

HOW TO DECIDE WHICH ECOMMERCE PLATFORMS ARE RIGHT FOR YOUR BUSINESS?



eCommerce platforms are solutions tailored to meet the needs of online merchants.

In today's overcrowded online shopping ecosystem, many different types of eCommerce platforms exist making it difficult to make a selection.

Not being mutually exclusive, several types of eCommerce solutions exist, today.



Hosted eCommerce solutions



On-premise solutions



Content Management Systems



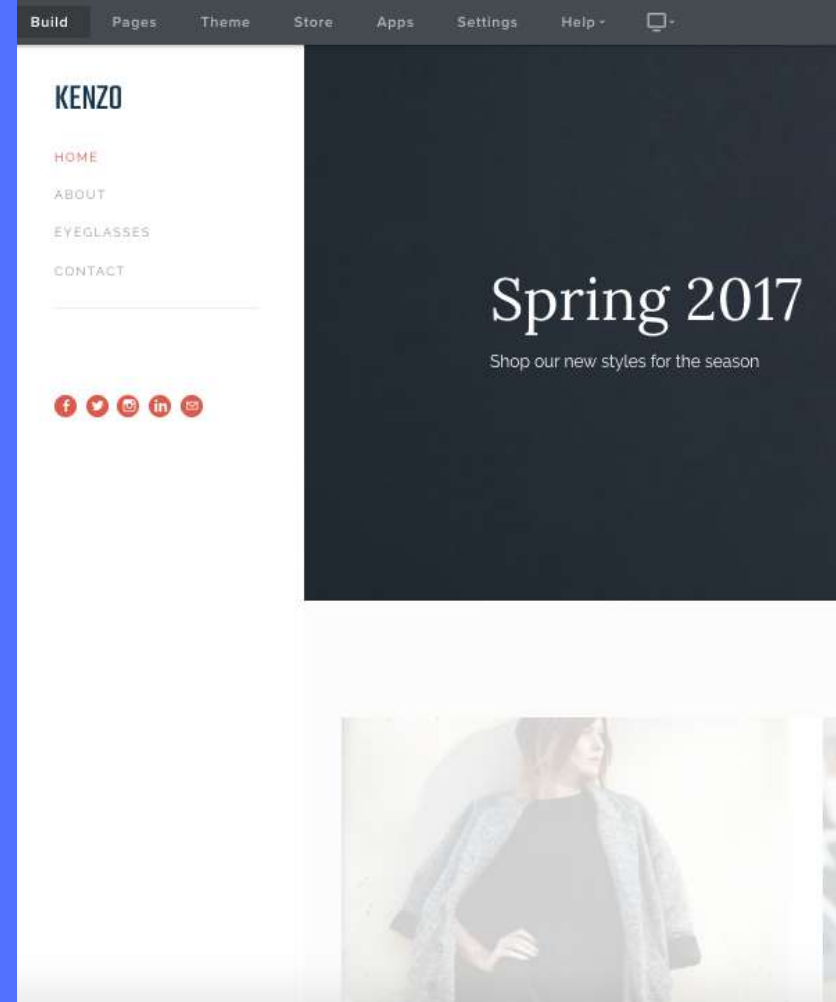
Facebook

Hosted eCommerce Solutions

These are the most clear and tidy solutions if you are new to eCommerce. No need to find a hosting platform and deal with the hassle.



You open an account,
choose a template, decide
on the name of your shop
and add a few products.
Voila! Your online store is
up and running in a few
minutes.





