"Touchless" Transaction Options

You've got seafood coming in that you need to sell,
yet your regular buyers in the supply chain are not buying.
You want to sell using mobile touchless payments,
so customers feel safe — but you don't have an online store.
What are you going to do?

SET UP A QUICK ONLINE STORE

If you want to sell at pop-up markets or sell seafood in set amounts (like 5 lbs.), you can easily create a free online store with Square. Curbside pickup or local delivery options are now available.

https://squareup.com/us/en/online-store

- Create and publish your online store using their website builder; no need to know web developer code.
- Accept all major credit cards, Square gift cards, Apple Pay and Google Pay. Square payment processing keeps your transactions safe and secure.
- PER TRANSACTION FEE: 2.9% + 30¢

Square

Square

Create a digital invoice for your seafood sale with the Square Invoicing app (free) available on the App Store (iOS) or Google Play (Android).

https://squareup.com/us/en/invoices

- Your customer places an order over the phone or text. You create an invoice for that amount and simply enter your customer's email, the amount and hit send.
- You can even upload your logo and choose a color scheme that suits your business right from the app. Add attachments and custom messages.
- Customers receive the invoice in their inbox and can easily pay online with a debit or credit card. When you take a payment with Square, the money is put in your bank account in one to two business days. Or you can transfer instantly or on the same day for a fee.
- PER INVOICE FEE: 2.9% + 30¢

PayPal

PayPal

PayPal is one of the most trusted payment platforms in e-commerce. There are two options that you can use to sell seafood online.

1. PayPal.me

Let your customers secure orders by simply following a link. And with your business account, you benefit from their Seller Protection. NOTE: customer must have a PayPal account to use PayPal.me.

https://www.paypal.me

- Create your own PayPal.Me link and share it instantly with anyone: friends, customers or partners.
- If you don't already have a PayPal business account, signing up is fast and free.
- Share your link with your customers.
- Customers follow the link, enter any amount and that's it. Standard transfers made using your linked bank account are always free and are usually deposited the next business day.
- PER TRANSACTION FEE: 2.9% + 30¢

2. PayPal Invoicing

There's no setup or monthly fee for online invoicing. You only pay when you receive a payment. This is an easy way to take a phone or text order and create an invoice that can then be paid.

- Sign up for a PayPal business account or log in if you already have one.
- Create and send an invoice from the PayPal website or mobile app.
- PayPal shares a link to the invoice with your client via email or you can share a link on your own.
- Customers can make a payment with their credit or debit card, their PayPal account or PayPal Credit. They will notify you when the money lands in your PayPal account.
- PER TRANSACTION FEE: 2.9% + 30¢

facebook

Facebook

If you have a Facebook business Page, you can add a shop with checkout. A shop with checkout lets you list products for customers to browse and buy without going to a different website.

About Checkout: https://www.facebook.com/business/help/2509359009104717?id=533228987210412

About Shop: https://www.facebook.com/business/help/912190892201033?id=206236483305742

Your Facebook Page shop must:
- Sell physical items
- Agree with their Merchant Terms
- Link to a valid US bank account
- Have a Tax Identification Number (TIN)

Selling via Facebook Shop is a bit more complicated than other options and the transaction fee is higher at 5 percent. Another option would be to use Facebook Marketplace to list items for sale: www.facebook.com/business/help/289268564912664?id=150605362430228

Venmo

Important note: Though a popular payment platform, Venmo specifically states that it should not be used for commerce/retail transactions.