



1-7 Steps To Build A Successful E-Commerce Business



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Have you always wanted to own a business of your own but can't seem to figure out how it all works? Would you like to have answers that will guide you every step of the way?

Setting up and running an eCommerce business can be quite challenging and if you are the only one with the entrepreneurial spirit in your circle, it can be lonely too.

In the next few lines, we'll take a look at how you can build a successful eCommerce business.

But before we dive into the 7 steps to build a successful eCommerce business, you need to make sure that whatever product you want to sell online is legally covered. It is essential to get registered in order to be credible enough to get started.

Every transaction must take place via authorized bank accounts. So, make sure you are duly registered with constituted authorities.

Another mistake that you should avoid as much as possible is rushing that launch. Launching an eCommerce platform can be likened to a store opening. Regular store openings are often grand and astounding, and it doesn't even matter what you are selling.

So, don't rush that launch; do your due diligence. Build suspense from one day to the next; delay the launch if required until you have something tangible and solid to present. But the delay must be well worth the wait, and your potential customers will love you for it.

Do not attempt to run an eCommerce company without partnering with a trusted shipping firm. People may flock to your online store to purchase products, but it is your full responsibility to ensure that the products are delivered to your customers.

Remember it's all about the Customers and running an eCommerce business should be a customer-centric thing. Do everything you can to ensure your customers don't have any challenge shopping at your online store.

In an ideal scenario, targeted customers visit your eCommerce store, see what they want, and make happy purchases. But this is not always the case because some eCommerce sites are challenging to navigate.

The web is rife with real-life stories of companies that folded up because they paid more attention to other things and less attention to their customers. You don't want to be part of that statistics, do you?

Therefore, make sure your eCommerce site, as well as other features, are both user-centric and incredibly user-friendly.

When setting up your website, you can use extensions to create and set your logistic norms. For instance, if you set up with Magento then you can opt for shipping extension that drives courier potential for numerous eCommerce companies. So, use it for your domestic and international components, and you will be glad you did.

Now that all these preparations are out of the way, here are the 7 steps you can follow to build a successful eCommerce business:

Step #1: Check to Be Sure there is Demand



The first step to starting an eCommerce business is to ensure that you have a market for your product. Checking to see if your products are in demand is vital to keeping your eCommerce business alive. Don't make the mistake that many merchants make. They buy products first, then look for the market to sell them instead of going the other way round.

You can test the market with a particular product or collection of products without purchasing them from the source. Start by listing the products in your store and run Facebook ads to promote them to see if they sell.

Make sure you run this test for at least a month. The response of your target market to the promos will determine if you should purchase the products from the source or not.

You may also order a small sample of the products and then run the promos described in the previous section. Customers should be requesting or asking for the products, and this should be enough to tell you that you have hit the jackpot.

Step #2: Write Detailed Product Descriptions



This is where you get to write highly detailed descriptions of your products so your customers know exactly what they are buying. Highlight benefits over features, talking directly to your buyer persona, and giving explicit details on how the products will solve their nagging problems.

The product description should be so vivid that your potential customer should be able to see how the product starts working to solve their problems in their minds' eyes. It is all about how they feel after they have used the products.

Step #3: Use Captivating and Riveting Images



This should be a no-brainer; however, you will be astounded at the number of eCommerce websites with many poor quality images of products they sell. Even the so-called big boys in the eCommerce industry, such as eBay, are guilty of this unforgivable crime.

And this is where you can decide to stand out from the rest of the pack; use captivating and riveting HD-quality images on your eCommerce site.

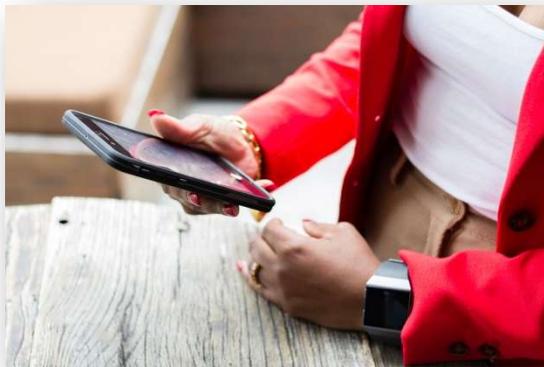
Having well-optimized and beautiful images of your products is crucial, especially when the attention span of most people is getting shorter than that of a goldfish. Having riveting images of your products will stop people in their tracks and make it harder for them to keep on scrolling.

Always upload photos of your products in PNG or JPG (JPEG) format. Some eCommerce platforms even have image optimization tools that can help users to optimize photos readily.

A reputable image optimizing tool that is free to use even if you don't own a Shopify store is <https://www.shopify.co.uk/tools/image-resizer>.

You may hire the services of a professional photographer or freelancer to take pictures of your products. This will save you a lot of time while you focus on other aspects of your eCommerce business.

Step #4: Be Mobile-Centric



Mobile accounts for up to half of web traffic globally. According to studies, within the fourth quarter of 2019, mobile devices generated up to 52.6% of global web traffic, excluding tablets. And it speculated that 72% of people would use only mobile for the internet by 2025. What does that tell you?

