



CUSTOMER ADOPTION

IN B2B ECOMMERCE

Upcoming

- **YES!** We are recording
- Questions in the chat
- **B2B BootCamp:** onboard new employees, upskill existing ones
- **B2B eCommerce Association Show** - podcast / youtube channel
- **Chicago:** October 03, Customer Adoption Live event
- **October 17:** How to select a B2B eCommerce Platform
- **November:** Shark Tank



75%



92%



67%

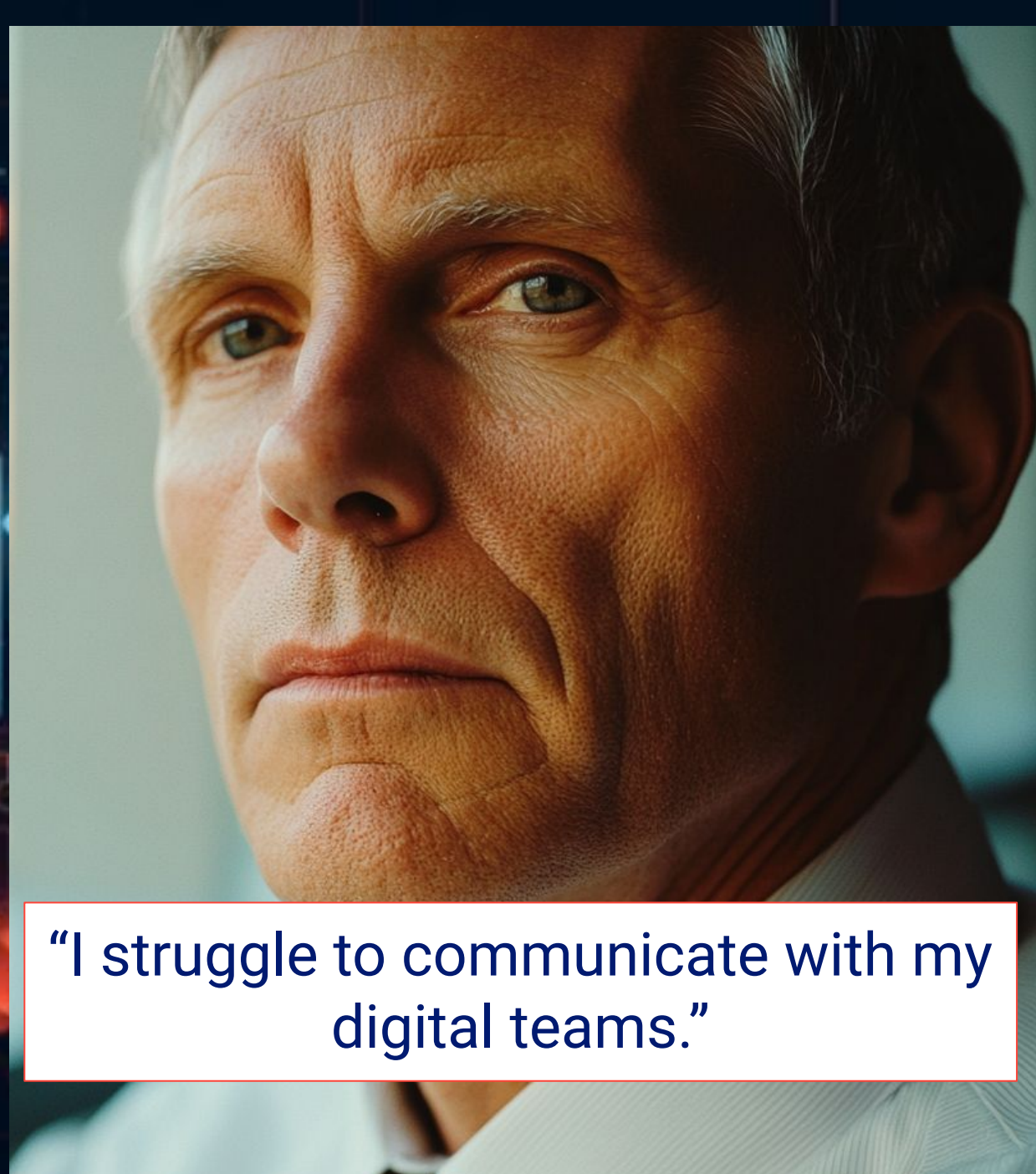
Companies with a Digital Strategy see:



- **79%** Increase in awareness of new products
- **74%** Increase in cost efficiencies
- **64%** Improvement in customer retention
- **58%** Additional margin per customer
- **48%** Growth of revenue per customer



“I struggle to get support from my exec teams.”



