Topic Name: Evolution Of Ecommerce Strategies
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Overview

❖ *Introduction to E-commerce*

➢ *Definition:* Buying and selling goods/services over the internet.

➢ *Importance:* Revolutionized global trade and consumer behavior.

➢ *Key Milestones:* Emergence of Amazon (1995), eBay (1995), and Alibaba (1999).

Early E-commerce Strategies (1990s)

➢ *Focus: Basic online presence.*

➢ *Strategies:*

- *Simple websites with product listings.*
- *Email marketing.*
- *Focus on secure online payments (SSL encryption).*

➢ *Challenges: Limited internet access, low consumer trust.*

❖ *Growth of E-commerce (2000s)*

- *Focus: User experience and scalability.*

- *Strategies:*

  - *Introduction of shopping carts and personalized recommendations.*

  - *Rise of SEO and SEM for visibility.*

  - *Expansion of payment options (PayPal)*

- *Examples: Amazon's growth, eBay auctions.*

❖ *Social Commerce*

➢ *Focus: Leveraging social media platforms.*

➢ *Strategies:*

  ➢ *Shoppable posts on Instagram and Facebook.*

  ➢ *Influencer marketing.*

  ➢ *User-generated content and reviews.*

➢ *Examples: Instagram Checkout, Pinterest Buyable Pins.*

❖ *Emerging Trends (2020s)*

▶ *Focus: Innovation and sustainability.*

▶ *Strategies:*

- ➢ *Voice commerce (Alexa, Google Assistant).*
- ➢ *Augmented Reality (AR) for virtual try-ons.*
- ➢ *Green e-commerce (eco-friendly packaging, carbon-neutral shipping).*

▶ *Examples: IKEA's AR app, Shopify's sustainability initiatives.*

❖ *Conclusion*

- ➢ *The evolution of e-commerce strategies reflects the rapid advancements in technology and changing consumer expectations.*

- ➢ *From basic online stores in the 1990s to today's AI-driven, omnichannel, and socially integrated platforms, e-commerce has transformed how businesses operate and engage with customers.*

- ➢ *Key drivers like mobile commerce, personalization, and sustainability have reshaped the industry, making it more accessible, efficient, and customer-centric.*

- ➢ *As emerging trends like voice commerce, AR, and green e-commerce gain traction, businesses must continue to innovate to stay competitive.*

❖ *Bibliography & Reference*

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Thank You