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eBook

FROM BRICK AND MORTAR TO VIBRANT E-COMMERCE.

First steps toward an efficient and successful
e-commerce strategy

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The “E-commerce moment”

For several years many companies have moved their traditional sales and distribution methodologies to digital platforms and have benefited from the advantages and facilities they offer, however, there are a large number of businesses that have not done so. The marketplace faces unprecedented times, so having digital platforms in top condition can make a difference nowadays.

E-commerce refers to the buying and selling of goods or services using the internet, and the transfer of money and data to execute these transactions. Its growth has been driven in part by the increased use of mobile and computer devices.

Consumers now feel more comfortable shopping online than ever before.

This is e-commerce's moment to shine by offering goods and services conveniently and safely delivered to the comfort of shoppers' homes. It is indeed a vital strategy that can determine whether a company survives or disappears.

It's not a secret that during crisis times the best ideas emerge, but many businesses may be wondering how to start or improve these services in their platforms where user experience (UX) plays an important role.

E-commerce is the fastest-growing retail market projected to hit \$4.135 trillion in sales in 2020.

General questions like “how do we transfer traditional sales to e-commerce, what about shipping logistics, how do we get optimized designs and how do we invest our money in a smart way”, are maybe just a few of the many problems that thousands of entrepreneurs and big companies are trying to solve.

The e-commerce moment is now, and here we share some steps to make it part of your strategy.



1 Define your business model

Once you define your business model, it's easier to create a better user experience strategy to optimize your products and services. The following are types of business models:

- Business to business (B2B) is when businesses sell to other businesses and provide a discounted rate per unit if customers buy in bulk.
- Business to consumer (B2C) is the most commonly thought of business model where merchants sell to consumers who buy a small amount of produce.
- Consumer to consumer (C2C) is where consumers who previously bought something seek to resell this item to another consumer.



2 Choosing your e-commerce shipping solution

Keep in mind that 54% of consumers will cancel an order if shipping costs are too high and 60% of consumers prefer to shop on sites that offer free shipping.

With platforms like Shopify, businesses can easily link their online stores with social media sites so that people can buy from them directly through social media. Facebook and IG, for example, are constantly updating their features to meet the needs of online buyers.

Establish shipping logistics because at the end of the day you'll have a big stack of orders to label and ship and you'll want to be organized. We mention some platforms to consider according to your business needs but there are many others available in the marketplace:

- **Shopify Shipping:** Their interface is designed to be easy to learn and use. This makes it a fantastic choice for existing Shopify customers.
- **Shippingeasy:** This is a solution that's perfect for small to medium-sized businesses.
- **Sellbrite:** It covers orders, products, channel analytics, and inventory in one place.
- **Shipstation:** This is a web-based platform that's fairly intuitive to use.

Ship items promptly and ensure you've done your due diligence that each client has a positive shopping experience from start to finish. Remember you're bringing so much more than just a product into someone's home right now.

E-commerce is a reminder that the world is still functioning and it is a harbinger of a day when life will return to normal.





3 Optimize your website design

Branding is essential. It's the source of a promise to your consumer.

If you can't interact with your customers directly, proper branding is all you have! Spend time researching, defining and building it. Remember your **brand** has the potential to encourage user loyalty and connect emotionally your target market with your products and services.

A website plays a significant role too since it is the backbone of your business so it must be in tip-top shape, easy to navigate and quick to load.

Make sure it's frequently updated with relevant information providing a great user experience (UX) each step of the way.

The last thing you want to do at this moment is to create confusing navigation with too many choices and options.

- Most importantly, make sure your on-line offerings are curated to reflect the core of your business.
- Clearly represent and showcase your most essential items and services. Items should be displayed and photographed well.
- Create unique designs.
- Provide great content.





4 Investing wisely

- Invest not only on your website but also make sure your online store is optimized for mobile devices as well. Larger audiences may show up for your products and services from a mobile device, you'll want to be prepared.

“By the end of 2021, 73% of sales will take place on a mobile device”. Statista 2019

- Select a good e-commerce platform that users can easily navigate, such as Magento, WordPress, WooCommerce, or Shopify to name just a few.

Find a payment system that charges low commissions or flat fees. Small businesses, in particular, are running on a

shoestring budget, so selecting a payment processing system that is affordable is of the essence. Stripe is one such example. Stripe is easy to implement and cost-efficient. In addition, Stripe offers volume discounts to companies making over **\$80,000 USD in sales each month**. Price Depot is another option known for its transparent subscription-based pricing that starts at \$49/mo.

- Consult with a reliable digital agency to guide you through the process.



Transferring traditional sales to vibrant e-commerce can be very challenging for many entrepreneurs and companies in uncertain times like the ones we are facing, but wise decision-making can lead your business to success and help your company through tough times.

Online sales growth is becoming unstoppable and our knowledgeable team is here to help and to listen! We want to hear from you!

Your moment for e-commerce is now, don't waste it!

Tell us about your experience transitioning to e-commerce. Contact the Pixel506 team today for a personalized evaluation of your company's needs.

Contact us

About Pixel506

Pixel506 is a creative content and digital marketing agency. We help you with your digital marketing strategy by creating quality content that is integral to your industry and directed at your target audience based on user research. Our content marketing efforts improve brand positioning, increase leads, and boost conversion.

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+1 (646) 284 6828

+1 (646) 284 6818

www.pixel506.com

