

## 10.7: The bigger picture

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eCommerce is an important part of operating a business in the 21st century. Not having an online store can be detrimental to your business. Your eCommerce store needs to operate alongside your website and online presence.

Directing potential shoppers to your online store to ultimately convert is the aim of almost all your digital marketing tactics. Your online store needs to be consistent with your other online messages, and should provide a seamless experience for the user. The overall user experience with your eCommerce platform needs to be sound, simple and efficient.

It is also important to note that if your eCommerce platform falls short, and does not provide a pleasant user experience, it means all your other marketing efforts have been in vain. Directing traffic to your online store is not the ultimate goal, the ultimate goal is conversion. A sloppy online store can put potential shoppers off your brand, not just in this instance and online, but as a whole.

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