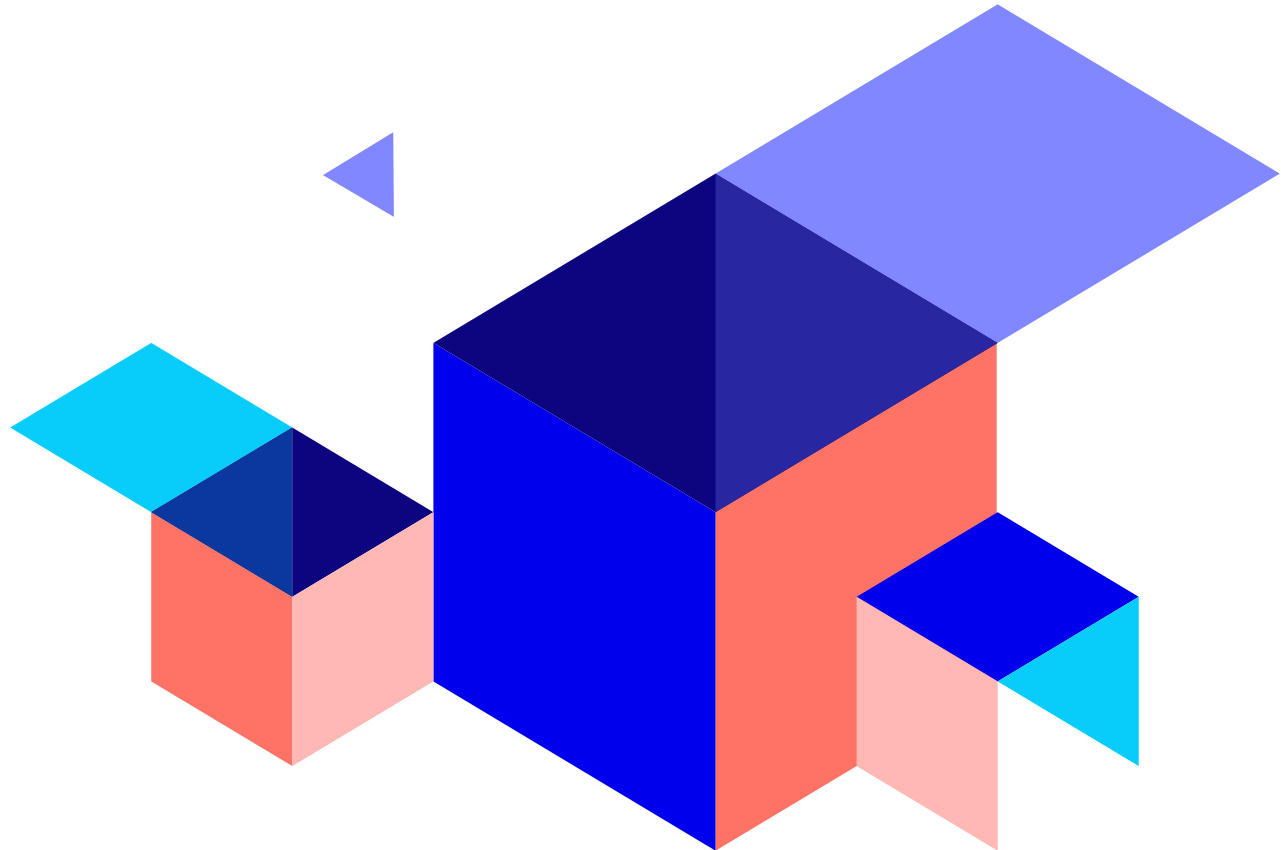# league`

E-commerce
Brochure

E-commerce is a strategic lever that helps you to speed up your sales cycle and enhance your customer experience.

E-commerce is now an expected channel for consumers and businesses, and if it's correctly implemented, it can increase revenue, cut costs and improve efficiency. However, developing your online store is not a simple undertaking. There are many factors to take into account to ensure that your e-commerce portal doesn't just sell, but sells well.

02 / **Our e-commerce solution**

It's all good and well to add a checkout page to your website, but if it's not accompanied by comprehensive product information and a fulfilling customer experience, it might do your brand's reputation more harm than good.

