22 billion for each economy.

Another issue connected to errors in data entry is forgetting to record small transactions. Especially in retail, it's quite easy to start thinking of petty cash business transactions as unimportant, but in reality, it is crucial for a business to have a complete picture of their income and spending.

How to:

Get rid of the habit to manually record your financial data in your accounting solution, when you can completely automate data entry for all of your online transactions. Employing a combination of software that allows you to seamlessly track your income and expenses in one place (for example using QuickBooks and professional apps from Intuit Appstore), will allow you to automate the absolute majority of the data entering the process, ruling out the mistakes while leaving you in full control of your business performance. There are plenty of tools that allow for connecting your PayPal, Stripe, or Square accounts to QuickBooks and automatically bring your transaction data into the accounting system.

Read about [connecting Stripe to QuickBooks](#) to see how you can synchronize payment platforms with QuickBooks for automated accounting (here are also guides for [PayPal](#) and [Square](#)).

TIP 12: DON'T UNDERESTIMATE INCOME AND EXPENSES CATEGORIZATION

When business owners come across the concept of categorization, they might not immediately intuit the worth that's hidden in the practice of it.

When we talk about optimization or growth, many times business owners look at it from a larger perspective, taking into account things such as market climate, supply and demand, and many others. But experienced businesses working with an accountant will know that so much can come from implementing a practice of income and expense categorization. One of the most important reasons to categorize is that it helps to maximize profitability. Without knowing how much money you earn right next to how much is being spent, you will not be able to see the actual profit and will mistake profit for actual cash flow. You might have a picture of how much money is being spent, but by breaking it down, you can see where there is the potential to cut expenses.



**\$10.7 billion/year North
American professionals lose
due to unclaimed expenses**

Another large factor is tax preparation. The IRS asks you to categorize your expenses, because some qualify for the full deduction, and others may only get a partial deduction. Proper categorization allows you to make sure nothing important is left unclaimed. So, as you see, sooner or later you will have to categorize, and by not doing it as a regular business habit, you will have to pay for it either with your own time or by hiring someone unfamiliar to your practice to do it last minute, doubling your work.

According to Unit4, [17 percent](#) of US businesses regularly don't expense all they could, while the percentage is even higher in Canada, at 23 percent, which results in \$10.7 billion in unclaimed expenses.

How to:

Having discussed the massive importance of categorizing transactions for the overall health of your business and particularly for the sake of correct tax reports, you can also look more closely at automating the process of categorizing transactions.

You can learn more about introducing automated categorizing your income and expenses in [QuickBooks](#), and more specifically about automating this process for your [income](#), and [PayPal expenses](#).

TIP 13: DELEGATE ENOUGH

As we've mentioned before, using accounting software allows you to outrule the factor of human error in manual data entry. But even if you, as a business owner, excel in utilizing technology, it could be a good idea to hire a bookkeeper or an accountant.

A useful practice can be to ask a professional to recommend you good software or help you in your first tax preparation after you've started using the software.

Automating and delegating administrative tasks that do not require your input and do not add clear value to your company can be an advantage.

Many small business owners do not want to delegate responsibility to other capable professionals, or quality software, but doing it in such spheres as accounting, legal, IT, and other administrative functions can reduce errors and increase profitability if you use the newfound time wisely.



**Online invoicing system
can save companies
80% of an invoice cost**

For example, by replacing the process of printing and mailing invoices with an online invoicing system, companies have been saving up to 80% of an invoice cost according to a [report](#) done by Billentis (think printing, billable hours, postage, etc.).

How to:

Many financial management tasks can be automated and delegated. You can start by replacing manual data entry with automated bookkeeping for online transactions and introducing smart rules for auto-categorization of your income and expenses. But that's not nearly the limit. Another thing you can do, instead of manually creating invoices, you can implement a simple e-invoicing system. It can let you easily [receive credit card payments](#) to your QuickBooks invoices, or get paid via an [instant checkout](#), by sending a payment link to your customers.

You will save lots of time and money on replacing these tedious manual tasks with smart online alternatives.

TIP 14: REGULARLY RECONCILE YOUR BOOKS AND BANK ACCOUNTS

Businesses need to reconcile their accounts frequently. It's a kind of universal truth.

In a nutshell, reconciliation can be defined as the process of checking that an account balance as listed on your books is accurate, up-to-date, and fully correct, ensuring that it matches the real balance you have on your bank account.

The main reason to reconcile is to ensure the accuracy and validity of financial information. It helps you to better identify any mismatches, and thus have a better picture of your cash flows. It's especially important because [82% of businesses fail](#) due to poor cash flow management, and reconciliation helps to tackle this issue at the very core.

It's a good practice for small businesses to reconcile their books at least once a month. It helps to ensure that all of the transactions are accurately recorded, and no fraud has occurred. It also allows them to keep their books synchronized with the real balance on their accounts.

How to:

According to a [report](#) published in Financial Management in 2013, 90% of companies manually reconcile accounts using Microsoft Excel. No wonder that many businesses are terrified of the word “reconciliation”. Building on our previous points, we see how much time and resources can be saved on automation and delegating tasks that don't require your attention. And taking into account the level of accuracy that automation can provide, reconciliation can be ways simplified.

Read more about [reconciliation and what it means](#) in ensuring the accuracy and validity of your financial information.

