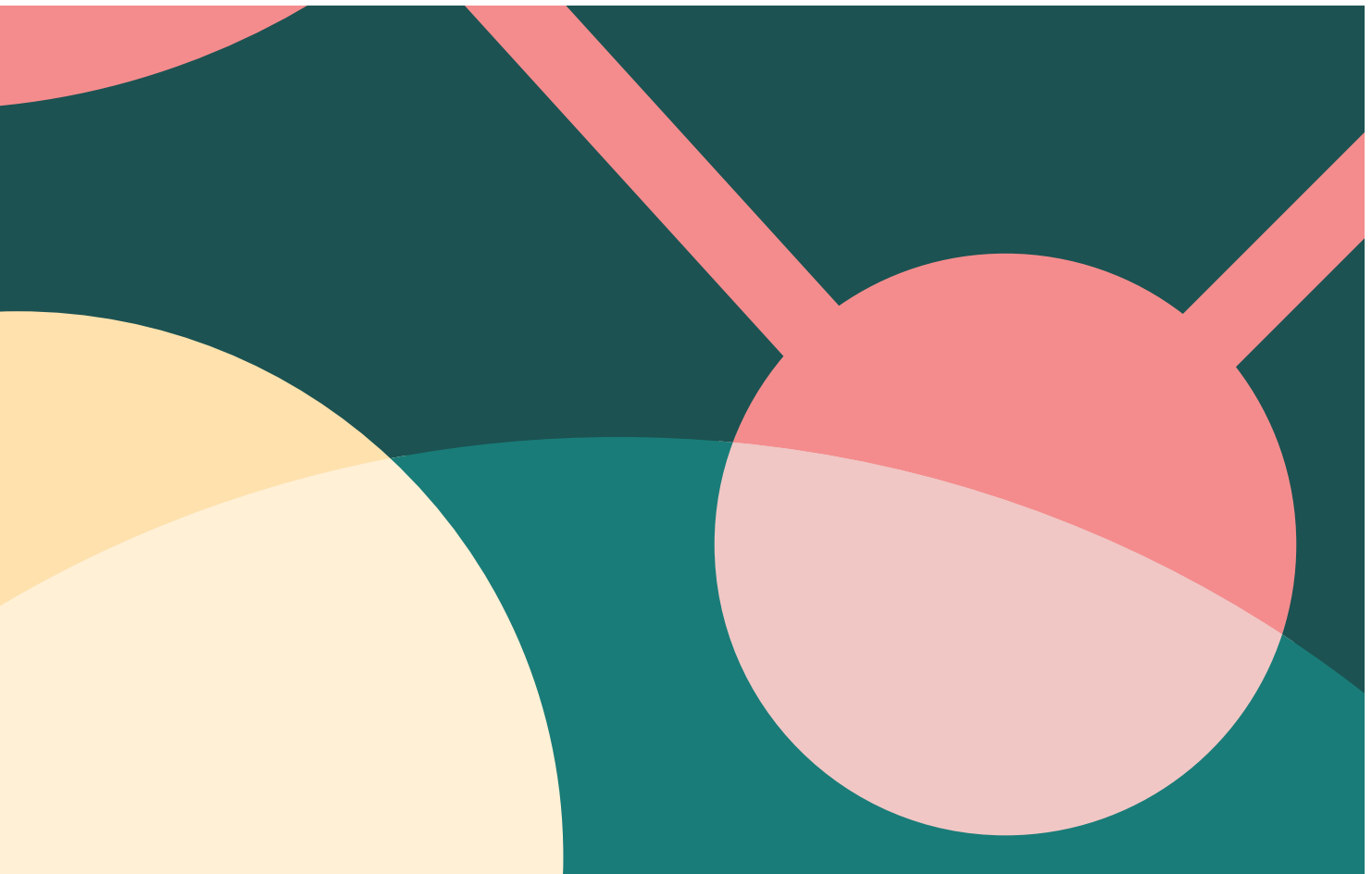


ENTERPRISE GUIDE



Multi-channel ecommerce

Selling everywhere your customers buy



shopifyplus

Insights and imagination for tomorrow and beyond

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Opportunities

High-performing merchants are doing something many of their competitors are not: executing a multi-channel ecommerce strategy to accelerate growth on both the top and bottom lines.

