



NEXER

E-COMMERCE STRATEGY

We believe in a better tomorrow at Nexer 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 be one step ahead. At Nexer Unified Commerce, we understand that e-commerce isn't just a technical system; it's an ecosystem where all areas of your e-commerce business need to be correctly optimized to be successful.

It may 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.

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

– Sofie Hedman, Business Developer Nexer Unified Commerce.

Why do you need a strategy?

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

Customers today have high demands on e-commerce, and if you can't communicate why they should shop at yours and not your competitors, they will leave. Working with a strategy will 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 are essential, 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 time, for the right customers in your unique shop.

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

We always start with getting to know your business, the processes and systems you work with, your current status. We will interview key stakeholders at your company, analyze the way you work and what you wish to achieve and when. We will do a deep analysis of the channels you're operating and who your customers are. A significant advantage of working in a digital industry is that you have all the answers you need 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 to make the best decisions for your business; the challenge is to decide what data is relevant. By analyzing your data, we will understand your customers' behavior and your goals and how to reach them with a strategy.

After laying down the foundations for your strategy, we will meet for a half-day workshop with you to 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 daily. That is why we always follow up with our customers two months after implementing a new strategy to see how the work process is going and what we can do to improve it.

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

Why Nexer Unified Commerce?

With a strong track record in 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 Nexer, we have improved web experiences for over 30 years, and our consultants have worked with and at some of the world's most successful e-commerce companies.

WANT TO KNOW MORE?

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