

2021

eCommerce Strategy Handbook

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Introduction

2020 was a year of unprecedented challenges that disrupted lives, communities, and businesses. The pandemic turned everything on its head and left people and organizations scrambling to find new, safe ways to continue working toward their goals—or simply to survive.

COVID-19 affected individual segments of the economy differently. But as the brick-and-mortar world shuttered, retailers and brands raced to expand their eCommerce capacities. Despite job losses and economic anxiety, online sales grew by 44 percent in the US—the pandemic radically changed the way millions of people needed to shop for even basic necessities. eCommerce had been growing steadily for the past decade, but year-over-year growth nearly tripled in 2020.

Now vaccinations are ramping up around the globe, but we shouldn't expect consumption patterns to go back to how they were. The genie is out of the bottle. People who had

never ordered takeout online now know how simple it can be. The same goes for groceries, holiday gifts, clothing, recreational equipment, and just about any other category of consumer goods.

Yes, consumers are eager to return to restaurants and stores as soon as it's safe. But they won't forget how to shop online when it's convenient. They also won't forget the brands and retailers that make online shopping simple—or, better yet, enjoyable. For eCommerce retailers that get it right, 2021 can be about much more than mere survival. It can be the start of a new growth trajectory.

At Wix, our aim is to make it as simple as possible for businesses to grow and succeed online. I personally look at between fifty and two hundred Wix customer websites every single day, and I'm constantly talking with our users through email, on calls, or social media to better understand their needs. Last year, while millions of professionals and students were learning to work from home, I saw retailers accelerating through digital transformations of their own—often out of extreme necessity. Many were figuring out how to sell online for the first time. Others had reprioritized eCommerce, pivoting to make up for the loss of in-store sales.

Forced to think outside the brick-and-mortar box, lots of businesses not only adapted, but flourished. From a CBD wellness brand to a bottled water company to an innovative toothbrush maker—all found even better ways to build relationships with customers. Once they got past the initial shock, many of them found that eCommerce data helped them know their customers better than ever before. Beyond basic demographics, they could see what time people shopped, or what specifically compelled them to make a purchase. They could drill down into the types of products customers preferred and which items they typically bought together. With this level of detail, savvy eCommerce retailers built strategies for product offerings and content that helped customers feel connected and stay engaged.

In the pages that follow, we'll detail some of the strategies successful Wix users embraced to level up their skills and take advantage of the shift. For example, you'll learn how a \$2 million candle-making business saw its traditional revenue streams disappear overnight but still increased year-over-

year sales five times over by developing an amazing online experience for customers. You'll read about how a spice store invested in a custom packaging solution to streamline order fulfillment. Plus, you'll see how email marketing helped fill a strategic gap for a company that sells handmade kitchen knives and cutlery.

Read on for a breakdown of four foundational eCommerce strategies in the context of today's market challenges and opportunities. We'll share relevant advice from experts like Dan Leberman, PayPal's SVP of Global SMB, Channel Partner and Inside Sales, and we'll highlight the underlying tactics you can deploy using Wix eCommerce tools. 2021 promises to be another seismic year for eCommerce. The insights we've gathered here can help you create a comprehensive plan for success in the months ahead.



