

A SOLID BUSINESS PLAN

FOR ONLINE SALES SUCCESS IN 6 STEPS

STEP 1

SET GOALS

WHAT DO YOU HOPE TO ACCOMPLISH?

REASONS WHY BUSINESSES START WITH E-COMMERCE

61%

61% to increase sales volumes

49%

49% to offer a 24/7 self-service portal

GET TOGETHER KEY PLAYERS IN YOUR ORGANIZATION TO DOCUMENT GOALS



MAKE A LIST OF YOUR MOST IMPORTANT E-COMMERCE GOALS

ALIGN GOALS WITH CUSTOMERS' NEEDS AND DESIRES

STEP 2

DETERMINE YOUR KPIS

KEY PERFORMANCE INDICATORS HELP YOU KEEP AN EYE ON THE PRIZE
WE BELIEVE THERE ARE SIX MAIN KPIS FOR INCREASED ONLINE REVENUE



Online customer retention rate

Online order frequency



Percentage of repeat customer visits

Average order value



Customer satisfaction

Effect on offline sales



STEP 3

DEFINE YOUR TARGET MARKET AND CUSTOMERS

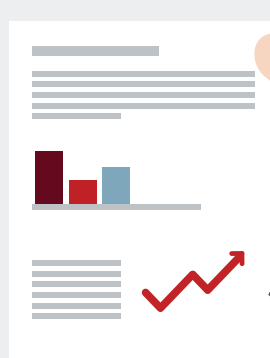
ARE YOU TARGETING:

Cities, states, provinces or countries?

ARE YOU SELLING:

B2B, B2C, D2C or a combination?

HAVE YOU DEFINED YOUR CUSTOMER PERSONAS YET?



STEP 4

CUSTOMER COMMUNICATION

A NEW WEB STORE MEANS A NEW WAY TO COMMUNICATE WITH YOUR CUSTOMERS!
HOW ARE YOU GOING TO WIELD THIS NEW PLATFORM TO YOUR BENEFIT?

ANNOUNCE DISCOUNTS

OFFER INVALUABLE RESOURCES

COMMUNICATE

SHARE DISCOUNT CODES

GET TOGETHER WITH YOUR MARKETING DEPARTMENT
DOCUMENT HOW TO TAKE ADVANTAGE OF YOUR NEW SALES CHANNEL

STEP 5

CREATE A ROADMAP

THE BIG BANG

GRADUAL INTRODUCTION

THERE ARE MANY WAYS TO LAUNCH A WEB STORE,
AND YOU NEED TO DECIDE WHAT WORKS BEST FOR YOU

ONCE YOU KNOW WHERE YOU'RE GOING,
THE NEXT STEP IS MAPPING OUT YOUR LAUNCH PLAN IN PHASES.

STEP 6

THE MORE YOU KNOW THE MORE YOU GROW

GET YOUR DATA IN ORDER

Gather information you already have about:

- Order processes
- Customers
- Prospects
- Targets
- Current success rates

EVALUATE THE INFORMATION

FIND THE GAPS

LOOK HOW YOUR ONLINE SALES CHANNEL

WILL FILL THE GAPS

MAKE SURE YOU CHOOSE A SOLUTION THAT GIVES YOU ACCESS TO THE DATA YOU NEED:

MAKE YOUR BUSINESS GROW AND MAKE YOUR CUSTOMERS HAPPY



PERSONALIZE YOUR CONTENT WITH A SANA WEB STORE

Your ERP already holds a lot of client data that can make all this smart content happen. Since Sana's integrated e-commerce solution uses your ERP as the starting point, your web store has direct, real-time access to all of it. Set yourself apart from your competitors and discover how Sana Commerce web stores can help you personalize your marketing.