

DIGITAL INSIGHT

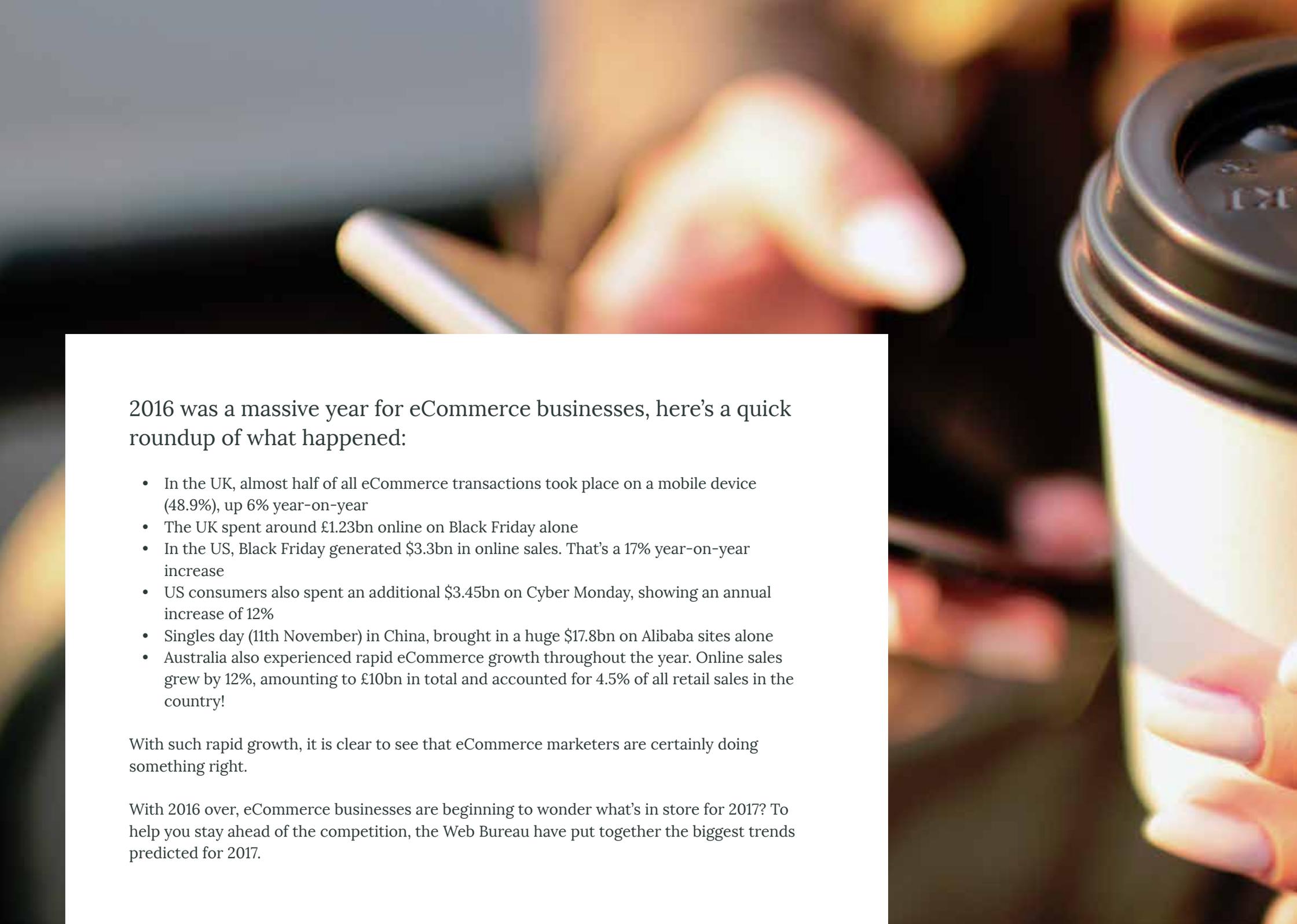
10 ECOMMERCE TRENDS TO LOOK OUT FOR IN 2017

January 2017



WEB BUREAU

Taking ECommerce Further

A hand holding a smartphone with a coffee cup in the background.

2016 was a massive year for eCommerce businesses, here's a quick roundup of what happened:

- In the UK, almost half of all eCommerce transactions took place on a mobile device (48.9%), up 6% year-on-year
- The UK spent around £1.23bn online on Black Friday alone
- In the US, Black Friday generated \$3.3bn in online sales. That's a 17% year-on-year increase
- US consumers also spent an additional \$3.45bn on Cyber Monday, showing an annual increase of 12%
- Singles day (11th November) in China, brought in a huge \$17.8bn on Alibaba sites alone
- Australia also experienced rapid eCommerce growth throughout the year. Online sales grew by 12%, amounting to £10bn in total and accounted for 4.5% of all retail sales in the country!

