



Unlocking Growth: How to Get Started with eCommerce for Manufacturing

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by DCKAP

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Steps to Get Started with eCommerce for Manufacturing

Building an eCommerce Strategy

The first part for the manufacturers to move into the ecommerce platforms is to build a solid strategy. Here are some aspects that you need to focus on while building an excellent **eCommerce strategy** for your **brand**.

1. Defining Goals And Objectives

It is vital to have clear goals and objectives in the **eCommerce strategy**. You have to determine what your brand wants to achieve through eCommerce. It could be higher sales, a wider market reach, enhanced customer experience, or better operational efficiency.

You should remember that the goals you set must be specific, measurable, and achievable within a given amount of time. Associating with the right partner in building the **eCommerce solution** will allow you to receive proper guidance on these goals.

Your partner ensures that you set realistic goals and provide the latest trends so that your strategy is future-proof.

2. Identifying Target Audience

Identifying the **target audience** will help you modify your **ecommerce** platform to meet the specific demands of your customers. Gather data on the potential customers for your brand by conducting surveys and analyzing it for deeper insights.

Create detailed customer profiles that will focus on demographics and preferences. Now, adjust the elements of your ecommerce platform like design, content, and marketing strategy to attract them. Enhance their **user experience** which raises the conversion rate on your platform leading to higher sales.

Take the help of a knowledgeable partner in market research and identify the potential customers for your brand. They will help you to identify the key customer segments with their unique needs. Target them by deploying personalized strategies to attract them and reap better profits.

3. Competitive Analysis

Any **ecommerce** strategy is incomplete without proper competitor analysis. It allows the manufacturers to understand the current industry value. Identify the potential gaps in the market, hidden opportunities, and pitfalls.

Analyze the strengths and weaknesses of your competitors, adjust your strategies to fill the current gaps in the market, and leverage the hidden opportunities to gain an edge over the others.

Having the right ecommerce partner on your side allows you to utilize the power of the latest tools to perform competitive analysis. Your partner will offer a thorough assessment of the market and help your brand gain a strategic advantage over the others.





Steps to Build an eCommerce Platform

Here are the key steps for the manufacturers to begin their ecommerce venture.

Step 1: Conduct a Needs Assessment

This process involves a thorough evaluation of the current state of business to identify the gaps and determine specific needs for a transition to the online market.

The ecommerce space is fast and fierce, pick the right ecommerce business model to proceed. There are different models like **B2C**, **B2B**, **C2C**, etc.

Every model comes with its own set of requirements.

Decide on the method of delivering your products and services to the customers. There are several ways of doing so like **D2C**, wholesaling, white label, private label, and many more.

Identify the key industry standards and potential opportunities in the market. Engage all the stakeholders and gather their perspectives to ensure every aspect of the venture is discussed properly.

Step 2: Choose the Right eCommerce Platform

Once you have decided on the **business model** and way of delivery, choose the right ecommerce platform for your online website. Your website will act as a storefront in the online manufacturing industry and allow the customers to explore your products.

There are different ecommerce platforms available in the market that have their own respective pros and cons. Study them and pick the one that caters to your specific needs. Here are some popular options that you can explore.

Shopify: **Shopify** is an ecommerce platform that will help you create a solid **online website** without any need for technical expertise. You can use the features of the platform to develop and maintain a website easily or you can get in touch with **Shopify** development experts for further queries

Adobe Commerce (Magento): **Magento** is a robust **open-source platform** that offers several customizations to offer improved customer experience to your clients. For customizations, one can get help from **Adobe Commerce Development experts** that can guide you through the entire process.

BigCommerce: **BigCommerce** is the perfect choice for manufacturers that are looking for an easy setup and go-live process.

A professional partner like **Klizer**, an ecommerce development agency can help you pick the **right platform** according to your custom needs and help you kickstart your **ecommerce** campaign properly. They have the right experts who leverage their vast experience to offer the best solutions.

Step 3: Develop a Detailed Plan

After selecting the right **ecommerce platform**, it is time to pen down the details of your business plan. It will act as a foundation for the complete ecommerce venture. Identify the key opportunities, and potential obstacles and assess your available resources.

Any **ecommerce** strategy is weak without proper finances. Having a proper business plan showcases your vision to the investors and asks for proper financial support.

Plan the product listings, marketing strategies, shipping procedures, and proper pricing. Having the **right ecommerce partner** by your side will help you convert your vision into reality by taking actional steps in the right direction.

