

eCommerce Growth Strategies for Manufacturers

Key Takeaways and Notes from the GenAlpha & Ecommerce MGMT Webinar
Presented on September 22, 2021

"Stop being the best-kept secret." - Curt Anderson, Ecommerce MGMT

Overview

The world of manufacturing is changing quickly. Traditional models of business alone are no longer enough to support customers. To stay competitive, manufacturers need to consider new options and strategies to ensure long-term success.

The Time is Now to Grow with eCommerce

There is a tremendous opportunity for manufacturers to grow their business through eCommerce. The world is changing, and buyers are increasingly looking for online sales experiences. Everyone is buying online these days, and if they aren't buying, they are at least searching for information. Not having a strong online presence will cause you to miss out on a rapidly growing market.

Here are Some Key Insights from the Presentation:

1: Determine Who Your Ideal Buyer is

It's important to put yourself in the perspective of your ideal buyer. What problems do they have? And what can you do to solve them? The more you know about the answers to those questions, the better you can tailor your business to your customers.

It's also helpful to think past your customers and think about their customers. Being able to make their lives better will in turn have the same effect on yours.



2: Make a Great 1st Webpression

The easier it is to do business with you the better. A big part of that is how you present yourself online. With everyone's shortened attention span, you generally only have 3 seconds to make an impression. If someone comes to your site and it doesn't grab them right away, they won't hesitate to leave and check out a competitor.

You should focus on what your core strengths are, and find a succinct way to present that to potential customers. The more specific you are the better. If you try to appeal to everyone, you'll end up appealing to no one. This strategy will also generate higher-quality leads because they know more about your company and how you can help them. Something to avoid is what's called the "we-we" syndrome. Instead of saying "We do this" or "We have that"—instead emphasize explaining how you solve the customers' problems. A website should be all about the customers instead of the company.

3: The Benefits of eCommerce

Getting into eCommerce is relatively low-risk with a low barrier to entry. Technology has advanced to a place where building an eCommerce website isn't too labor-intensive or technical, and there isn't much risk involved in trying it. It also presents the opportunity to sell competitor's products. There's commonality across an industry. If you're able to provide better service than a competitor, you'll be the first place customers go when they need a product. Another benefit is configurability. With eCommerce, you can sell custom products in a standard fashion 24/7.

4: Dominate Search

Something that often goes overlooked by manufacturing companies is SEO. Having a high ranking in Google is one of the best ways to be discovered by new customers. One way to do that is to generate content that gets you noticed for the right keywords. Creating content that features keywords your ideal customers search for will put that content, and your name, in front of them. The type of content that tends to rank the highest in Google is guides and FAQs, so make sure to emphasize those. And don't forget to **EAT**.

E - Easy

A - Attainable

T - Trust

Centering your strategy on those three words will resonate more with customers, and in turn, help your ranking in Google.

5: Doing Everything You can for Your Customers

The importance of eCommerce doesn't mean traditional sales channels don't matter. What eCommerce does is provide customers a way to buy what they want when they want it. If they prefer buying through the phone, that's still an option. But if they prefer a self-service online experience, that's now an option as well. The key is being at the right place at the right time for your customers.



Presented by Curt Anderson

Founding teammate at eCommerceMGMT.com

Founded eCommerce company in 1995 that was ranked 3X on the Internet Retailer Magazine Top 1000 eCommerce companies. He then sold his company and spent 4 years at the New York Small Business Development Center (SBDC) as a Business Advisor on eCommerce, Internet Marketing, and Social Media Strategies. He's also written a best-selling book titled "Stop Being the Best Kept Secret: Manufacturing eCommerce Strategies."

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Damon Pistulka

Founding teammate at eCommerceMGMT.com

He's spent his career helping businesses build enterprise value, as a technical manager, an executive, and then as a consultant specializing in turnaround and improvement for businesses owned by professional investors. He helped them create hundreds of millions of dollars in value by helping companies run better and dominate markets.

