



WHY e-commerce?

What is e-Commerce?

- Buying and selling of goods and services, or the transmitting of funds or data over an electronic network, using internet as the platform.
- Ecommerce provides Convenience
- Provides Targeted and wide spread reach at the same time
- Gives a competitive advantage

Advantages of e-commerce

- **Overcome Geographical Limitations**

- Not limited by physical location of establishment. Good once purchased can be transported via suitable means.

- **Broaden Your Brand**

- Provides Scalability to add new customers.
- Search engine Visibility
- Marketing Opportunities with SEO
- Tap into Social Media

Advantages of e-commerce

- Convenient
 - e-commerce is available 24/7
 - Earn even on holidays
 - Create Targeted Communication for a personalised customer deals
 - Provide comprehensive information on products, enabling customers to locate them easier
 - Enable Deals, Bargains, Coupons, and Bulk purchase
 - Integrated secure payment methods

How to ?

- **Original Content**
 - Original content helps you stand out from the rest with uniqueness
- **Planning Marketing Strategy**
 - Regular revisions are required to keep up with the latest trends.
- **Personalization Strategy**
 - A personalized approach must be taken to attract potential customers

How to ?

- **Social Media**

- Tap into the social media platforms to reach wider audience

- Marketing Campaigns

- Reach out to customers with promotions and campaigns, keeping up with market trends (Festivities and Celebrations).

- Deals and promotions

THANK YOU