SHOE FETISH

20% Off
FALL
TRENDS

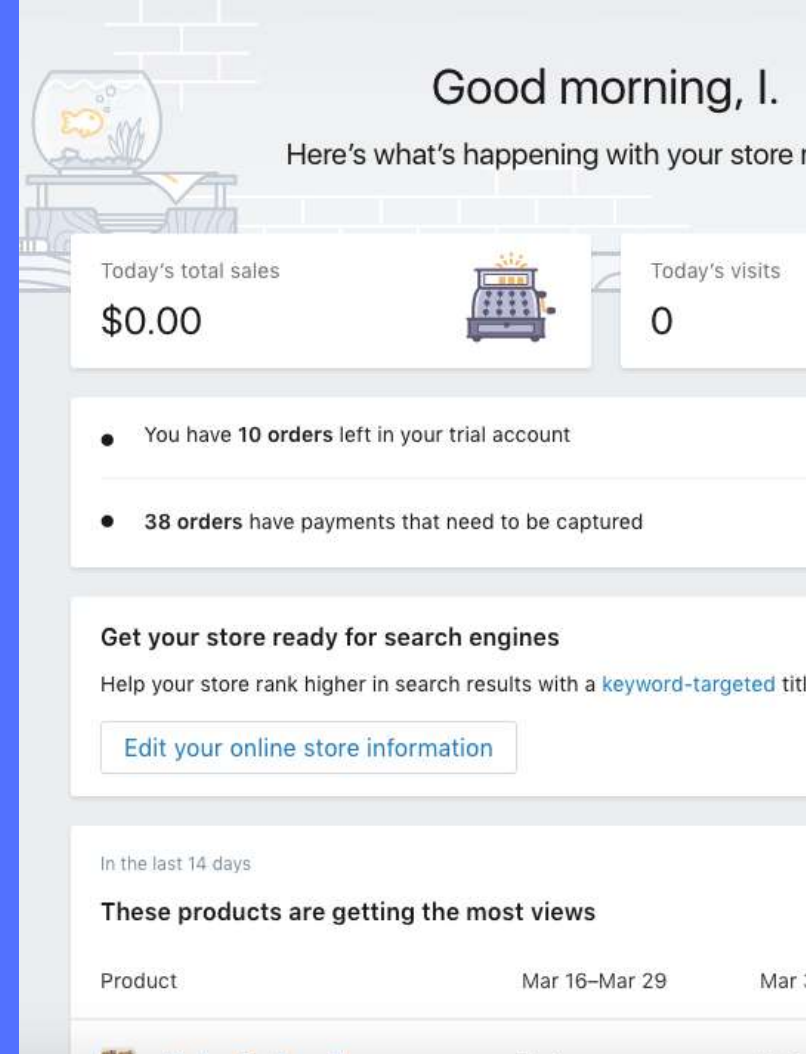
[Shop Collection](#)

Slide Deck Gallery

Shopify, BigCartel, SquareSpace, Weebly, Wix and BigCommerce are all great examples to hosted eCommerce platforms.

As expected, these are SaaS solutions offering X day free trials.

Even in some cases, it's free to use the product or some freemium pricing models may exist.



On-premise Solutions

Some enterprises still prefer on-premise eCommerce solutions.



MY ACCOUNT | 

[WHY MAGENTO](#)

[PRODUCTS & SOLUTIONS](#)

[SERVICES](#)

[ECOSYSTEM](#)

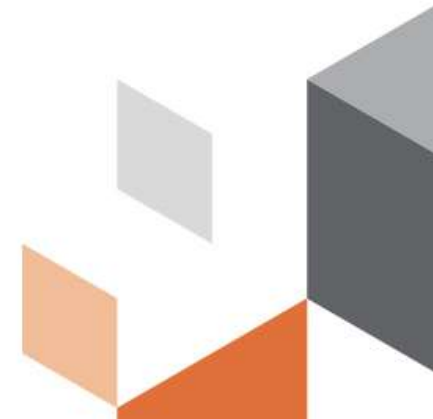
[COMPANY](#)

[SEE A DEMO](#)

