

GOVERNMENT COLLEGE OF ENGINEERING [IRTT]

ERODE 638316



ELECTRICAL AND ELECTRONICS ENGINEERING

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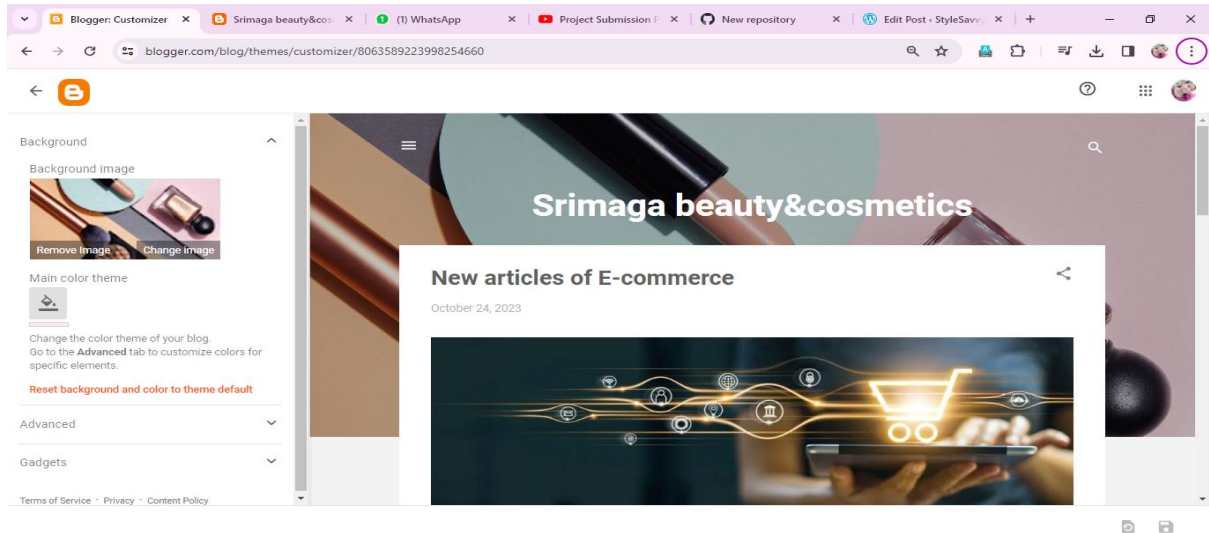
CATEGORY: BEAUTY AND COSMETICS

1. Create a blog or website using Blogspot and WordPress. Customize the themedesign and post new article with 500 words.

Blogspot link:

<https://stlyesavvy.blogspot.com/>

Theme design:



Link: Website using WordPress

<https://wordpress.com/home/fashion0333.wordpress.com>


Screenshot:

Browser tabs: Blogger: Custom..., Srimaga beauty..., WhatsApp..., Project Submis..., New repository..., Facebook..., Edit Post - Style...

Address bar: wordpress.com/post/fashion0333.wordpress.com/8

E-commerce

The Future of E-commerce: Trends and Innovations to Watch



Post Block

Summary

Visibility: Public

Publish: Today at 9:19 am

Template: Single Posts

URL: fashion0333.wordpress.com/2023/10/25/e-commerce/

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Post

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30°C Haze 20:49 25-10-2023

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The world of e-commerce has undergone significant transformation over the past few years, and this evolution is set to continue as technology and consumer behavior rapidly change. To stay competitive in this ever-shifting landscape, it's crucial for e-commerce businesses to keep an eye on the latest trends and innovations that will shape the industry's future.

1. Mobile Commerce (M-Commerce)




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Mobile commerce is not a new trend, but its influence is continually growing. With the majority of internet traffic coming from mobile devices, e-commerce businesses must optimize their websites and apps for mobile use. User-friendly mobile experiences, faster loading times, and mobile payment options are becoming increasingly essential for attracting and retaining customers.

