



REVALSYS
CREATING POSSIBILITIES

IMPORTANT FACTORS OF ECOMMERCE SUCCESS

Article from [Revalsys Technologies](#)

This article explains about
the important factors of
ecommerce success

With rapid growth in the e-commerce industry, setting up an online store is proving to be beneficial for business owners. No matter what products and services you deal in, you can set up an online store. As the number of people using the internet and the online shopping sites is increasing with each passing day, you can make better your business by turning it into an e-commerce one.

As there are a large number of e-commerce sites of same and different fields, just creating a website is not enough to make your e-commerce business successful. There are some important things that need to be taken into consideration while you step in this online world of business. Otherwise, your online venture will be a mere waste of resources and time.

Making your e-commerce business successful is not that hard. While you create your professional website and make your online presence felt, make sure that you achieve the below mentioned things. It will help you stand out and attract more visitors and convert them into customers.

1. Brand building

Branding is one of the key factors of successful e-commerce business. People don't hesitate to pay a higher price when they buy products of reputed brands. So, once you're on the online platform, make sure to have a good brand presence so that customers recognise your brand easily. Branding helps in creating trust factor among people which make them feel that the products of a branded company are always good.

As you are a new player in e-commerce business, you can adopt the following ways to make stronger brand:

- **Unique and attractive website design**

While you build your e-commerce website, make sure that the designs you have incorporated are unique and appealing. Make an attractive logo which should be displayed on your website. When you become successful in making visitors amazed, you can have better conversion rate

- **Use social media platforms**

As millions of people use social media platforms, you can make better your brand's visibility by making online presence on different social media channels such as Twitter, Instagram, Facebook etc.

- **Adopt different channels to make your brand's presence felt more**

Make sure to adopt different strategies like indulging in discussions, replying to comments, showcasing customers' testimonials and reviews, replying to customers' feedback etc.

2. Showcase your USP

USP or Unique Selling Proposition is what differentiates one business from another. If your e-commerce business has nothing unique, you won't be able to make better business. Customers look at factors such as quality, price, reviews, deal etc. before making any purchasing decision. So, know the USP of your online business and take it in front of your potential customers using different channels and platforms.

3. Do multi-channel marketing

Marketing is an important part of any business, no matter it is offline or online. As the online platform offers different marketing methods, it is better that you adopt multi-channel marketing so that you reach a wider section of your potential audience. You can diversify your reach with the help of email marketing, social media marketing (SMM), search engine marketing (SEM), referral marketing, affiliate marketing etc. You can even adopt offline campaigns, as well.

4. Good user experience

Good user experience is a must to make an e-commerce business successful. Make sure that your online site is very user-friendly, loads quickly and looks good. If the visitors fail to have good experience with your website, they will not return to your website again.

5. Responsive

Make sure that the website you create for your e-commerce business is responsive to any device of any screen size and resolution. As people indulge in online shopping using mobile devices, it is very essential that your website adapts to any screen size.

6. Customer retention

Without loyal customers, running an e-commerce business is very hard. You should adopt different tactics like sending newsletters regarding your new products, offering coupons, providing discounts. You should look for better ways to retain your old customers as they are not only your loyal customers, but they can get you new customers, as well.



REVALSYS
CREATING POSSIBILITIES

CONTACTS

For more information on Revalsys Technologies,
visit www.revalsys.com

8-2-293/82/1/83-A, 1st Floor,
Road No 12, Banjara Hills,
MLA Colony,
Hyderabad - 500034
Telangana, India

Phone: +91 7032660301

info@revalsys.com