



# eCommerce

## A Boost in Online Visibility and Quality Content Will Grab Prospects' Attention

*Delivering Valuable Content Will Not Only Attract Qualified Leads, But It'll Keep 'Em Coming Back For More While Promoting Your Business to Others*

eCommerce growth had already outpaced offline retail growth by seven times in early 2015\* and the trend continues to accelerate at a rapid pace. Today's buyers demand ease of shopping, convenience, speed, efficiency and a world of choice at their fingertips. Whether they are making a purchase from across the world or within your neighborhood from their desktop computer or their smartphone, they want the same, consistently high quality shopping experience. WSI's eCommerce solutions will help you navigate the complex and constantly evolving world of digital marketing. We want your business to take advantage of the latest eCommerce technologies adapted to the unique needs of your business and your customers.

*\*Source: comScore eCommerce and mCommerce measurement*

Powering your online business with WSI eCommerce solutions allows you to compete with large, global corporations and small, local entities on a level playing field. We will help your online store gain popularity and achieve profitability through qualified traffic, repeat customers and an efficient order and delivery system. Solution features include:

- ▶ Robust product catalog and secure shopping cart with comprehensive reporting dashboards and analytics
- ▶ Ready for mobile commerce and on-the-go management with a variety of payment gateways and efficient shipment options
- ▶ Customized branding for your online store, including custom email templates for lead nurturing and customer engagement
- ▶ Comprehensive product and inventory management that's easy to control with sync mechanisms anytime an order is placed
- ▶ Customer account creation at checkout to encourage repeat shopping
- ▶ Multiple language capabilities to reach various geographies
- ▶ Social media integration to help you catch the buzz

Retail digital commerce is a multi-billion dollar industry with a double digits growth rate year on year.\* Need we say more?

Executing an eCommerce strategy that is not just in tune with current trends and best practices but a few paces ahead will deliver these key benefits:

- Promote your site to nurture more leads and drive more sales
- Easily add and manage products. Updated catalogue = Better inventory management = Lower costs
- Range of instant and secure payment mechanisms including multiple currencies ensure more conversions and expanded global customer base
- Scalability to help you overcome geographical and time zone limitations—customers can shop 24/7
- Remarketing to reconnect with past customers and direct repeat traffic to your e-store
- Engage and convert window shoppers into loyal customers
- Know what sells, who is buying and how to make them buy more
- Differentiate your store—create a unique digital identity and stand out from the competition

Your competition is already profiting from eCommerce. Here's your opportunity to grow, profit and build lasting relationships with customers online.

For more information on how to optimize inbound marketing for your online business, contact our team now!



**eCommerce is just one of the many ways  
WSI can help you reach your business goals.**

We specialize in various digital marketing solutions including:

- ▶ **Pay-Per-Click Advertising**
- ▶ **Social Media Marketing**
- ▶ **Web Analytics**
- ▶ **Social Selling**
- ▶ **Content Marketing**
- ▶ **Email Marketing**
- ▶ **Display Advertising**
- ▶ **Mobile Marketing**
- ▶ **Landing Page Optimization**
- ▶ **Video Marketing**
- ▶ **Responsive Web Design**
- ▶ **Search Engine Optimization**
- ▶ **Inbound Marketing**
- ▶ **Competitive Analysis**
- ▶ **Marketing Automation**

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Contact us today so you can experience how we take digital marketing to the next level.