2. Artificial Intelligence (AI) and Machine Learning



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targeting. The more data e-commerce businesses collect, the more AI can refine its recommendations and predictions.

3. Augmented Reality (AR) and Virtual Reality (VR)



AR and VR are enhancing the online shopping experience. Customers can virtually

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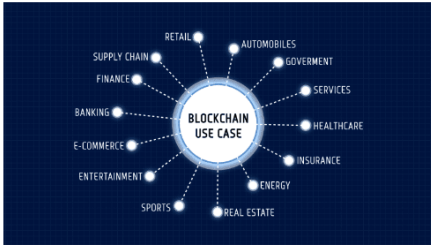
URL fashion0333.wordpress.com/2023/10/25/e-commerce/

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9. Blockchain Technology




Blockchain is making e-commerce transactions more secure and transparent. It's especially valuable for verifying the authenticity of products in industries like luxury goods and pharmaceuticals. As blockchain technology matures, it may become a standard in e-commerce for tracking and verifying products.

10. Subscription E-commerce



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Subscription services are growing in popularity, offering customers convenience and a steady flow of products. E-commerce businesses can explore subscription models to foster long-term customer relationships and recurring revenue.

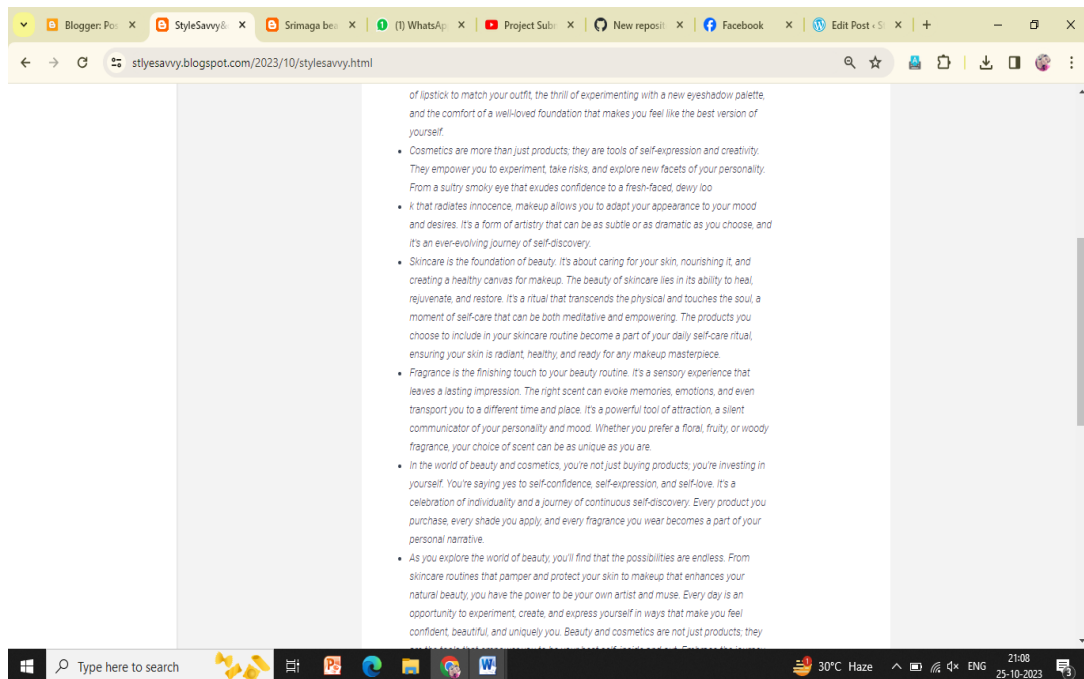
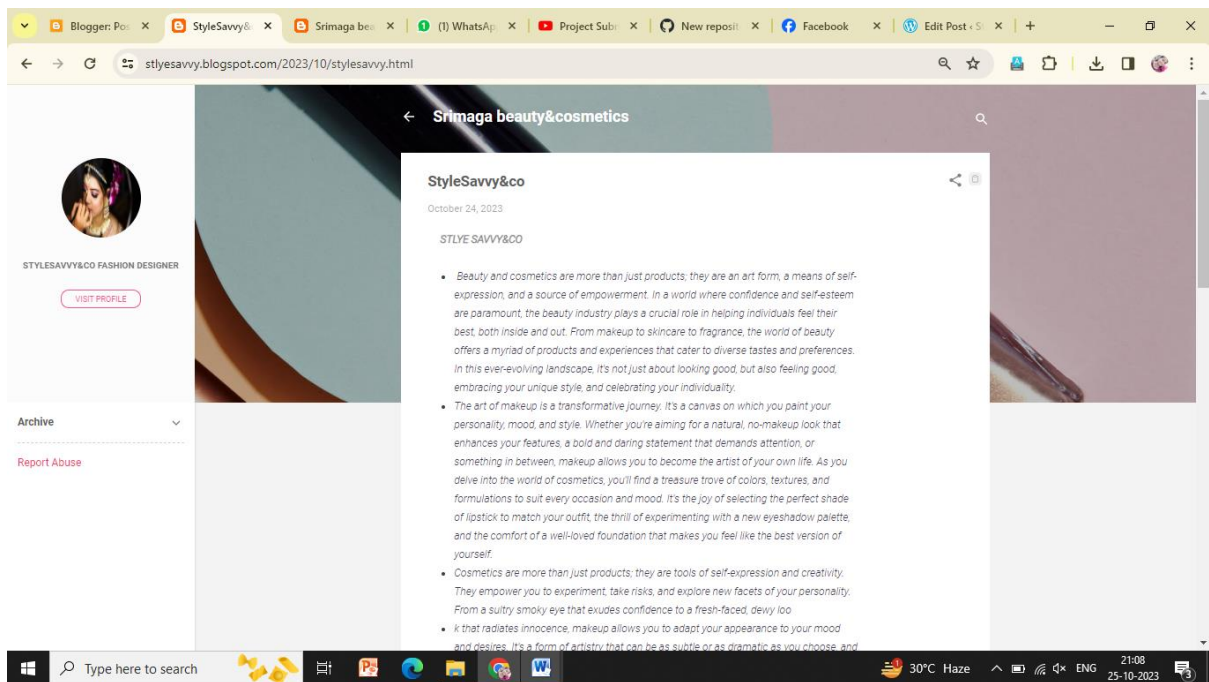
In conclusion, the future of e-commerce is dynamic and promising. To stay competitive, businesses should adapt to these emerging trends and innovations. Success in e-commerce depends on a combination of technology adoption, customer-centric strategies, sustainability practices, and a commitment to providing seamless, personalized experiences. By staying informed and embracing these changes, e-commerce businesses can thrive in the evolving landscape of online retail.