With such rapid growth, it is clear to see that eCommerce marketers are certainly doing something right.

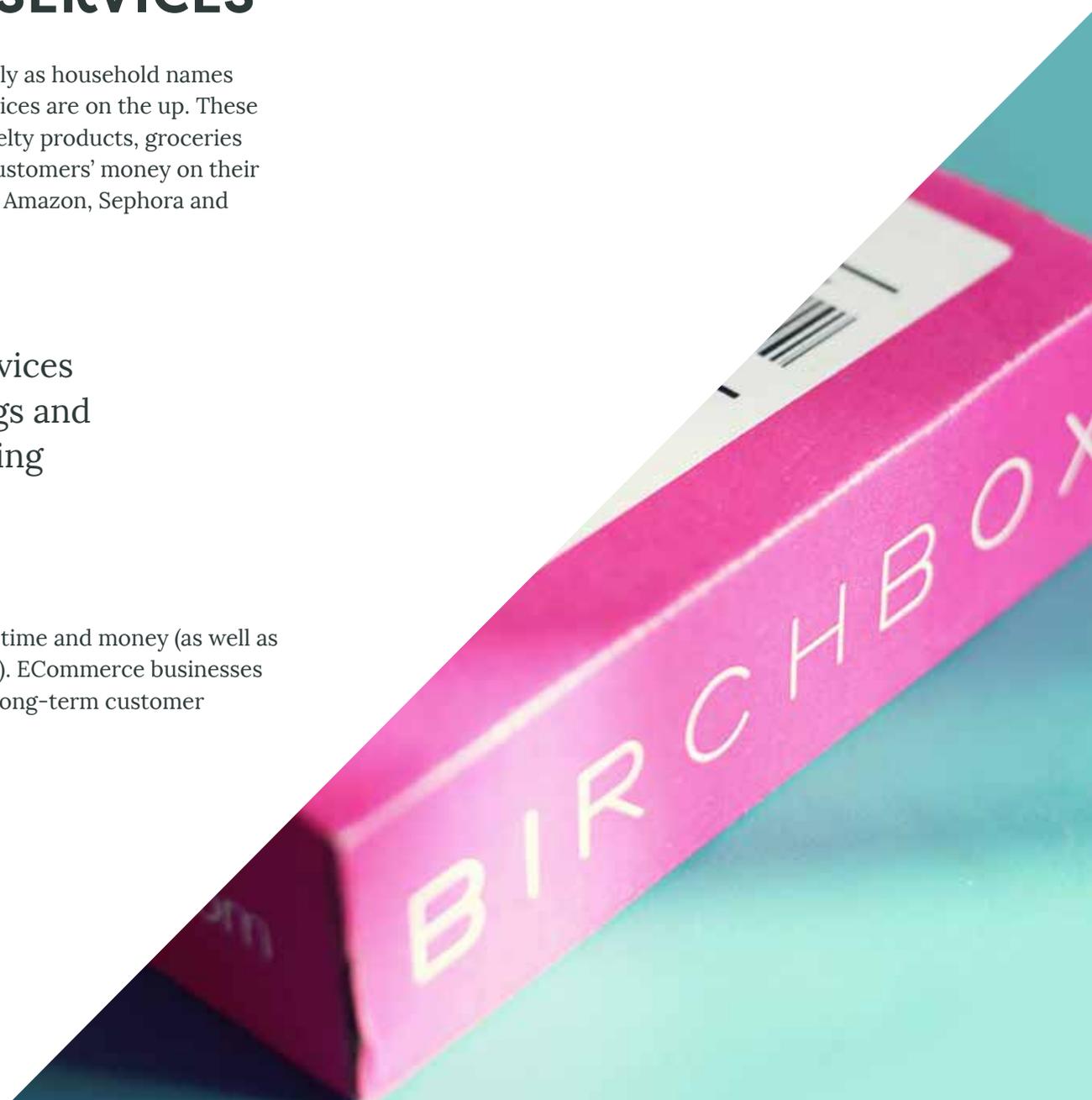
With 2016 over, eCommerce businesses are beginning to wonder what's in store for 2017? To help you stay ahead of the competition, the Web Bureau have put together the biggest trends predicted for 2017.

SUBSCRIPTION BASED SERVICES

With the likes of Birchbox, Graze and HelloFresh sitting firmly as household names in the world of eCommerce, it's safe to say subscription services are on the up. These subscription packages range from monthly deliveries of novelty products, groceries and household essentials to subscriptions aimed at saving customers' money on their delivery costs. So successful is this model, that big-wigs like Amazon, Sephora and many more have jumped on the bandwagon too!