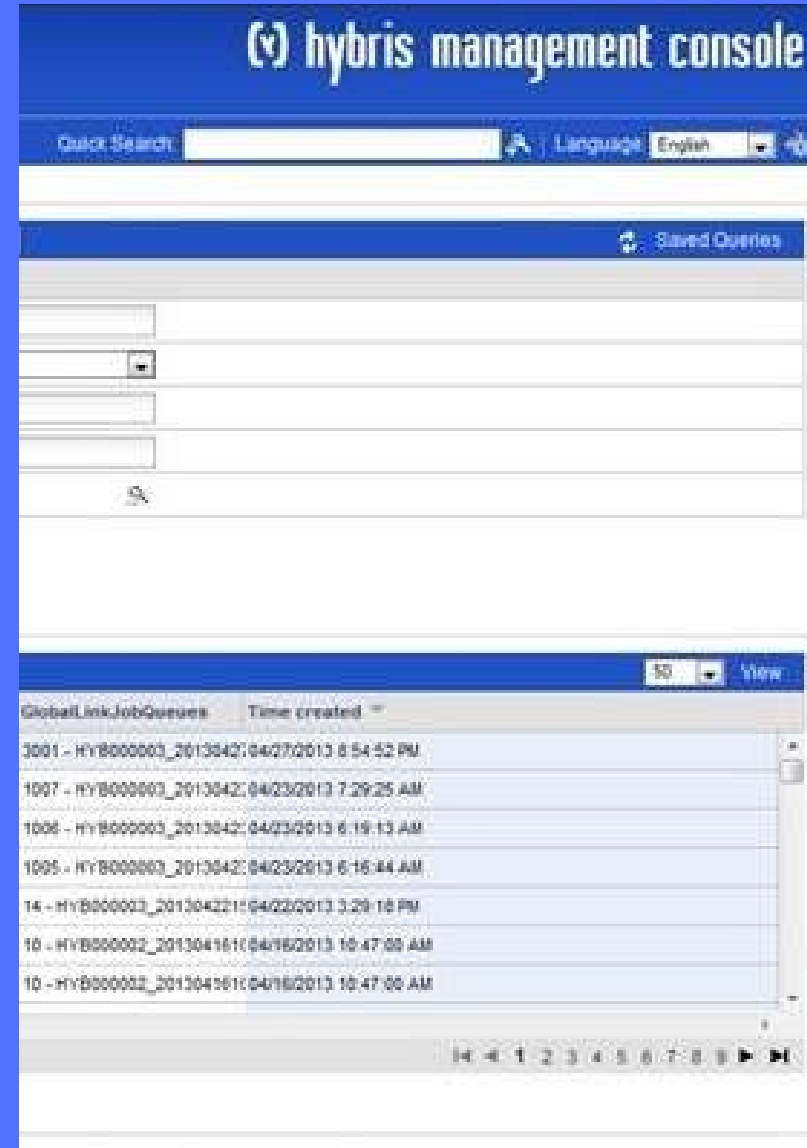
Magento

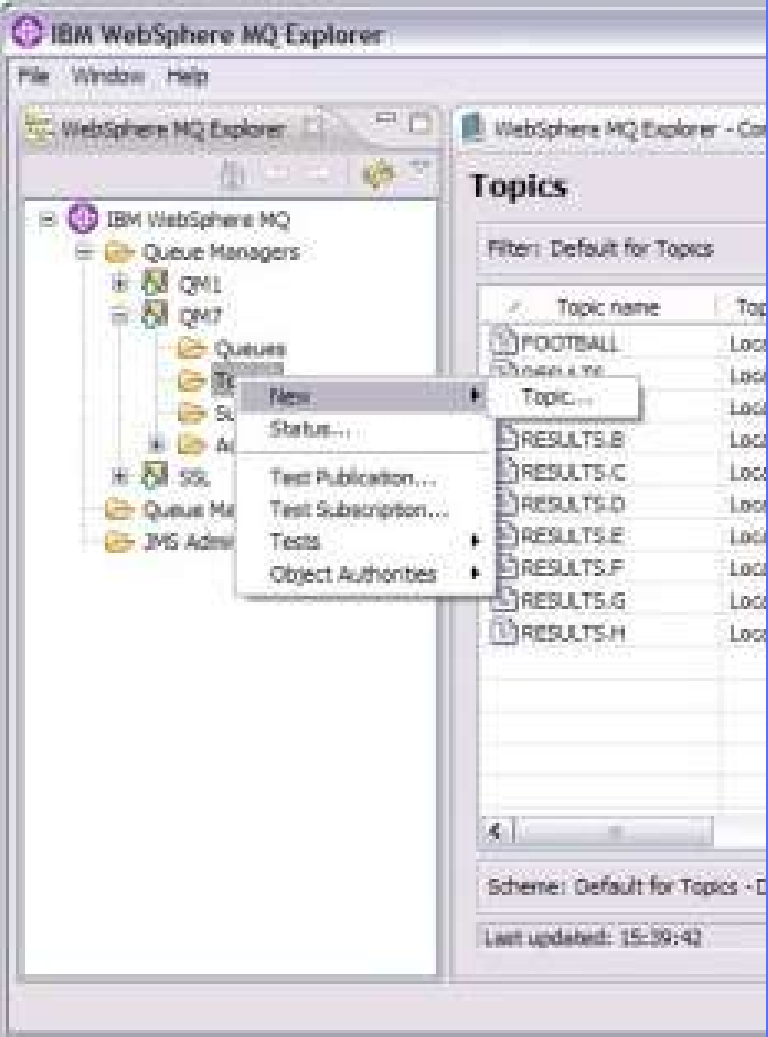
Enterprise Edition 2.1

Grow Your Sales 3X Faster at 50% Less Cost



Unless you've got a team to take care of building the infrastructure, dealing with the security issues and constantly doing the necessary upgrades, this will not be the perfect solution for you.





These are usually costly solutions for the small businesses to afford.