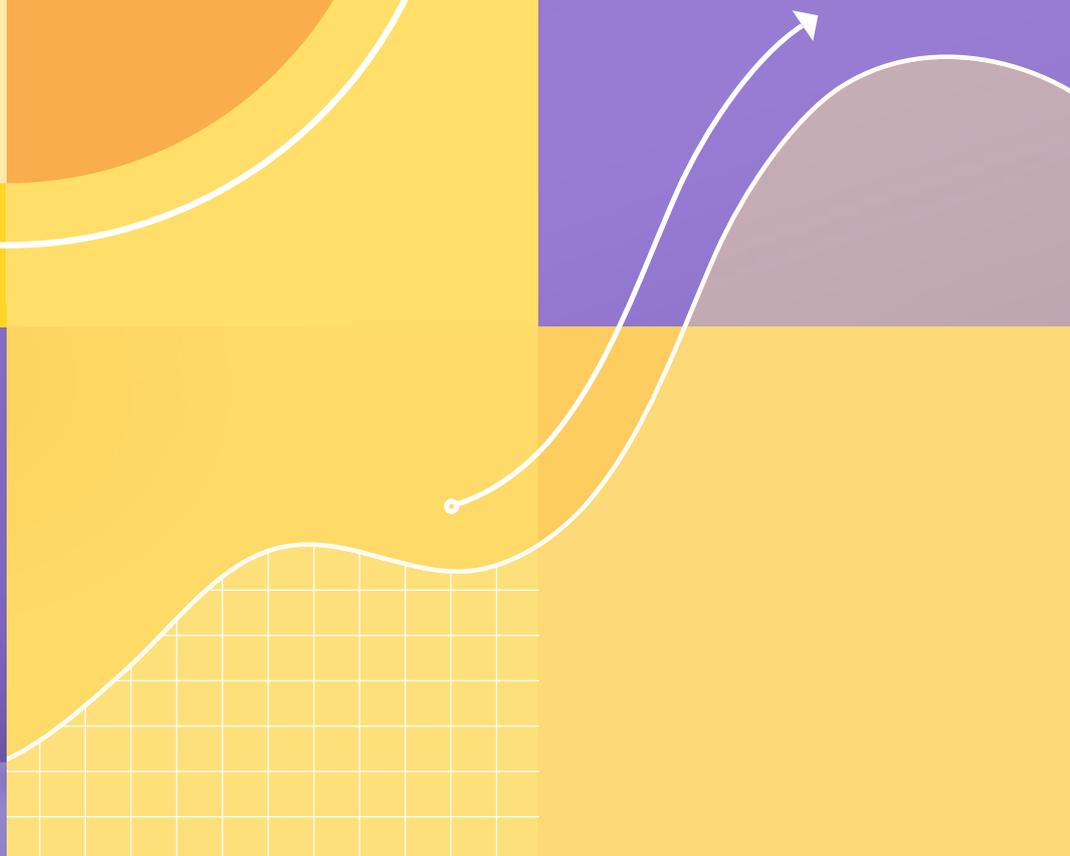
Liat Karpel Gurwicz

Head of eCommerce Marketing at Wix

Proven eCommerce Strategies to Reach the Next Level



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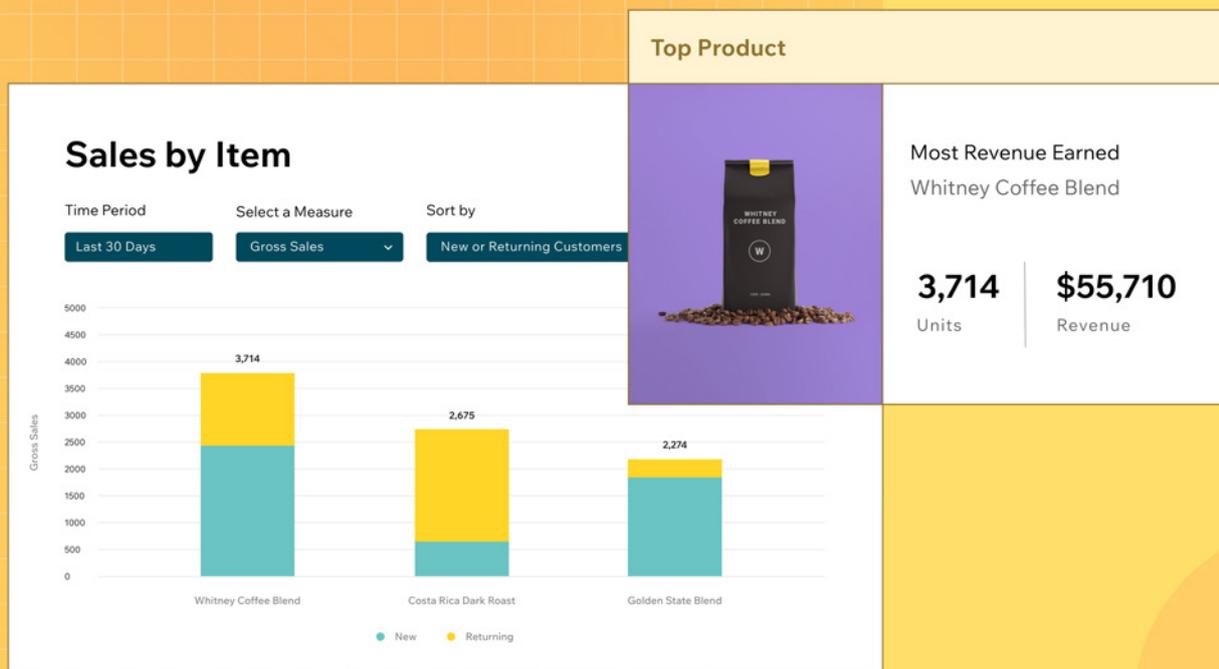


If 2020 was the year of the eCommerce pivot, 2021 is the year of eCommerce strategy.

Caught off guard by the COVID-19 pandemic, brands and retailers scrambled to get ahead of a string of challenges. But it was easy to lose sight of the big picture while adapting to remote work, shuttering brick-and-mortar operations, trying to scale online sales, dealing with supply constraints, and fending off countless other crises.

Now that a year has passed, and the end of the pandemic appears to be on the horizon, it makes sense to step back and recalibrate. Is your eCommerce strategy primed for success with today's market realities? Are there tactics you adopted, or ignored, in the frenzy of the last twelve months that need to be reconsidered?

Here are four strategies that can help you take advantage of the surge in online shopping to climb to the next level of eCommerce performance.



STRATEGY #1

Refine Your Product Offerings for Greater Profitability

Soaring top-line revenue and a growing customer base are great, but they don't guarantee eCommerce success. Profit margins ultimately determine whether or not your hard work pays off, which is why it's important to choose product offerings wisely and reevaluate them often.

Low-cost, low-margin products aren't necessarily bad, though. Offering a popular product with a thin margin can be a good way to attract first-time customers. Just ask toothbrush maker Ultasmile, which purposely sells its unique, two-headed brushes at a low price. But that tactic—like any other—has to be part of a larger, comprehensive strategy to sell more profitable items. For example, Ultasmile knows the toothbrush will need to be replaced every three months. So they acquire new customers with a single, inexpensive brush to gain the opportunity to then sell them higher-margin products like toothpaste, whitening strips, and floss—or even a product subscription.

In order to develop a cohesive product and pricing strategy, it's imperative that you know all the costs associated with every product, including packaging and shipping. In addition, it's important to have a holistic view on variables like the value of customer acquisition and fulfillment options. With all of the inputs and variables, you can begin to tinker with the larger equation that shapes your bottom line.

Plan your product strategy at least a full season in advance (longer for the winter holidays). Know what items will be your most profitable and how you'll attempt to steer customers to them. Decide which products will be on sale or heavily promoted and ensure you have adequate stock. Also, keep in mind that diversifying suppliers will continue to be important in 2021 as different regions face disruption from COVID-19 shutdowns, travel bans, and other trade barriers.

Tips and tactics to consider

Research sales trends and your own analytics to anticipate what is likely to sell well in the coming season.

Explore dropshipping and print-on-demand services to expand your product offerings and sell branded merchandise, like t-shirts or hats, to your most loyal customers.

