

10.E: eCommerce(Exercises)

Case study questions

1. Why did Pixie Faire have to consider digital products?
2. What made Pixie Faire opt for a market site as opposed to a more traditional eCommerce site?
3. What lesson can be learnt from Pixie Faire and choosing appropriate platforms?

Chapter questions

1. What are the steps involved in setting up an eCommerce platform?
2. Why is analytics so important, and which metrics in particular would be of interest to online retailers?
3. List some of the ways you can drive traffic to your eCommerce site.
4. Explain how important eCommerce is in any digital marketing campaign.

Further reading

Here are some blogs to read up more on eCommerce,

Internet Retailer <https://www.internetretailer.com/>

ECommerce Training Academy blog <https://ecommercetrainingacademy.com/blog/>

Get Elastic <http://www.getelastic.com/>

Shopify blog eCommerce Business Blueprint: How to build, launch and grow a profitable online store.

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