Organizations who sell via onsite, marketplaces, mobile, social, and/or a physical location generate 190% more revenue¹ than merchants who only sell through a single channel. While only 19% of top retailers² report they can execute a multi-channel strategy profitably, multi-channel ecommerce accelerates profitability³ by 30% if managed correctly.

Consider also that consumers spent \$1.09⁴ trillion on the 18 largest online marketplaces — e.g., Amazon and Alibaba — which accounted for 44% of all global ecommerce sales in 2016.

Blending distribution and promotional channels so customers can purchase whenever, however, and wherever they want is no longer a choice — it's a necessity. 73% of shoppers⁵ use multiple channels in what is increasingly a nonlinear path⁶ to purchase. Whether it's offline-to-online⁷, vice versa, or a mixed variation, channel hopping⁸ is now the norm. The question isn't, "Should my business develop a robust multi-channel strategy?" but, "How?"



“

Large online merchants need to understand the key marketplace operators in each market so they can keep up, and small ones need to know the most effective strategies for selling their wares on these fast-growing channels.

DON DAVIS

Editor-in-Chief, *Internet Retailer*

Threats

Besides the potential for cannibalization, merchants attempting to implement a multi-channel strategy often lack the technical sophistication⁹ necessary. Likewise, online businesses who mistakenly believe multi-channel means selling everywhere¹⁰ discover technology can be a cost-prohibitive barrier¹¹.

Unless you can efficiently manage inventory, price, fulfillment, and promotions across channels while simultaneously attributing sales, you're likely to make costly mistakes¹².

“Most brands seek multichannel proficiency but few so far claim they have achieved it. Many are increasingly discovering that by focusing on a pivotal channel around which their multichannel radiates, greater control can be achieved.”

JOHN TRAVIS

Adobe¹³

Multi-channel merchant spotlight: MVMT Watches

MVMT Watches

By allowing customers to shop natively on social, mobile, and onsite, MVMT Watches — who offers high-quality, classically designed watches for a fraction of what high-end pieces cost — has reduced conversion friction, shrunk the path to purchase, and increased sales

Their commitment to multi-channel ecommerce has enabled MVMT to:

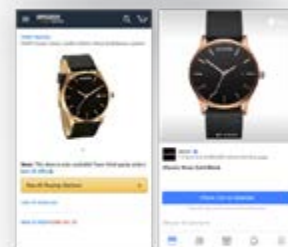
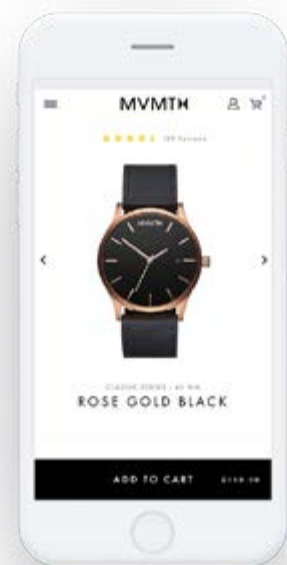
- Double mobile conversion rates
- Generate \$150,000 through social selling
- Scale to \$60 million within three years
- Project sales of \$100 million in 2018

[Read more about MVMT's multi-channel success](#)

"I think this is what everyone is going to be doing in the future. Getting in on this early and cutting the number of steps in the conversion process improves the customer experience and helps us grow in new ways."

SPENCER STUMBAUGH

Director of Marketing, MVMT



MVMT's mobile, Amazon and Facebook stores



Multi-channel merchant spotlight: Laird Superfood

Laird Superfood

As demand from wholesale customers spiked, Laird Superfood — founded by renowned surfer Laird Hamilton — recently integrated the Shopify Plus wholesale channel into their multi-channel approach.

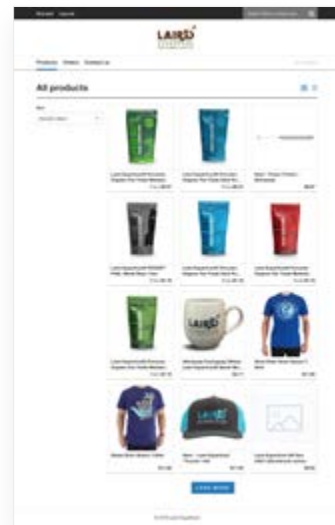
Alongside simplifying and automating much of the ordering process, the wholesale portal has also improved customer experience by allowing customers to track new orders in real time. The channel will account for 75% of sales within two years and already helped Laird grow quarterly sales 550%.

