



A 5-Step Guide to Improve the Performance of Your Ecommerce

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Who Does This Benefit? How Do I Use This?

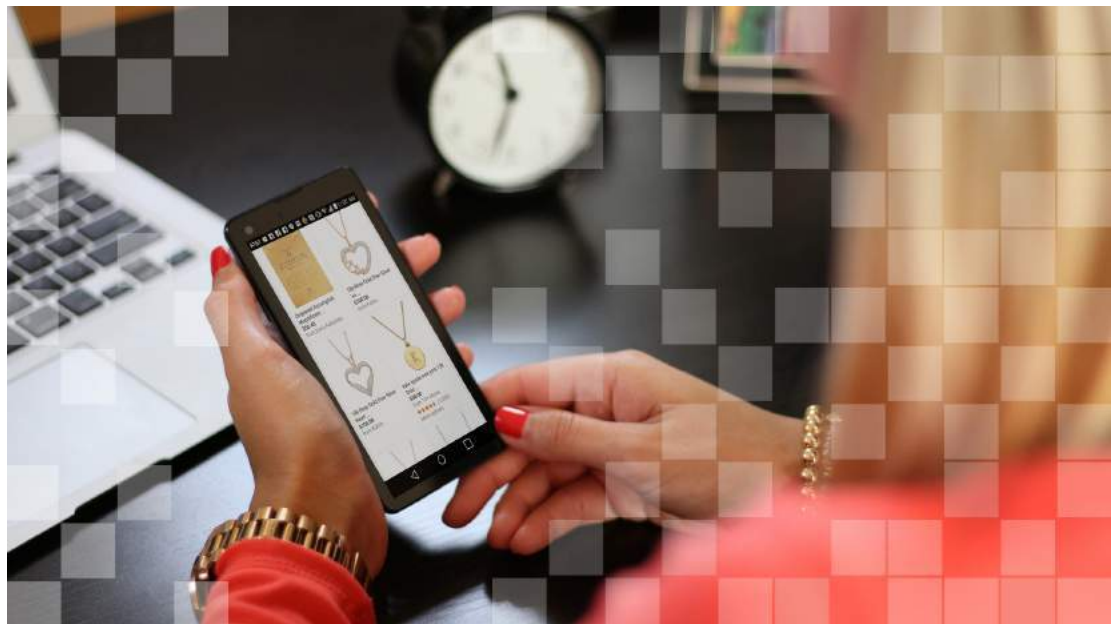
More shoppers turn to online stores (Ecommerce) to make their purchases with each passing year. Buying clothes, books, phones, computers, jewelry, antiques, and even groceries through Ecommerce is now common in today's marketplace. Businesses have to keep up with the electronic demands of their customers by implementing online stores on their websites while also increasing their sales revenue. Currently, traditional "brick & mortar" - physical location-based - stores are transforming into major Ecommerce enterprises by following simple yet effective tactics that are described in this guide.

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If you are currently a brick & mortar business that has not yet created an online store for your website, if you need help to finish your newly developed online store, or if you are a new, exclusively Ecommerce-based start-up business, our guide best suits your digital marketing needs. Below, find the five steps to create an effective, intuitive online store that fits your customers' expectations and increases your revenue. Use this guide to benefit your digital marketing efforts, increase sales, and find reputable marketing sources to consult for further research.

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Step One

Create a Strategy for the Development of Your Online Store

Online shopping has introduced a novel, interactive, and informative way for consumers to buy products. Businesses have had to change their approach and strategy from the common standards and practices of physical stores to adopt entirely new rules, designs, and processes. Your business, too, must accommodate the vast majority of consumers that participate in Ecommerce. You must not only reach customers through your online store on desktops and mobile devices - you have to retain paying customers at your physical location, as well. In order to complete these tasks, devise a specific strategy for your online store. Determine the vision and overall goals for your Ecommerce site. Make decisions about the online store's design and content before actually creating it.

