

CARS: Driving E-Commerce Success

The fundamental drivers and “rules of the road” are different for e-commerce. Review the **CARS** model to enter the highway to e-commerce success.

CONTENT

- Your online “showroom”
- Tell your brand story and “why” to buy
- Updated, high resolution product images
- Accurate product specifications

ASSORTMENT

- Complete assortment possible; shelf space is unlimited in cyber space
- Larger sizes or multipacks help shipping efficiency
- E-Commerce best sellers may be different than supermarket packs

REVIEWS

- Establish process to monitor reviews
- Create quick response system
- A new customer service requirement!

SEARCH

- Page 1 search results is critical metric
- Managing pay-per-click is essential merchandising activity
- Digital analyst to monitor results and adapt quickly

Talk to an Expert

- International Strategy Road Map
- Fix Problem Markets
- Entry Plans
- Find Distributors in 96 Countries
- Export Workshops
- Motivational Meeting Speaker



Contact Greg Seminara at greg@exportsolutions.com to discuss your business development project.
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