channeladvisor®

The Maturity of Manufacturers in E-Commerce

Is Your Business Growing in 2019?

The rise of e-commerce has presented modern manufacturers with new challenges and forced them to take new approaches to how their consumers purchase products.

How much should you invest in digital marketing? Should you sell directly to consumers? How can you optimize your fulfillment operations?

Unfortunately, there aren't easy answers to these questions, because there isn't a magic bullet for every brand and business model. Each business faces a different path to online maturity across the full spectrum of e-commerce: from **marketing** to **selling** to **fulfilling**.

Your path to online maturity is a lot like the growth of a tree: establishing core programs, expanding efforts and investments and, finally, optimizing for sustained growth. Your journey might not fall neatly into every category below, but hopefully this graphic can help illuminate areas of potential growth for your business in the coming months or years.

How Mature Is Your Brand in the Changing E-Commerce Landscape?

GROWTH PHASE 1: **Establish** core programs and strategies.

GROWTH PHASE 2: **Expand** your efforts and invest in new programs.

GROWTH PHASE 3: **Optimize** your marketing, selling and fulfilling strategies continuously for efficiency and maximum ROI.

MARKETING
Can consumers find your products?

ESTABLISH	EXPAND	OPTIMIZE
• SEO/SEM • Informational Website • Social Media • No Actionable Customer Data	• Marketplace Advertising • 'Where to Buy' Links to Retailer Websites • Paid Social • Minimal Top-Of-Funnel Customer Data	• Advanced Campaign Segmentation (Audiences, Product Groups, etc.) • Retargeting Ads • Usable Top-Of-Funnel Customer Data

SELLING
Do your listings show up when and where shoppers want to buy?

ESTABLISH	EXPAND	OPTIMIZE
• Online Retail Partners • Retailer Feeds • First-Party (1P) Listings on Marketplaces	• Transactional Website • Where to Buy' Links to Retailer Product Pages, In-Store Locations • Third-Party (3P) Listings on Marketplaces • Brand Registry	• Hybrid 1P/3P Listings On Marketplaces • Pricing Automation • Content Optimization • Product Data Transformation • Customer Loyalty Programs

FULFILLING
Do your customers have a seamless post-purchase experience?

ESTABLISH	EXPAND	OPTIMIZE
• Distributor Network • Customer Service	• Direct-To-Consumer Fulfillment • Third-Party Logistics Providers • Order Routing • Returns Processing	• Multichannel Fulfillment • Automated Order Routing • 2-Day Shipping

Whether you're early in your online marketing, selling or fulfilling maturity, or you have a deep history in the market, ChannelAdvisor has the tools to help you do each essential phase of e-commerce better — and turn online consumers into lifelong customers of your brand.

To speak to an e-commerce consultant about your online efforts and see the ChannelAdvisor platform in action, request a quick demo today.

REQUEST A DEMO