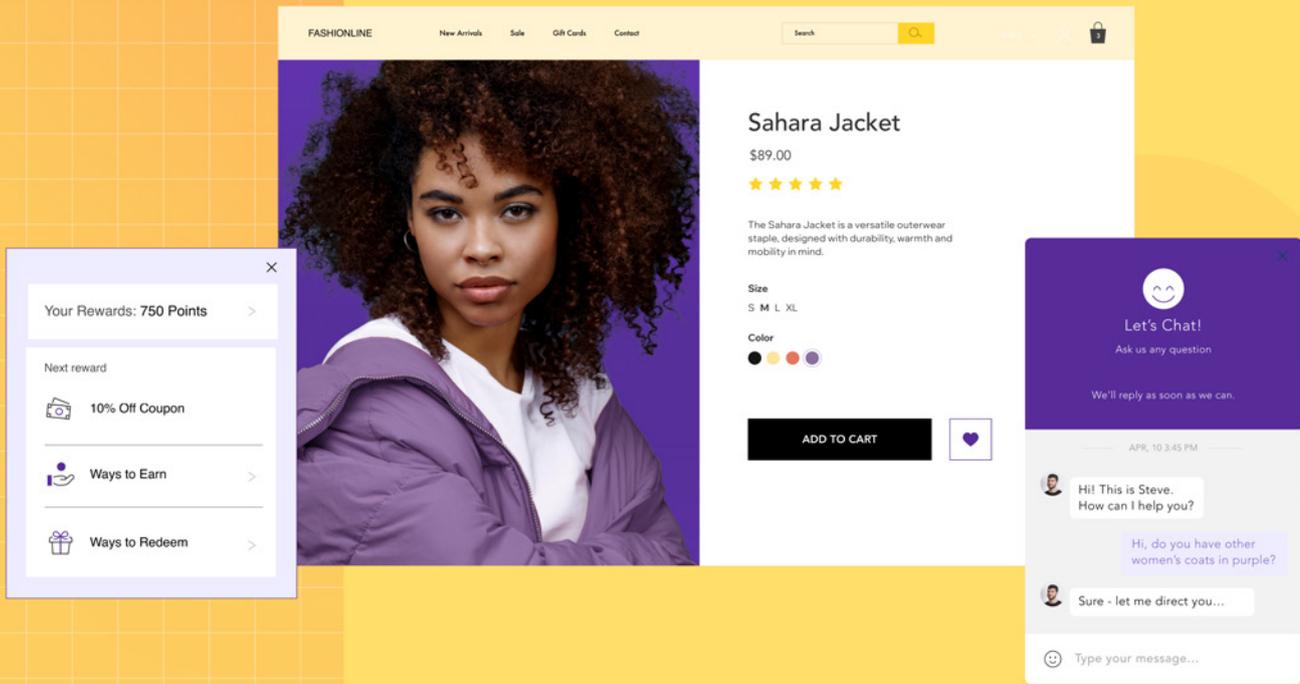
Stop selling products that have production or supply issues, as well as products with high return rates.

Deeper reading

[What to Sell Online: Find Top Trending Products for Your Niche](#)

[How to Choose and Dropship Products That Sell](#)

[How to Determine Product Pricing for Your Business \(Word document download\)](#)



STRATEGY #2

Improve the Online Customer Experience to Increase Sales

Do you know what percentage of your website visitors end up making a purchase? That conversion rate is a key metric for gauging the quality of the online shopping experience you provide and evaluating the effectiveness of any on-site changes you make. For example, our stats show that simply answering chat

messages from users improves conversion by roughly 65 percent, and recommending products via chat generates 71 percent more sales. In total, Wix sites that offer live chat to their customers get eight to twelve times higher sales revenue.

Live chat is just one example of how you can improve the online customer experience. When Robert Plante Greenhouses had to close their Ottawa-based nursery due to COVID, they decided to open an online store. Colin Matassa, the garden center manager, tried every tool in the box to build a best-in-class shopping experience. In addition to live chat, he added the Sale Pop app and automations for feedback and abandoned carts. Regular newsletters, coupons, and scores of product pages with pictures taken in the greenhouses helped local customers stay connected to the nursery. In the end, despite the pandemic and the sudden closure of the physical store, the seasonal business did so well online that it decided to continue eCommerce sales year-round. During the coldest part of the Ottawa winter, the nursery still earned a six-figure revenue through their Wix store alone. Instead of losing the business, Robert Plante Greenhouses grew over 30 percent in 2020.

To improve your online customer experience, think of your website as you might a brick-and-mortar store. What seasonal “decorations” and products can you use to continually refresh the space? What products are you featuring this month, as you might do on an endcap or a register display? Because online customers can’t hold items in their hands, product pages need highly detailed descriptions and excellent photography. Further deepen trust by adding customer reviews and clear information about refunds, returns, and ways to contact customer service.

Working on your site to optimize conversion directly improves your bottom line. Plus, it indirectly increases the value you get from investments in advertising and other tactics that drive traffic to your site.

Tips and tactics to consider

There are dozens of online payment options you could offer. Find out which three or four your ideal customer most prefers.

