



infographics



TOP 5 TIPS FOR PIVOTING TO eCOMMERCE

From mom-and-pop shops to legacy brands, businesses everywhere have had their operations upended because of the Covid-19 pandemic. Business restrictions and stay-at-home orders have drastically changed how many companies, especially small companies, generate revenue. Pivoting to eCommerce can mitigate these Covid-19 disruptions and keep your business in the green.



1. Identify An Online Offer

You could start selling related gear. You could schedule virtual lessons, or start selling a **subscription box**. Think about what your customer needs to make their life a little more comfortable



2. Decide Where To Sell

There are a lot of options available, like Amazon, Etsy, or eBay. You can also launch a Shopify site and sell your products directly. If you've been blogging on Wordpress, you can add a plugin like WooCommerce that'll enable you to sell directly to your audience.



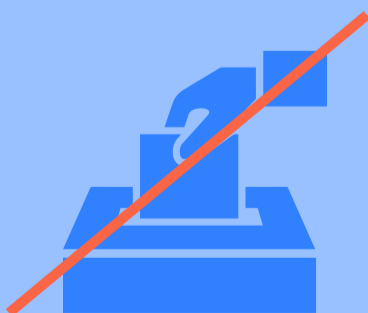
3. Fulfillment/ Shipping Strategy

If eCommerce is entirely new for you, outsourcing fulfillment to a third party may be beneficial. It'll free up bandwidth and time so you can work on growing your business.



4. Check Your Pricing Strategy

Customers are looking for deals and bulk options. So think about how you'll incorporate deals into your pricing strategy. Will you offer bulk discounts, free shipping, or referral incentives?



5. Contactless Payment

Shopping online offers contactless payment by default. But things will start to reopen and go back to normal at some point. Consider offering contactless payment as a way to stay competitive and build trust with consumers.

To read the full article on how you can pivot your business to an eCommerce strategy, [click here](#). (publish 7/20)