Magento Enterprise, SAP Hybris and IBM WebSphere offer both on-premise solutions to big retailers.

Content Management Systems

The content management systems have been around for ages but currently most of these platforms have transformed into eCommerce platforms.

 SQUARESPACE

SEARCH FOR A DOMAIN



LOG IN

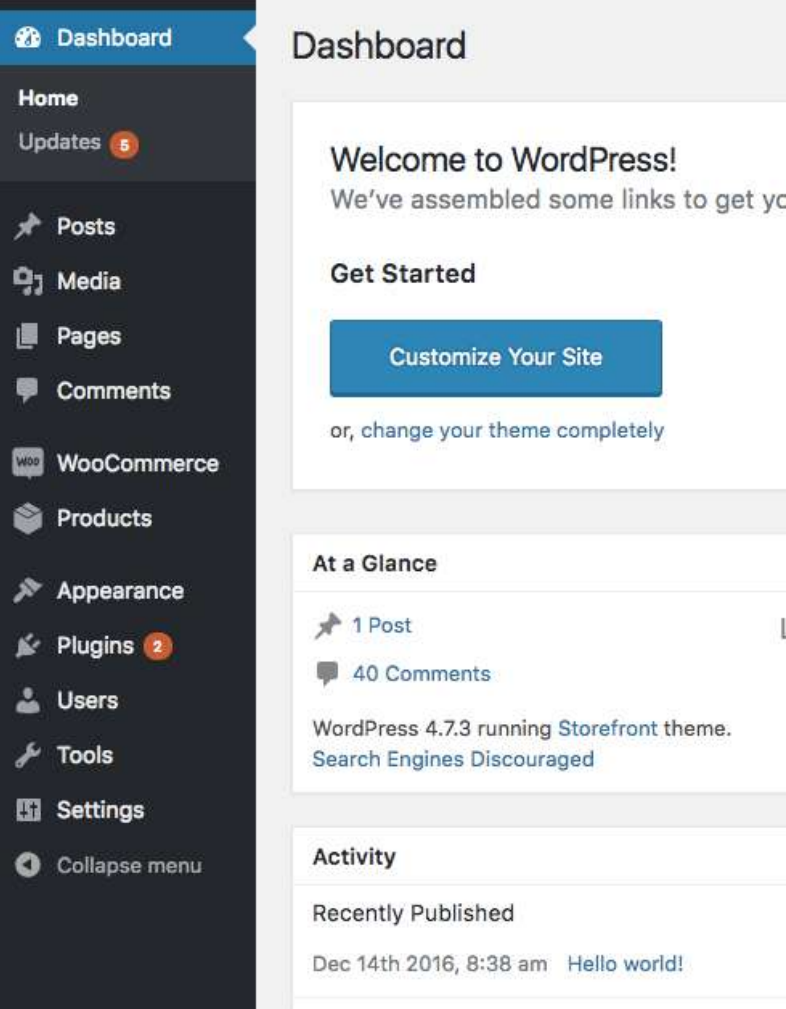
GET STARTED

MAKE YOUR NEXT MOVE

MAKE YOUR
NEXT WEBSITE

Free trial. No credit card required.