SOFTWARE SOLUTIONS TO ADJUST YOUR BUSINESS TO THE ONLINE REALITY

To sum up, everything that's been already said, to enable and run online sales successfully, you need three basic requirements fulfilled. They include accepting online payments, providing customers with the easiest and most convenient way to pay on any site or platform, and being able to manage online sales efficiently.

We have already spoken about various tools in previous chapters, but here, we'll focus on the tools that cover these basic requirements.

Before we get to the tools, we need to make a little clarification on the choice criteria. We wanted the combination to be of the maximum value for small businesses, allowing them to manage their online sales: set up online payments, receive them, and record them in accounting books – all together. So, here's the combo that, we believe, fits the bill perfectly.

TIP 15: GO WITH STRIPE FOR ACCEPTING ONLINE PAYMENTS

You've definitely heard of [Stripe](#). This online payment processor allows you to accept various types of payments, including credit cards, mobile payments, and so on. It also goes with a comprehensive platform for convenient payment management

Why Stripe?

Stripe for online payments



- It's easy to start using and is free to use. It only charges you minimal fees for each successful operation.
- It is secure. The service has already applied all the security measures that help prevent frauds and keep your customers safe.
- It's convenient, as it doesn't require your customers to create their account in the system to be able to pay you.
- You can invoice your clients. However, the embedded checkout forms in Stripe are a bit tricky (may need coding).

TIP 16: GO WITH SYNDER FOR SIMPLE ONLINE PAYMENTS AND FINANCE MANAGEMENT

And here is where [Synder](#) comes to help. Combined with Stripe, it drastically simplifies the payment process, boiling it down to literally one-two clicks for your customers and no technical skills to set it up from you.

With [Synder](#), you need as much as a couple of clicks to launch a simple checkout page, and the app will generate a link to it automatically (besides, it will generate a code that will allow you to embed this checkout to your website, in case you have one).

You can place the link wherever you run your online sales - in your social media profile or Stories, in a promo via a messenger app or email broadcasting, on a website, etc. And your customers will only need to click the *Pay* button.

Why Synder?

Synder for simple payments and finance management



By nature, [Synder](#) is a finance and accounting management software. So, apart from simple payment link and checkout, it possesses a bunch of super-handly features that allow you to automate a significant part of your business management. Here are some more details on what you can do with the app:

- Instantly record online sales data from payment processors into accounting (namely QuickBooks/Xero).
- Using smart rules, automatically categorize all the transactions, such as payments, expenses, tips, fees, taxes, etc.
- Create and send invoices, and automatically close them in accounting upon payment.

- Receive and manage online payments with credit card.
- Have instant insights on your online sales, and many more.

A note:

Definitely, [Synder](#) is not the only app in the world that allows for creating payment links or accepting online credit card payments. But it makes the process very simple for both business owners and customers. For example, to pay via a PayPal payment link, people need to have a PayPal account, which can be a serious limitation for many. And while you accept online credit card payments in QuickBooks, setting up the require too much effort from you, like the necessity to prove your identity (they ask for a driving license). Besides, the list of banks that support this option in QuickBooks is very limited.

TIP 17: GO WITH QUICKBOOKS FOR ACCOUNTING

But let's add the third component to the Snyder-Stripe combination, and we'll have a ready-made toolkit for automatically managing the financial part of your business. I'm talking about an accounting system, namely, QuickBooks.

Why QuickBooks?

QuickBooks is one of the most popular and most comprehensive accounting solutions designed for small businesses. The solution provides a clear view on the financial side of your business. And at the same time, it is a handy and comparatively simple tool to manage your books, with a lot of functions like:

- Managing online payments.
- Understanding income/expenses on-the-go.
- Capturing and organizing receipts.
- Connecting your business bank accounts.
- Preparing taxes.
- Doing payroll, and more.

QuickBooks for better accounting



Besides, it integrates with many third-party apps, including Synder. And in the case of such integration, all the data on your online transactions from Stripe can be automatically imported and categorized in [QuickBooks](#).

How does the combo work?

To have the full picture of how these tools combination works to benefit your online sales and your business management, I'll quickly describe the whole workflow to you. So you can see how easily you can get paid online for your services or products (and receive donations, in case you're a non-profit business) and manage these payment hands down.

Online sales combo workflow



So first, you set up a checkout page in Synder and generate a payment link that you can add literally anywhere – on your website, your profile on Instagram or Facebook, in a WhatsApp message, etc.

Following the link, customers appear at a secure Stripe-powered checkout page, where they'll need to insert their credit card data. And as soon as they click on pay – you'll see the payment right in your Stripe account.

[Synder](#) instantly brings this payment to QuickBooks and places it in the right category. The most beautiful part is that all this is done automatically. So once set up, the whole process runs in the background, saving you hours of tedious work that otherwise you'd have to do manually.

TO SUM UP

Today, online sales are important for small businesses, first of all, as a means to keep going with the business in difficult circumstances. However, looking at online sales as a temporary anti-crisis measure can result in missed opportunities in the future. It would be wiser to enable online sales to diversify the sources of income and moreover, to grow your business.

Though going online may seem complicated, in fact, it's a much simpler step that you might have imagined. Of course, it will require investing your time and effort. But today, there are plenty of smart solutions that allow you to start and keep selling online on a variety of channels, as well as efficiently manage all online sales.