

LAUNCH SERVICES

ENTERPRISE LAUNCH COACH

Accelerate the time it takes to get to and beyond your first sale by having a Launch Coach show you how to setup and optimize a fully functioning BigCommerce store.



Launch smarter to accelerate your online success

As a merchant, you know your business inside out. But, when it comes to building your online store, launching it, and setting it up for success things can get fuzzy and frustrating pretty quickly. This does not have to be your experience.

When you secure the services of an Enterprise Launch Coach you are getting a BigCommerce expert who will cover a host of store setup and optimization topics that not only include search engine optimization (SEO), search engine marketing (SEM), conversion rate optimization (CRO), but also Google Shopping, paid advertising, mobile site-speed optimization, social media integration, multi-channel marketing techniques, and much more. Each session is recorded for your convenience and future review.

An expert coach in your corner

Our coaches receive the best in ecommerce training so they can deliver the best training to you. Every BigCommerce Launch Coach is certified in several digital marketing disciplines that include, but not limited to, SEO, SEM, and CRO.

What's more, your Launch Coach makes it a point to fully understand the ecommerce ecosystem in which your store lives. Your actual store and products are used in customized training enabling you to receive real-world, relevant, and practical advice about the things that matter most to you.



“Thorough and thoughtfully driven introduction into the BigCommerce platform. I received clear and concise answers to any question that came up. My launch coach demonstrated the many features and capabilities built within BigCommerce, showing that to achieve the same level of software would have actually been a more costly option going with any of the alternative solutions.”

NICK WIEGAND,
CO-OWNER,
PROCARE HEALTH



We'll help you get setup for success

The road to ecommerce success on BigCommerce is through our Enterprise Launch Package. It is an intensive, highly interactive series of 20 live webinar coaching sessions delivered over the course of 3.5 consecutive days.

Here's what your Launch Coach will walk you through:

Orientation & Store Setup

Setup your store's basic functionality including payments, shipping, taxes, themes, visual elements, and content pages.

Product Catalog

Learn best practices around adding a product, setting up SKUs, managing inventory settings, and how to optimize the organization of products across categories.

Marketing and Merchandising

Enable store reviews, comments, coupons, and discounts as well as configure personalization tools like abandoned cart emails and customer groups.

SEO and Marketplaces

Help customers find your store by setting up pages with extensive SEO, optimize checkout pages, and configure your store to sell on Facebook, Pinterest, Instagram, and Google Shopping.

Testing an Order

Create a faux customer and place an order to test your payment functionality to ensure everything is configured correctly.

Enable Advanced Features

Setup additional advanced features such as working with products and images in bulk, product editing, and filtering, and store expansion using third-party apps.

Connect to Search Engines & Wrap Up

Connect your store to Google and Bing search consoles, perform a store backup, and walk through your store to confirm everything is at optimal performance.

Domain and Security

Establish your store's presence via domain, DNS and email setup and ensure online security with SSL and sitewide HTTPs setup.

Set up your store with confidence and get to your first sale faster with the help of an Enterprise Launch Coach.

Interested in learning more? Contact us today at 1-888-248-9325.

Visit bigcommerce.com/services to learn about our entire portfolio of services

