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We're excited about building something great with you as our partner.

LICK

”

AN **INTRODUCTORY GUIDE** TO ECOMMERCE AND OUTSOURCING YOUR FULFILMENT

THE WAY PEOPLE SHOP IS CHANGING

Over recent years, there has been a boom in eCommerce because of the meteoric rise in mobile device usage. People can buy whatever they want, whenever they want it – without even having to leave the house.

In response to the digitalisation of modern life and recent world events, successful retail brands are focusing more sharply than ever on their online store, streamlining their websites, and cultivating virtual customer communities.

Behind the scenes, these businesses are using purchasing data obtained via eCommerce platforms to develop cleverly targeted promotions that grab the attention of shoppers and keep them coming back for more.

Quality and timely fulfilment, high impact packaging, and easy returns are some other key factors that elevate the customer experience and keep forward-thinking businesses at the top of their game.



FUTUREPROOF YOUR BUSINESS BY FOCUSING ON ECOMMERCE

You're here because you know your business needs an efficient eCommerce operation to stay competitive.

We're here to help you thrive in the world of digital retail.

Read on to find out:

- the key benefits of having an eCommerce site
- which eCommerce platform best fits your business
- ways to drive traffic to your online store
- how to achieve a first-rate customer experience by outsourcing your fulfilment

SELLING ONLINE: HERE ARE JUST SOME OF THE BENEFITS...



OPEN FOR BUSINESS – 24/7/365

Convenience is at the heart of every great online shopping experience. Most people own smart phones and expect to be able to order what they want, when they want it. For one reason or another, they can't – or won't - wait to actually go to the shop to make that purchase.

When you have set up an eCommerce site, you're there to **meet customer expectation** – at any time of day or night (without the overheads of a bricks and mortar shop). For those shops without a decent online shopping option, potential customers are likely to go elsewhere.



BETTER BUSINESS INSIGHTS, MORE TARGETED PROMOTIONS

All eCommerce platforms have functionality that allows you to get insights into what people are buying and when. You can use that intelligence around their purchasing history to link sell and create more targeted marketing campaigns that will **grow your business**.

eCommerce insights will also allow you to **manage your stock levels** more strategically and cost effectively.

Customer reviews will also help **guide product development**.



A BIGGER AND BROADER CUSTOMER BASE

Why restrict your products to those who live or work near your shop? eCommerce allows customers across the world the chance to purchase your goods.

Using a single platform, you can **sell your products to anyone, anywhere in the world** via your eCommerce store, as well as through social media.



SLICKER OPERATIONS

Your eCommerce software will allow you to **manage orders, track shipping, and deal with payments** from one convenient location.

Customers will be attracted and loyal to shops that offer the most streamlined, user-friendly service – with **timely delivery**.

This may be difficult for you to achieve in-house, so did you know...

...YOU CAN OUTSOURCE YOUR FULFILMENT TO FULLERS?

100%

Sales value is all yours



Pay less for fulfilment and warehousing



Orders picked & shipped same day, delivered next day



No contracts or hidden fees



25 miles from London, 5 mins from M4

These are just a few of the reasons to invest in eCommerce and doing so could seriously increase your turnover.

FINDING THE RIGHT ECOMMERCE PLATFORM

Moving towards more effective online trading means choosing an eCommerce platform that supports a clean and easy customer journey. But you also want one that suits your needs as a business, your brand identity, future aspirations, and level of technical knowledge.

There are loads of options to choose from but here's a quick summary of the **top 3 eCommerce platforms** and why they might work for you.



If you're a keen bean but a bit of a 'technophobe'...

Shopify is about as **user-friendly** as it gets. Maybe that's why it's one of the most popular eCommerce platforms in the world and suitable for a wide variety of products.

The [help centre](#) offers you an [initial setup guide](#), featuring step-by-step tutorials for the main tasks you need to complete before you start selling. There's even a [setup checklist](#) to track your progress. It's fast, simple, and you don't need any major technical skills.



If you're a technical wizard and/or looking for something customisable...

WooCommerce is a **customisable**, open-source eCommerce platform built on WordPress. It's designed for integration with a WordPress site, free to install (minus the transaction fee) and you can really go wild with the range of themes and plug-ins, to "build exactly the eCommerce website you want".

There's no one to hold your hand with this one though, so unless you're familiar with WordPress and have the time and technical skills to create an online store yourself, you will need to enlist the help of a web design or digital marketing agency.



If your goals are as BIG as your list of SKUs...

So, you're anticipating major growth – both in terms of orders and your product range – in which case you'll need an eCommerce site that you can scale up, pronto.

Magento is ideal for fast-growing small businesses. Its scope and scalability means it can cater for massive brands such as the online store for Liverpool FC, Jaguar Land Rover, Nestlé Nespresso and Barbour.