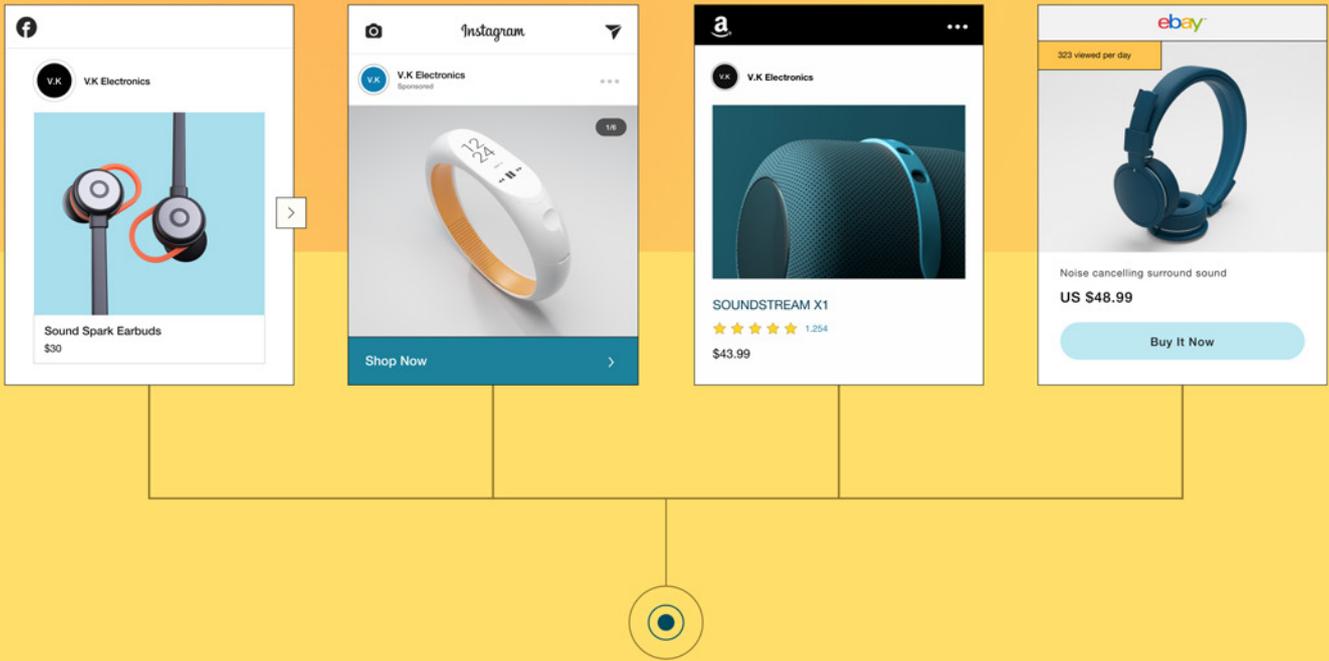
Today's online customers expect advanced functionalities like shopping carts, wish lists, search bars, and filtering to help them find and keep up with product options.

Create a loyalty program to encourage repeat customers and word-of-mouth marketing on social platforms.

Deeper reading

[Conversion Rate Optimization: How to Design Your Site for Sales](#)

[14 High-Converting Product Page Examples to Learn From](#)



STRATEGY #3

Add eCommerce Sales Channels to Spur Growth

Just as a brand may try to place its products with numerous brick-and-mortar retailers, eCommerce growth can be achieved by selling through multiple online channels. In fact, Wix stores that include an additional sales channel increase their revenue by up to 12 percent. ShipStation, which makes eCommerce fulfillment software, noted similar

statistics in a recent Wix partner webinar. They even found a nonlinear, multiplier effect in which each additional sales channel boosted average sales revenue by greater and greater percentages.

Broadly speaking, in 2021 there are four major eCommerce channels. Your online store is the primary channel, where you have the most control over the customer experience. However, online marketplaces like Amazon and eBay give you access to huge numbers of shoppers actively looking to buy. Social media offers targeted ways to connect with new customers, and tools like Facebook Shops allow you to tag products directly within posts. Lastly, with an integrated point of sale (POS) system that manages both online and offline sales, your physical retail location acts as a customer acquisition channel for your broader eCommerce strategy. Platforms like Wix serve as a central platform to activate all of these channels and manage sales from a single hub.

When retail locations and trade shows shut down in 2020, Coal and Canary's revenue streams disappeared in a flash. The hand-poured candle company immediately turned to social media through their Wix site. "We started advertising for the first time

on Facebook and Instagram when COVID started,” said owner Amanda Buhse. “Now it’s become an integral part of our business.” By year end, the company’s sales actually increased, and their social media advertising generated a 23-to-1 return on investment.

Tips and tactics to consider

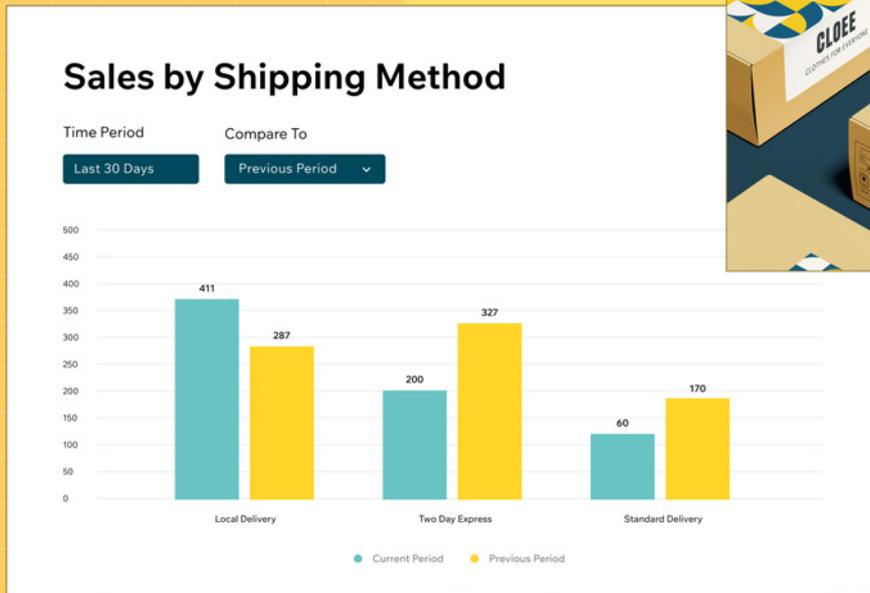
Stay flexible and diversify channels over time. A channel that works well for your products today might not work six months from now.

