

eCommerce SUCCESS BLUEPRINT



**A Step by Step Blueprint to Launch a
Profitable eCommerce Store in India**

Your eCommerce Journey Begins Here





The Ecommerce Growth Story

Ecommerce in India has been growing by leaps and bounds, primarily driven by online marketplaces. For many businesses, growth in online selling has made a negative impact on their revenues and profit margins. For others, the same marketplaces have become a boon because they get a large supply of customers, at a fairly rapid pace.

*And this poses us with a very profound question - **What's the next chapter in the world of ecommerce?***

Here is the answer

The next chapter in the growth of ecommerce is unequivocally - the rise of smaller, niche ecommerce players dominated by emerging brands. If you are a brand owner or a local retail chain, you are sitting on a gold mine of opportunities in ecommerce.

This ecommerce blueprint is meant for you. So that, you can lead the next wave in ecommerce. The next 5 years will be decisive in deciding who wins the race to dominate the world of ecommerce. Because as we all know, the battle to gain marketshare is slowly shifting online.

This ecommerce blueprint provides a framework to understand and operate an ecommerce business successfully. It provides an overview of the 4 essential elements critical to your ecommerce success. Failing in one of these aspects will mean that you are driving a car with one tyre deflated.



Running an eCommerce Business is like driving a car

Your ecommerce business has four wheels and each wheel plays a decisive role in the “drivability” of your ecommerce business.

These four wheels are:

1. **Technology:** Ecommerce business is based on technology. Hence, it plays a critical role in your ecommerce success.
2. **Shopping Experience:** The entire experience of shopping on your website plays a very crucial role because people not only make buying decisions, they also pay for it.
3. **Customer Service:** How your customer experiences your product, deliver and packaging is all a part of customer service. It is the most underrated and yet the most crucial aspect of ecommerce business.
4. **Online Marketing:** Online marketing is an area where most business owners struggle. The good news is that - it can be solved with the right guidance.

Let's explore these elements and identify the critical component of success in each one of them.



Technology Has Been the Biggest Source of Setback for Indian Business Owners

A large number of business owners have suffered a setback in ecommerce mainly due to technology. Here are two major reasons why business owners fail on technology front.

1. **Choosing the wrong technology:** Out of sheer ignorance business owners often choose the wrong technology
2. **Lack of right technological support:** Even after selecting a good technology, there is a lack of technological support mainly because the developers or service providers do not carry sufficient knowledge of technology and how to deploy it correctly.

“A business owner we have been working with switched FOUR ecommerce platforms and in two cases, technology itself wasn’t the problem, technical support was the problem”

Here are a few aspects you need to keep in mind while choosing an ecommerce platform:

Reliability

Is your technology platform doing what it is supposed to be doing? The key aspects of reliability are:

- **Performance:** If your store loads anywhere upwards of 4 seconds, you are set to lose a substantial amount of visitors.
- **Error Free:** Is your ecommerce software free from errors. Often freely available ecommerce software is lot more susceptible to errors because people who have



- built the software are not the same people who offer you support. Often local developers “learn” the technology on surface and serve you technology that they are not aware of so deeply.
- **Stability:** Does your website remain stable even during the peak traffic season or it goes down.
- **Scalability:** What if your store grows beyond your expectations. Can your website go from 1000 visitors per month to 100000 visitors per month without any degradation in performance.

Future Readiness

Technology is constantly evolving and new tools and applications are evolving at a rapid pace. Your ecommerce software should be ready to embrace change and evolve with time.

Extendability

Does your ecommerce store accept third party apps? If yes, how easy it is to extend the capabilities of your ecommerce store? For instance order customization is increasingly becoming common across many ecommerce stores. Does your ecommerce software support it?

Flexibility

Your ecommerce software should be flexible enough to accommodate design innovation and third party tools. In absence of the right amount of flexibility, you will soon feel limited.

Competent Technical Team

In absence of a competent technical team, you will feel like being stranded in a Boeing Jet without a pilot. Instantly available and knowledgeable technical team is an important criteria in choosing ecommerce software.



Product Catalog or Shopping Experience?

Most business owners think of an ecommerce store as a site with their digital product catalog. Those days are long gone. Putting together your product catalog with photos and description isn't sufficient.

“Having a sub-par shopping experience can damage your brand reputation and seriously impact your sales”

Here are the Five critical components of a great shopping experience:

Built Around Conversions

At its core your ecommerce website has only one job - do sales. If your site is not built around conversion best practices, you are set to lose visitors and sales. And all your money spent in marketing goes waste.

Rich in Content

Since online shoppers cannot touch or try your products, product photo and description ensure that product is communicated fully. Have detailed product description, product photos with multiple viewing angles and additional information such as specifications and price break up to ensure each product does the job of selling itself.

Mobile Ready

With 41% ecommerce transactions happening over mobile, you cannot ignore mobile shopping. At the very basic level, your ecommerce store should be responsive - meaning it will resize to any screen size without degrading the functionality and usability of your website.



Guidance and Decision Making

The customer shopping to your store is figuring out things on his own. Visual cues and communicate touchpoint are extremely important to provide a sense of direction and guidance to the online shopper.

