

# 5 DIGITAL COMMERCE STRATEGIES FOR HIGH-GROWTH BRANDS

The digital commerce landscape is tough. For growing e-commerce businesses, it's not enough to simply offer a catalog of products online—they must differentiate themselves among heavy competition. But creating digital differentiation doesn't have to be complex or resource-heavy, and it definitely doesn't need to be slow.

From commerce specialists BigCommerce and Contentstack, here are 5 strategies ecommerce brands can use to drive growth through digital differentiation.

## INFUSE CREATIVE CONTENT

Content is a great way to differentiate your brand and use your brand story and user experience to encourage customers to choose your products over other options. Think about content beyond product descriptions and category pages — how can you create an experience for your customers that lets them engage with your brand on a more personal level? Start with thinking about how your content will meet their needs and work from there. Infuse engaging videos, dynamic how-to guides, inspirational visuals and creative language that will make them stick around — and maybe even share with their friends.

## GO OMNICHANNEL, NOW

The time to create omnichannel consistency is now. It's tempting to keep offline communications, web, mobile, email and other channels as separate work centers, but you'll be missing out on a lot of growth opportunities, and setting yourself up for a lot of pain down the road, if you don't integrate your channel strategy from the beginning. Delivering a consistent brand experience everywhere you sell (a true omnichannel approach) makes customers take notice! Plus, doing the work now to centralize data to and from all your channels will create the right foundation to always be able to balance inventory, serve customers with contextually relevant content and offers, and provide the best service, however and wherever they choose to shop.

# 46%

of retail executives plan to increase their investment in omnichannel retailing moving forward.

<https://www.bigcommerce.com/resources/guides/retail-investment-playbook/>



## EMBRACE THE MARKETPLACE

You could be missing out on sales by not incorporating marketplaces into your strategy. Online sellers have **increased retail sales as much as 1,250%** by listing on marketplaces.

If you're new to selling online, marketplaces can help to generate revenue and build your brand, since many have enormous built-in audiences.

**56%** of all product searches now begin  
(and often end) on Amazon.

<https://searchengineland.com/report-google-beats-amazon-product-search-reach-rival-sees-greater-loyalty-282570>

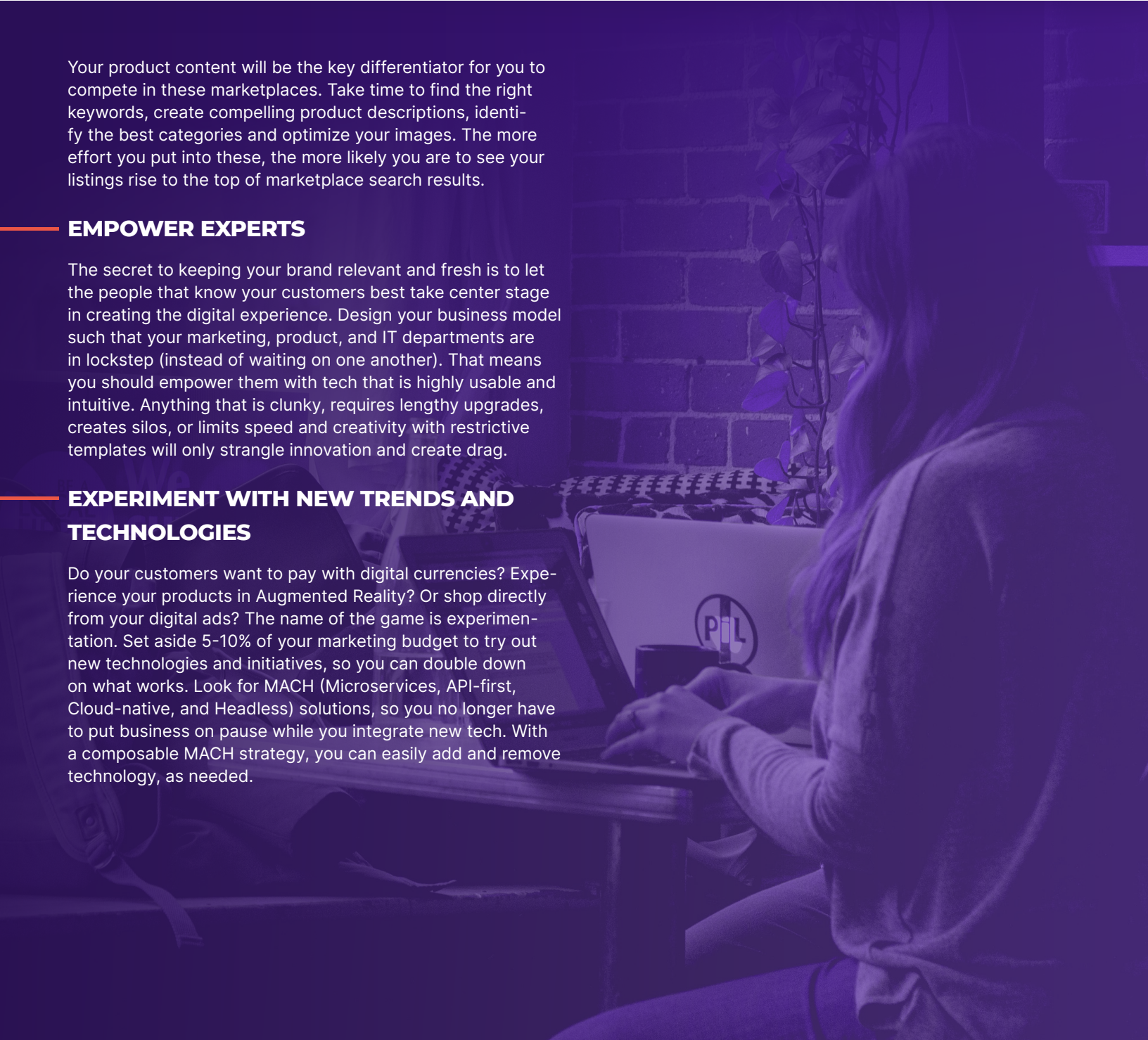
Your product content will be the key differentiator for you to compete in these marketplaces. Take time to find the right keywords, create compelling product descriptions, identify the best categories and optimize your images. The more effort you put into these, the more likely you are to see your listings rise to the top of marketplace search results.