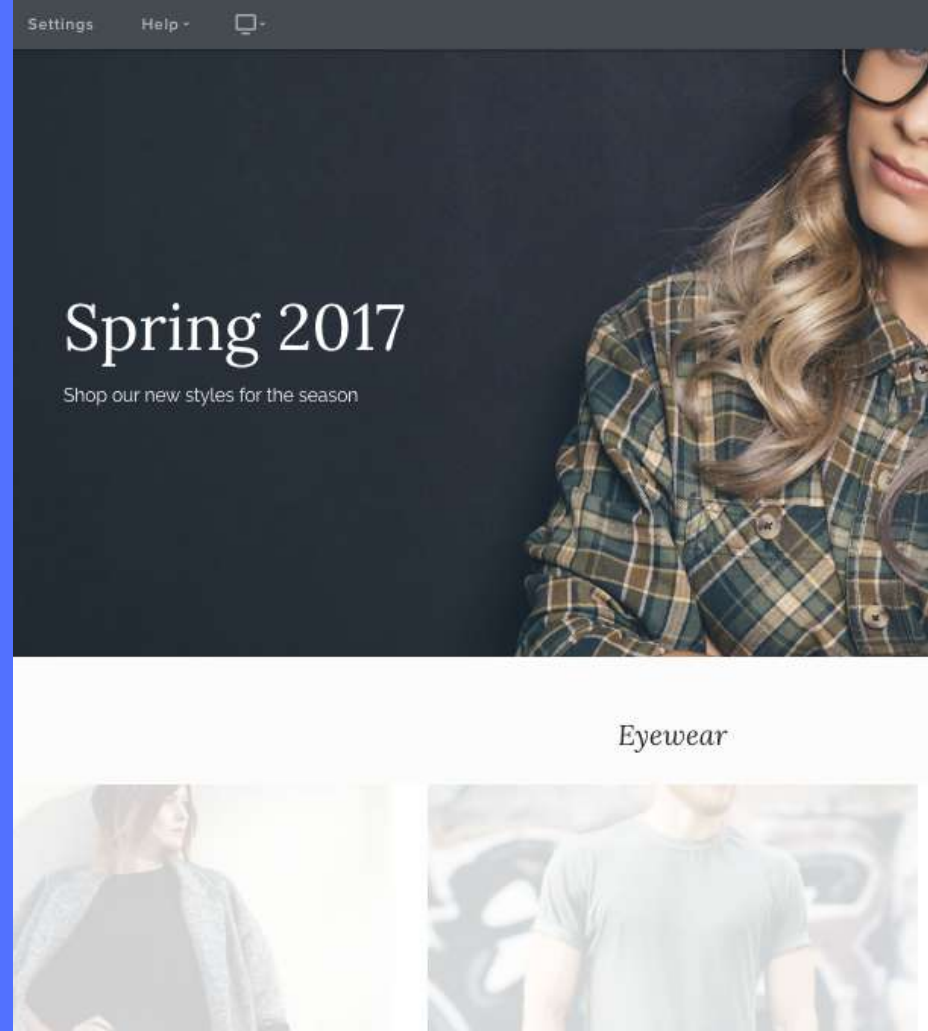




While signing-up, you choose for what purpose you're going to use the software.

With the help of a CMS, you may as well launch your own company website, start writing your blog or selling online.

**WordPress, Weebly,
SquareSpace are great
examples to CMS platforms
that have added
eCommerce capabilities
on top of their existing value
propositions.**



Facebook

With billions of users and company pages, Facebook has grown into a huge online shop in itself.