Beyond the benefits offered to the consumer, an e-commerce platform also presents your business with many opportunities to engage with leads and improve the way in which you sell. An online purchasing platform speeds up your sales cycle and helps to improve your product offering and overall customer experience.
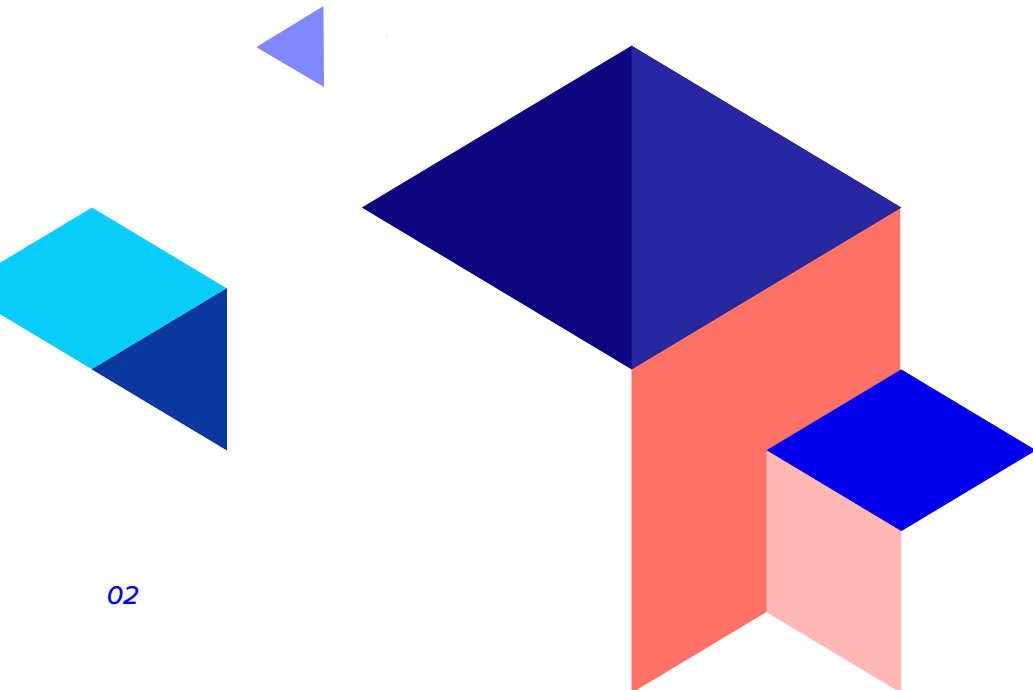
Organic growth

Optimising your e-commerce product pages for SEO, drives leads to your website without costing you a cent. Improve your keyword-optimised page titles, headings, image alt text and web copy.

Sell quicker

The more information you make available, the easier it is for a lead to make up their mind and make a purchase. You can also remain top of mind by remarketing to leads who've already visited your site through social platforms.

Word of mouth

Turn satisfied clients into brand ambassadors by allowing reviews and ratings of your products or services on your e-commerce site. You can also use positive client feedback on your social channels to attract leads.

Analyse and optimise

You can collect much more information about your clients online than you would in a physical store. Your teams can use this valuable data to measure the effectiveness of their strategies and determine the areas of improvement.

Create opportunities to upsell

Online shopping makes it easier to upsell to existing clients. You can provide them with value by staying in touch with newsletters, special promotions and exclusive subscriber discounts.
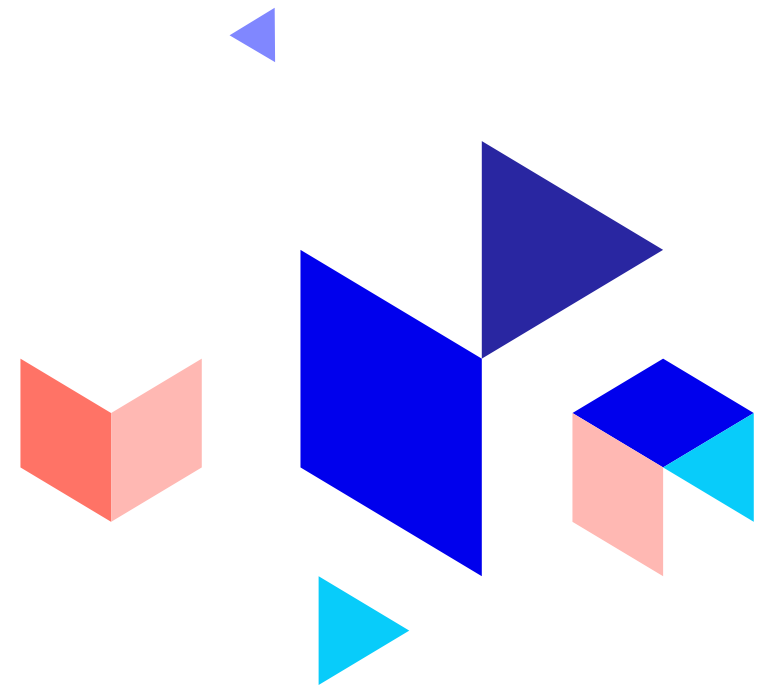
01

