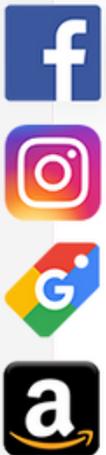


Get to Know Your Ecommerce Customers

Partner's Playbook



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Get to Know Your Ecommerce Customers

Meet the merchants you'll be working with

At Ecwid, we can help anyone sell anything everywhere online — merchant websites, social media channels, large marketplaces and so on. And regardless of where they want to sell, there's never been a better time for your customers to start selling online.

Now, you've probably given some thought to what these customers will be selling when they become merchants on your platform, but have you thought about who your customers are? What kind of ecommerce experience do they have, if any? Are they tech savvy? What verticals or markets do they want to sell in? And what are they hoping to get out of selling on your platform?

To help you get a handle on all of the different customers you'll likely end up working with, we've put together this playbook that discusses common customer types and how to position your platform to sell to them, as well as some of the types of merchant verticals you'll encounter.

Customer breakdown

Once you start attracting and signing up customers to become merchants on your platform, you'll no doubt notice the different levels of experience these customers have with ecommerce. Some may have limited experience selling online only through a shop website. Others may have years of ecommerce experience selling through a different, substandard platform, which has brought them to you. Some may not have any experience selling online and might not even have their own business website.

You'll likely also see a wide variety in what these customers want to sell through your platform — from fine art to baked goods to fitness classes. Let's take a closer look at some examples of the customers you'll likely be working with.

Levels of customers' ecommerce experience

- Never had a website
- Never sold online
- Moved from another platform
- Want more advanced features

Never had a website

While a large and growing part of the world's population does much of their shopping online – or at least begins their search online to compare products and determine pricing – some of your customers will have never had a business website of their own. Doubtless they've interacted with ecommerce websites, but they will have limited to no experience in building, designing or launching a website for their business.

For these customers, you will likely have to provide more support than you would for your average, more tech-literate customers. For example, they may need help creating and launching their website and online store, or they may need help adding products to their store or setting up payment gateways. To help these customers be successful, be prepared to invest a little more time than you would with other customers.

What they're looking for:

Customers that have never had a website before will prioritize your platform's ability to get them selling online quickly, along with your platform's ease of use. They've never had a business website before, let alone sold products online, so these customers will be looking for a platform and features that do a lot of the startup work for them and get them selling online as easily and rapidly as possible.

Key features/messaging:

- *Create a single-page website with Ecwid's free Instant Site.*
- *Set up your store easily with a step-by-step checklist.*
- *Get your business selling online in one day.*
- *Gain access to automated marketing tools to easily grow sales*

Never sold online

You may find that a group of your customers do have experience in launching and maintaining a website for their businesses, but that these websites are purely informational and do not allow merchants to sell their products online. Beyond setting up the informational website for their business, they may not be very tech-savvy when it comes to running a business online.

Similar to the customers in the previous group, these kinds of customers will likely need some assistance from you in launching and maintaining their online shop. They may also need some support with things like setting up ads and other marketing materials or importing products from their website.

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What they're looking for:

Customers with limited online experience related to their business will be interested in your platform's ability to help them sell online quickly and broadly. They'll likely also want access to tools that drive sales without too much merchant effort.

Key features/messaging:

- *Launch an online shop that easily integrates into any site builder or preexisting website.*
- *Start selling on social channels and global marketplaces and reach new audiences.*
- *Use automated marketing tools like abandoned cart recovery emails to automatically boost sales.*

Moved from another platform

You'll likely also have some customers who have joined your platform because of a bad experience with another ecommerce platform. Maybe the other platform's pricing was too high or required too many add-ons for the customer's liking.

Whatever the reason, these customers have experience with ecommerce and likely won't need much help from you beyond an initial onboarding to your platform. Set aside a little time to walk them through your platform and answer any questions they may have at the outset – and be sure to show them how to upgrade to your higher tier plans when they're ready for it!

What they're looking for:

Customers that have specifically come to your platform after a bad ecommerce experience elsewhere only need to be reminded about the things that make your platform great. They're likely interested in things like platform-inclusivity, built-in advertising tools, and omnichannel selling. Be sure to highlight what sets you apart from the competition.

Key features/messaging:

- *Sell as much as you want without transaction fees or expensive app add-ons.*
- *Quickly connect a store to high-traffic social channels like Facebook and Instagram.*
- *Easily set up Google Advertising campaigns to get your business at the top of the world's most popular search engine.*

Want more advanced features

You may also have a small group of customers who have come to your platform because they want advanced ecommerce features and functionality that aren't available with other platforms. This may include customers who want greater control over the design elements of their website or online store, the capacity to add a large number of products to their store, or the ability to sell on social media channels.

With this group of customers, you likely won't have to provide much support beyond a brief introduction of your platform and its various features. You'll also want to point out the advanced features customers can gain access through by joining your platform at higher tiers. Then, set them loose — they probably have a good handle on how to sell online!

What they're looking for:

Customers seeking advanced features know how to sell online, have experience in selling, and are coming to your platform specifically because you offer what they want. Highlight the design and backend elements that make your platform truly customizable for those that want their store to look and feel exactly as they imagine.

Key features/messaging:

- *Sell to a growing audience across the hottest social media platforms, including Facebook and Instagram.*
- *Upgrade today and start selling as many products as you can imagine — no limit!*
- *Make your online shop as unique as your business with JavaScript and API customization.*

Merchant vertical examples

Now that you've gotten a bit of background on the experience level of some of your ecommerce customers, let's look at some examples of the ways merchants can use ecommerce to sell online. Some of these examples you're probably familiar with, like apparel and accessory sellers. Some — like car dealerships — might surprise you!

But they all go to show that ecommerce is for everyone, and anyone can sell online with the right approach.

