

10 WAYS YOUR E-COMMERCE BRAND CAN COMPETE WITH E-COMMERCE GIANTS

In today's day and age, e-commerce is king, and there's no doubt that Amazon is wearing the crown. The question stands: how can your e-commerce brand face the competition?

Though Amazon dominates the e-commerce industry with revenue over \$135 billion, there are still ways your e-commerce brand can play ball— and that's by creating your own game.

1. DON'T SELL EVERYTHING



Larger e-commerce retailers have excelled at being “everything” stores for less. So don't do what they do— **leverage** your brand and create a niche store instead. Where industry giants focus on price, selection, and convenience, your brand can focus on user experience and exclusivity.

2. MAKE YOUR SITE USER-FRIENDLY



By focusing on a smaller niche of products, your e-commerce brand has the opportunity to create a more **seamless & organized** user interface. One caveat to selling millions of products is that it becomes increasingly overwhelming to navigate an expansive archive of consumer goods. Your e-commerce brand can set itself apart by offering a pleasant & simplistic online shopping experience.

3. DEFINE YOUR COMPETITIVE ADVANTAGE



The competitive advantage of today's major industry leaders is that their products are affordable and convenient. Your e-commerce brand needs its own competitive advantage— whether it be competitive **quality or exclusivity**. Notice how larger e-commerce retailers often struggle with quality control— you can set your e-commerce brand apart by capitalizing on a high-quality offering with exclusive benefits.

4. MEET CONSUMER STANDARDS



There's no escaping it: consumers expect fast and affordable shipping. A [2021 report by Shopify](#), a leading e-commerce store platform, shows that 67% of U.S. consumers expect either same-, next-, or two-day delivery, with a full 65% of consumers checking free-shipping thresholds before even adding something to their carts. To compete, you'll need your e-commerce store to offer free shipping, tracking, and a comparable return policy.

5. NAIL YOUR MARKETING TECH



Want to sell more products? You'll need to utilize **consumer data** effectively. According to [Investopedia](#), Amazon uses customer data to make product recommendations, one-click ordering, supply-chain management, and much more. Consumer data can allow you to create more targeted advertising. A retailer by the name of [Spearmint LOVE](#) was able to achieve growth of over **991%** when they used consumer data to create more individualized Facebook ads.

6. OFFER A GREAT CUSTOMER SERVICE EXPERIENCE



The problem with being too big is that it is more difficult to meet the needs of all of your consumers. As a smaller e-commerce brand, there is an opportunity to create a much more robust customer service experience. Consider using in-person support staff to handle inquiries or concerns, or outsourcing the customer-facing aspect of business using automated software or other applications. Additionally, [warehouse automation solutions](#) can enable easy returns, short wait-times, and fast delivery options that are sure to keep your customers happy.

7. REWARD YOUR CUSTOMERS



Industry giants might reward their customers with affordability; but what about **special offers**? Set your e-commerce brand apart by offering your consumers exclusive discounts, deals, and limited-time offers as a reward for sticking with you, and not the big guys.

8. CONSIDER SUBSCRIPTION OFFERINGS



According to [Business Insider](#), just under half of all e-commerce sales come from repeat customers. These repeat customers are also twice as likely to make a purchase than first-time buyers. Your e-commerce brand can capitalize on this— if some of your products are conducive to repeat purchases, consider offering your consumers monthly subscription boxes or packages to make their purchases seamless and hands-off.

9. MEET THE DEMAND WITH WAREHOUSE TECH



Large e-commerce retailers are able to cut order fulfillment costs using [automated warehouse technology](#). Warehouse automation hardware like conveyor systems, print & apply solutions, inbound & shipping sorters, put-to-light technology, order-fulfillment picking devices, and infrared technology for application weighing are all worthy investments for your e-commerce brand to come out on top.

10. CUT COSTS WITH SMART WAREHOUSE SOLUTIONS



The largest e-commerce brands are also able to save money by optimizing their [warehouse storage systems](#). According to [3PL News](#), a 3PL industry news hub, automated warehouses use **40% less floor space** than traditional warehouses. Automated storage systems like push back storage rack systems, pallet flow conveyors, automated pallet storage, and beyond can all reduce your e-commerce fulfillment center's costs by great margins in the long-term.

About ABCO Systems

We provide full-service customized fulfillment solutions for fulfillment centers to help maximize space, reduce costs, and improve efficiency.

Need help with your material handling and warehouse design needs?

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