Don’t spread yourself too thin. Figure out how to succeed on a single new channel before moving on to another.

Explore smaller, niche marketplaces where you might be a bigger fish than in vast oceans like Amazon, eBay, or Etsy.

Deeper reading

[Brand Loyalty: 3 Tips to Turn One-Time Shoppers into Repeat Customers](#)
[5 eCommerce Marketing & Business Mistakes to Avoid](#)



STRATEGY #4

Optimize Fulfillment to Save Time and Money

Amazon founder Jeff Bezos shipped books from his local post office to his first customers. That’s feasible—maybe even enjoyable—for a small business. But without scalable systems, packing and shipping products can quickly drag down a growing enterprise. The work you put into the three

strategies above will all come undone if you're unable to fulfill orders in a timely fashion with the right, undamaged products.

Fortunately, the industry has matured to the point where you can choose from numerous solutions and services to develop an efficient fulfillment process—or even outsource the entire task. As your eCommerce business grows, it's necessary to revisit your fulfillment process to address any friction that may emerge. Mapping the process from the receipt of an order through picking, packing, and shipping not only allows you to train employees effectively, but also reveals where and how you can implement changes and third-party solutions.

The manner in which customers receive your products is a big part of the overall brand experience. On one end of the spectrum is a plain brown box that shows up two weeks late with a broken product rattling around inside. At the other end, savvy brands design delightful unboxing and delivery experiences. Local delivery and BOPIS (buy online pickup in store) grew by leaps and bounds in 2020, and will remain an important new tactic for growing a local customer base. Wix stores offering local curbside pickup have a 10 percent higher average sales revenue.

Wherever your business lies on the spectrum, optimizing your current fulfillment process will free up time and money to invest in designing the next level of fulfillment that differentiates you from the competition.

Tips and tactics to consider

Streamline tasks, automate customer communications, and compare carrier rates with a shipping software solution like Shippo or ShipStation.

Use free shipping to incentivize minimum order size, or clearly communicate a flat-shipment fee on product pages to avoid sticker shock at checkout.

Avoid disruptions and unnecessary spending by carefully tracking and predicting inventory needs for both products and shipping supplies.

Deeper reading

[5 Signs It's Time to Outsource Fulfillment to a Third-Party Logistics Provider \(3PL\)](#)
[eCommerce Shipping Solutions & Best Practices: Your Complete Guide](#)
[How Adding Local Delivery Services Can Improve Sales](#)

Ultimately, the path to eCommerce success will have twists and turns. As the needs of the market and your business change, you'll have to evaluate the potential of new tactics and reevaluate the effectiveness of old ones. However, you can rely on the foundational strategies above as you climb ever upward, toward year-over-year growth.

A Look at Customer Success

COAL
AND CANARY

Amanda Buhse



SPICE SUITE

Angel Gregorio



FORGE
TO TABLE

Noah Rosen





coalandcanary.com

Amanda Buhse
Owner & Chief Creative Officer
Winnipeg, Canada

Hand-poured candles
for "playful personalities"



Cashing In on the Customer Experience

REVENUE

\$2 million luxury candle business in 2020

SALES

eCommerce sales increased 535% in 2020

MARKETING

Single email special offer resulted in 600 orders worth \$40,000

Challenge

Coal and Canary makes a thousand candles a day in a 10,000-square-foot, pink warehouse with about twenty employees. Wholesale customers, trade shows, and a storefront represented the main sources of revenue until March 2020. “When the pandemic hit, it was absolutely terrifying,” said owner Amanda Buhse. “Nearly every part of our revenue and cash flow was gone overnight.”

Strategic Solution

The company quickly refocused on the online customer experience through its Wix site and two additional eCommerce channels: social media and automated email marketing. Advertising on Facebook and Instagram “got them through” and has become integral to the business, as have weekly customer emails. “Thirty days after a customer purchases a candle, they receive an email from us, which we found really encourages repeat business,” Amanda explained.

Newsletter subscribers received “VIP-only” access to a new collection of candles, and the company created a loyalty program that

rewards “candle points” discounts toward future purchases. “So far, our customers have been loving it and it really has increased the conversion rate for our website,” Amanda said.

Despite selling and shipping candles to customers across North America, Coal and Canary still found that offering local pickup or delivery significantly boosted sales. “It’s insane. As soon as we started offering the delivery and pickup option, our customer satisfaction went up and our orders increased,” Amanda said. “The bottom line is just to make your customer happy and get the product in their hands. So definitely try and do it if you’re able to.”

Outcome

“Since we’ve moved our business online, direct-to-consumer, we’ve been really fortunate to find a whole new set of customers that we’ve never had the opportunity to reach before,” Amanda said. As a result of eCommerce, Coal and Canary’s sales increased 535 percent in 2020 and the company is reconsidering the need to attend

more than fifty trade shows each year. Social media advertising generated a 23-to-1 return on investment, and one VIP email special resulted in six hundred orders worth \$40,000.