Examples of merchant verticals

- Restaurants
- Apparel and accessories
- Gyms and fitness instructors
- Florists
- Nonprofits
- Bakeries
- Construction companies
- Artists
- Graphic designers
- Car dealerships

Restaurants

As the world manages and seeks to move past the COVID-19 pandemic, many restaurants across the world have been subject to uneven and ongoing in-person dining restrictions. This has forced many restaurants to consider their (or launch an) online presence as they scramble to add things like curbside pickup and local delivery to their businesses.

Helpful features:

- *Choose from a variety of delivery options including free delivery over a certain amount and variable rates based on preset delivery zones.*
- *Enable the ability to offer curbside pickup.*
- *Set specific store hours and fulfillment times.*
- *Add menu items as individual products and display them using custom categories and images.*

Apparel and accessories

With more and more shoppers ditching in-person retail shopping for ecommerce, many apparel and accessories businesses have seen declines in their in-person traffic and need new sources of revenue. Some of these businesses have launched rudimentary online shops, but lack the technical sophistication or ability to sell across multiple channels to drive success.

Helpful features:

- *Sync an online store to sell on Facebook and Instagram seamlessly.*
- *Add product variation selections based on size, color and design.*
- *Easily organize product navigation for online shoppers.*
- *Use automated marketing emails with push notifications for instant sales.*
- *Enable automated abandoned cart recovery emails to complete sales.*

Gyms and fitness instructors

With gym space and hours limited and often uncertain, many customers have elected to stay home and purchase treadmills and other equipment to try and stay fit. A lack of in-person “face time” with customers can be deadly for many fitness-based businesses, but some have turned to ecommerce to remain connected with their customers in innovative ways.

Helpful features:

- *Leverage social media following to launch products, guides or special training sessions.*
- *Offer downloadable meal prep guides.*
- *Create custom workout plans available for purchase for niche fitness groups/individuals.*
- *Sell and stream virtual fitness classes or training sessions.*
- *Share customer success stories and reviews directly on the online store.*
- *Sell gift cards and let customers give the gift of health.*

Florists

With dwindling in-person traffic and more consumer willingness to forego “luxury” purchases like flowers than in previous years, many florists have been forced to look beyond the traditional when searching for ways to drive up business. Some florists have embraced ecommerce as a way to sell their skills and expertise beyond providing bouquets.

Helpful features:

- *Showcase prearranged bouquets for quick order fulfillment.*
- *Highlight discounted arrangements using in-season flowers.*
- *Offer virtual flower arranging workshops.*
- *Provide several delivery options, including free based on a certain amount.*
- *Set variable delivery rates based on established delivery zones.*

Nonprofits

Many nonprofits depend on social gatherings or events to raise awareness of both their cause and their nonprofit. As the global pandemic has severely limited in-person donations for some nonprofits, others have turned to ecommerce to stay engaged with the public and continue to drive funding for worthy causes and charities.

Helpful features:

- *Help raise awareness to a cause and nonprofit through another platform.*
- *Diversify funding by selling branded merchandise seasonally or year-round.*
- *Enable donations at checkout to encourage shoppers to support the cause/nonprofit*

Bakeries

Like other businesses, some bakeries have seen a stark drop in foot traffic and sales, which has forced them to consider new revenue streams — and new ways of capturing that revenue. Some savvy bakeries have turned to ecommerce to show off all of the services they can provide besides baked sweets and treats.

Helpful features:

- *Include a showcase gallery of products.*
- *List specific pricing for custom orders.*
- *Sell party accessories or packages to compliment baked goods.*
- *Enable curbside pickup.*
- *Offer local delivery options.*
- *Sell and schedule baking or decorating classes.*

Construction companies

With more and more people living, working, exercising, and playing at home, construction companies have seen exploding customer interest in renovations and new construction projects. To meet this rising demand and provide a more customer-friendly experience, some construction companies have utilized ecommerce to find serious customers and build their sales.

Helpful features:

- *Let shoppers schedule services.*
- *Sell raw materials.*
- *List pricing for labor and custom work for special projects.*
- *Showcase finished projects and customer feedback/reviews.*
- *Allow shoppers to build, customize and purchase tool kits and services*

Artists

With gallery openings and public showings quite limited, many artists have looked for new ways to drive more regular sales of their work. Ecommerce provides an easy way for artists to easily answer basic customer questions and show off their hard work.

Helpful features:

- *Sell original paintings as well as physical or digital prints.*
- *List commission pricing structure.*
- *Showcase previous work or works in progress.*
- *Sell classes and/or party packages.*
- *Offer free downloads for marketing promotions.*

Graphic designers

Aside from selling their core services, graphic designers are likely also looking for ways of attracting new customers and revenue streams as more of the world moves online for just about everything. Savvy graphic designers can use ecommerce in a number of ways to build their business, including launching a custom work service line.

Helpful features:

- *Show off a digital portfolio of work.*
- *Sell physical or digital prints.*
- *Offer custom apparel options.*
- *List design services and pricing.*

Car dealerships

With fewer shoppers willing to walk around car lots and showrooms, and other customers putting their money toward other projects, attracting car buyers has been challenging for some dealerships. A number of car dealerships, however, have utilized ecommerce to begin the sales process before the customer ever shows up at the dealership and leveraged revenue in other ways, including dealership merchandise.

Helpful features:

- *List the dealership's current inventory.*
- *Let shoppers schedule sales or service appointments.*
- *Sell dealership-approved car accessories.*
- *Sell branded merchandise.*
- *Display a catalog of services.*

With this background in mind, you'll have a better understanding of how to assist your future customers and their varying experience levels with ecommerce and online platforms. And you'll also be able to provide helpful suggestions and examples to potential merchants who may not think selling online is for their business.

Good luck!



Partners