Mary is a mother with two pre-teen kids. Finding herself with a few hours of free time in the day and needing to supplement her income, she developed a business idea for an online service from her home.

A professional marketing manager in her previous working life, she had the soft skills and knowledge of the Health Industry and wanted to focus on the marketing part of the sales chain.

She approached several small companies as they would benefit the most from her part-time contribution but found it difficult to engage in their sales process, as it was not possible to contribute part time from home. At the point of giving up a friend introduced her to eSimon, a social commerce platform with a difference as it had the essential features for B2B, C2C and B2C to enter the Digital Economy.

Two functionalities in eSimon caught her attention; the Superstore that would allow her to *pick-n-place* products in her eSimon *Shoppe*, and *roles control* that would allow her to source content from different individuals in delivering her services. She quickly recognized an opportunity to create an online marketplace where she could re-sell 3rd party products.

Most beneficial was the ability of the Superstore to populate her *Shoppe* so that she would not have to replicate the product listings of her clients, but instead "pull" them complete with product details but with the flexibility of setting her own pricing.

Building a successful C2C business

Mary re-connected with some of the companies she had approached who had interest in her services but couldn't fit in her part time work-at-home contribution. She pitched her idea of setting up her own online store and re-selling selected products that were either new to the market or slow movers. These gave her the best margins as they either had high expectations and barriers to market entry, or were "write-offs" by the company.

Getting started

Once she had a few agreements in hand she quickly registered for an eCommerce package that included a *Shoppe* in the marketplace. In setting up her *Shoppe* she needed no assistance, as the procedure was designed to be straightforward.

With her *Shoppe* populated with 3rd party products and marketing strategy in hand, Mary proceeded to build her customer base. Leveraging on the content curation and multimedia features of an eSimon *Hub*, she put together a number of eye-catching articles and news pieces that would attract users. It worked and she quickly developed a following that grew exponentially when she applied *polls* to capture users attention, and then offered helpful information and advice on the products in her *Shoppe*.

Having selected to focus on health related products; she found there was a receptive audience for information that was readily available either through eSimon's other *Hubs*, or the Internet. Two very effective sales features helped her to build her customer base and convert sales; the personal banner on her *Hub* where she could place Ads, promotions or discount coupons; and being able to insert a product *Card* into a conversation just by typing a keyword. The keyword placement benefitted her further when her customers picked up on her language and started tying keywords which inserted the product *Cards*. The difference was, when inserted by her clients, it came as a recommendation and not as a sales pitch from her.

Go big or go Home

With a small but established following, Mary took the leap and decided to expand her business. Faced with restrictions on her knowledge and time, she applied *roles control*. This allowed her to involve 3rd party contributors in her business but with rights and access controls she could set herself.

These "down-liners" managed the sales efforts while she concentrated on the marketing and sourcing of new products. It was a match made in heaven, as she was able to employ other stay at home mom's like her, and establish an efficient growing business in the digital economy.

Before she realized it, Mary had grown a sizeable customer base and resource pool on her eSimon *Hub*, and found it was time to move to an eSimon *Sponsored Community*. The *Community* gave her more *Hubs* and the freedom to expand her product portfolio across the additional *Hubs*, "owned" and operated by her down liners. Leveraging on this layered ownership, she could grow her business beyond her personal circle.

How a stay-at-home mom builds a successful C2C business on eSimon