

Adapting Ecommerce for a Coronavirus Economy

Presenter

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Date

April 11, 2020





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- My Background
 - 25 years Web Development
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Agenda

Ecommerce + Coronavirus

Ecommerce needs have changed in the last 2 months.

Adapting Your Store

Actionable steps you can do right now to make your ecommerce offerings more robust.

The Impact. What's Happening To Ecommerce?

With changing needs comes a change in logistics and strategy

Q&A

What questions do you have about your ecommerce site?



Ecommerce + Coronavirus



What People Are Buying

- △ Baby product sales have surged online, with 237% week-over-week increase and a whopping 1,197% month-over-month, as of March 30, 2020.
- △ Food and beverage ecommerce is up almost 26% MoM and 20% WoW.
- △ With somewhat mixed results, toys and games are down 54% MoM, but up 93% WoW.
- △ Apparel, jewelry, and electronics are all down.



The Impact



An influx of online shopping.

- △ Listrak reports a [40% increase in ecommerce revenue](#) since the U.S. declared a state of emergency.
- △ In some states in the U.S., mandatory shut-downs of nonessential storefronts just went into place last week. This *may* lead to a larger uptick in ecommerce for some verticals.



Ecommerce delivery and supply chain concerns.

- △ While increased demand is better than the alternative, there is a concern that supply won't be able to meet it.
- △ Signs are good, as China begins to recover, that a return to normal may be under way.



Amazon freezes FBA shipments for non-essential items.

- △ To meet the increased demand of necessities like medical supplies and household staples, Amazon confirmed on March 23 that it would be prioritizing the shipment of those types of products to its warehouses.
- △ Third-party sellers on Amazon will be hit particularly hard — those with products outside of the categories deemed “essential” will not be able to use FBA, [Amazon’s fulfillment services](#).



Online stores are diversifying products.

- △ Some ecommerce sellers are adding soaps and other hygiene products, medical supplies, or various DIY or self-care related products to meet consumer demands.
- △ Others have had to change their delivery models to offer curbside pickup, or offer digital versions of their products/services to [avoid shipping](#) and fulfillment altogether.



Increase in coronavirus-related ecommerce stores.

- △ The rise of SaaS ecommerce platforms like [BigCommerce](#) and [Shopify](#) have lowered the barrier to entry to sell online — and that's a positive thing for retailers providing quality products to their customers.
- △ Unfortunately, with the rise of the coronavirus, some sellers quickly [stood up online storefronts](#) to sell products they claimed could protect against or cure the virus — claims that are unfounded and completely unsubstantiated by medical professionals.



Adapting Your Store



Contact your manufacturers.

- △ Talk to your manufacturers about where they stand on production and how they anticipate coronavirus impacting their business.
- △ You can't plan for what you don't know, so do your best to be as informed as possible about all aspects of your supply chain.



Search for alternative providers.

- △ There is evidence that China is slowly but surely returning to business as usual, but other countries are feeling the strain (including the U.S.).
- △ Having a few different options to lean on as the situation evolves globally can help you mitigate risk.



Conduct a customer needs evaluation.

- △ Think about your target or ideal customer groups — what's their current situation?
- △ Once you better understand their current needs, you can assess your readiness to meet them.



Shift towards an at-home audience.

- △ One of the most obvious impacts of coronavirus is the increase in spending much more time at home than usual.
- △ Restaurants are a great example of this. Since they've had to close their dine-in services, they have ramped up curbside pick-up and delivery services to make ends meet and keep customers fed.



Embrace new sales channels.

- △ One of the consequences of people being asked to stay at home is, of course, a large decrease in brick-and-mortar foot traffic — or even shop closures.
- △ This is a great time for brick-and-mortars to start an online store if they don't already have one or, if they do, to double down on their online presence and digital marketing.



Update product pages.

- △ In times of uncertainty, you want to make sure to communicate with your customers if any of your services will be changing.
- △ Be transparent and provide as much information as you can. By managing expectations, you'll be more likely to have satisfied customers — even if you are experiencing a slowdown in service.



Have a data mindset and people focus.

- △ One of the biggest keys to a successful business is being able to recognize and fill the needs of a certain subset of customers.
- △ If you focus on meeting people's needs as they are today, you'll be better equipped to weather the storm of uncertainty.



Find opportunities for a special offer.

- △ Economic uncertainty, layoffs, and lost jobs may increase price sensitivity in some shoppers.
- △ If consumer spending in your store is down, discounts could be a good way to draw shoppers back.



Summary



The Future is Uncertain, Be Flexible

- △ No-one can know for sure when this will end.
- △ Needs could very well change again before we're back to normal.
- △ Watch carefully, and be ready to flex with change.

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