Benchmark your e-commerce.

Our team researches and compares your existing or planned e-commerce strategy against the industry standard and best practices and determines what you want to achieve.

02

Create an e-commerce roadmap.

Based on your business objectives, we will build an insight-led e-commerce roadmap complete with a detailed blueprint for implementation.

03

E-commerce strategy and plan.

Our e-commerce solutions are purpose-built and we plan and develop a strategy with input from your sales team to align with your overall growth strategy and ensure a return on investment.

04

Customise and implement.

We map, design and build your intuitive e-commerce platform and technology in-house and employ best practices for user experience (UX) and user interface (UI) to optimise your buying experience.

05

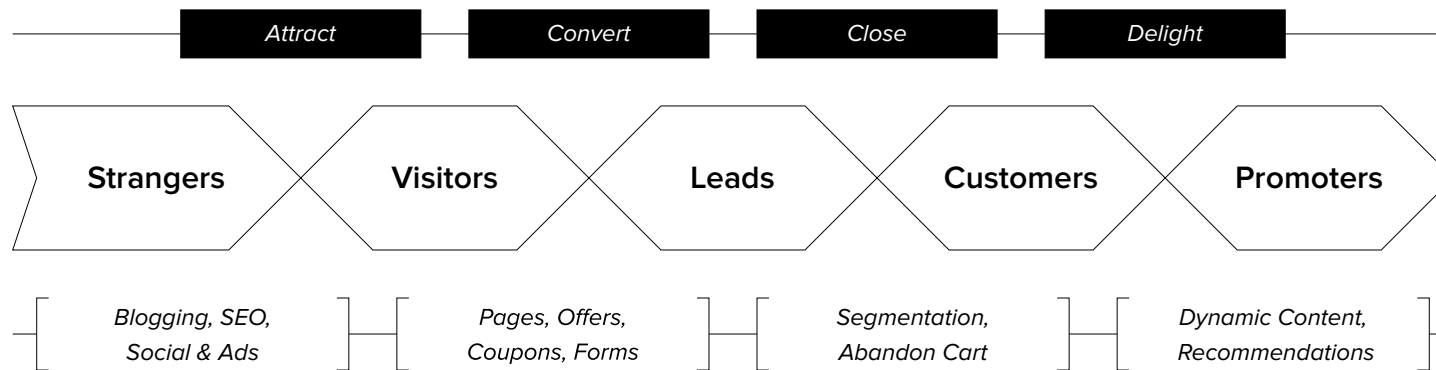**Implement, analyse and optimise.**

Once your e-commerce site is live, we gather and analyse user data to provide powerful insights that can be used to improve your UX and site performance.