This flexible eCommerce platform offers lots of customisation and has **the power to handle thousands of SKUs (Stock Keeping Units) and orders every day**. Options include a free, self-hosted, opensource site, or an enterprise version which you will pay Magento to host for you.

Visit the websites of each of these eCommerce platforms for more facts, figures, and tools to help you make a well-informed decision.

Other eCommerce platforms are available, such as:





WHICHEVER ECOMMERCE PLATFORM YOU CHOOSE, FULLERS SPEAKS THE SAME LANGUAGE

With over 50 years in the fulfilment business, we're here to complement the slick functionality of your eCommerce store with our solid warehousing and packaging expertise.

- Fullers' warehouse management system will **sync seamlessly** with whatever eCommerce software you're using
- All **orders are fulfilled by us automatically**, so you can focus on the rest of your business
- Your customers know exactly when their order has been **picked, packed, and dispatched**
- Track inventory with **real-time stock visibility** and get low-level alerts so you never sell out of popular items
- Manage manufacturing to meet demand and plan promotions in a **cost-effective** way

Our fulfilment services are never 'off the shelf' because we tailor flexible and scalable options that will evolve with your business, including bespoke packaging.

“

Stock accuracy and on-time delivery has been incredible.

”

STEADMAN CORPORATE CLOTHING

WAYS TO DRIVE TRAFFIC TO YOUR ONLINE STORE

There are countless tips and tricks for encouraging visitors to your virtual shop, depending on the nature of your goods, but here are **3 ways to drive traffic to your online store** that every type of eCommerce business should learn about and invest in...



How many times have you been on social media today? Exactly! Sites and apps like [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#) and [Pinterest](#) have become such an omnipresent and influential part of all our lives.

You're probably already posting on social media platforms but to boost, engage and retain followers (and get them to share your posts) you need to commit time to **building a relationship**.

As Henry Franco, a brand marketing associate at [HubSpot](#), says:

“

It costs a user nothing to scroll past your post, and if you don't offer them any value, that's exactly what they'll do. Know your audience, and craft content that speaks directly to them. Stay active with community management.

People love when brands like and reply to them – it'll humanise your business, and keep people coming back for more content.

”

Learn about features that can also help you sell – as well as engage - via social media.

Facebook has an automated lead generation feature on Messenger, allowing you to create an automated chatbot experience within Messenger to link to content offers on your site.

You should also try the swipe up feature on **Instagram** stories, or use IGTV to elevate your followers' experience in a way that drives sales as well as likes and click throughs.

Competitions are another winning way to send more people from their social feed to your website.

And let's not forget the power of the **influencer**! Particularly in the fashion, beauty and wellbeing markets, bloggers, vloggers, and Instagrammers have celebrity status these days. By researching the right influencers and sending them samples and freebies, you'll hopefully get them to feature or review your products in a way that drives traffic and sales for your business.

The social media landscape is one of vast potential, so it pays to do your homework on all its facets.

“ Thanks for all your hard work and helping us always whenever we need! ”

FABLE & MANE / @FABLEANDMANE

2 IMPROVE YOUR SEARCH RANKING

From headphones to headboards and lipstick to lighting, the first place most people go to when they need to buy something these days is [Google](#), or another search engine.

SEO stands for 'Search Engine Optimisation' and what that basically means is that your website is written and designed in a way that improves your chances of getting on to page 1 of the search results in your product area.

The most effective way to do that is to regularly **create web content** such as blogs and case studies that include the same language and variety of **key words** that your potential customers will type into their search bar. The higher your company appears in the search ranking, the more likely it is that they'll click through to your website.

Positive Google reviews will encourage this, too.

Bear in mind that, depending on your sector, you might have a lot of competition for the same key word traffic.

For example, if you're a fashion retailer, don't focus your SEO efforts on a **generic** term like 'red skirt' (something that are competitors are likely to sell); use SEO to promote your more **unique** items by region instead e.g., 'Italian shoes in Hampshire'. For the red skirt, you could use **Google shopping PPC (pay-per-click) advertising**.

Optimising your site for search is a complex and ever-evolving area that usually requires the expertise of a marketing agency, but there are tools available such as the **Google Adword Planner** that will help you.

3 ADVERTISE

Good old-fashioned advertising can guarantee your brand exposure, and with an engaging **call to action** you stand a strong chance of driving more traffic to your eCommerce site.

With search engines, you can run **pay-per-click** or **retargeting ads**. With social media you can run **display ads** or **sponsored posts**. Your strategy will most likely include a combination of different types of advertising.

Why not feature a **discount** in your advert, in exchange for newsletter sign up? Not only will this increase visits to your site, but it will also help you **capture customer contact details** for future marketing campaigns.