Amanda's Strategic Advice for 2021

“I think the most important thing is to know your customer and explain your value proposition to them very clearly and very simply on your landing page. After that, it comes down to having incredible customer service. Retail shoppers remember their service and the experience longer than they do the price.”

thespicesuite.com

Angel Gregorio
Founder + Curator
Washington, DC



Curated, exotic
spice boxes

Optimizing Fulfillment to Meet Surging Demand

REVENUE

Over \$900,000 in online sales revenue in 2020

SALES

Over 7,680 online orders in 2020

MARKETING

Average of 300–400 spice boxes sold per 24–48 hour flash sale

Challenge

In 2020, COVID-19 caused a surge of interest in cooking products. With her popular storefront closed under citywide restrictions, The Spice Suite owner Angel Gregorio went all-in on eCommerce. In addition to ramping up on social media, she revamped her fulfillment strategy: "I said, 'You know what, we can just turn this shop into a warehouse, and let's see how many more boxes we can do.'"

Strategic Solution

Angel hired an additional operations employee, developed better organizational systems, and invested in packing machinery that created custom-fitted bubble wraps for all of the individual glass spice bottles in a curated box. The investment reduced breakage and resulted in a more refined product experience.

"It's also quicker for my team to fulfill the orders," Angel explained, "as opposed to having to put everything in boxes and packing peanuts, test it out, drop it on the

floor and make sure it's going to withstand USPS. We know that these are impenetrable, because they were made specifically for our glass bottles.”

Outcome

By the end of the year, The Spice Suite had packed and shipped more than 7,680 online orders for a total of more than \$900,000 in revenue. “For us, it was really about increasing capacity to do more online, because there was more of a demand,” Angel said. “We didn’t necessarily have to do something different. It was just finding a way to do more of what we had already been doing.”

Angel’s strategic advice for 2021

Be flexible. “Start with what you have, and you can always perfect it,” she said. “We started with packing peanuts and bubble wrap from Amazon. And now, we have a machine that creates our own custom packaging. But that’s what we got to after five and a half years in business.”

forgetotable.com

Noah Rosen
Founder
Laguna Hills, California



Hand-forged kitchen knives and cutlery



Expanded Product Offerings and Customer Experience

REVENUE

Almost \$300,000 in online sales revenue in 2020

SALES

2020 fourth quarter sales increased by 345% year over year

MARKETING

408% return on ad spend with Facebook ads by Wix

Challenge

Increased interest in cooking and positive reviews from influencers led to a boom in sales for Forge to Table in the early days of COVID. The company switched into holiday-operation mode months ahead of schedule but quickly ran out of its hand-crafted knives, which are supplied by a family-owned forge in southern China.

Strategic Solution

While waiting for a resupply, Forge to Table took the opportunity to expand its commitment to email marketing and social media to deepen its connections with customers. They also capitalized on their momentum by partnering with a local company to produce and sell branded aprons.

“Even being out of stock, it’s really important to have a plan and to stay connected with your customers,” said Forge to Table founder Noah Rosen. “We’ve been working to create recipes and cooking guides and tutorials and things

like that. So once you have your knife, you're able to get fresh content every week, find delicious recipes, and stay connected with the brand."

Facebook ads allowed the team to build on organic influencer coverage to leverage trends and viral popularity into increased brand awareness, sales, and meteoric growth. According to Noah, "Instagram keeps us connected to customers and lets us grow a community that's more than just a one-time customer base."

Outcome

Forge to Table restocked ahead of a successful holiday season that saw fourth-quarter sales increase by 345 percent over 2019. Despite the unpredictable circumstances faced in 2020, the brand grew its reach and eCommerce volume, and the company's knives are now used by chefs in forty-one different countries. And with this growth in sales and revenue, the team was able to increase their charitable donations in support of the culinary industry 400 percent, even in these trying times.

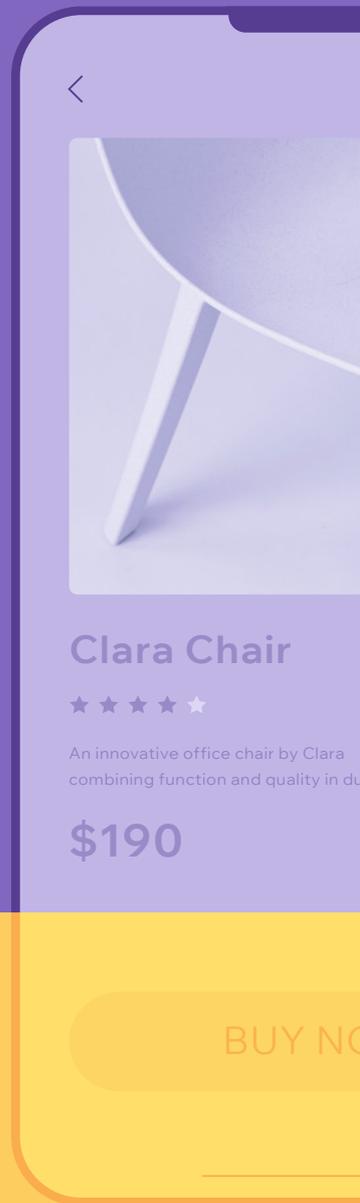
“It’s been a really phenomenal journey, and we’ve been able to grow through this to have a fantastic offering for our website,” Noah said. “Being present and being in reach of customers for all sorts of issues builds relationships and is what differentiates a good business, especially an eCommerce business that may otherwise seem distant to customers.”

Noah’s Strategic Advice for 2021

“The best advice I can give is to focus on building a great team, because in a small business the ability to adapt comes down to the skills of your team. Having a small team can seem limiting, but when everyone has a mix of skills, it lets you work on every aspect of the business without needing a larger team.”

The Omni-Channel Future:

A Q&A with Dan Leberman of PayPal



As one of the first and largest online payments companies, PayPal has a unique perspective on the evolution of eCommerce strategies.

PayPal senior vice president Dan Leberman leads three different teams at the company, including global channel partner sales and general management of the SMB (small- to medium-sized businesses) unit. We caught up with Dan to ask him what's been working well in eCommerce and what he sees coming down the pike.