The Influence of Mobile Ecommerce on Visits to Physical Stores

50% of consumers visit a store within one day of a local search on their smartphones.⁽¹⁾

According to a report from [Google](#), a [study](#) in collaboration with [Ipsos MediaCT](#) and [Purchased](#)[®] reports that 50% of consumers visit a store within one day of a local search on their smartphones. Therefore, your brand's online presence is related to the amount of in-store visits that consumers make. Your website, in general, should be mobile-friendly and easily accessible to create a brand to which consumers are attracted. Specifically, your Ecommerce site must be easy to navigate and informative so that consumers can learn about your products before they visit your physical location or store. As a result, you will accommodate the 49% of consumers who said that they research products online through devices such as tablets, smartphones, and PCs (reported by [PricewaterhouseCoopers LLP](#) in their 2015 total retail survey).

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The Importance of Ecommerce on Your Mobile App or Mobile Site

In today's marketplace, online purchases are increasingly made through mobile devices such as smartphones. Businesses must prepare their mobile websites for the majority of consumers that expect to purchase products via a mobile site's Ecommerce. Consumers increasingly want to buy products with little to no time between the decision to buy and the actual purchase. Accommodate your business' customers and meet their expectations with a convenient mobile store. Or, they will leave your site or app to visit another site at which they can easily buy or view similar products. Below are a few tips to maintain customers' satisfaction on your mobile site or app.

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Load Times - Confirm that your mobile site or app loads in a timely manner for your customers.

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Product Descriptions - Customers appreciate when full product descriptions are available with information in regards to sizes, colors, and in- or out-of-stock inventory status.

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Show In-Store Availability - Technically, this may be included in product descriptions; at any rate, offer this to your customers on your mobile site or app.

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Search Indexing Options - Confirm that the search results of engines such as Google or Bing are effective for your customers - including options such as predictive text.



High-Quality Customer Service - In-store customer service can sometimes make or break a sale. Provide the same personal, helpful experience on your mobile app or site that you offer at your physical location.



Check-out Process - All aspects of the check-out process - including adding items to a cart, the payment process, and security - must work in order to make an easy transition from one step to the other.

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A Smooth Transition for Your Brick & Mortar Business

If your brand currently has a physical location, it will be easier to add Ecommerce to your business model. While many people believe that it is easier for businesses to simply start as an Ecommerce-based brand, established brick & mortar businesses benefit from the following:

- ✓ **Known Brand** - Your business already has a recognizable brand and logo to attract consumers that have seen your physical location or print advertisements.
- ✓ **Loyal/Repeat Customers** - With your brand come existing customers; these customers easily recognize your business through digital media. They trust your online store because they already trust your physical location.
- ✓ **You Know What Sells** - You already know which of your products are the most successful at your physical location. You also know which products are not so successful at your physical location. Offer the most popular or successful products on your online store to deliver profitable Ecommerce.

Of 19,000 Customers From 6 Continents:



49% Research products online



42% Buy online because it is accessible 24/7



31% Locate a store with a mobile phone

(Source: [PricewaterhouseCoopers LLP](#) 2015 Total Retail Survey)

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Step Two

2

Use the Right Point of Sale (POS) System

Whether your business currently practices Ecommerce or you are solely operating a physical location, your POS system is crucial to your daily work. This is because a POS system functions to facilitate, consolidate, and record all of your business' transactions into one software that is most likely used without the awareness of most of your employees.

What in the World Is a POS System?



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Basically, a POS system ensures that all of your customers' purchases are possible. Whether or not they are considered to be retail, all business' that include financial transactions must have a POS system in order to conduct such transactions. A POS system is most often software that is installed within the sales machines or mechanisms of your physical location or store. A common example is the software within your businesses' cash registers. Additionally, your business' POS system tracks all of the purchases that have been made in order to better record and continually update your business' inventory and amount of daily income.

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Step Two

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Implement an Ecommerce-Friendly POS System Before You Sell Online

Due to the important nature of your business' POS system in facilitating and recording purchases and sales, choosing your particular system must be seriously considered when you create and maintain Ecommerce. Your POS system must accurately record all of your information in regards to sales and inventory - whether the sales occur at your physical location or through your online store.

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Unfortunately, many businesses in 2016 fail to choose a POS system that consolidates all of their sales- and inventory-data from both physical locations and online stores. This most assuredly results in confusion, mis-reporting, financial detriment, as well as customers' frustration. If your business does not maintain the correct records of sales and changes to your inventory, the actual amount of money that has been made will be incorrect. Customers will not be satisfied when your online store advertises products that have already been sold or are out of stock.

