



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, with support from the Iowa SBDC, enabling small businesses throughout Iowa to sell on the platform.

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 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.

Can you tell me more about listing products?

- Sellers can list products individually or connect their existing Shopify or Square stores to sync their products and inventory into the platform.
- For other websites, we may be able to import your products to get started, but they will not sync.
- You must list a minimum of 1 product and up to 100 products for free! Email info@shopiowa.com if you're interested in listing more than 100 products.

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.

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.