You should be present everywhere that your potential and existing customers go. Only a handful of individuals have the luxury of time to sit at home throughout the day and browse through your eCommerce site.

Therefore, develop a user-friendly mobile site or a mobile app to keep your customers hooked to your online store.

Hooking your customers is critical since that is how and where you generate revenue.

Step #5: Invest In Social Media Marketing



You should consider investing in social marketing.

Understanding what your customers or potential customers think or behave when they visit your online store is vital.

You may need to hire an outstanding social media manager who understands analytics, tracking, and research.

Outsourcing may not be your thing, especially if you are just starting your eCommerce business. But, if that is what it will take to save time and money in the long run, you should follow that route.

The data you obtain from these will enable you to develop products that your customers truly need. Always put yourself in your customer's shoes so that you can present useful products at all times.

Step #6: Ensure You Have A Strong Online Presence



This is where you need to make another investment of time, and sometimes, money. An eCommerce website is a system set up on oiled hinges on the web. You need to invest in analytics, testing, and development to ensure the entire system is flawless.

Once again, put yourself in your customers' shoes. When you view the products through the eyes of a customer, you will have more understanding about the system and what or where to tweak to make the system perform more efficiently. The goal is to present the ideal customer with a top-notch eCommerce website.

In addition to the flawless quality of your online store, the qualities of your services or products also play crucial roles in deciding which way your eCommerce business will go. In other words, quality over quantity, at all times, wins the day.

Adding or using social elements also plays a crucial role in the success of an eCommerce business. Therefore, employ feedback mechanisms such as a blog that attracts customers or a rating button that they can use.

Permit social logins and everything related to such activities; all these ensure you remain updated about customer behavior.

Use SEO tactics in your product descriptions that will enable you to show up on search engines when a potential customer searches for your products online.

Step #7: Get Their Emails



Many beginners in the eCommerce terrain don't know that conversion rates for most eCommerce stores – including the big boys like Amazon, eBay, Alibaba, etc. – are either 1 or even below 1 %. This means that up to 99 % of your web traffic leaves your product pages and may never return. But you can change the narrative by collecting their email addresses.

Capture the emails of your customers as soon as you can. You can do this via a link/box subscribe or popup promotion on your product pages.

The buying journeys are even much longer for eCommerce sites that sell high-ticket products or items. For example, it is incredibly rare for a first-time visitor to a site that sells automobiles to make purchases immediately. It usually takes a few weeks to win them over, and this is only possible if you can contact them via their emails.

You can send them emails that outline your brand story, provide valuable insights on what they showed interest in, and provide buying guides or processes or reveal the numerous and affordable options you have in your eCommerce store.

Don't bombard them with promos all the time, or they may hit the 'Unsubscribe' button or link when they feel pressured into purchasing something. Add value as much as possible at all times; let 80% of your emails be educative and full of value while 20% could be promotional.

Getting potential customers onto an email list is one step that could add anything from 30% to 40% on your bottom line.

To run a successful eCommerce business, you need to keep evolving to stay ahead of the competition.

So, start taking highly calculated risks. Don't be afraid to try out new things. Be willing to experiment as much as possible in order to explore and discover hidden truths or niches that could skyrocket your profits and brand.

Tastes and trends keep changing; they are never static but dynamic. You need to stay with the flow and make necessary changes when required. Always remain focused, and you will reap the benefits. It's all about staying in competition in this digitally aggressive online business terrain.

Most importantly, believe in the products you sell. One factor that sells products more than anything else is confidence or confidence in your products. If you have never tested or used the products you showcase on your eCommerce site, how will you get the confidence you need to sell them to someone else?

Therefore, use the product or products to enable you to build personal connections with them. When you do this, it becomes much easier to sell or encourage your customers to buy them from your platform. Selling products that you have personally used is often easier than products that only connect with you via their product descriptions.

What if you sell thousands of products on your online store? If you are in this category, testing or using the products may not be feasible. Therefore, choose your best-selling products or best sellers and do your best to know them as much as you can.

So, there you have it, 7 steps to help you build a successful eCommerce business.

It may seem like an uphill task at the beginning but with time and as you begin to understand the processes involved, it gets easier.

The best part would be to have someone who has experienced the process to guide you and show you exactly what to do at every step in your journey.

There is no point going at it alone and making mistakes that will cost you time and money.

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At [Scale My Hustle](#), we understand how challenging it can be especially for newbies to build a successful business. We have helped so many business owners through their journey and would love to do the same for you too.

We help business owners build better-structured businesses and help professionals navigate career growth challenges. We are a social enterprise and have the United Nations Sustainable Development Goals at the core of our existence.

We are subscribers to all the Goals and have the following particular SDG Goals as our main focus areas:

- Goal 4 (Quality Education)
- Goals 5 (Gender Equality)
- Goal 8 (Decent Work and Economic Growth)
- Goal 9 (Industry, Innovation, and Infrastructure)
- Goal 17 (Partnerships and Collaborations)

We are passionate about emerging markets and are firm believers in innovative entrepreneurship.

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