[Discover how Laird is automating multi-channel](#)

“Being able to automate the wholesale process changes how we build our team. It prevents us from missing 2 A.M. orders and keeps our customers from having to wait to place an order until we’re in the office. It just solves so many problems.”

LUAN PHAM

CMO, Laird Superfood



Laird Superfood's wholesale channel

Multi-channel ecommerce checklist

While custom-built systems have historically been the norm for larger enterprises, today such cost-prohibitive investments are unnecessary. Even century-old multinationals like GE, Mondelez, Nestle, and P&G are increasingly turning to cloud-based platforms to expedite their entry into new channels.

Regardless of your decision to buy or build, the enterprise software you choose must reduce complexity, streamline selling, and connect everything from the frontend to the back.

One-click channel capabilities

No technical barriers to entry should exist once you determine you want to sell natively on today's most popular marketplaces or social-media platforms. Solutions that offer one-click channel integration allow you to focus on growing that channel rather than the development work that underpins it.

Synchronized product information and inventory

Solutions should automatically sync product information — like price, description, and images — with SKU counts to ensure your brand's product data and inventory levels are accurate and updated in real time across channels. Without auto-sync functionality the task of manually adjusting SKU counts across multiple channels will prove overwhelming.

End-to-end integration

It's crucial that your multi-channel platform integrate both the sales and supply¹⁴ sides of your business. Without software that easily integrates with third-party solutions, your ability to monitor data and make smarter inventory, pricing, and fulfillment decisions gets compromised and growth stagnates.

Multi-channel payment gateways

Bridging the billion-dollar online to offline (O2O) divide requires a flexible point-of-sale system that connects pop-up shops or brick-and-mortar sales with all your online channels. Likewise, any solution should host a wide variety of payment gateways and offer custom payment options to allow customers the freedom to checkout where and how they want

Resources for developing and optimizing a profitable multi-channel strategy

Reaping the financial rewards — while avoiding the operational pitfalls — involves reorganizing your business around the customer. Internally, syncing data and centralizing operations. Externally, offering products or collections exclusive to specific channels.

To achieve both, we've assembled the following collection of resources for you ...

What Is Multi-Channel Retailing?

<https://www.shopify.com/enterprise/what-is-multi-channel-retailing>

Discover how to overcome five of the most difficult challenges associated with multi-channel and learn exactly how to organize your business internally to succeed.

Multi-Channel Inventory Management

<https://www.shopify.com/enterprise/multi-channel-inventory-management>

Explore the steps to manage orders, inventory, and fulfillment across channels and what you can do strategically to increase margins and customer satisfaction.

Developing a Multi-Channel Management Strategy

<https://www.shopify.com/enterprise/multi-channel-management>

Use this resource to shape your optimal channel mix and maximizes results. Determine which channels to amplify and which to deemphasize.

Omni-Channel vs. Multi-Channel

<https://www.shopify.com/enterprise/omni-channel-vs-multi-channel>

Create higher-converting marketing and sales funnels by understanding the crucial distinctions between these often confusing approaches to growth.

Multi-Channel Attribution: Demystify Your Traffic & Optimize Your ROI

<https://www.shopify.com/enterprise/multi-channel-attribution>

Unearth the data buried within your analytics so you can conduct a comprehensive multi-channel performance analysis and optimize channel performance.

References

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- ³ <https://www.idc.com/getdoc.jsp?containerId=252327>
- ⁴ <https://www.digitalcommerce360.com/product/online-marketplaces-report/>
- ⁵ <https://hbr.org/2017/01/a-study-of-46000-shoppers-shows-that-omnichannel-retailing-works>
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- ¹³ <https://econsultancy.com/reports/the-reality-of-multichannel-marketing/>
- ¹⁴ <http://blog.etailolutions.com/choosing-the-right-multi-channel-ecommerce-platform-options-to-consider-questions-to-ask-and-mistakes-to-avoid>