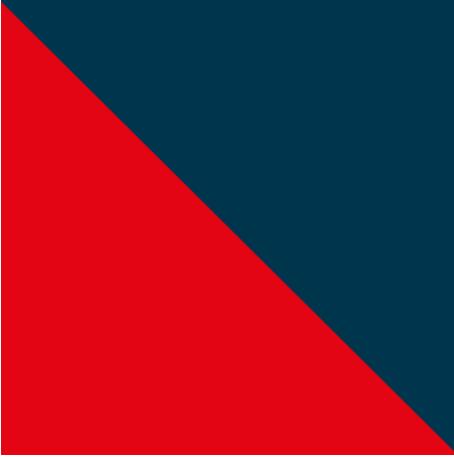


E-COMMERCE STRATEGY



E-commerce Strategy

We believe in a better tomorrow at Sigma Unified Commerce. That tomorrow starts with the eyes seeing things differently and with those who get things done. We know what it takes to build a successful e-commerce business and that in an industry of constant change, always to be one step ahead. At Sigma Unified Commerce we understand that e-commerce isn't a just a technical system, its's an eco-system. Where all areas of your e-com business needs to pe properly optimized for your business to be successful.

It might sound obvious but having a clear e-commerce strategy should be the foundation for every e-commerce business. With a clear strategy your team will become more successful, more innovative and you will grow faster.



Why do you need a strategy?

"A strategy helps you find your "why" on your digital journey"

Sofie Hedman, Business Developer Sigma Unified Commerce.

Many of today's most successful online businesses have a clear message to their customers and for themselves. This simplifies the buying process for their customers but also on how their team works on their shop.

Customers today has high demands on e-commerce, and if you can't clearly communicate why they should shop at yours and not your competitors, they will leave. By working with a strategy will not only help you sell more, it will also help you focus on the core of your business and grow faster.

In the constant changing industry that is e-commerce, where innovation and development is key, it helps to have a clear strategy so that you can prioritize the changes you're going to make. With a strategy you will be able to do the right thing, at the right rime, for the right customers for your unique shop.

How do we create a strategy for e-commerce business?

We always start with getting to know your business, the processes and systems that you work with, your current status. We will interview key stake holders at your company, analyze the way you work and what you wish to achieve and when. We do a deep analysis of the channels you're operating and who your customers are. A great advantage by working in a digital industry is that you already have all the answers you need in order to take the next step in creating your online strategy. In the footprints your customers leave on your site, how they act and shop. You already have all the data you need in order to make great decisions for your business, the challenge is to decide what data that is relevant. By analyzing your data, we will understand not only your customers behavior, but also your goals and how to reach them with a strategy.

After laying down the foundations for your strategy we will meet for a half a day workshop with you where we present our recommended strategy and support you with implementation.

As important as it is to have a strategy, it's equally important that your team actively works with the strategy on a daily basis and that is always-on. That is why we always follow up with our customers two months after implemented a new strategy to see how the work process is going and what we can do to improve it even more.

By working with measurable and a clear strategy everyone in the team will know what success looks like.

Why Sigma Unified Commerce?

With a strong track record from e-commerce, tech, marketing and international development we dare to say that we know what it takes to help you grow your business. Because if you are successful, so are we. At Sigma we have improved web experiences for over 30 years and our consultants has worked with and at some of the world's most successful e-commerce companies.

In a world of constant change and endless possibilities, an e-commerce strategy is your compass for a successful online business.



WANT TO KNOW MORE?

Let's talk!

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