However, nowadays subscription services are no longer confined to the big-wigs and many start-ups are successfully making use of this business model.

The beauty of this for the customer is it can save them both time and money (as well as the added novelty of receiving a box of goodies each month!). eCommerce businesses benefit from the customer loyalty and ability to monetize a long-term customer relationship.



MOBILE

YOY Mobile trends continue to grow as smartphones become increasingly advanced and the world more connected. Shopping via mobile allows customers to save time as they can buy on the go, price-compare products whilst out shopping and immediately make a purchase with the thought fresh in their head.

However, the majority of sites tend to fall down on usability. Most sites are usually built for desktop and then dialed back for mobile. This shouldn't be the case in the mobile-first world of 2017. Make sure your site is fully optimized for mobile users and gain competitive advantage by taking into consideration the design, page speed and usability.





SHOPPABLE VIDEOS

From Bloggers to Big Retailers

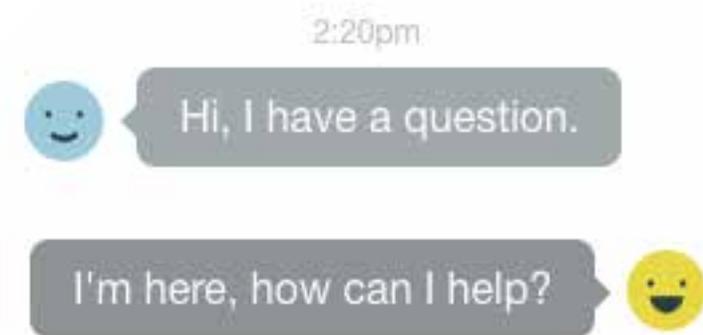
Shoppable Video, although already used by eCommerce giants such as Topshop and Matalan, is not yet a mainstream trend. Experts are predicting that in 2017, it will make the leap from novelty to necessity in the world of eCommerce!

Check out this site on how to make your own shoppable video!

“CAN I HELP YOU?”

As the world of commerce shifts away from bricks and mortar and into the virtual world, personalised customer service has inevitably taken a dip. To combat this, most eCommerce stores such as Dell, Nike, Very, O2 (the list goes on...) have now introduced Chat Boxes or “Can I Help?” windows, allowing customers to talk to a store advisor whilst browsing their online shop.

This is a valuable tool for online retailers to gauge customer feedback, recommend additional products and improve their customer journey.



SNAPCHAT

Recent advances by Snapchat such as GeoFilters and Memories allow for an extremely interactive user-experience, making it the perfect eCommerce marketing platform. Fashion houses have paved the way by offering bespoke filters for their shoppers and releasing sneak peeks of upcoming product releases or sales, but mainstream eCommerce stores are hot on their heels, with the likes of John Lewis adopting the trend.

*Move over Instagram –
Snapchat is now the hottest
trend in Social Media
Marketing, with more daily
users than Twitter!*



SAME DAY DELIVERY

Amazon's offering of Same Day Delivery with innovations such as Prime Now has given it a huge edge on their competitors, who struggle without the infrastructure and resources Amazon enjoy.

To combat this, experts have predicted that smaller businesses will opt for an 'Uberization of shipping' with multiple collections per day and local pickup points. Amazon are also increasing the number of small businesses they partner with, allowing them to make use of their huge infrastructure for a cut of their profit. Failing to offer same-day delivery for some companies could result in their customers going elsewhere.

LOYALTY PROGRAMMES AND PERSONALISED CUSTOMER ENGAGEMENT

Loyalty programmes have been around for years, think your Tesco Clubcard or Boots Advantage Card. However, they are no-longer reserved for the larger players, as smaller businesses are recognising that it both improves customer satisfaction and encourages repeat custom.

These days customers want and expect more than ever and the only way to achieve this is from personalised customer engagement. You are expected to act as a personal shopper for them, decorating their home page with items they might like based on their previous purchases or offer new customers recommended products at the checkout and in email marketing thereafter. It is also vital to remember that in this highly social marketplace, delivering a great customer experience is more important than ever.

“If you do build a great experience, customers tell each other about that. Word of mouth is very powerful.”