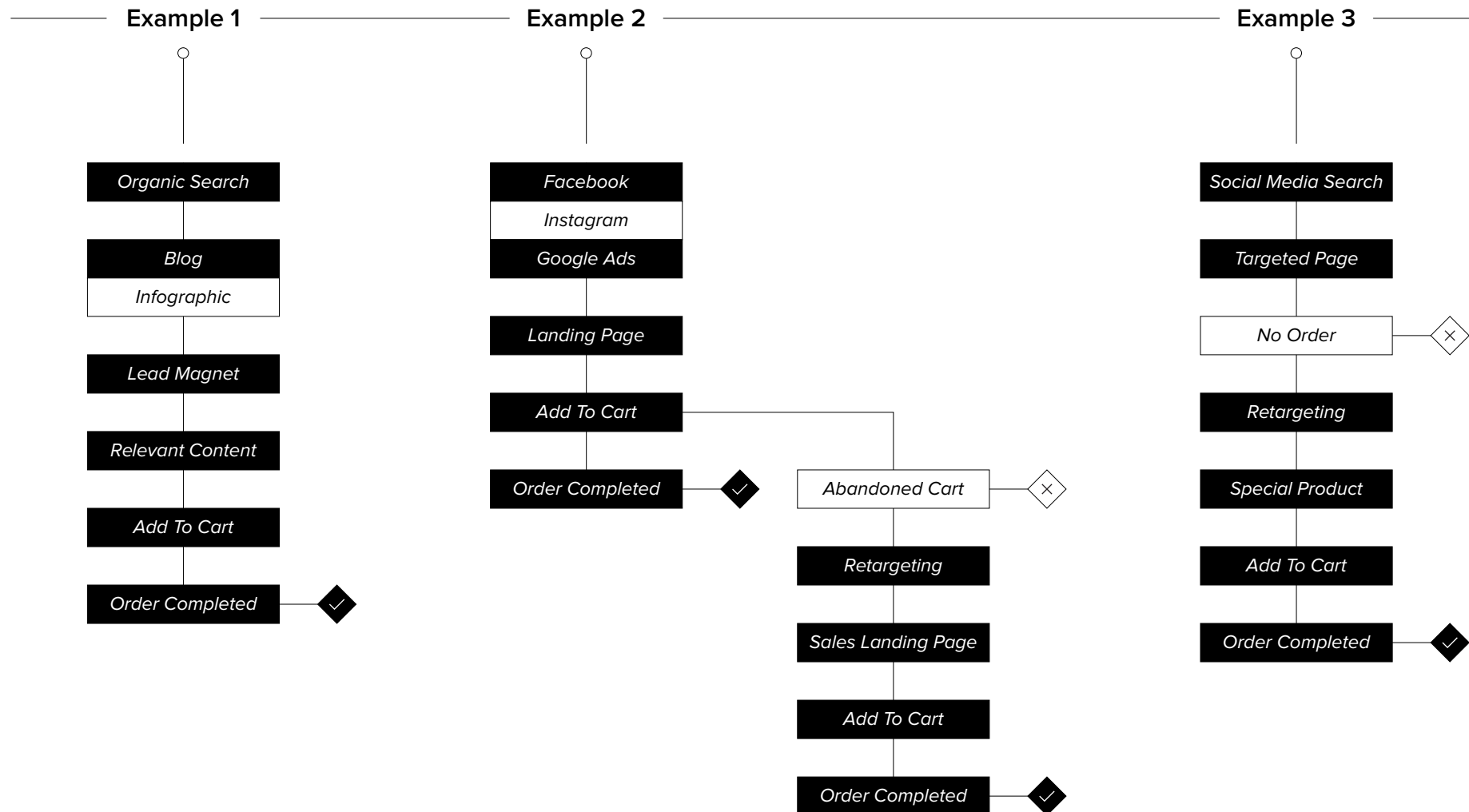
06

Visibility through reporting.

Our intuitive reporting and dashboards provide you with visibility of all aspects of your e-commerce solution and how it feeds into your sales and marketing strategies.

05 / E-commerce inbound marketing

| Attract | Convert | Close | Delight |

Strangers | **Visitors** | **Leads** | **Customers** | **Promoters**

Blogging, SEO, Social & Ads | *Pages, Offers, Coupons, Forms* | *Segmentation, Abandon Cart* | *Dynamic Content, Recommendations*

Example 1

Organic Search

Blog
Infographic

Lead Magnet

Relevant Content

Add To Cart

Order Completed ✔

Example 2

Facebook
Instagram
Google Ads

Landing Page

Add To Cart

Order Completed ✔

Abandoned Cart ✕

Retargeting

Sales Landing Page

Add To Cart

Order Completed ✔

Example 3

Social Media Search

Targeted Page

No Order ✕

Retargeting

Special Product

Add To Cart

Order Completed ✔

Our team will implement and drive the process with you, ensuring that your e-commerce website is tested regularly and analysed for continuous improvement. **Let's chat.**