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To avoid this kind of catastrophe, simply research POS systems that integrate your Ecommerce to make online sales possible and record accurate inventory-data. Examples of reputable Ecommerce-friendly POS systems include: [LightSpeed](#), [Bindo](#), and [Revel](#). Not only do each of these systems offer streamlined, interactive financial transactions but also they are all mobile-friendly to increase general usability.

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Step Three

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Study Your Customers' Journey From Initial Exposure to Purchase

It is imperative that you understand your typical customer's journey through the purchasing process of your brand and online store. Studying a typical customer's journey informs you of the way in which consumers regularly interact with your brand. This knowledge allows you to investigate areas of your Ecommerce that need improvement and retain areas that work, well. This kind of analysis also allows you to track and measure from where customers came. For example: a consumer may have seen, and clicked on, a Pay-per-Click (PPC) ad for your brand on Google. Or, that consumer may have clicked on a social media ad after seeing another post about your brand on a friend's feed.

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Integrations - The Use of Helpful Programs and Platforms in Your Online Store

Choose an Ecommerce platform for your online store that focuses on simplicity and user-friendliness. Remember: the entire purpose of Ecommerce is to transform an inconvenient trip to the store into a convenient interaction with your digital presence. To make your customers' lives easier, build a platform that includes integrations: the usage of other digital or analytical tools, mechanisms, and interfaces on your own business' website. A few would include: [Google Analytics](#) to measure your marketing success, [Quickbooks](#) for sales and tax purposes, and live chats to immediately talk to curious visitors to your website. Integrations help you to benefit from knowledge about a typical customer's journey through your brand's purchasing process.

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Google Analytics



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Step Four

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Meet Your Customers' Expectations

Your business' customer service is crucial to your financial success and brand image. Manage a support system that meets your customers' expectations whether they interact with your online store or visit your physical location.

Support, Convenience, & Accessibility

Just as in-store customer support heavily influences sales, your online store must maintain a high level of customer service and user-friendliness for consumers to enjoy their interactions with your brand. Use the following tips to make your online store's customer service a valuable and beneficial aspect of your overall digital presence.

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Offer Multiple Channels of Support - According to [Zendesk](#), a report from [Conversocial](#) states that 88% of consumers were less likely to purchase from a business that left unanswered questions on social media. Provide customers with the support that they need throughout multiple channels such as your desktop and mobile sites in addition to all of your social media accounts. Reach people with your customer service system throughout your entire digital presence.

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88% of consumers were less likely to purchase from a business that left unanswered questions on social media.⁽²⁾

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Customer Support Centers - Create an easily accessible support center as its own page on your website that answers FAQs and allows customers to quickly answer their own questions without needing to contact you.

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Online Chats - [Comm100](#) reports that the eDigital Customer Service Benchmark survey found that live online chats gained the highest customer satisfaction rating among consumers (73%). Increase your overall customer satisfaction by offering immediate, non-automated help to customers when they experience problems or have questions for your business.

2

The eDigital Customer Service Benchmark survey found that live online chats gained the highest customer satisfaction rating among consumers (73%).⁽³⁾

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Response Time - Maintain a low response time on both your website and social media accounts. This may sound counter-intuitive; but, a low response time really means that you only take seconds or minutes to respond to customers with questions or problems. A very low response time is very good for your business. In many cases, your customer service representatives' overall response time dictates whether or not a customer will purchase products from your company.

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Step Five

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Invest in the Channels That Generate Sales

After a strategy is developed for your Ecommerce, carefully research Ecommerce platforms - such as [WooCommerce](#), [Shopify](#), and [BigCommerce](#) - to determine which will best suit your business' customers and their shopping preferences.

There are also many tools - such as [Google Merchant](#), [Amazon Advertising](#), and [Facebook for Business](#) - that make uploading your product listings easier for shopping ads. With all of the available tools, you must research and test which platforms actually work to achieve your specific goals - as determined by your overall Ecommerce strategy.

