

April | 2022

Philippians 4:13 "I can endure all these things through the power of the one who gives me strength."



Now is the Time to Create that Ecommerce Site You've Been Thinking About

An Online Presence Gives Businesses Ample Opportunities to Create Connections that Lead to Growth

The ecommerce business industry is exploding! Brick and mortar stores that temporarily closed may never open again. Shopping online used to be a convenience, now it's a necessity. Ecommerce has been growing over the years and we believe it is not going anywhere, anytime soon!

There is now a generation of adults who have only known a world where the internet exists, and as they, and generations to come, spend more money, ecommerce will continue to grow. According to [Statista](#), 43% of shoppers use the internet and social networks to research products before purchasing, and by 2024, ecommerce revenue will be worth \$476 billion in the U.S.

New Market Acquisitions

For many businesses, especially small companies, and startups, it can be a

difficult task to reach customers that are in new markets with just a storefront. An ecommerce site enables you to reach new customers online that you wouldn't be able to reach with only brick-and-mortar sales.

Create a Unique Shopping Experience

Online businesses also can directly impact their customer journey by creating a unique shopping experience through stories, videos, and personalized services. A consumer's experience doesn't have to stop at checkout, you can continue interacting and reaching customers via email marketing or social media. These experiences have a positive way of convincing customers that online shopping offers inclusive opportunities that brick-and-mortar stores lack.



Strengthen Your Brand

If you sell your products through an online marketplace, like Amazon or eBay, they'll be listed generically and often use the marketplace's brandings. Some consumers might not realize they're purchasing from you and consequently won't be exposed to your brand. Building your own ecommerce site will ensure control of how your products are presented. Your customers will remember you, not the marketplace.

We Can Help!

An effective ecommerce site is more than a place to sell products. It's where a business has the opportunity to create an experience that will strengthen its brand, attracts new customers, and converts casual shoppers into loyal ambassadors. Choosing the right ecommerce platform and having a strategic marketing strategy for a successful online store will give you a head start in becoming an ecommerce success.

Spectrum Net Designs can help create a custom ecommerce website to fit all your business needs. We will work hand-in-hand with you to develop a website that meets the functionality that will be required to grow your business. To learn more, check out our Custom Ecommerce Website Development Page.

Custom Ecommerce Website
Development

REBOOT YOUR MARKETING EFFORTS FOR SPRING

GET STARTED TODAY

In Case You Missed It!



10 Ecommerce Tips to Start Selling

We live in a world where convenience reigns, and because of that the ecommerce economy is growing like never before, and we live in a world where brick and mortar are dropping like flies, we've decided to put together the top most successful 10 ecommerce tips to help your business start selling more effectively today.

[Read More](#)



Getting Started with an Ecommerce Site

The ability to shop online has drastically changed the way that people purchase clothing, technology, household goods and even food! Most large retailers have moved into the world of e-commerce to compete with Amazon and other e-commerce giants. But what about small businesses?

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