

Webinar Replay: Selling Online: How to Avoid Flattening the Curve of an Uptick in Website Traffic

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The replay of our recent webinar Selling Online: How to Avoid Flattening the Curve of an Uptick in Website Traffic is available [here](#).

COVID-19 has increased the already dizzying amount of online sales, making the applicable marketing requirements increasingly important. These rules affect not just how companies advertise and promote products and services online, but also how they bill and otherwise interact with consumers before, during, and after a transaction.

This webinar will include practical tips to help companies minimize risk of enforcement and litigation and provide practical guidance. Topics include:

- Endorsers and Influencers
- Promotions and Pricing
- Subscription Plans and “Free” Trials
- Shipping and Delivery
- Consumer Reviews and the Consumer Review Fairness Act
- Customer Service Considerations – how timely refunds and responsiveness can help reduce legal risks

To view the presentation slides, [click here](#).

To view the webinar recording, [click here](#).

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