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To effectively use and market your Ecommerce to a targeted audience, research and discern the specific marketing channels that increase your Return On Ad Spend (ROAS). Be aware of the advertising campaigns and brand management efforts that generate the most sales when compared to the funds that were spent on such advertising. There is a diverse set of ways in which to market your brand's online store - whether it be product listing ads, social media ads, video ads, or Search Engine Optimization (SEO).

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Bigcommerce

Woo **COMMERCE**



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By implementing services such as Google Analytics onto your website, you can track from where a customer comes when a visit to your website is made. In other words, you will know what pages, links, or advertisements led the customer to your online store. Google Analytics reports which channel, source, or campaign generates the most traffic and revenue to your online store.

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Guide Summary

What Did I Just Read? What Do I Do, Now?

There are many ways to improve the performance of your Ecommerce; however, not all of these tactics work for your unique business. It is important to:

- ✓ **Develop a strategy for your online store**
- ✓ **Use a POS and Ecommerce system that integrates data into the rest of your financial and inventory-related records**
- ✓ **Study a typical customer's journey through your brand's purchasing process**
- ✓ **Meet that customer's expectations through your website and Ecommerce store**
- ✓ **Invest in the specific channels that generate sales for your business**



The completion of these steps ensures that your online store is equipped with the necessary tools to succeed in today's digital marketplace.

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References

If you would like to learn more about developing a successful Ecommerce website for your business, you can consult the following sources that were referenced throughout this guide. Or, you can save lots of time and simply [contact the smart folks](#) that wrote the guide, itself!

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(1) Going Local: How Advertisers Can Extend Their Relevance with Search - article via Think with Google: <https://www.thinkwithgoogle.com/articles/how-advertisers-can-extend-their-relevance-with-search.html>

Total Retail 2015: Retailers and the Age of Disruption - report via PricewaterhouseCoopers LLP: <https://www.pwc.com/sg/en/publications/assets/total-retail-2015.pdf>

LightSpeed - mobile-friendly Point Of Sale system that integrates Ecommerce into your business' financial and inventory-related data from the physical location or store: <https://www.lightspeedhq.com/>

Bindo - mobile-friendly Point Of Sale system that integrates Ecommerce into your business' financial and inventory-related data from the physical location or store: <https://bindopos.com/en/>

Revel - mobile-friendly Point Of Sale system that integrates Ecommerce into your business' financial and inventory-related data from the physical location or store: <http://revelsystems.com/>

Google Analytics - data-measurement, tracking, and reporting platform for your website's data: <https://www.google.com/analytics>

Quickbooks - accounting platform from Intuit for your Ecommerce website: <http://quickbooks.intuit.com>

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(2) Providing Great Customer Service Through Social Media - article via Zendesk: <https://www.zendesk.com/resources/customer-service-through-social-media/>

(3) Top 10 Live Chat Benefits You Have to Know - article via Comm100: <https://www.comm100.com/blog/live-chat-benefits.html>

WooCommerce - Ecommerce platform for your online store: <https://www.woothemes.com/woocommerce/>

Shopify - Ecommerce platform for your online store: <https://www.shopify.com/>

BigCommerce - Ecommerce platform for your online store: <https://www.bigcommerce.com/>

Google Merchant - product listing platform for your targeted product-advertisements: <https://www.google.com/retail/merchant-center/>

Amazon Advertising - product listing platform for your targeted product-advertisements: <https://advertising.amazon.com/>

Facebook for Business - product listing platform for your targeted product-advertisements: <https://www.facebook.com/business/products/ads/>

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Contact Us

DaBrian Marketing Group is a full-service digital marketing agency. We deliver dynamic marketing content to our clients in the ever-evolving digital world of the 21st century. We provide [digital content marketing](#), qualitative and quantitative [web-analysis](#), and the continual improvement of your company's digital presence ([Search Engine Optimization or SEO](#)). We create and implement strategies that are based upon the measurement and testing of relevant dimensions of digital marketing. Our team holds [official certifications](#) from major analytical platforms to expertly interpret your data. Whether it is Bing Ads, Google AdWords, or Google Analytics (We're official Google partners, by the way), we are the best at what we do. Use our skills, intelligence, and proven abilities to improve your company's digital marketing presence. Contact us, today, by sending us an email or by giving us a quick call!

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