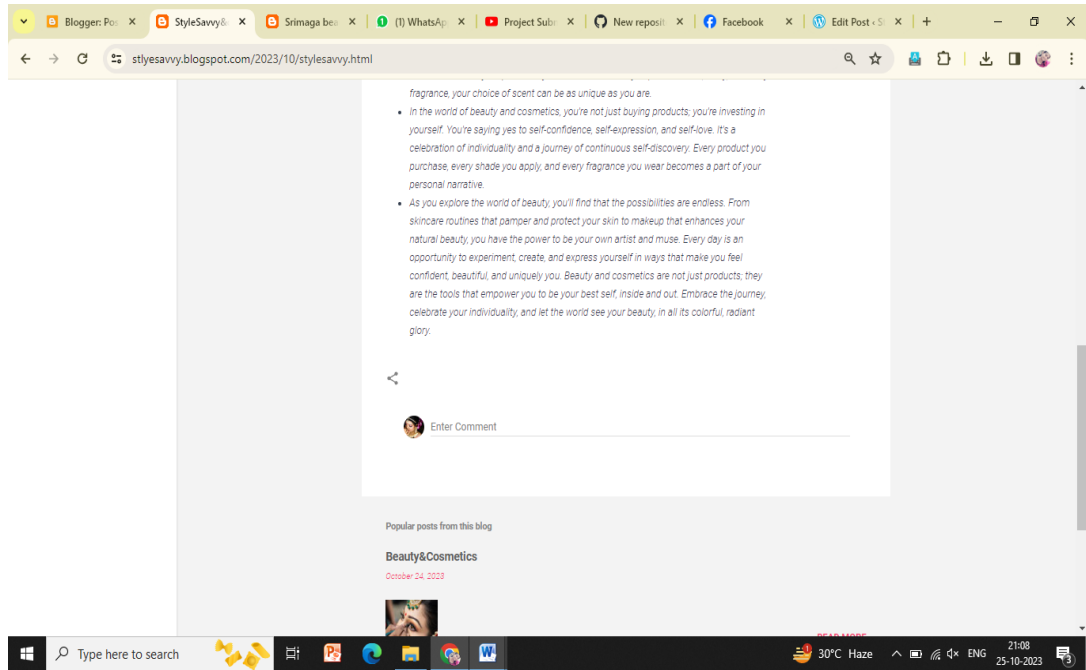
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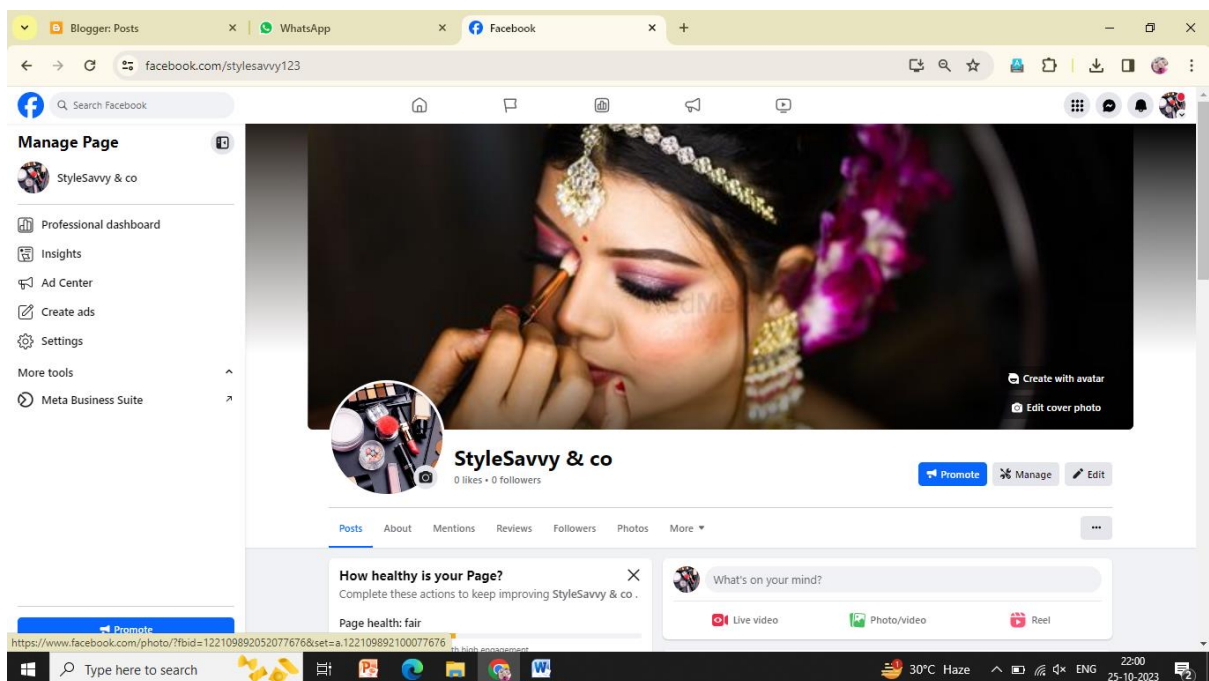


