



FAQ'S

Does it cost to participate?

- There is not cost for sellers to join Shop Iowa!
- Shop Iowa is an initiative of the Iowa Economic Development Authority enabling small businesses throughout Iowa to sell on the platform.

Can you tell me more about listing products?

- Sellers can list products individually or connect their existing Shopify store to sync their products and inventory into the platform.
- You must list a minimum of 1 product and up to 50 products for free! Email info@shopiowa.com if you're interested in listing more than 50 products.

How long will it take to get set up on the site?

- It only takes a few minutes to register your business. Once your account is approved, you can have all of your shop settings and your first few products added in under an hour.
- If you already have products listed online elsewhere, we may even be able to assist you with a product import to get your shop started.

I've never sold online before. Can someone help me?

- Yes. There's on-going trainings, how-to videos, and a knowledgebase with resources to guide you, but there's also a live team ready to assist you with whatever questions you have. Reach out to us at any time and we'll be happy to work with you.

I already have a website, why should I sell on this platform?

- This platform is catered to an audience that is interested in buying local, and they're specifically coming to the website to browse and buy from Iowa businesses.
- Buying on a marketplace website is incredibly convenient for customers. They can visit one website and buy multiple products from several different vendors with one checkout.
- Selling in multiple channels (i.e. your website, in-store, a marketplace website, etc.) increases your chances for more overall sales.
- Marketplace visitors can buy your products without knowing of your business first, something that is often harder to convert on individual websites.

How do I get notified of orders?

- You will get an email notification to the registered email address on your account.
- You may also sign up for text alerts in your account.

How do I handle shipping?

- Sellers handle all fulfillment & shipping requirements and can charge shipping to customers.
- Sellers can set Free Shipping for all products or just for specific products.
- Sellers can set their own shipping rates on their overall store or on a per product basis.
- Sellers enter shipping carrier & tracking information that is then communicated to the customer.

How & when do I get paid for orders?

- Stripe is the preferred payment processor. Orders are paid out to your bank from Stripe typically within 2 business days. Payment processing through Stripe is 2.9% + \$.30 per order.
- Alternatively, businesses could choose PayPal payments if they prefer. There will be an additional \$.25 processing fee for PayPal (2.9% + \$.55 total), and payments will be dispersed once the order has been shipped to the customer.

How often do I have to update my shop?

- Products should be updated as needed, or at least every few weeks. Shops should be updated with inventory changes, add a new product or two, and delete old products.