



we simplify
the Internet

BUILDING A SUCCESSFUL ONLINE STORE

Find out How Moving Your Business Online Can Help You Win Back Your Customers

How would you feel if someone told you that your consumers are shopping at your competitor's store rather than yours? And how would you feel if someone told you there's something *you* can do about it? If you want to find out how you can keep your customers purchasing from you, keep reading...

The Problem: "I Don't Have Enough Time to Finish My Shopping!"

Imagine this. The holidays are right around the corner and you need to get your shopping done soon. But you have to work during the day and take care of your kids in the evening. Then once the weekend rolls around, you're so consumed with household chores, family responsibilities and other obligations that you can't possibly make it out to the store. The moment everyone's in bed is when you finally have free time. But by then, all the stores have closed! So what do you do?

The Solution: Shopping Made Simple!

The power of the Worldwide Web gives you the power to purchase anything you want right at your fingertips! Once everyone is tucked in bed, you log on to your favorite search engine, type in your keywords and click Search. Then you browse through the net comparing products and prices simply and easily – in the privacy of your own home and on your own time.

The BIGGER Problem: "Why Show Me Something I Can't Buy Now?"

Suddenly, you come across a product you think would be the perfect gift for your loved one. You immediately look for the "Buy Now" button only to find that the website you're browsing through doesn't have one! After spending your time reading and researching about a product, you're disappointed to find that you have to *physically* go into the store to buy it – something you just don't have time to do! So what do you do then? You go to a different site.

Now Imagine This... That's what a lot of your customers are doing when they come across your site – that's if you don't have a well-designed online store. Can you really afford to lose potential customers that way?

E-Commerce is Your Answer!

The most powerful tool of the Internet to emerge is e-commerce. It allows people to exchange goods and services safely and immediately with no barriers of time or distance. It doesn't matter whether it's day or night, consumers can go online and buy almost anything they want from anywhere in the world. Now is the best time to tap into the astounding trend of e-commerce! If you want to keep your customers shopping at your store, you need to give them what they need – give them the option of purchasing your products online!

Online Shopping Is Growing Rapidly!

Online sales have increased dramatically over the years, especially sales that take place during the holiday season. Take a look at the chart below.



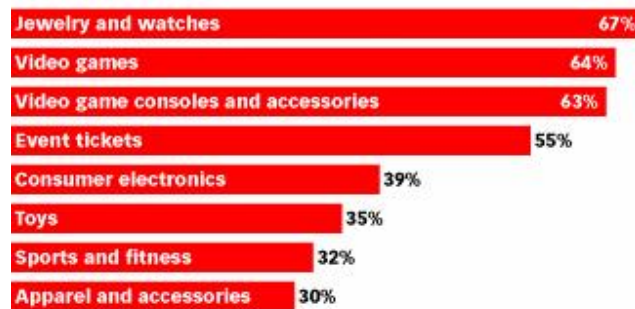
(Source: www.eMarketer.com, *Christmas Presents: Past and Future*, March 12, 2007)

According to eMarketer.com, between November and December of 2006 US consumers spent a whopping \$24.8 billion dollars shopping online for holiday gifts, a 24.6% increase from the previous year. "Consumers shifted their holiday purchases from bricks-and-mortar stores to the Internet at a much higher rate than almost anyone anticipated," said Jeffery Grau, author of the new US Retail E-Commerce Update and eMarketer senior analyst.

What are online buyers purchasing?

The chart below shows the growth of US retail e-commerce holiday sales by category. The products listed below are some of the most popular holiday gifts purchased online. And guess what? Online sales of those products are expected to continue growing.

Growth of US Retail E-Commerce Holiday Sales*, by Category, November 1-December 26, 2006 (% increase vs. prior year)



Note: *excludes travel, auctions and large corporate purchases
Source: comScore Networks Inc., December 2006

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www.eMarketer.com

(Source: www.eMarketer.com, Christmas Presents: Past and Future, March 12, 2007)

It's obvious that online shopping has become a hot trend, a common way of purchasing gifts especially for the holiday season. And experts believe online shopping is only going to continue growing. Over the next four years, retail e-commerce sales will increase dramatically as online buyers spend more and more money on retail goods.

Average Annual Amount US Online Buyers Spend Online, 2006-2011 (% increase vs. prior year)



Note: ages 14+; excludes travel
Source: eMarketer, May 2007

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www.eMarketer.com

(Source: www.eMarketer.com, US Retail e-Commerce: Enter the Multi-channel Era, May 2007)

Now after examining the stats, how will you, as a business owner, adjust your business to fit this trend? The answer is simple. You need to have an online store.

Contact a WSI Internet Consultant Today!

Creating a successful online store can be difficult and confusing if you're not familiar with the concepts and principles behind e-commerce. That's why you need a skillfully trained WSI Internet Consultant who knows the ins and outs of lucrative Internet marketing and who has access to the best products and services to help you create the online store of your dreams!

The clock is ticking. It won't be long before the holidays will be right around the corner. Is your website giving your customers what they're looking for? Are potential customers shopping from your competitors because you're not giving them what they need? To find out how e-commerce can tremendously improve your business' profitability, contact Peter Connolly at WSI (see below) or call him on 08448 700 599.

WSI specializes in providing personalized, affordable Internet Solutions that deliver maximum return to small and medium sized businesses. We are a global company with over 1500 local offices worldwide.

Each office is independently owned and operated.

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