

Add Now or Miss Sales _

2019 E - Commerce Trends

Virtual reality

According to Statistics, the world economic impact of virtual and augmented reality could be up to \$2.5 billion.

Chatbots

The global chatbot market has attained a massive 24.3% Compound Annual Growth Rate. 45% of end users consider chatbots their primary choice for customer service inquiries.

Purchase in inbox

With email being the most efficient channel for communication, companies will work on allowing customers to make secure purchases directly from their inboxes.

Personalization

96% of marketers agree that personalization advances customer relationships. Delight them with how unique they are. EVERYONE IS USED TO , AND EXECUTE THEIR NAME TO BE WITHIN THE GREETING OF THE EMAIL, ADD THEIR NAME TO THE SUBJECT LINE AND COMPANY NAME TO BODY OF EMAIL- YOU WILL HAVE THEIR TOTAL ATTENTION

Instagram for ecommerce

By the end of 2018, Instagram will have generated 6.84 billion dollars in advertising revenue, nearly double what it made in 2017. This growth, particularly as it relates to e-commerce, is expected to continue through 2021.

Covering your customer's buyer's journey

85% of customers do research before making a purchase online. Care for your online content as you would for your child. Attract, educate, engage, and delight your customers. Give them something to think about.

Delivery at lightning speed

96% of customers expect delivery within 24 hours. This is no longer a preference. When 2300 online consumers were asked if they would take a product that was lower than their original expectations with overnight shipping or the product they wanted exceeding expectations at a discount, but they would have to wait 5 to 7 days - 74% opted with lower quality, more expensive product with fast shipping. Doesn't say much for our fellow human's folks.

Video Content is King

A gigantic 95% of content viewed via a video message is retained by customers. When reading a text, retention is a mere 10%. The math is simple. When MMAR conducted a research study with regards to video marketing there was only one result that lowered engagement, results and increased unsubscribes and opting out of cookies, they do not want to hear you talk about YOU or your life and it better offer something to the viewer within the first 7 seconds or 36 % of followers will disengage and move on .

If you can give them an education, a solution or entertainment - you have won their hearts with any video campaign as long as there is purpose within our common threads. Invest in video.

Be OMNI

Implement Omni-Platform and Omni-Device integration strategy for unstoppable customer engagement in 2019.

Mobile is, as always, on the rise

Estimates say that in 2019, 50% of ecommerce revenue will come from mobile users.

Big Data is Big in 2019

If you haven't already invested in Big Data and Analytics, now is the time.

Micro-Moments Marketing

First, embrace the idea that you have only a few seconds to capture the attention of your target customer. These nanoseconds are all that you have. Make them count.

Ecommerce advertising for unstoppable customer engagement

In 2019, the investment into e-commerce advertising will continue to rise with the goal of constantly engaging the customers.

Voice Assistants

Apple's Siri, Amazon's Alexa, and Google's Assistant are growing more and more popular. Using them for online purchasing is just a matter of time.

Messenger Apps

Facebook has opened up the opportunity for paid content in Messenger. Make sure your brand is present there. Or at least, give it a try.

E-commerce Optimization

This is a big one. Redesigns are often costly. According to ConversionXL, A/B testing in only 20% of the boosting conversion process. That's why an upcoming trend will be ecommerce optimization. It's a constant online store development solution that provides a guaranteed revenue boost. 18

Say goodbye to Black Friday and Cyber Monday. Welcome Cyber November.

Black Friday and Cyber Monday are already successful times of the year for retailers. Be ready for retailers to begin hyping up Cyber November, too.

User-Generated Content Take Overs

User-generated content is profitable. It gives you feedback. It's fresh. And it's free.

Apparel & Shoes

According to Eurostat, by 2022, the apparel, footwear, and accessories retail e-commerce revenue in the USA will reach \$123 billion.

Subscription Services

Amazon and Netflix blazed a trail. E-commerce stores will continue to experiment with subscription box services.

Credit cards

Credit cards will still be the most popular payment method in 2019 and 2020. The more the options to buy, the more you will sell.

AI is here

According to McKinsey & Company: “Early AI adopters that combine strong digital capability with proactive strategies have higher profit margins and expect the performance gap with other firms to widen in the next three years.”

Behavioral factors

Understand your customer. Know them. Analyzing user behavior is a must-have for 2019. Read our articles about Buyee Personas , coming soon, to create your own.

The rise of One-Click Payments

Amazon filed the patent for one-click payments in 1997 and has held it ever since. It expired on September 12, 2017. E-commerce world: this news is gigantic.

Visual Search

eBay's just released its own visual search tools. Visual search will most likely become one of 2020s trends. Are you ready?

Smart Automation

Choose the right marketing automation tool, understand your customers and nurture leads at every stage.

Live Video Streaming

Live video with planned purpose drive over 300% more engagement than non-live videos. It will become the next big trend for driving engagement and conversions.

Smart Ad Retargeting

Use Facebook Advertising and Google AdWords for sophisticated retargeting options. The world will be your oyster.

Customer loyalty schemes

Reward your customers for giving you their data. Give them something in return. Personalize your customer loyalty schemes.

Be sure to check out Peter Stones Referral Programs.

TEXT AND BUY -

OMG U MUST BY ME ! At this exact moment, June of 2019 SMS and Text Message Marketing have surpassed both Email Marketing and Messenger Marketing.

Optimization of supply chains

The distribution model of ecommerce will evolve. Delivery needs to be an error free experience or many may not give a second chance.

Dynamic Shopping Experience

The products displayed should depend upon customers' previous purchases. Sitecore, Monetate and Magento 2 include new features that offer relevant recommendations to potential buyers, based on customers' search history.

Headless ecommerce

Headless ecommerce refers to the use of ecommerce platforms (which now include Shopify or Magento) that don't require a pre-designed storefront (and are therefore described as being "headless"). Data is retrieved from the backend via an API and is separate from the frontend.

This gives retailers full creative control over their storefronts across a variety of channels, including desktop, mobile and social media. 48

Unique Selling Proposition

In a more and more competitive market, highlighting your unique selling proposition will be an important differentiator for more and more demanding clients.

ie. Peter Stone offers jewelry of highest quality and detail plus valuable content for retailers you wont find elsewhere. What is special about you?

Using just a few of these ***changing of the times methods*** Will make a huge difference in your sales and retain age of clients going forward. Try a few and keep going.