

How To Simply Enhance Your E-Commerce Store Productivity?



Introduction

- We all know by now that e-commerce has engulfed our daily lives and with the positive economic trends and increasing consumer enthusiasm for shopping, the retail section continues to benefit from it. If we talk about the US alone, research shows an increase of 16% in 2011 and this trend continues to grow as you read about it here with 5 years already down the line.
- With the online transactions coming to the front-end, applications like PayPal and Paytm have made it easy for consumers to shop from the comfort of their homes. With this, web retailers are poised to witness growth in their sales and revenues.
- However, the competition is growing by the day and new online retailers are venturing into the untapped markets of e-commerce arena. For an existing business, it has become imperative to bring new ideas on board which drives traffic, converts the visitors into customers, provide a pleasing shopping experience, offer desirable merchandise at competitive prices, and accurately fulfill customer orders to stay at par in the industry.
- Regardless of the device or channel in use, consumers demand a unified, consistent, and user-friendly experience to enjoy their journey on your site and buy goods, learn about products and services, and connect with your business and its vision. Once you connect with your customers, they will support you for long-term.

Today, the start-up retailers have become more competent and sophisticated in promoting their brand and operating their Web sites to make a difference for the target audience. Big merchants must look for other creative opportunities to differentiate their businesses and improve profitability. One of the frequently overlooked components of eCommerce is the payment process which must receive due attention by successful retailers.

The need of the day is to evolve and bring in fresh changes to stay updated in the market by shifting technology, ways to conduct operations, and adopting new organizational models. Companies that are unable to adapt to the changing customer expectations will deliver increasingly outmoded experiences that will eventually lead to a decline and rapid extinction of their place in the market.

This paper explores strategies for e-commerce that can enhance a merchant's online services, open new markets, and increase profits:



KNOW YOUR CUSTOMER

This goes without saying that your online business is dependent on the consumers and not the other way around. The foremost requirement to flourish in the market is to serve your customers with impeccable services and quality products. Most of the consumers do not mind paying a bit extra if your services are pro-active and the quality of your products is remarkable.

But before you invest in making your services outstanding, you need to know your customers well to serve them better. Unless you know your customers, how will you define what they need and how it can be fulfilled. These questions are important in planning your marketing strategy and designing your website accordingly.

Know
Your
Customer



Knowing your customer gives you an opportunity to build closer relationships with them and understand their needs in a way they want you to understand. It is an unparalleled opportunity which many business owners ignore. However, many businesses are now investing in overhauling their customer solutions to become customer focused and agile in their approach.

Evolving is the key to success in the e-commerce world. Business growth depends on the competitive edge, differentiation, and innovation in your products and services which meet consumer needs and exceed their expectations. Another add-on element here is the speed of services along with the quality of your products. The speed at which you deliver or address your consumers for their issues can determine their loyalty graph. It also enhances the user-experience, to begin with.



CREATE A MARKETING PLAN



Marketing a broad term and covers all aspects of growing a business successfully. Many new startups fail to recognize the importance of a robust marketing plan. They either do not have the expertise in the area or lack resources who can guide them or provide a holistic marketing strategy to make their mark in the industry. When you design your marketing plan you should be aware of your business goals and what you aim to achieve with this exercise.

Begin with researching the market and the scope for your products and services. Since you have already invested in knowing your consumers, you should have a fair idea of the gaps in the market which your product or services can fulfill. This exercise helps you to establish a robust, scalable, and reliable marketing plan as your foundation is set for the business.

Tap all the areas where you can find your consumers and invent ways and methods to reach out to them creatively. Understand that pushing your products and services to your consumers may not work in your favor. Rather, put your effort in pulling your customers towards you by luring them through innovative and creative ideas besides maintaining the quality of your products or services.

Your marketing plan should be strategically planned and executed to yield you maximum ROI and 100% customer satisfaction for your consumers. You can include the following elements in your plan – • Social Media Platforms



- SEO & SMO Plan
- Advertising

Hire a marketing expert or agency and let them strategize for you. They are aware of what and how it works in the respective industry and will give you apt advice on how to conduct your business. Engage in detailed discussion with them to understand the market and make them understand your business at the same time. When your vendor is on the same page with you, they add value to your business and offer you scalable solutions to implement.