Step 4: Design and Develop Your Website

Ensure that you give a compelling design to your storefront to offer a positive and memorable experience to the customers. Create your site **user-friendly** so the customers can explore your products easily. It is necessary that you opt for a design that is responsive and works on all screen sizes, especially on smartphones.



As per Statista Market Insights, global m-commerce sales reached 2.2 trillion US dollars by 2023 which is expected to rise to 3.4 trillion US dollars by 2027.

The current market has the potential to target and attract **higher traffic** to your website through a **mobile responsive design**.

Optimize the page load time to reduce the bounce rate. Also, make sure that the **product pages** contain all the information with high-quality images and descriptions to keep the customers engaged for a longer time on the website. This further increases the stay of customers on your site which will raise the overall **conversion rate**.



As per Klarna Insights, 41% of shoppers start their product purchase online through search engines.

Understand the importance of making your products discoverable over popular search engines and invest in proper **SEO strategies**.

Find the right target keywords, add them to your **ecommerce website** with meta tags, and implement all the other SEO strategies to improve its **online ranking**.

Having the right ecommerce partner like **Klizer** by your side will reduce your hassle of everything. Our experts can help you create a **custom unique design** for your **brand** and develop the entire store quickly. We'll take care of the SEO part so that you can enjoy **higher organic traffic** once you go live.

Step 6: Test and Launch

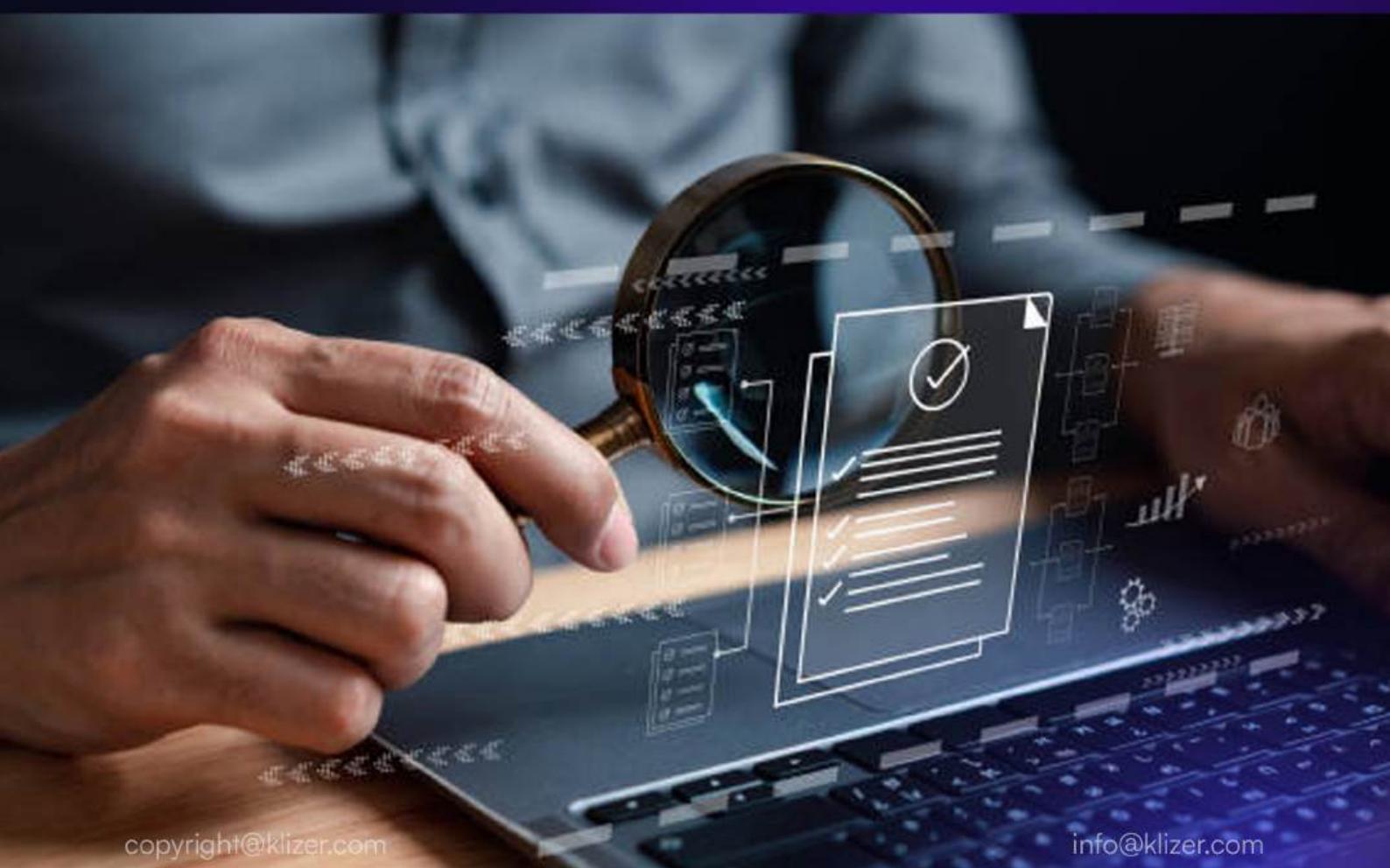
Testing phase ensures that all the functionality and elements of the solution are working as they are intended. It helps to identify the bugs and errors you can mitigate before going live to the market.

Besides the functionality, test the usability, payment processing segment, and security features of the website.

Implement specific marketing strategies to drive higher traffic to your site. Use the **ecommerce platform** tools to collect data and analyze to understand user preferences and behavior.

Once everything is optimized, you can go live with your **ecommerce website** and monitor the elements closely for future improvement.

A reliable partner will carry out the testing process to screen out all the possible issues. The experts use load testing to ensure that the ecommerce website can handle high traffic properly. Moreover, they will optimize the site before launch and offer full support after it.





Key Features of a Manufacturing eCommerce Website Product Catalog Management

One of the key features of **manufacturing ecommerce** websites is effective **product management**. This allows the manufacturers to showcase their diverse collection of products to the customers properly. Your clients can go through all the specifications of different variations of the products without any hassle. There should be a proper structure of the products with detailed information and high-quality visuals. All these factors have a positive impact on the buying decisions of the customers.

With a user-friendly and easy-to-navigate product catalog, you can enhance the **customer experience**. This further increases the conversion rate and reduces the bounce rate from the ecommerce website.



A 2023 survey by **Statista** stated that **50%** of professionals in **manufacturing companies** leverage the power of **ecommerce** as their target area for **digital transformation**.



With several **manufacturers** shifting to **ecommerce**, it's high time to opt for effective product management to differentiate your products from the competitors and grow your **sales**.

Customization Options

Customization options allow the manufacturers to cater to the customer needs and requirements. With customization options, customers enjoy **higher flexibility** in product features and configurations.

This showcases that you are taking care of the customer's needs which further increases their overall satisfaction level. It will also increase **customer loyalty** which will encourage them to go with repeat business with your brand. On top of this, you can make long-term associations with your clientele.

Offer bespoke solutions with personalized packaging options to differentiate your brand from the others in the market.

The unique approach will make your brand stand apart in the market from the competitors and attract better opportunities to **grow** and **scale** your business.

B2B Functionality

eCommerce websites in the manufacturing industry should have proper **B2B** functionality to facilitate seamless transactions between businesses. The website should come with features for bulk orders, price negotiation, and dedicated portals for account management.

These features streamline the procurement process of corporate clients and enhance **overall efficiency**.





According to the report, 81% of B2B buyers are likely to pay more for suppliers with better ecommerce capabilities.

It is vital to focus on **B2B** functionality on the ecommerce website for the manufacturers to develop long-term relationships with their corporate clients. Besides all this, manufacturers can increase the revenue through increased order volume through this functionality.

Integration with ERP and CRM Systems

The ecommerce website needs to come with simple integration capabilities with the existing **ERP** and **CRM** system of the manufacturer. The integration will allow the manufacturers to enjoy proper coordination between the **front-end** and **back-end** operations.

The integration syncs the data for all the channels which will streamline the processes like inventory management, order processing, customer service, etc. The **ERP** integration helps the manufacturers enjoy real-time visibility into logistics, production schedules, etc., which optimizes the **supply chain management**.

CRM integration helps increase the efficiency of operations and reduce the chances of manual error. When combined together manufacturers can increase overall **customer satisfaction** and enjoy higher agility with respect to the market demand. They can capitalize on better opportunities and enjoy long-term success.

Secure Payment Processing

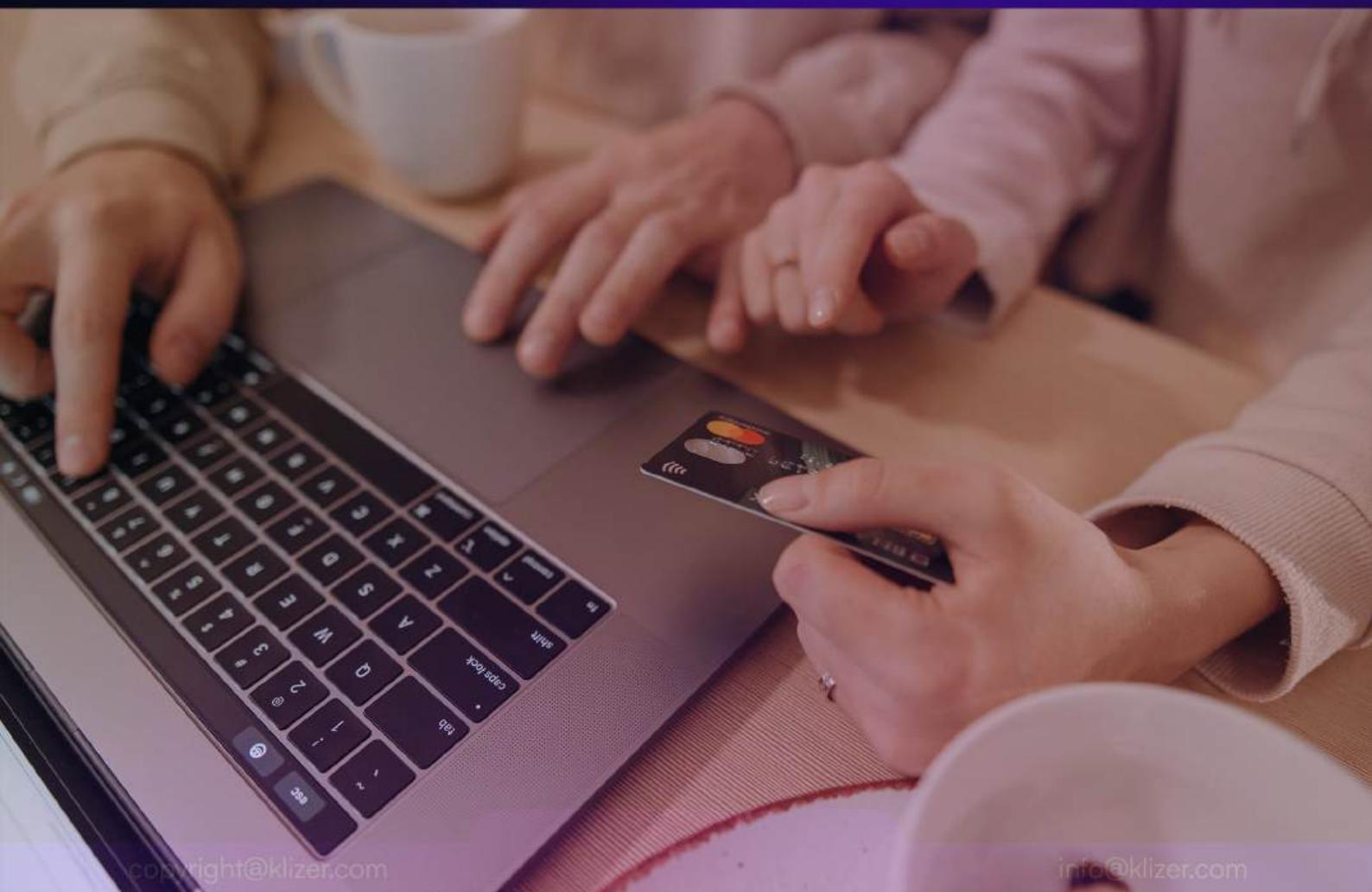
Secure payment processing is another key cornerstone of the **ecommerce website** in the manufacturing industry. Manufacturers need to protect the sensitive information of the customers when they complete the transaction for the order on the website.

The website should offer secure payment gateways that facilitate several payment methods for the customers. Advanced encryption technologies should be used to avoid any unwanted data breaches.

Manufacturers should opt for fraud detection and prevention mechanisms like multi-factor authentication to further enhance the security of the website.