Jeff Bezos, CEO, Amazon





CONTENT MARKETING

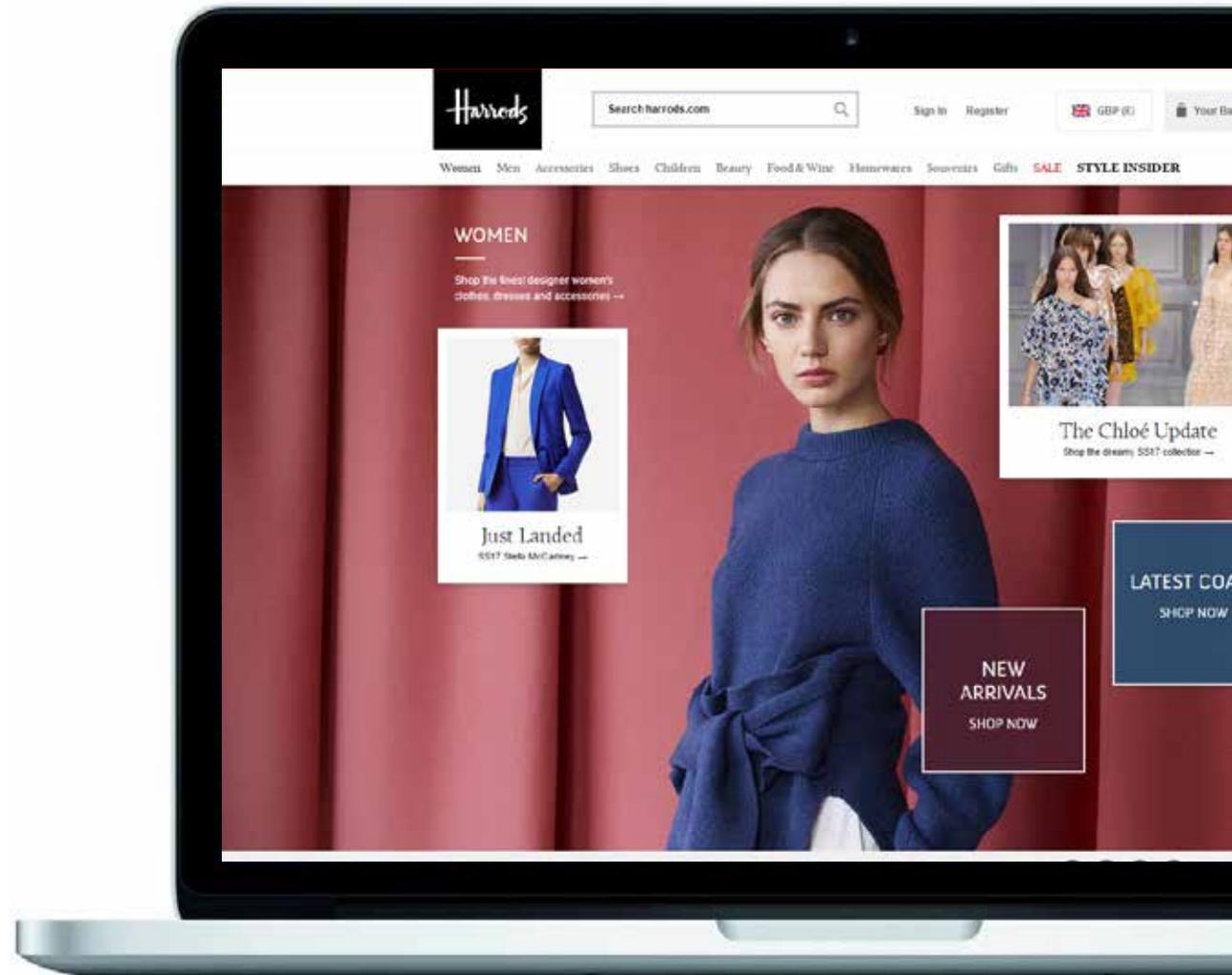
The phrase “Content is King” isn’t a new one in the world of eCommerce but it’s worth mentioning that it still holds its crown. In an increasingly saturated market, customers are looking for authenticity, knowledge and engagement more than ever. And, despite frequently shaking up their algorithm to keep eCommerce businesses on their toes, Google consistently favours original content from websites.

IMAGE HEAVY DESIGN

“A *picture paints a thousand words*” was never truer than in a marketplace where speed and ease are crucial in a successful customer journey.

Consumers are time poor but content greedy and there’s no better way to serve this need than through image heavy design. Most customers don’t want to read extensively about a product, but images depict the features and lifestyle benefits associated with a product instantly.

However, it is important to keep in mind that a good balance between text and images is essential for SEO purposes.





GROWTH IN FLASH SALES

If the success of Black Friday tells us one thing it's that people love to panic buy! The sense of immediacy and exclusivity created by flash sales encourages shoppers to spend, spend, spend and is a key trend to be aware of when drumming up business throughout 2017.

SO THERE YOU HAVE IT!

Everything you need to ensure your eCommerce site is ahead of the curve for 2017.

Thank you for downloading our Ebook.

At the Web Bureau, we specialise in developing eCommerce growth strategies and enhancing performance. If you require any help or advice on how to grow your online business we would love to help.

Feel free to contact us at ecommerce@thewebbureau.com or call one of our team of eCommerce experts on **028 90 731190** for a chat.





Taking ECommerce Further