2.Create a New Facebook Business Page and post one social media poster for yourbrand.

Link: Facebook business page

<https://www.facebook.com/stylesavvy123>

Screenshot:

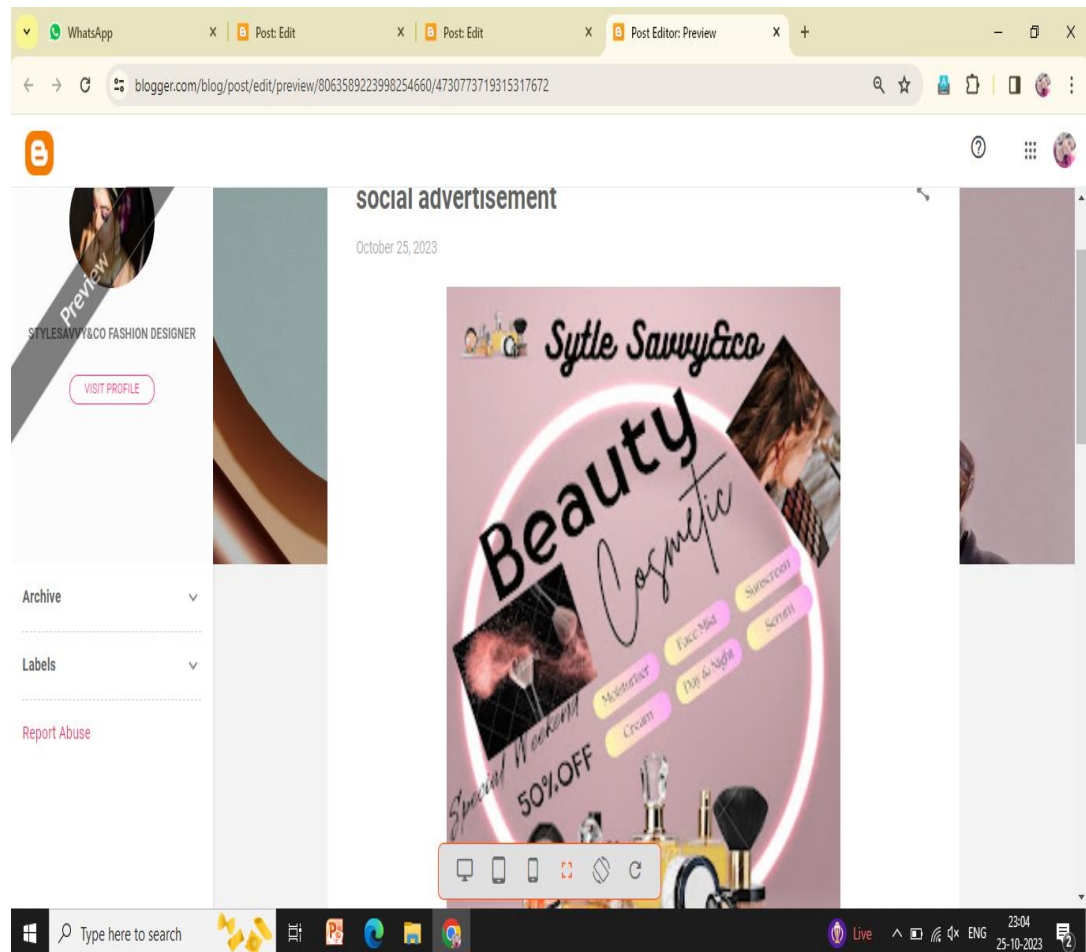


3. Create and design a social media advertisement poster using canva.

Link: Social media advertisement using canva

<https://stlyesavvy.blogspot.com/2023/10/social-advertisement.html>

Screenshot:



4. Create email newsletter design using MailChimp or canva tool.

Link: Email newsletter design using canva

<https://stlyesavvy.blogspot.com/2023/10/email-newsletter.html>

Screenshot:

