

Ecommerce Today - Go Multi-Platform

In this day and age, consumers are connected to the Internet in more than one way. The number of devices used to surf the web is growing at an infinite rate and the trend is not likely to stop anytime soon. Whether by desktop or laptop, smartphone or tablet, today, consumers use multiple devices and visit numerous online sites when shopping.

All this is creating a new arena for business owners to showcase and sell their products and services. And it is here to stay. U.S. retail mobile commerce sales will grow from US \$301.69 billion in 2011 to \$548.62 billion by 2016 -- increasing from 7 percent to 24 percent of all retail ecommerce, according to a market survey.

So where are you on the Ecommerce continuum?

Ecommerce is no longer limited to single web storefront built for big screen. Ecommerce is moving to mobile devices and different platforms. It is a social, mobile and multi-device world, so businesses need to be ready with storefronts for each of those ecommerce opportunities. To be successful it's important to embrace the technology around to reach your customers where they look for products and services like yours.

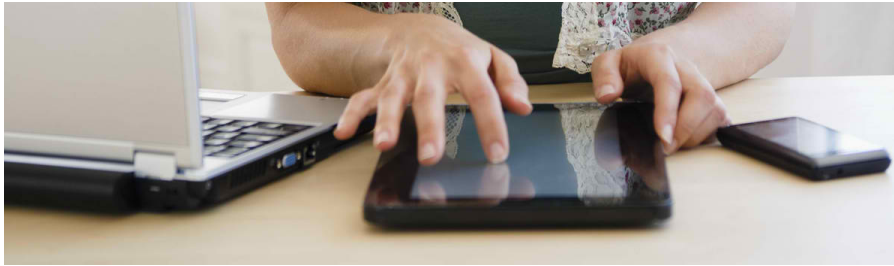
The good news, however, is that the online marketplace is available 24 hours a *day*. You can sell everywhere today, and it is easier than you think. Ecommerce technology is evolving rapidly to enable small businesses to be everywhere.

A few essential platforms for your storefronts are:

Traditional Ecommerce Storefronts

We all have seen how Ecommerce websites have outpaced brick-and-mortar retail. It's a trend everybody knows is happening. More and more people are shopping online. It is a must to have an Ecommerce website for your products and services. The good news is starting an online store has never been so cheap and easy, and the opportunity has never been so great. For those that haven't joined the ecommerce wave, there has never been a better time.

Mobile Storefronts



We simply live in a mobile world. It is "mission critical" for businesses to start extending their reach to consumers beyond the brick-and-mortar walls and traditional Ecommerce websites into connected devices such as smartphones and tablets.

Mobile storefronts give the flexibility to users to access your products/service anywhere and anytime. More and more people are using mobile phones and tablets to browse and make purchases. It is therefore essential to capitalize on the mobile commerce opportunity. By focusing on site design optimization, implementing responsive design, and measuring performance from the true end-user perspective, you can better prepare for the new world of fast-evolving mobile storefronts.

Social Storefronts



Your customers are all over on social websites - Facebook, Twitter, Pinterest and many more, and an industry research shows that they are willing to buy directly on those sites, thanks to increased Internet security. A potential customer might read a comment about your product or service in their Facebook page, and click through to your fan page. However, if you don't have a Facebook storefront that



Ecommerce Today- Go Multi-Platform is available immediately, you might lose the sales opportunity, as users often do not want to leave Facebook right then and there.

One of the biggest advantages that social commerce offers the shoppers is the fact that they can compare products and actively seek the recommendations of others. And it gives you another crucial platform to showcase and sell your products and services.

Conclusion: Go Multi-Platform

The ecommerce landscape is changing. Selling online means learning new ways of reaching out to your customers, marketing your products, fulfilling your orders, and the benefits are great. To maximize productivity, it is critical that you sell wherever your customers want to shop online, and on the device(s) they wish to use.

Businesses who have learned to work with the system see as much as 30-50% of sales hailing from multi-platform storefronts.

In conclusion, selecting a multi-platform online storefront can be the key to your online success.

Happy Selling!

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