



B2B2C Factors influencing Sales in a Manufacturer / Distributor eCommerce ecosystem

Manufacturers and wholesale distributors are experiencing growth in online revenues between 10% and 20% simply by implementing scalable B2B2C eCommerce sites. Let's take a quick look at the factors to be considered when building an eCommerce platform, unique to manufacturer's and distributor's markets, including a look at how a B2B2C model could grow the distribution system and accelerate sales.

In-depth product information

Building and managing a catalog of products, with in-depth information on products, is key to the success of an eCommerce storefront. Many times a manufacturer's product data is sufficient for inventory management, however it may not be enough from a marketing standpoint. Along with SKU code & short descriptions, online catalogs should also display long descriptions with some technical specs (if available) and relevant videos of products in order to convert storefront visitors into buyers. Detailed product information and sharp product images are imperative in any online buying decision.

Stay Focused

As a manufacturer or distributor, and being in the B2B wholesale industry, you have unique relationships with each of

your customers. Pricing, promotions, payment terms, shipping rates and methods, etc. are all different from customer to customer. In some cases there are special products that are only offered to a certain group of customers. Your storefront should be able to handle complex sales opportunities as well as be customer focused so that your B2B business experiences the same success as any face-to-face brick and mortar business or direct phone sales.

Evolving thru Innovations

With ever-changing technology, products, customer demands, and competition it's important that your business stays abreast of the changes around you. To ensure you are able to overcome any technology impediments, one must constantly be evaluating technologies and be evolving innovatively to remain in a competitive market to achieve continued business growth.

Up-to-date information

An effective storefront should display inventory levels with real-time pricing, in-depth product information and technical specs that also map to your current ERP system data. An ERP system's data structure can be very complex so it is important

to pick an ecommerce platform that integrates with your ERP system, especially if you would like to display ERP-related real-time data.

Accessibility & Portability

In the B2B eCommerce world customers have the ability to shop at all times of the day and from many types of devices. With a responsive design, simple navigation with faceted search, type ahead or auto-suggest search features, and by providing 24/7 accessibility, your eCommerce site will no doubt be successful.

There are only a couple Cloud-based eCommerce platforms that has a pre-configured B2B2C model or features with integrations to complex ERP applications in the backend. eComchain is one such B2B2C cloud-based eCommerce platform that has been developed with end to end integration to Enterprise-level ERP applications. eComchain has been instrumental in the growth of online revenues anywhere between 20 and 30% annually, for manufacturers & distributors around the globe. With built-in Artificial Intelligence. eComchain is the only eCommerce platform that adapts to the unique market demand, with a built-in scalable distribution system that supports and accelerates sales.

As a distributor of tactical gears for the US Department of Defense put it: “eComchain was able to cater to our unique needs by building a site that integrated with our current equipment, procurement, logistics, and supply chain solutions.