

7/1/2020

## E-Commerce for Winter Greens

*Ellen C. Wells*



Face it—many of your customers will be hesitant to get out and shop with the gusto they once had, especially if they're older and/or at risk for getting the worst coronavirus has to offer. Add to that the fact that many retailers—big boxes, grocery stores and restaurants as well as IGCs—have intensely trained customers to order online for pickup/delivery. Online ordering is here to stay.

In the vein of "it's never too early to think about the year-end holidays," M&M Wintergreens has developed an e-commerce solution for garden retailers called Winter Shoppe. It's a customizable interface that offers a variety of features that help you create a digital store for whatever delivery option the customer wants—in-store pickup, curbside, shipping or delivery.

If you purchase your winter products (wreaths, swags, etc.) from M&M Wintergreens, you can sign up in advance for Winter Shoppe, which provides you with an online store and mobile-friendly interface that's active

July-December. You can link Winter Shoppe to your existing website, or if you don't have an online store already, it can function as a stand-alone store. It comes pre-loaded with all of the M&M Wintergreens products, along with photos and product descriptions.

A feature I think is super cool is that you can link Winter Shoppe to your other shopping channels. Have a Facebook or Instagram shopping function? You can link to it! It's even able to accept payments via PayPal and other payment systems if that's something you are looking for. Find out more at [www.wintergreens.com](http://www.wintergreens.com). **GP**