PRODUCT ▾ PRICING HELP PARTNERS BLOG



SIGN UP

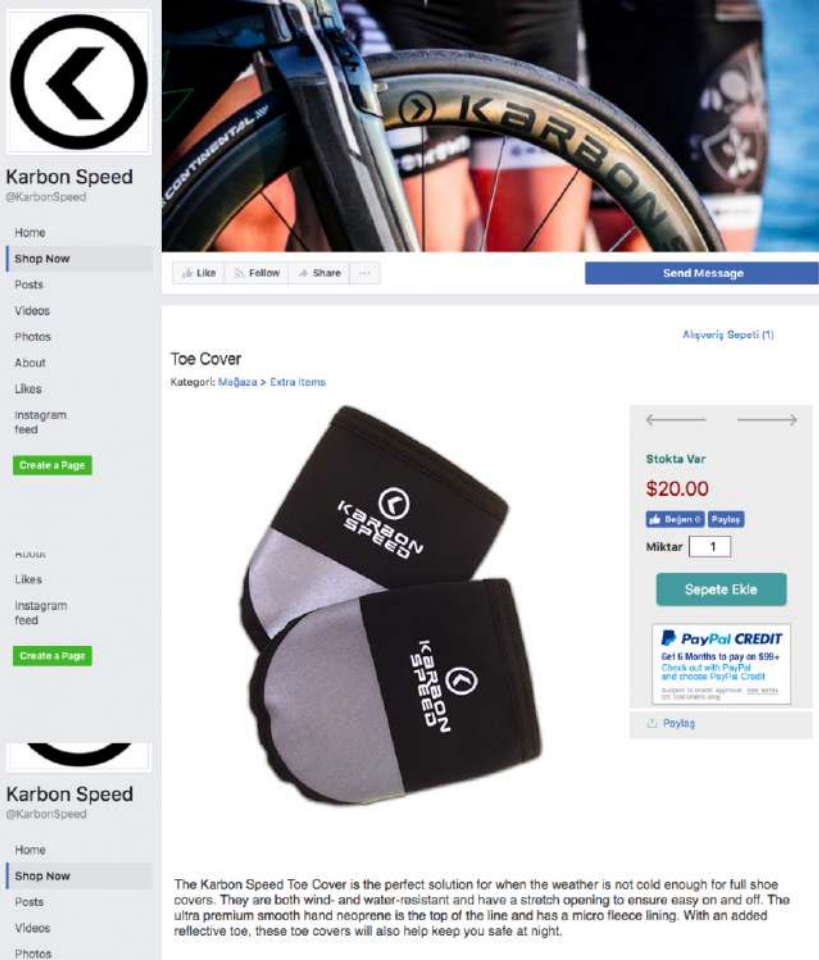
LOG IN

Add an online store

for FREE in 5 minutes

Get Started





Tools like Ecwid and BigCommerce help small businesses sell on Facebook.

With the help of these solutions, Facebook pages are evolved into online stores.

The shopper is able to see the products, add them on her shopping cart and end the purchase without leaving Facebook.

The screenshot displays the Facebook page for 'Flow Movement' (@FlowMovementByMarioFisken). The page features a cover photo with a promotional banner that reads 'SAVE 25% ON NEW STYLES WITH CODE SNOWFLOW'. Below the cover photo, there are navigation buttons for 'Like', 'Follow', 'Share', and 'Shop Now'. The main content area is titled 'All Products' and shows a list of items. The first item is 'Acro-Sensual Floor Flow® NYC' with a date of '5.18.17'. The second item is 'Flow Movement® Bundle: EVERY Video Published'. The third item is 'Floor Flow® Training (Iceland)'. The page also includes a sidebar with navigation options like 'Home', 'About', 'Events', 'Videos', 'Photos', 'Store', 'Notes', 'What is Flow Movement?', 'Likes', and 'Posts', along with a 'Create a Page' button.



The Source Bar

- Home
- Events
- About
- Videos
- Photos
- Posts
- Likes
- Tickets**
- Twitter
- Mailing List
- Source
- Sessions

Create a Page

BANK HOLIDAY WEEKEND



Like Follow Share

Book Now

Tickets

Kategori: Mağaza > Tickets

Gösteriliyor 1-9 arasından 16 sonuç

Alışveriş Se Ara

Olarak Göster: Izgara



Thursday 13th April 2017 - DNB Street 2017

£20.00



Thursday 13th April 2017 - Spitroast + Vince Vortex & The Cucumbers at The Loft

£2.00



Good Friday 14th April - Get Sourced Project Street Party

£6.00

This might mean the social shopping revolution we all waited for.

How to choose the best eCommerce platform for your business?

- ✓ Analyze the current state of your business
- ✓ List your short-mid term objectives
 - ✓ Overview your resources

For the small online merchants, starting with an easy to use hosted eCommerce solution or a CMS might be the safe bet.

 **Woo** **COMMERCE**

 **PrestaShop**

opencart 

 **shopify**

Whichever platform you choose

Make sure that the solution;



gets constantly updated with new features



offers a rich marketplace for apps and plugins

THANK YOU

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eCommerce and personalization?

[PERZONALIZATION RESOURCES](#)