- Provide an easy way for your shoppers to reach you
- Provide visual content clues such as steps and guidance text
- Highlight key call to action (CTA) such as Add to Cart and Checkout so that user can make easier decision.

Plenty of Buying Reasons

Buying isn't merely a transactional activity. People generally buy for a reason. People don't pay for the product or service, but they pay for its utility. In other words, what a product or a service can do for them?

There are plenty of retailers selling shirts, trousers, and formal shirts. How does it matter if you are one of the hundreds of other retailers selling the same shirt with some design variations? When you show your customers the right reason and associate that reason with your products, you create a winning combination. For someone selling shifts, here are few examples.

1. Party
2. Interviews
3. Graduation Ceremony
4. Wedding
5. Office-wear
6. Plus Size
7. Business Gathering
8. Conference

Likewise, what reasons can you give to shoppers on your website?



Ecommerce is Synonymous to Customer Service

An ecommerce site is yet another convenient customer service channel. The reason why customer service can be challenging is because you do not see customers face to face and most of your customer service happens virtual or behind the scene. Hence, it becomes very critical to know the nuances of online customer service.

Speed of Delivery

The greatest perception of top notch customer service is speed. If you can deliver your products in the next business day, it is counted as a great service experience. If it takes more than 3 days, your customers begin to lose trust in your service and they will hesitate to shop from you next time.

Handling Returns, Exchange and Refunds

Having clearly defined and clearly communicated customer service policies will ensure that you handle refunds, exchange and returns swiftly. At the same time, ensuring that you aren't at a loss. Some people may take false advantage but that percentage is always tiny compared to good customers who have genuine reasons.

Packaging

The real experience of your products happens when your customers finally open the package. Great packaging ensures that the product is safe and offers a great first hand experience to customers when they open it. By bringing an element of surprise or personalization, this is time when you can create AHA moment.



A Time to Evolve Your Marketing

In India, traditionally businesses grow out of word of mouth. Apart from word of mouth, small business owners rely largely on offline media such as newspaper, magazine or a retail outlet in a busy street. Hence for most business owners, promoting business online is quite a challenge. Moreover, this sort of organized and “real-time” marketing is perceived as difficult and unpredictable.

The truth is online media is still media and all rules of traditional media apply here too. However, in an online setting your marketing can be much more systematic, organized and predictable - thanks to the automation technologies at our disposal.

Instead of learning the latest social media tricks or how to run a google ad campaign, you could invest your time in building your marketing strategy - that is the big picture.

Here the five key components you need to keep in mind while developing a marketing strategy for your ecommerce business:

Internal marketing

A vast majority of store owners invest most of their time and energy on getting new customers. They rarely focus on selling to their existing customers. In reality, it is much easier to sell to your existing customers. Your existing customers are your gold mine. Hence you should leverage your existing customers to build up initial traction to your website and start selling to them.

- Make a list of customers the you have acquired on your retail store or by selling on marketplace or by any other channel
- Plan a marketing campaign to bring them to your website
- Launch a referral campaign to encourage word of mouth. Referrals is a cost effective and powerful way to expand your customer base.



Diversify Traffic Sources

Instead of relying on one or two channels such as SEO or Google PPC, always make it a point to diversify the traffic sources to your website. Mix and match both online and offline media to create greater impact. Here are a few pointers to help you identify your own traffic sources:

- Google PPC
- Google SEO
- Social Media (Organic)
- Social Media (Paid)
- Online Advertising
- Discussion Forums
- Blog / Article Publishing
- Participating in Online forums/Groups
- Guest Article Writing
- PR
- Email Marketing
- Referral Marketing
- Offline Advertising (Newspaper, Magazines etc.)

Email marketing

According to a popular survey, email marketing delivers over 2000% return on Investment. It is probably the least expensive and the most powerful channel to market to your existing customers and subscribers. Set aside at least one day every month to plan your email marketing strategy and how you can fully leverage it and integrate with your marketing campaigns.



Measurement

According to Tom Peters, the famous management guru “Anything that gets measured gets improved”. If you are don’t know your numbers, you aren’t playing any game.

Here is are five key marketing metrics you can measure:

1. **Visitors:** How many people visited your website and where did they came from?
2. **Engagement:** What did they do after visiting your site? How many seconds did the stop are your website?
3. **Conversions:** How many visitors bought something from you and actually finished the checkout. How many dropped off at shopping cart page. How many didn’t bought anything but subscribed to receive your updates.
4. **Return on Investment (ROI):** ROI is the ration of money spent in marketing and the revenue earned. It essential means “how much money did each rupee spent in brought back to your business?”.
5. **Average order value:** The monthly size of each order in monetary terms. One of your marketing goals should be to increase average order value.



Ecommerce Success Blueprint





This Report is Brought to you by





About EcomNation

eComNation is the eCommerce Success Platform for Forward Thinking Brand Owners and Retailers. By providing cutting edge ecommerce technology, an expert ecommerce team and marketing guidance, we help you become successful in ecommerce.

Free Ecommerce Strategy Session

Let our expert show you the possibilities and opportunities in ecommerce for your business.

To book your free ecommerce evaluation and consulting session, call 079-3044 7088.