

THE DIGITAL OPPORTUNITY FOR GROWTH IN SMALL BUSINESSES

E-commerce is the new normal for small retailers. It makes it easier than ever to reach a global audience. But while e-commerce presents an enormous opportunity, it is constantly evolving. Keeping up with the digital dynamics is essential for success in the e-marketplace. Here are the what and how.



TRENDS TRANSFORMING RETAIL E-COMMERCE

MOBILE COMMERCE (M-COMMERCE)



Retail e-commerce on mobile devices is projected to rise to 47 percent by 2018².

SOCIAL COMMERCE



More than 2 billion people now use social networks³, with sites like Facebook developing "buy buttons".

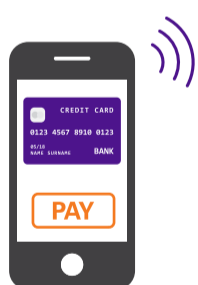
OMNI-CHANNEL RETAILING



Companies focused on an omni-channel strategy retain 89 percent of their customers, but only 45 percent of retailers are making it a priority⁴.

TOP TIPS TO WIN ONLINE CUSTOMERS

OFFER MORE PAYMENT OPTIONS



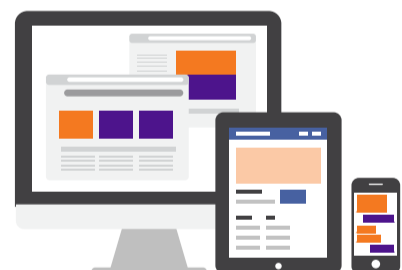
Add options such as Apple Pay and Google Wallet so shoppers don't abandon their shopping cart.

SIMPLIFY CHECKOUT



Ditch the promo messages or ads to keep the checkout process simple and secure.

MARKET TO FIT EACH CHANNEL



Create targeted, customized programs for different channels.

AVOID ONE-SIZE-FITS-ALL FULFILLMENT



Find a logistics provider who can handle every aspect of your diverse customers' shipping and fulfillment needs domestically or internationally.

CONSOLIDATE



Avoid the trap of seasonal peaks and troughs by using providers able to respond to dynamic changes in demand.

STREAMLINE RETURNS



Offer easy-to-use returns processes to reduce hassle, save time and preserve reputations.

References

- ¹"State of Mobile Commerce", Criteo, February 2016
- ²"Mobile Commerce will be Nearly Half of E-commerce by 2018", Internet Retailer, March 10, 2014
- ³"Digital in 2016", We Are Social, January 2016
- ⁴"10 Notable Omnichannel Trends and Statistics", Business2Business Community, April 2016