

10 B2B eCommerce DOs & DON'Ts



EASE OF USE

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DO: Make checkout as simple as possible
Complex checkout is a major reason for cart abandonment.



DON'T: Forget that your business buyers are consumers at heart

INSTEAD: Your buyers are accustomed to buying personal products online; make the buying process as easy as buying consumer products and you'll have a customer for life.



DO: Optimize your site for mobile users

Nearly half of all buyers use a mobile device while researching a product. And most of these are looking for pricing information.



DON'T: Just focus on the C-Suite

While the C-Suite (President, Owner, CFO, etc.) may have buying authority, junior staff, many of whom are millennials, often perform the research and influence the purchase. INSTEAD: Make sure you're speaking their language.

CONTENT

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DO: Make sure you can be found by search engines

In addition to product listings, include meaningful content (blogs, how-to articles, etc.) so search engines – and potential customers – can find you.



DON'T: Just focus on your brand

INSTEAD: Provide content that explains the product and what it does. Most online purchases start with a generic search engine query about a product category, not for your brand specifically.



DO: Get buy-in from your sales team

Explain how eCommerce frees them from routine, time-consuming tasks so they can spend more time prospecting and nurturing clients.



DON'T: Try to build the complete site all at once

INSTEAD: Start by building a simpler site that offers the most popular products along with just the functions you need. A limited site that has most of the features you want is better than nothing at all.

DILIGENCE

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DO: Make security a top priority

Keeping financial transactions secure will help you build trust and retain your customers.



DON'T: Set it and forget it

INSTEAD: Always test to see which layouts, descriptions, and headlines are most effective.



DO: Simplify the buying experience

Give customers the option to purchase online and pick up in the store or warehouse.



DON'T: Forget to monitor user behavior

INSTEAD: Use Google Analytics and other website tracking tools to track user engagement and measure successful marketing campaigns.

USABILITY

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DO: Offer multiple payment options

If you have agreed to a credit line with your customers, allow them to use that account credit when buying from your website.



DON'T: Expect your customers to know what they're looking for

INSTEAD: Make browsing and navigating your site easy. Your customers expect faceted search, advanced search engines, and informative content. Give them what they expect and make them happy, loyal customers.



DO: Show your customers their prices

You have a relationship with each of your buyers. Make sure they see the negotiated prices they've agreed to when they log into your site.



DON'T: Keep your wholesale prices hidden

First-time users will not see the benefits of your services and search engines can't find you. INSTEAD: Show examples of your offers and provide easy sign-in access for first-time users to see your products and prices.

LOYALTY

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DO: Make your website their purchase management tool

Your customers need to buy the materials they need in the most efficient and cost-effective manner possible. Give them the tools they need to make a difference at their company.



DON'T: Think B2C strategies don't apply to B2B

INSTEAD: Use email marketing, social media engagement, and content marketing to your advantage. Chances are your competition isn't there yet. Beat them to the opportunity and build that relationship with your customer online.



DO: Keep them informed

Keep your customers up to date about shipping status, inventory levels, promotions, new products, and any other information that will give them the competitive edge.



DON'T: Ignore the power of videos

INSTEAD: Add access to product demonstration and how-to videos to enhance the customer journey.

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