

**December 15, 2005**

## **[Benefits of Ecommerce](#)**

Filed under: [Development](#), [Miscellaneous](#), [Operations](#), [PHP](#) — Nicholas Holland @ 8:58 am

Many clients ask us why everyone is in love with ECommerce. While we inherently know some of the benefits of ECommerce (it is our business of course), we had never composed a comprehensive list. I searched the web to see if anyone had created a really well-defined, succinct list of benefits - but nothing really struck me as complete. Therefore, I created the following list outlining all the benefits of Ecommerce. If you've ever thought about having an ecommerce store (or if you have one and want to make sure you're capturing all the benefits), keep reading.

### **Increased sales through Promotions**

- Examples include:
  - Display the 'Best Sellers List' to promote increased purchasing of these items due to 'group' mentality
  - Incorporate Cross & Up-Selling techniques
    - The client will realize a higher value-per-sale amount on Internet Transactions
    - Our solution also helps customers know what bundles to purchase
    - Decreases support costs by reducing returns & support-related phone calls
  - Periodic Sales & Promotions will create periodic bursts in sale activities
    - Especially when used in conjunction with Email Marketing
    - Examples of available promotions include Coupons or Free Shipping for a brief period

### **Limitless Geographical Reach**

- Customers from all over the world can shop at your Ecommerce store
- Our solution also allows the Client to become a valuable information source
  - Blog / Commentary on the Client's products/services & industry
- Ecommerce solutions are great because they are available 24/7 from any internet connected device

### **Reach a wider Customer Base**

- Our Ecommerce solution is ready for multiple languages and will support expansion into foreign markets

- Higher search engine visibility leads to more natural-traffic clients
- Providing a better Customer Experience (and valuable hobby information) leads to more recommendations
  - We can also implement a 'Tell a Friend' program

### **Increase Visibility**

- Capturing and Storing customer data allows the Client to implement Email Marketing
  - Marketing efforts can provide 'Education' – this expands client's EXPOSURE & TOTAL SPENT
  - Marketing Efforts can provide 'Promotions' – this expands purchase FREQUENCY & TOTAL SPENT
- Our Ecommerce solution has the ability to have 'Affiliates' that display & market your products
  - Similar to Amazon, Google, and Ebay

### **Provide Customers Value**

- Customers can login and view their order history and order status
  - Enhanced user experience leads to repeat business & increased referrals
  - Total Customer Service cost is decreased when client can check their own status
- Our Ecommerce solution allows for 'Temporary' Shopping Carts – allowing people to shop & then sign-up
  - By allowing them to Shop First, they become more committed to the sale – higher conversion rate
- Our Ecommerce solution has powerful Advanced Search features – allowing items to be found by varied criteria
  - Enhanced user experience leads to repeat business & increased referrals
  - Search features also decrease costs (no phone calls) and customer frustration

### **Better check-out experience for Buyer**

- Our solution accepts 'Off-line' payments and assists Hobby Lobby in managing those orders
  - This is great for customers that are concerned about giving their credit card online
- The Ecommerce system can also provide Instant Shipping Quotes (linked to FedEx, UPS, USPS)

- Customers will know what to expect for shipping
- Hobby Lobby can get a vendor discount and make a small profit on the shipping
- This leads to increased customer satisfaction so there are no more shipping surprises'

### **Reduction of Marketing/Advertising Costs**

- Prominent, Automatically displayed Promotions
- Our Ecommerce system integrates with Email Newsletters

### **Better Analysis & Reporting**

- Track your best and worst selling items – and overall customer purchase volumes!
- Analyze what promotions work best
- Collect customer data and analyze demographics!

### **The Store is Always Open**

Expand your footprint through Affiliates & Vertical sites

- Our Ecommerce software provides ways for you to open multiple store-fronts
- Share your inventory with your partners (bank-end integration possible)
- Track the business sent to you from affiliates & referral partners

### **Lower Cost of Sale**

- Reduced personnel, phone time, mail preparation (replaced by email)
- Fewer errors on orders!
- Better transaction reconciliation
- Reduced order document preparation