ACHIEVE A FIRST-RATE CUSTOMER EXPERIENCE BY OUTSOURCING YOUR FULFILMENT

FULFILMENT STANDARDS ARE 'MAKE OR BREAK' FOR YOUR ONLINE STORE

Impressive fulfilment is the icing on the cake of the eCommerce customer journey.

Getting it right can lead to the kind of repeat and referred business that paves the way for major business growth. Getting it wrong can lead to complaints and negative reviews that will dent your profits and damage your brand's reputation.

When it comes to something this important, it makes sense to bring in the experts.



5 REASONS TO OUTSOURCE YOUR FULFILMENT

Here are just a few of the benefits of outsourcing your fulfilment:



FASTER PICK, PACK, AND DISPATCH

If you've got all the other elements of a superior online offering nailed, you're going to have a long list of orders to fulfil. Slow delivery timescales can send potential customers elsewhere.

At Fullers, we pick, pack and dispatch orders on the day that they're received, so your customer can receive them the **next day**. With all the other commitments of running a business, it's unlikely you'll be able to match that timeframe yourself without some costly overheads.

Fullers Logistics also links up with the UK's leading and most trusted **couriers**:



STREAMLINED STOCK MANAGEMENT, BETTER BUSINESS INSIGHTS

We use a highly sophisticated **warehouse management system** (WMS) for every stage of the order, from placement to delivery. Whatever eCommerce platform you've chosen, we can integrate our WMS with it. You can count on our technology to ensure all orders are picked with the finest **accuracy** – and our dedicated staff oversee the process.

What's more, you can see **stock levels** at all times, as well as get email **reports** and access to graphs to see what is/isn't selling so you can apply relevant discounts and promotions. It's a lot of extra work to get this much intelligence in-house – and it can really empower your business **strategy**.

“

Fullers provide an efficient service and have a wealth of experience that offers our business excellent value and peace of mind. They take full responsibility for the whole pick and pack process with no excuses.

SPRAYGROUND

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SPECIALIST STORAGE FACILITIES AND EQUIPMENT

Your products are your number one asset, so where – and how – they are stored is of paramount importance. **Temperature, light, and moisture levels** can cause expensive damage if not carefully managed. If your stock is **fragile** or prone to leakage, how it is moved is also a major consideration.

By outsourcing the storage of your products to a specialist such as Fullers, you can rest easy knowing that they're safe in our **ambient warehouse conditions**. To minimise the amount of expired stock you must write off, our fulfilment experts pick and pack items on a 'first in, first out' basis. All products have **segregated zones, lot numbers** and **item codes**, and the WMS informs them exactly how long each batch has been there, and which stock to shift first.



A WIDER RANGE OF BESPOKE PACKAGING OPTIONS

Packaging plays an important part in how customers experience your brand. So much more than just a container, **packaging establishes your image** (e.g., heritage, luxury, ethical) and validates their purchase. Boxes have evolved from a simple transportation tool to an integral part of your marketing.

Fuelling this is the '**unboxing**' phenomenon, which has been born in the age of the social media influencer and shows no sign of slowing down, particularly in the beauty and tech sectors. When you put extra thought into your packaging, it's more likely that influential consumers will record unboxing videos of the product and this will drive **more buyers** to your company.

Fullers has the flexibility to fulfil orders in the bespoke packaging of your choice. We're here to offer guidance and recommendations, producing (and testing!) solutions that add the **finishing touch** to the customer experience.

“

This is an exciting time for us to finally have a good partner to take care of all our logistics requirements. ”

AQUABOCCI



NO RETURNS HEADACHES

Dealing with returned stock yourself can be hugely time-consuming. Items must be received, checked, and prepared to be put back into stock within an acceptable timeframe because **slow refunds could lead to bad reviews**. And where customers don't adhere to your refund policy, extra communication will be necessary.

When you outsource your fulfilment to Fullers, we can arrange for **pickup** of returned items, too. We'll check the goods and upload stock back to the WMS, handling **disposal**, and **repair/cleaning**. Next, we'll tell you to credit the customer if they're having a refund.

OUR SALES PROCESS



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It was refreshing to discover how easy the onboarding process was. What makes Fullers a great fulfilment supplier are the staff themselves. They've all assisted Neolife from the very start of our relationship. Working with Fullers has impacted our business in such a positive way.

RIKARD HJERT, NEOLIFE

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STEP INTO YOUR ECOMMERCE FUTURE WITH **CONFIDENCE**

Now that you know how to establish a successful eCommerce store and outsource your fulfilment, you and your customers can look forward to a better shopping experience and a more prosperous business.

We're always keeping touch with the latest developments in the world of eCommerce, fulfilment, and distribution so that we can best serve and support UK retail business owners like you.

Talk to us about your fulfilment requirements

01753 519 000 | fullers-logistics.com

Fullers Logistics Ltd, 126 Fairlie Road, Slough, Berkshire, SL1 4PY

Follow us on social media and read our blog for more advice.

