

Start a Conversation Around Your Products

Flying Cart brings forums and social networking to eCommerce

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Tired of competing in the online price war? **The best way to win in the online space is to create a community around your site.** [Flying Cart](#) has launched a new feature that enables small business owners to foster a community around the products they sell.

Meet Jamie - she makes really cool hip bracelets. She not only creates the jewelry but also advises customers on how to wear it and what to wear it with. Her customers post pictures of them wearing these bracelets, friends' reactions, and feedback for future products. Jamie went from being just another jewelry store to a fashion expert. Now she has customers talking about her products, the best advertisement for any owner.

Another great example is David, who sells solar panels on his Flying Cart store. He posts videos and writes how-to guides on installing solar panel devices. Now anyone looking to install solar panel devices checks out David's solar panel store to learn on how to install them. Can you guess where the online customer will want to buy?

Flying Cart doesn't just stop with forums. They offer a simple way to create and manage your online store. Their automated marketing tools allow you to easily submit your products to Google product search and sitemaps of all major search engines. Each store is fully integrated with PayPal, making it easier for customer purchases.

Flying Cart allows small businesses to sell their products by doing what they know best, sharing their passion about their products!

Contact:

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Who: FlyingCart.com

What: Start a community around your products to create a buzz and sell more

When/Where: Sept. 10, 2008 at the TechCrunch 50 Demo Pit in San Francisco, CA

Why: Selling online is hard. If you can generate a community around your products you no longer have to play the pricing/search engine games. Get existing customers engaged. Bring new customers more information. Start building your brand online today.