Over the last year, what are the winning eCommerce strategies you've seen for growth?

The key strategy is omni-channel selling, with a mobile-first mindset, followed by marketplace selling and in-context social selling.

Most consumers are starting and ending their shopping experiences on their phones, so having a website with responsive design is a must. Mobile-first also means thinking about your own native apps or participating in third-party apps. SMBs over the last couple of years

have really started to think about these apps as a channel to engage consumers in *first* to drive the shopping experiences and for demand generation.

In the last year or so, we've also seen the emergence of smaller marketplaces that serve either a unique need or a unique kind of market segment. They're bringing together buyers and sellers who have a more niche interest and are driving higher-value relationships. We see that in different regions around the world, especially Europe. There are a lot of fast-growth marketplaces that have emerged in the fashion vertical, auto, and others. Within the space of a year or two, they've gone from startups to primary selling hubs.

And then there's the emergence of social selling and buying that's being woven into the context of our day-to-day lives. We're communicating with each other; we're sharing with each other; we're sending each other money; and there are natural opportunities to introduce products into those exchanges. We've seen it start to take form through the shopping experiences on Facebook and Instagram, but also on other platforms around the world.

What has been such a revolution over the last year is the ease of selling on those platforms. Instead of just putting up an ad to drive somebody to your website, you can create a much more direct buying experience with social listing services. That's driving conversion up in a powerful way.

Can you talk more about the value of diversifying channel sales through marketplaces?

With marketplaces, you're reaching a wider audience of customers without needing to drive demand yourself. Customers are already shopping on marketplace apps, and by participating there, you can acquire customers for just the cost of a listing. It's now very simple for smaller sellers to list their product catalogs on a variety of third-party marketplace sites.

Of course, you can spend marketing dollars to drive additional demand on top of that. But the real advantage is tapping into the consumer demand that's already there. It's especially true if you're looking to expand geographically. Instead of trying to drive demand from another geography to your website, it's much simpler to just sell on popular marketplaces in those regions.

Also, for a small seller that doesn't yet have a relationship with customers, participation in a great marketplace adds a layer of trust and credibility that they wouldn't have otherwise.

How does a business avoid spreading themselves too thin or overextending across too many channels?

I really believe it's important to try to engage more channels. But I think a business should do it through a centralized hub—like what Wix provides—to make it easier. In that way, you minimize the incremental costs and burdens of adding channels.

Of course, there's a pragmatic limit to that. And maybe you start with a handful before you try to sell everywhere all at once—especially as you learn the multi-channel management tools. But I would urge merchants not to worry too much about spreading themselves too thin and think instead about spreading themselves out *more*.

If you were advising a business that wants to scale, what are the first three steps you would suggest?

Growing involves finding more customers and selling more to the customers you already have. The key is to drive demand in very targeted ways that don't waste a lot of money at the very top of your funnel. To do this, you need to choose social media or specialized marketing services that can help you use data to achieve precise audience targeting.

Second, I would recommend investing to expand inventory. With more products to offer, you can begin selling more to the customers you acquire. To do this effectively, you have to test different promotions, price points, and product bundles. Then take what you learn and scale it. Even the smartest companies in the world don't get it right the first time. Rapid iteration is the trick, and it's easier to do when you can test across multiple channels without being married to one tactic for too long.

The final piece of advice is to borrow smartly when you use financing to scale. You can borrow a lot of different ways in a lot of

different terms, and there seem to be a lot of products out there that may have hidden fees or confusing pricing. PayPal takes pride in the PayPal Working Capital¹ business loan product, which has one fixed fee and allows borrowers to repay with a percentage of their PayPal sales². Of course, we think this product is one of the best, but there are others worth considering, too. The important point is for customers to really understand the pricing and how they're using the funds to finance inventory and marketing expenses.

What is the best approach to balancing focus between existing customers and new relationships?

A common approach is to leverage marketplace and paid channels to acquire new customers while building a customer relationship management (CRM) strategy centered on the website to maximize the customer lifetime value.

Both are important, but you have to continue to acquire new customers. Customers come in and out of the niche where they're shopping. It's not enough to just manage your customer base and cross-sell to them over time.

It's crucial to build a clear strategy with long-term goals. The strategy should be the North Star in defining the different customer segments to be targeted and the most effective channels for each.

What eCommerce strategy fails have you seen over and over again?

There are a lot of potholes. The first one is big marketing investments followed by poor customer experiences. For example, some people save up money for a big marketing campaign, and then they don't have the inventory to fulfill the demand they create. It's a double whammy of misery, because they've wasted money *and* created negative customer value.

When you're making those kinds of investments, you have to think about your whole value chain and make sure you're investing at all the critical links in the customer experience. That certainly includes

fulfillment and logistics. You have to resist the temptation to cheap-out on critical infrastructure service providers. If you go with the lowest cost shipping partner, for example, you may end up getting what you pay for.

The same is true in payments. If you go with just the cheapest payment type, in every instance—you only accept bank payments or checks or things like that—you're going to drive down conversion. You're going to lose customers. That narrow view of cost leads to poor long-term decision-making that we see over and over again. Making sure you have a partner that is going to deliver a good customer experience is much more important than saving a few pennies.

What is the value in expanding payment methods in the buying process?

In one word, it's *conversion*. Converting shoppers to buyers.

A lot of customers will simply leave a website if they don't see PayPal or another trusted payment type. It's a huge source of lost value—literally billions of dollars of products left in carts. So, it's incredibly important for merchants to offer the most valued and trusted payment types.

As a merchant, you want to do three things: choose a payment method that customers want in the market where you're selling; choose a method that can help you to maximize your authorization rate, and choose a method that offers a simple, fast, and secure experience.

