



Free Checklist for Starting Your Online Fish Shop

Ready to take your fish shop online but not sure where to start?

With more than [54% of grocery customers shopping online](#) in the last 12 months, staying competitive requires offering digital options like online and mobile ordering alongside pick-up and delivery.

With this checklist, we'll take you through everything you need to know to launch your digital fish shop and start generating online revenue today.

Choose An Online Vendor

The first step in creating your online fish shop is to choose an eCommerce platform that will help you design your website and mobile app, manage your inventory, set up delivery, and more.

At Local Express, we work with you to build out the options you need and provide you with support every step of the way. We don't charge hidden fees, and we provide constant 24/7 support, so we'll never leave you hanging.

Design Your Website and Mobile App

Once you've chosen your eCommerce platform, you're ready to design your website and mobile app. Your site should be easy to use and customer-friendly, so that every order builds customer loyalty.

Our branded website and mobile app is quick to set up and simple to use. We make it easy to upsell with specialty items, add-ons, and customer ordering history, guaranteeing a seamless shopping experience for every customer every time.

Organize and Manage Inventory

Upload your inventory by importing your existing POS, or manually input local specialty items. Make sure you choose a system that makes it easy to track online orders so you never have to worry about being out-of-stock.

Our platform fully integrates with your existing POS and allows you to update inventory from any device at any time. And our back office management makes it easy to manage permissions, set order rules and limits, and analyze store reports.

Set Up Delivery

Delivery for your fish shop presents unique challenges. Customers may have special requests, and it's important that perishable goods are delivered fresh and on time. Customer satisfaction depends on smart planning of delivery logistics.

Local Express offers great options for curbside pickup, shipping and delivery. Our last-mile delivery solutions let you plan routes and manage drivers with our delivery app. We also work with over 100+ delivery partners like GrubHub and Doordash, so your delivery needs will always be covered.

Define Your Online Sales Strategy

Getting your digital fish shop up and running is only half the battle. Now you have to find ways to direct traffic to your site.

First, identify your target audience and what you have to offer. Second, train your customers to shop online by offering online-only sales.

Third, create an omnichannel customer experience by offering multiple ordering options, payment options, and delivery and pickup options.

Our marketing support team can help you figure out the best strategy to optimize your digital sales and reach a broader audience. We'll help you develop effective customer loyalty programs as well as online marketing campaigns that result in better sales online and in-shop.

Define Your Digital Marketing Strategy

Digital marketing is a must-have for any business, especially when it comes to online shopping. Update your social media to reflect your new online ordering options. Run targeted social media campaigns, and keep your customers up-to-date with email and SMS notifications.

Local Express can assist with all your digital marketing needs, from setting up Google and Facebook ads, to marketing copy for your website. We'll help you maximize your online presence so you can turn clicks into sales.

Create a Seamless Customer Experience

Make sure your customers have a great experience whether they're ordering online or in-shop. Offering multiple ordering options empowers customers' purchasing choices and builds customer loyalty. In fact, [50% of customers](#) prefer a more independent food retail shopping experience.

- Scan, Pay and Go App

Offer your customers the option of using their mobile devices to scan items and pay via app. Our Scan, Pay and Go app allows customers to find items in-shop, applies deals automatically, and is compatible with multiple payment options such as Apple Pay and Google Pay.

- Self-Checkout Kiosk

Increase customer satisfaction by reducing wait time and freeing your staff for order fulfillment. Our self-serve kiosk platform allows you to update items from any device at any time, and offers customers a touchless ordering option.

- Self-Ordering Kiosk

Smart ordering empowers customers and supports easy upselling and customer data collection. It also enhances order accuracy and increases average purchase size, so you save on labor and generate higher sales.

If you're ready to digitally transform your fish shop, Local Express is here to help. We'll get you up and running quickly and answer any questions you have along the way. Join the digital shopping revolution and start generating online revenue today.

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