The manufacturing industry includes several high-value transactions which further makes secure payment processing a necessity.

Manufacturers can reduce the risk of financial loss with this feature which further builds a high level of trust with their customers and partners.





Analyzing Performance and Continuous Improvement

After the successful launch of your **ecommerce** website, you have to monitor all the elements to analyze the overall performance. Collect relevant data on key metrics which allows you to adjust your strategies for better results.

The right strategy will help you maximize the effectiveness of your ecommerce solution helping you turn more **visitors** into **customers**.

Here are some metrics that you need to consider and analyze for continuous improvement.

1. Key Performance Indicators (KPIs)

Identifying and monitoring the **KPIs** will help you analyze the performance of your **ecommerce platform**. Look after the key areas of improvement and make data-driven decisions, and use the metrics to optimize the marketing strategies and improve the overall customer experience.

There are several **KPIs** that can help streamline the operations and drive your brand's growth. Revenue, **CRO** (Conversion Rate Optimization), and Average Order Value are key metrics to analyze sales performance. Work on improving the user experience of the website to improve the conversion rate which will increase the overall **revenue** and **profit**.

When it comes to website performance, you have to look into page load time, traffic, bounce rate, etc. For products, analyze the product views, Cart Abandonment rate, Add To Cart rate, etc.

In short, you have to identify the prime metric that aligns with your end goals and analyze them to adjust your future strategies.

2. Customer Feedback

Customer feedback plays a vital role in the continuous improvement of **ecommerce solutions**. By analyzing the customer feedback, you can identify the areas of improvement and work on them to offer a better **user experience**. This will retain the existing users in the long run and attract new sets.



As per the Power Reviews survey, 99.9% of consumers go through online reviews before making the final decision to purchase the products online

It is necessary that you handle both positive and negative **reviews** properly.

3. Continuous Optimization

Continuous optimization is a dynamic strategy focused on the ongoing improvement of a **manufacturing ecommerce** website. Analyze the **KPIs** to identify the areas to improve and make regular changes according to the results and insights.

You can conduct **A/B testing** to refine your approach and optimize the elements for conversion. Following a proactive and iterative approach will help you stay competitive in the market by meeting the evolving needs of the customers.

You can enjoy sustainable growth and profitability with continuous optimizations.

4. Adapting to Trends

The **ecommerce** market is ever-changing as technology advancements are offering new changes every day. It is essential to stay up to date with the changing market trends to offer the latest functionality to the customers. This improves the **user experience** of the customers and raises the customer satisfaction level which will drive better **growth** and **profitability** for your brand.

Conclusion

Transforming your brick-and-mortar business into **ecommerce** is a necessity for **manufacturers** aiming to succeed in the modern digital marketplace. By building a **solid ecommerce** strategy, choosing the right platform, and ensuring continuous optimization, you can position your manufacturing business for sustainable growth and long-term success.

This eBook has outlined essential steps to launch your **ecommerce store**—from defining goals and analyzing the market to developing a responsive, feature-rich platform tailored to your unique needs. We've also highlighted the key features that will differentiate your website and ensure a **seamless user experience** for your customers.

The success of your **ecommerce** venture relies heavily on ongoing analysis, adapting to trends, and staying proactive in improving your platform. By focusing on **customer-centric** design, secure payment processing, and robust integrations, your brand can create a competitive edge in the **manufacturing industry**.

Partnering with the **right Enterprise eCommerce Solution** experts like **Klizer** can make all the difference. If you're just getting started or optimizing an existing platform, having knowledgeable professionals by your side ensures your efforts are aligned with best practices and industry standards.

With the right strategies, tools, and continuous improvement, your online platform can become a powerful means of sales, customer satisfaction, and brand growth. It's time to embrace the opportunities in the digital space and unlock your full potential in the evolving **eCommerce** landscape.

Klizer has over **18 years** of experience in the domain of transforming **eCommerce business**. Our team has expertise, and a fresh perspective, ensuring each phase of your **eCommerce** project is executed effectively. They focus on delivering high-quality, custom-centric solutions that are backed by the latest features to offer seamless **customer experience**.

Partner with **Klizer** today to unlock the potential of ecommerce for your **manufacturing brand**. Get in touch with them to get all the details on their reliable and secure services.



Resources

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- <https://www.optimonk.com/loyalty-marketing-strategy/>



Driving Digital Growth for
Manufacturers & Distributors