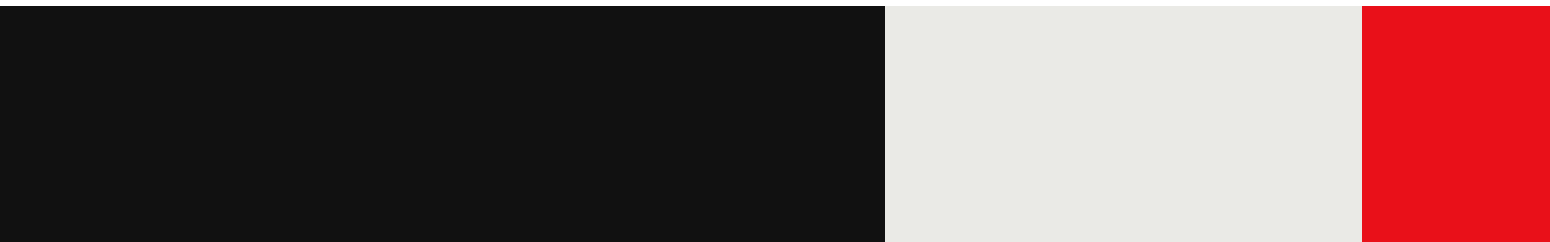



4 steps to a better ecommerce strategy

Article



Though ecommerce growth has slowed from its explosive surge during 2020, it continues to make up a larger portion of total retail sales. Over 20% of total retail sales will take place online by 2027, **per our forecast**.

Here are four strategies to help brands cut through the crowded space and drive more sales.

1. Think product-first

One of the benefits of ecommerce is that it enables shopping to become more product-driven rather than brand-driven.

“It’s just so much easier to find 10 different ways to buy a bathing suit or a pair of sunglasses or a mattress,” said Jon Oberlander, CEO at Ampush and executive vice president of social at Tinuiti, during a recent “**Behind the Numbers: The Daily**” podcast.

To reduce the barriers on the path to purchase, it’s imperative for brands to clearly state the value proposition of their product and how it fits the customers’ needs.

2. Put relatability at the heart of your messaging

Consumers are becoming less interested in people like Kim Kardashian or Michael Jordan selling them a product and more interested in people’s real opinions on a product.

Whether it’s through user-generated content or ad creative styled in a relatable way, the most important thing is finding someone “that will speak authentically to their experience, highlight the pros, and acknowledge the cases where this might not be a fit and a different product is better,” said Oberlander.

3. Ask more questions

If customers can’t find exactly what they’re looking for on your site, they will likely find what they want somewhere else. To make the shopping experience easier, Oberlander advised brands to ask customers questions to provide them with the most relevant products.

“Ask them, ‘Hey, what shape is your face or what other products work well for you?’ Or [with] sizing, ‘Do you have a long torso? Do you have a short torso?’ And then narrow [it] down,” he said.

Providing customers with the right products helps keep return rates down.

4. Let your customers guide you

“The beauty of ecommerce is you can get so much data so quickly,” said Oberlander. “You can use that information to help shape product strategy and be much less dictating to the consumer versus being flexible around the signal you’re getting back.”

This is especially true when it comes to social media, said Oberlander.

“Ask yourself, ‘Am I building this with an eye of someone receiving it on Instagram Reels where it’s going to be vertical video and they’re moving quickly, or do I anticipate them encountering this on [their] Instagram feed? Is it more of a catalog offering?’”

Listen the the full podcast.

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