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Jeffry Graham

Founding teammate at eCommerceMGMT.com

He started and sold his first tech-based company in 2011. Then he went on to start a consulting firm helping companies scale sales at unrelenting paces. After that, he became a private equity CEO and helped clients generate over \$1B+ in sales growth specialized in eCommerce. He has a passion for growing dynamic eCommerce companies and helping businesses and individuals win online.

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Kris Harrington

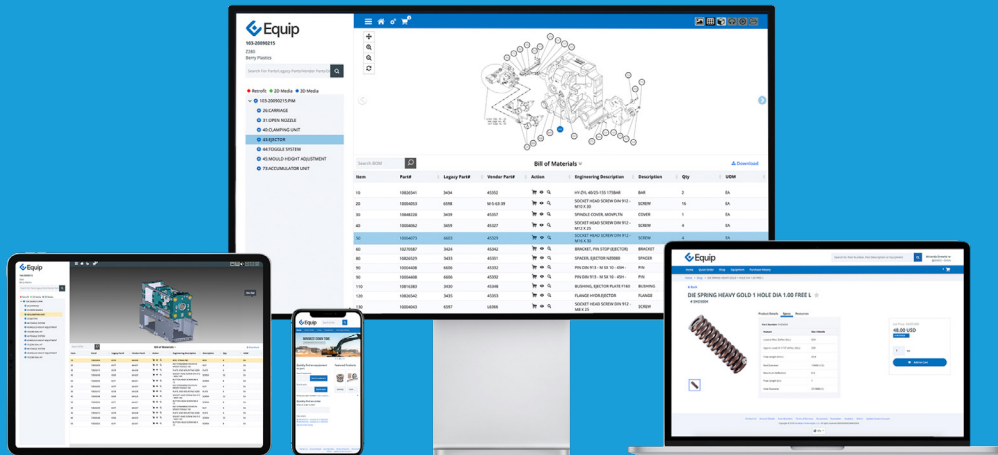
President and COO for GenAlpha Technologies

During her time with OEMs in the mining industry, Kris and the other founders of GenAlpha saw a need to find a better way for B2B manufacturers to do business. This led to the development of an eCommerce solution for manufacturers and distributors who want to grow their business online. For more than 10 years, the experienced team at GenAlpha Technologies has been helping equipment manufacturers repurpose their bills of materials, 2D and 3D engineering data to make it easier for customers to safely identify and purchase parts.

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GenAlpha Technologies

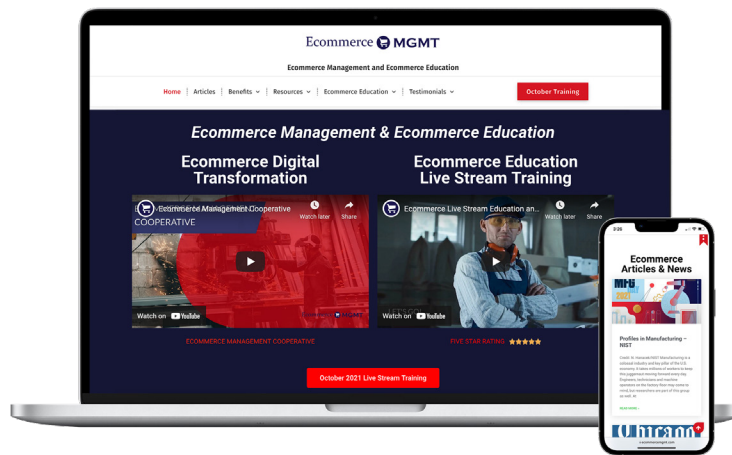
GenAlpha Technologies provides a fully integrated parts, and equipment eCommerce, eCatalog, and customer portal solution specifically for manufacturers, distributors, and dealers looking to digitize their sales efforts.



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Ecommerce MGMT

Ecommerce MGMT is a cooperative committed to one thing, increasing your traditional and eCommerce sales. The providers in our cooperative are different from independent service providers because they have come together for the benefit of the cooperative members and they are dedicated to using the right solution for each member's situation.



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