

Blog Posts

1. Target Keyword: the growing and disruptive nature of mobile ecommerce

Page Title: the growing and disruptive nature of mobile ecommerce

There are more than 230 million people in the U.S. using mobile devices. Almost half of these users are using their devices for Internet access. In addition to explosive mobile user growth, mobile devices are becoming an integral component of daily life, which has played a large role in the growing and disruptive nature of mobile ecommerce. Mobile users have 24/7 access to news, social media, entertainment, weather, instant messaging, GPS information, banking, and shopping. While we seem to have moved past the days of astronomical e-commerce growth, the sector continues to expand as more consumers become comfortable making online purchases.

Location

The right combination of factors can have a significant impact on the growing and disruptive nature of mobile ecommerce. These critical factors include widespread mobile technology adoption, mobile payment mechanisms, changing perspective on currency, and large-scale growth of atomized app-based services. A proper combination of the factors allows retailers to maximize one of their few remaining assets: being local.

For many businesses, this transition from a “national strategy” to a national strategy with a primary focus on the local market may not be intuitive. However, proximity is key, particularly for high end products. Mobile devices allow for location services and exploration of the physical world that PCs do not. Users who specialize in data collection, awareness development, and evaluation sectors are highly aware of the impact of location. For example, mobile users can search for deals available at stores within close proximity as well as information about products that are currently in stock. Gaining this information in a timely manner can result in a sale for a local business that might not have happened otherwise.

Payment mechanisms

It should not be a surprise that the disruptive nature of mobile ecommerce goes well beyond selling products online. Alternatively, it offers the option for communication and the establishment of strong customer relationships that can be converted into sales either in person or through online channels. All consummated transactions that do not take place with cash or credit cards are dependent on a strong trust in the other party and the security of the payment method at hand.

Currently, PayPal is the most prominent mobile payment service online. It has been a huge asset to eBay, which acquired the service in 2002 at a \$1.5 billion

price tag. eBay largely credits their 20% quarterly net income expansion to \$570 million to the important role that PayPal has played in their organization. Between the first and second quarter after the PayPal acquisition, the number of PayPal active registered active accounts increased by 12 percent.

PayPal's influence extends well beyond online payments. For example, PayPal has a service in the works called PayPal Payments that will provide a selection of tools for small businesses to complete payments in person, online, and on mobile devices. This service will be huge for local transactions between small-scale individuals and retailers and their highly informed buyers.

How is mobile ecommerce working for you? We'd love to hear your feedback.

2. Target Keyword: importance of a social selling strategy for your ecommerce company

Page Title: importance of a social selling strategy for your ecommerce company

As a business owner, manager, or marketer, you must understand the importance of a social selling strategy for your ecommerce company. Virtually every selling scenario begins with building strong relationships. Ecommerce companies are no exception. From there, ecommerce organizations must build social selling strategies around the principles of monitoring, listening, and engaging. The entire notion of social networks revolves around developing relationships. Organizations must maximize the potential of real time data and intelligence that exists in these networks.

But how do they do this? The following tips will help you with this process and will drive home the importance of a social selling strategy for your ecommerce efforts.

Monitor

Organizations must start the process by monitoring social media networks. There are a number of tools, such as Hootsuite, that allow an organization to monitor what people are saying within these channels. In addition to casual conversations, social networks allow professionals to conduct discussions that may be valuable to a sales team. A strong team can take it one step further and join in these professional discussions themselves. However, before an ecommerce company can gain visibility within these channels, they must choose the appropriate ones for their organization.

Identify

Organizations need to determine where their prospective clients exist so they do not waste time reaching out to the wrong networks. Within the appropriate channels, you must identify your specific prospects. Typically B2C markets have the most success with Facebook and Pinterest while B2B markets are more successful on Twitter and LinkedIn. Regardless of the type of market that your ecommerce company has, this proper identification is a big aspect of the importance of a social selling strategy. Now that your company has these social media accounts in place, you need to figure out what you will do with them.

Listen

Now that your ecommerce company has invested in social media networking monitoring tools and has the proper social media accounts in place, you need to pay attention to what is being said. Listening to your prospective customers and addressing their questions and concerns is a crucial aspect of a social selling strategy. Listening to questions and comments in real time increases customer acquisition, retention, and service.

Engage

Actively engaging with potential and existing customers through social networking channels is what separates the top ecommerce companies from their competitors. A strong customer relationship can start with the proper utilization of social media networks. Your ecommerce company is monitoring the social networks where there are large numbers of potential customers and is listening to what they are saying. Now it's time to engage. It is essential to provide value to a conversation without being overly promotional. A company can take initiative with the dialogue at hand and provide relevant, valuable insight. People who are listening will take the time to research your ecommerce offerings and will appreciate the fact that you are doing more than simply pushing a product.