

## **Real tech insights from entrepreneurs**

Access tech experiences and recommendations that you can use to run and grow your e-commerce business. Visit **fedex.com/techchat**.

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Every business has unique needs, so pick a platform that meets yours. The good (and bad) news is there's no shortage of options.	A big part of selling your product is selling yourself. Use these tactics and tools to get the word out and manage customer relationships.	Your site is the face of your business—make them want to stay and shop with SEO, heatmapping, cart conversion tools, and customer support.	Social media isn't just for millennials anymore. It can help build loyalty and grow your business. Try these tips to step up your online presence.	A seamless fulfillment process is essential. The more you scale, the more you should know which shipping and inventory software to use.	From accounts to finances and payroll, the right tech will make your back end the foundation of a well-oiled machine.
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