## EMPOWER EXPERTS

The secret to keeping your brand relevant and fresh is to let the people that know your customers best take center stage in creating the digital experience. Design your business model such that your marketing, product, and IT departments are in lockstep (instead of waiting on one another). That means you should empower them with tech that is highly usable and intuitive. Anything that is clunky, requires lengthy upgrades, creates silos, or limits speed and creativity with restrictive templates will only strangle innovation and create drag.

## EXPERIMENT WITH NEW TRENDS AND TECHNOLOGIES

Do your customers want to pay with digital currencies? Experience your products in Augmented Reality? Or shop directly from your digital ads? The name of the game is experimentation. Set aside 5-10% of your marketing budget to try out new technologies and initiatives, so you can double down on what works. Look for MACH (Microservices, API-first, Cloud-native, and Headless) solutions, so you no longer have to put business on pause while you integrate new tech. With a composable MACH strategy, you can easily add and remove technology, as needed.



# WHY BIGCOMMERCE & CONTENTSTACK?

Contentstack brings the content; BigCommerce brings the commerce. The two powerhouse solutions deliver an agile, global digital content platform with eCommerce capabilities that provide the speed and flexibility that enterprises require.

With the power to build, innovate and grow at your fingertips, the two feature-rich solutions make it easy to test, learn, build and adjust. All the tools and technology you need are available right “out of the box,” whether you’re just starting out or scaling to millions.

Contentstack and BigCommerce both deliver future-proof MACH technology for the highest agility, performance and stability — with no upgrades, ever. Both are known for high customer satisfaction in their respective spaces, and they work together to deliver businesses the benefits of the MACH Alliance and Care without Compromise™.

## KEY BENEFITS

- Ready-to-go integration between BigCommerce and Contentstack.
- Search and fetch products from your BigCommerce store and display them in your content experience.
- A powerful and simple user experience that removes roadblocks to digital agility.
- Ecommerce teams of all sizes are empowered to build, innovate and grow their businesses online.



BigCommerce (Nasdaq: BIGC) is a leading software-as-a-service (SaaS) ecommerce platform that empowers merchants of all sizes to build, innovate, and grow their businesses online. As a leading open SaaS solution, BigCommerce provides merchants sophisticated enterprise-grade functionality, customization, and performance with simplicity and ease-of-use. Tens of thousands of B2B and B2C companies across 120 countries and numerous industries use BigCommerce to create beautiful, engaging online stores, including Ben & Jerry's, Skullcandy, Sony, and Woolrich. Headquartered in Austin, BigCommerce has offices in San Francisco, Sydney, and London.



As the pioneering Agile Content Management System (CMS), Contentstack empowers marketers and developers to collaborate around content like never before. Together, they orchestrate superior customer journeys and deliver dynamic digital experiences across channels, audiences, brands and regions. Companies such as Chase, Express, Holiday Inn, Icelandair, Mattel, McDonald's, Mitsubishi, Riot Games, Sephora and Shell trust Contentstack to power their most critical content experiences.

## BRANDS TRUSTING BIGCOMMERCE + CONTENTSTACK

The Solo Stove logo, featuring a flame icon followed by the text 'solo stove®'.

The K2 logo, featuring the letters 'K2' in a stylized font.

The La Perla logo, featuring the text 'LA PERLA' in a serif font.