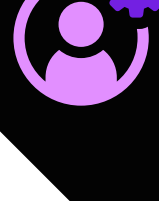


Growth Strategies for eCommerce in 2023



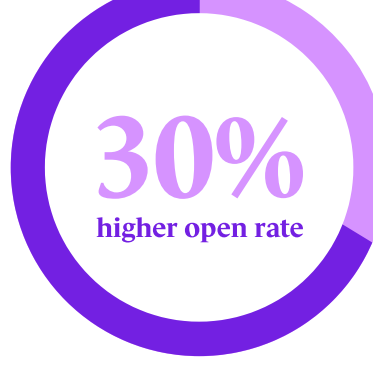
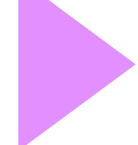
Digital commerce has been rapidly growing over the last decade, and the covid pandemic-driven surge forever changed many consumers shopping and buying habits. In the coming months, the industry will continue to expand. As competition increases and consumer needs evolve, eCommerce leaders and digital commerce platform specialists must implement growth strategies to remain relevant and profitable. Here are five growth strategies to help eCommerce businesses succeed.



01 Personalization

Personalization can enhance customer engagement and loyalty for eCommerce companies.

A study by Epsilon found personalized emails have a



Brands offering customized experiences are also more likely to be shopped by 80% of consumers. Businesses can use tools like Nosto, Dynamic Yield, and WPForms to collect and analyze customer data and understand their preferences and behavior to personalize product recommendations, emails, and websites.

► **It is essential, however, to balance personalization with privacy concerns. Consumers are ever more aware of the data collected about them. Businesses must adhere to data privacy laws and regulations, and ensure transparency about their data collection practices to afford customers more control over their data.**



02 Mobile Optimization

With the increasing use of smartphones, mobile optimization has become crucial for eCommerce operations.

With 79% of smartphone users purchasing their mobile devices online in the last six months



eCommerce websites must optimize for mobile to “cash in” and tap the market while avoiding poor user experiences and low conversion rates.

An optimized website is responsive, with fast loading times, straightforward navigation, and an easy checkout process. In addition, implementing mobile-specific features like payment options and push notifications could also be considered for a more significant impact.



03 Voice Commerce

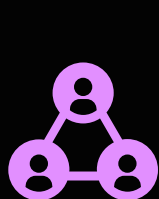
Voice commerce is a relatively new trend that is gaining popularity among consumers.

According to a study by Capgemini



use voice assistants to make purchases, which is poised to increase in the coming years.

Ecommerce enterprises can apply voice commerce features such as voice search, voice ordering, and voice payment. They should also consider partnering with voice assistant providers like Amazon Alexa and Google Assistant to offer seamless voice commerce experiences.



04 Social Commerce

Social media has become a powerful sales tool for digital businesses. To successfully implement social commerce, eCommerce merchants need to leverage social media platforms like Facebook, Instagram, TikTok, and Pinterest. They should also consider implementing features such as social proof, user-generated content, and social media advertising.

According to recent research, social media has become a powerful sales tool for digital businesses.

According to a report by eMarketer, over 5% of total eCommerce retail sales are predicted to be from social commerce by 2025.



already purchase through a social media platform.

► **A Statista report predicts by the end of 2023, sales via social media platforms are expected to reach \$1.298 billion worldwide.**



05 Subscription-Based Models

Subscription-based models have become increasingly popular in the digital commerce space.

A study by McKinsey found subscription eCommerce has grown



per year over the past 5 years

► **Additionally, 15% of online shoppers subscribed to an eCommerce service the previous year.**

Conclusion

Industry-leading platforms such as Adobe Commerce, Shopify, and BigCommerce, help achieve your eCommerce goals of increasing customer engagement and loyalty, driving sales, and improving profitability. Personalization, mobile optimization, voice commerce, social commerce, and subscription-based models are powerful tools of the eCommerce space. By leveraging these strategies and keeping a close eye on the metrics and stats, eCommerce leaders and digital commerce managers can position their companies for success in future years.

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