EAGLE ONLINE MEDIA

Shipping and Fulfilment Guide
October 2021

SHIPPING AND FULFILMENT

Shipping and Fulfilment is a crucial step in your e-commerce business but it can be daunting to jump right in. However as the last step in your products journey before reaching your customer it is an important step to understand. You have a lot of options to choose from with your new e-commerce website so lets take a look at the steps to get there.

PACKAGING

The first step is finding the right packaging for your product

01

SIZE

Your product should fit in the packaging comfortably without a lot of room to move around but should not be a tight aqueeze

02

PRESENTATION

You should also consider what the customer is going to see when they get your package. Plain or Custom boxing? Do you want to have an insert? Small details can go a long way to building brand loyalty.

03

PROTECTION

Finally remember the point of the packaging is to protect your product to make sure it arrives at the destination in the same condition it left. Consider if you need bubble wrap or should put a fragile label on your package.

Packaging is also an important part of your marketing strategy!

FINDING A CARRIER

"As more businesses continue to rely on the internet to sell their products, shipping carriers have become essential to keeping the economy running as more people rely on online shopping and delivery every day." – Rockwell Sands

There are quite a few carriers to choose from including **UPS**, **USPS**, **DHL**, and **FedEx**. Each one has pros and cons depending on your business. The good news is that all of them are easily integrated into your brand new website.
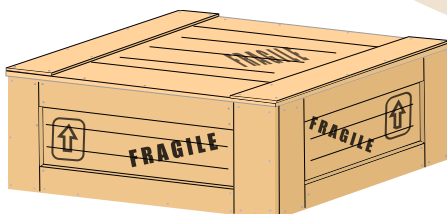
LOCATION, PRICE, LOCATION

REGIONAL

NATIONAL

INTERNATIONAL

Consider how fast you want your packages delivered, are there regional carriers that can deliver quicker to your area? Do you want to ship nationally or even internationally? Which carriers are most cost effective for your shipping strategy? How will you get your packages to the carrier? Do they have a local center or can they pickup your packages at your warehouse?
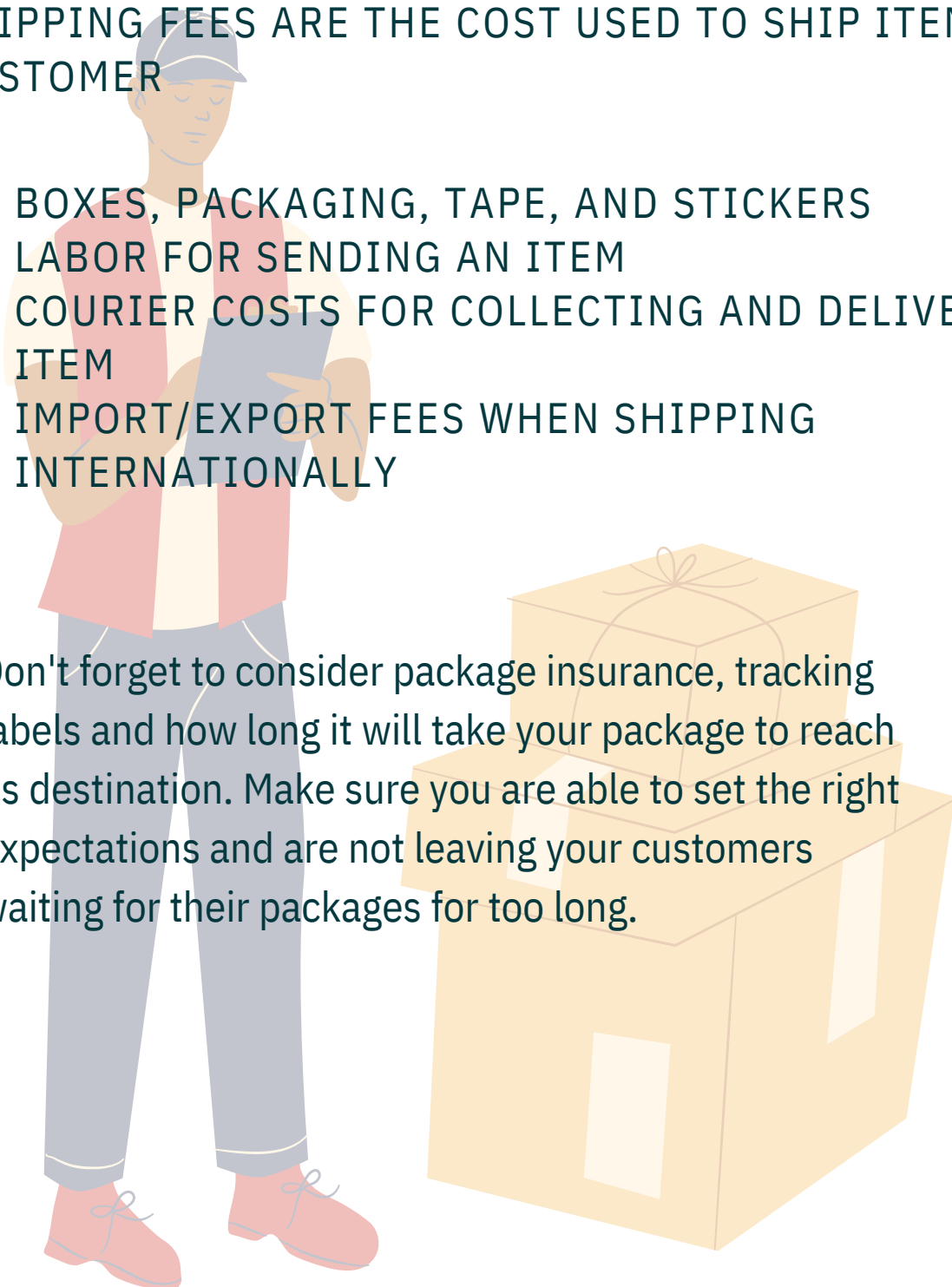
SHIPPING FEES