DESIGN A BESPOKE WEBSITE



A website will be the face of your organization. The services and products that you want to highlight to your customers should be available on your site with clarity. Once you have your products and services in place, the next step is to have an interactive website for your store. Whether you are selling products or services, your website should have all the relevant information about your company and its partners if any.

Investing your hard-earned money in getting a website developed by an expert will never be a waste. In fact, several pieces of researches show that business without a website faced quick decline than those who had it in the first place. With the onset of online shopping and e-commerce changing the face of the business world, having a website has become a mandatory requirement for all businesses. Consumers prefer to gather information from the comfort of their home before investing their time in visiting your store.

They want to know about your company and its available products and compare them with others before they make up their mind to purchase them. It becomes easy for the consumers to decide where to put their money and get the best value for it. If you do not have an online presence, you will be left out of the competition and your customer base will shrink quickly.



Also, it is important that you hire an expert for designing and developing your website for e-commerce. These sites require the platform to be flexible, reliable, and scalable enough to accommodate the growth of your business in the near future. Many options are available in the market today ranging from open source platforms like Magento, Woo Commerce, and Big Commerce to paid services like Shopify to suit all levels and verticals of businesses.

Conduct a market research and consult an expert before chalking out your plans and executing it all by yourself. E-commerce experts like WebBee Global can help you reach your goal with flexibility and ease.

A business website should be easily navigable, interactive, quick, and scalable for additional data. Also, remember to choose an expert who has enough industry experience to guide you through the whole process instead of just going for a cheaper option.

CREATE A PULL STRATEGY

Instead of pushing your products and services to your customers randomly and hoping they will buy it eventually is not a good idea. To create a market for your brand, promote your brand and services to the targeted audience and build your business from there.

Try to pull your customers towards you through innovative and creative ideas which can satisfy your customers and improve your sales. With this strategy, your customers will not only buy your products on their own but also recommend your store to other online buyers looking for the same products.



Do not bother your customers with too many emails to buy your products. Give your customers some room to breathe and decide if they really want to invest in buying your products and services. A single reminder within a week is good enough to poke them about their abandoned cart. In case you do not see them coming back and making a purchase, you can choose to send them some offers or cheaper alternative options for the same products they initially came looking for on your site. This will give show them that you value your customers and want them to bring on board and be part of your growing success.

PERSONALIZED CUSTOMER EXPERIENCE

Online business can flourish only when you can gather enough consumers to buy your products and return to your site for later purchases. For many consumers, the price of the product is not a big concern but how they are treated is what makes them prefer a company over several others.

Create a unique customer experience for your visitors to remember for a long time. Let them adore you for your quick response and the ability to resolve their issues without levying any penalties. This will make you their favorite and they will surely come back to buy more products from your store. Once you know your customer and have a marketing plan in hand and a bespoke website ready, all you need is to please your customer when they come to you.

One of the biggest mistakes online business make is to overlook small buyers. You should definitely treat your big clients with privilege but one-time buyers or those who buy economical products are in abundance and make up for most of your sales. Therefore, do not ignore them and treat them with enthusiasm. Resolving their issues on time should be as important as attending to your big clients.

This behavior will take you far and the masses will prefer your brand over others. When a consumer buys product worth just a few dollars, yet is given an amazing shopping experience, the consumer feels wanted and worthy of investing more in you. Make it personal for all your customers by giving them membership, loyalty rewards, reference deals or just discounts after they buy products for a certain amount.



Investing your time and effort in these elements will facilitate you to enhance your store productivity and grow your business in the right direction. Once you can set your foot in the market, you have to keep innovating and keep bringing new ideas to the table for improvement in your services and products. This will keep you abreast with all the market trends and insights about the competitor's world.

You can design your strategy accordingly and keep up the pace for the consumers to like you. Do not lose the grip on your customer experience and issue resolution speed as this will be your redeeming feature in any worst situation. Customers highly regard those companies who empathize with them and give them quick solutions without charging them with undue charges. Lure your customers with the above tricks and make your business a success store to others to get inspired and influenced

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