Again, I think it's key to manage those choices in the easiest way possible. You build your inventory management and website tools and selling tools on Wix, and a partner like PayPal helps bring all of those payment types together, whether it's ours or others. For example, now we can geolocate a customer shopping on your site and present the payment type that's most likely to drive conversion.

In Europe, you have a lot of really popular local debit schemes. If you're a US merchant, do you really want to manage a lot of individual integrations to accept these different payments? Probably not. You want to trust somebody to bundle those options together into a one-stop, intelligent solution that helps to drive conversion of different customer types.

Where do you see eCommerce going in the next year or two?

It's weaving together all the different selling channels into a unified, easy-to-manage platform that makes it frictionless to begin selling in any incremental channel. It's a trend we're already seeing, and I think it'll only continue, because it's such an important service for SMBs and small sellers who want to grow quickly.

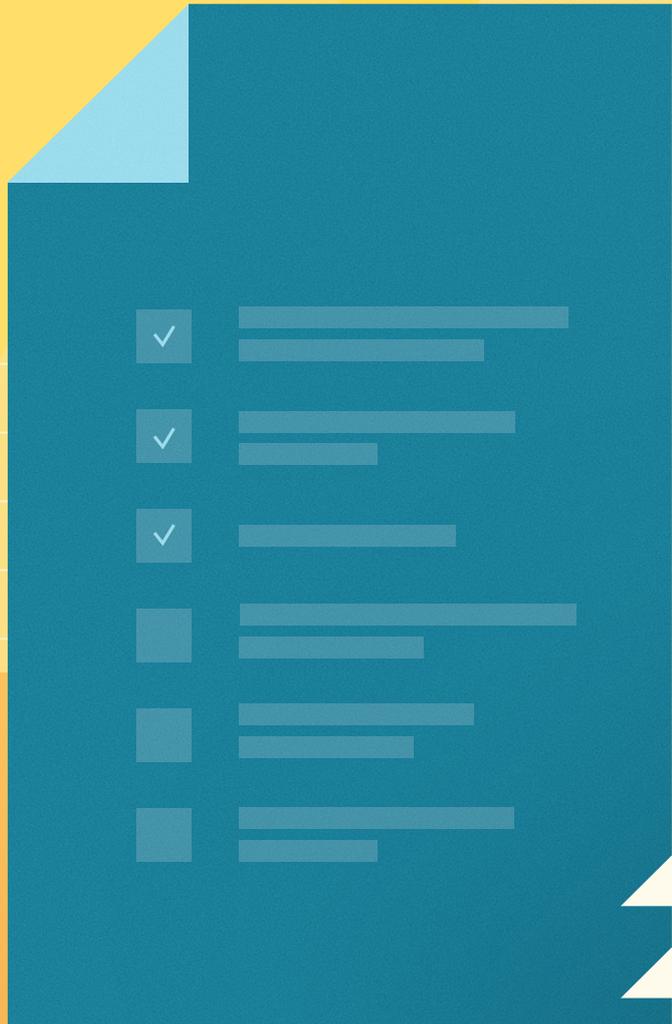
It's an all-in-one offering like what Wix is doing, where you can have your inventory management and your catalog in one place. You can have a website; you can have a transactional website; you can enable a store; you can sell on Instagram, Facebook, and other places without having to replicate your product catalog or even go through a complicated account creation.

We're partway through that journey now. In the next couple of years, it's going to be even easier for sellers to click a button and start selling through a new channel without having to do a bunch of new work.

The content of this article is provided for informational purposes only. You should always obtain independent business, tax, financial, and legal advice before making any business decision.

- The lender for PayPal Working Capital in the United States is WebBank, Member FDIC.
- Minimum payment required every 90 days. See Terms & Conditions for details (link to <https://www.paypal.com/workingcapital/terms>).

2021 eCommerce Strategy Recap



2021 eCommerce Strategy Recap

In review, here's a list of ideas and tactics to consider when planning your eCommerce strategy for this year.

Refine Your Product Offerings for Greater Profitability

- Know your profit margins for every product you sell.

- Combine low- and high-margin products to maximize customer acquisition and lifetime value.

- Plan your product and pricing strategies at least a full season in advance.

- Diversify suppliers to hedge against future supply-chain disruptions.

Improve the Online Customer Experience to Increase Sales

- Track your conversion rate as a benchmark for testing improvements.
-
- Refresh your website promotions and “decorations” seasonally as you would a brick-and-mortar store.
-
- Give more product details, more customer service, and more reasons for online shoppers to trust you.
-
- Build the customer relationship past the point of the sale to encourage repeat sales and word-of-mouth marketing.

Add eCommerce Sales Channels to Spur Growth

- Use your online store as a one-stop platform for accessing and managing growth into other channels.
-
- List products on large or niche online marketplaces to gain credibility and exposure to actively buying shoppers.
-
- Target specific customer demographics for your product offerings through social media.
-
- Integrate your online and brick-and-mortar POS systems to seamlessly funnel additional customers into your eCommerce system.

Optimize Fulfillment to Save Time and Money

- Stay ahead of inventory needs with disciplined tracking and planning.
-
- Invest in systems and processes that can streamline product packing and shipping to scale effectively as your sales grow.
-
- Remember that packaging and the customer's delivery experience are important opportunities for differentiating your brand.
-
- Offload fulfillment responsibility before the time-consuming work of packing and shipping undermines your ability to manage the rest of the business.

Wix eCommerce enables businesses to scale their online stores successfully. With our advanced platform and industry leading marketing tools, entrepreneurs and omni-channel retailers like you are building multi-million dollar businesses on Wix.

Looking for more insider tips?

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