SHIPPING FEES ARE THE COST USED TO SHIP ITEMS TO A CUSTOMER

- BOXES, PACKAGING, TAPE, AND STICKERS
- LABOR FOR SENDING AN ITEM
- COURIER COSTS FOR COLLECTING AND DELIVERING ITEM
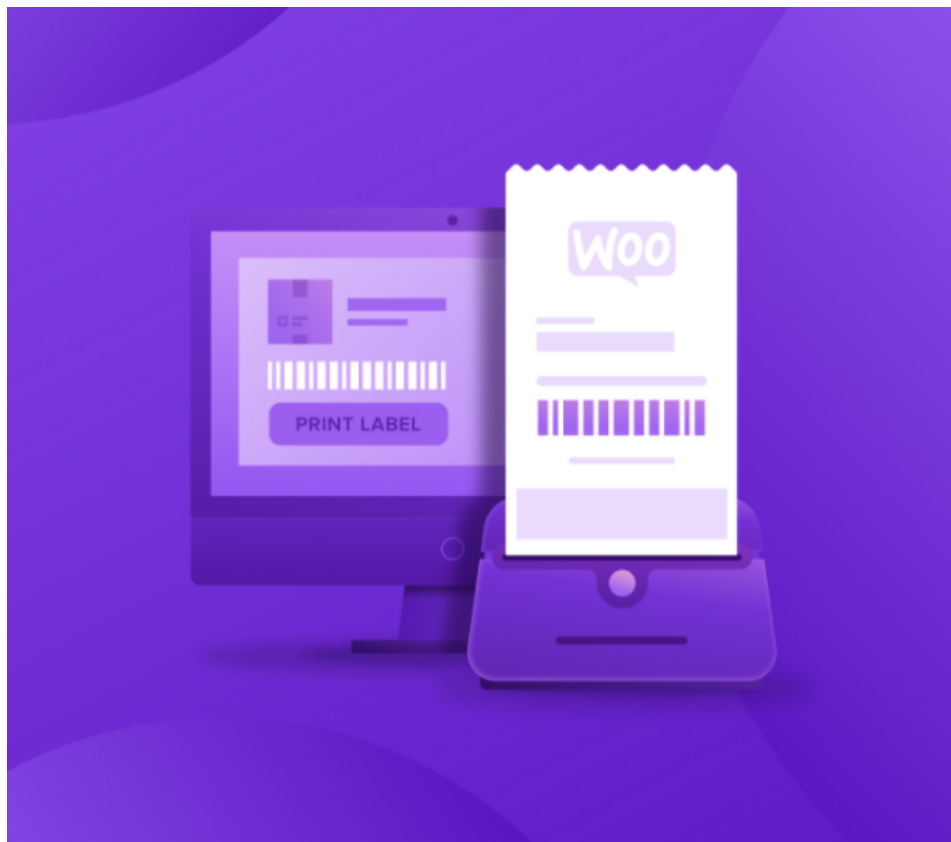- IMPORT/EXPORT FEES WHEN SHIPPING INTERNATIONALLY

Don't forget to consider package insurance, tracking labels and how long it will take your package to reach its destination. Make sure you are able to set the right expectations and are not leaving your customers waiting for their packages for too long.

INTEGRATION

Your new website uses the WooCommerce integration into Wordpress to add your e-commerce capabilities. Once you have determined your shipping carrier making sure that you can fulfil orders right out the gate and print labels easily can all be added seamlessly using one of the available WooCommerce extensions. Simply choose the service you want and add the extension to your site. They have an existing relationship with USPS and DHL so you can add those for free! Other carriers may incur annual costs you should use in your calculations for your overall shipping costs.

OVERVIEW

- Figure out your packaging
- Determine your costs and location
- Pick a carrier
- Integrate it easily into your new site
- Start shipping and delivering smiles

USPS Shipping Method

Get shipping rates from the USPS API which handles both domestic and international parcels.

WOO

UPS Shipping Method

Get shipping rates from the UPS API which handles both domestic and international parcels.

★ 3.4
10 REVIEWS

WOO

FedEx

Get shipping rates from the FedEx API which handles both domestic and international parcels.

WOO

BONUS: TAXES

Now that you have your ecommerce store set up and your shipping and fulfilment all figured out, take a look at how you will handle your sales tax especially if you are selling out of state. With WooCommerce Tax you can automatically calculate how much sales tax should be collected for WooCommerce orders - by city, country, or state - at checkout. This extension is easy and free to add to your new site to remove any worry you might have.

BONUS: PAYMENT PROCESSOR

Make sure to choose a Payment Processor while you are at it.

- WooCommerce comes with built in PayPal functionality which you can be enabled and disabled with a click of a button. However, you must integrate your PayPal account with WooCommerce.
- The WooCommerce Payments extension securely accepts major credit and debit cards, and local payment methods on your site with **no setup costs or monthly fees**.*
- Square, Stripe, and Amazon Pay also have integrations that are free to add if you already have an existing payment option or are just looking to add new additional ones.

*ADDITIONAL FEES MAY APPLY