

10.S: eCommerce(Summary)

In this chapter, you have learnt about the different types of eCommerce. You have also learnt the steps and been referred to the tools, for setting up a site to do business online. Key considerations and questions to ask when planning your eCommerce strategy were provided, as well as the importance of thinking about the possible future demands of your business.

You now have a sound understanding of the processes involved behind the scenes of eCommerce, and how eCommerce fits into your digital marketing strategy. Lastly you were shown how to go about tracking and monitoring your eCommerce activities, and why such analytics is important.

Although designing and creating your own complex and commercial eCommerce store is beyond the scope of this book, we hope you now have insight into its development, and know what to consider when commissioning and using eCommerce platforms.

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