“I struggle to communicate with my digital teams.”

Common Problems We Hear

“How do we drive more revenue through eCommerce?”

Execs: “I struggle to communicate with my digital teams.”

Digital leaders: “I struggle to get support from my exec teams.”

“How do we make eCommerce strategic?”

**How do we drive more revenue
through eCommerce?**

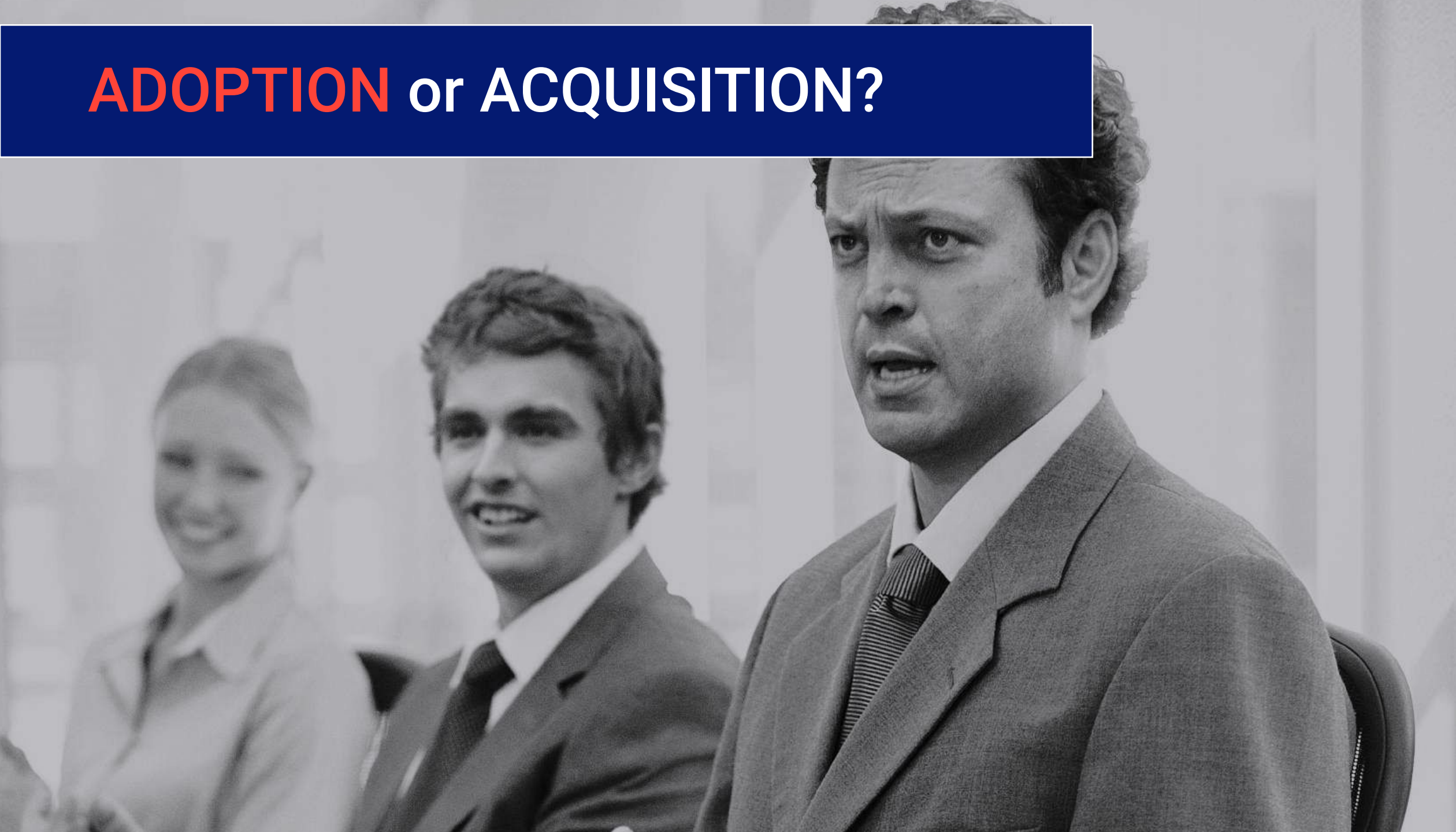


Hope is not a **Strategy**

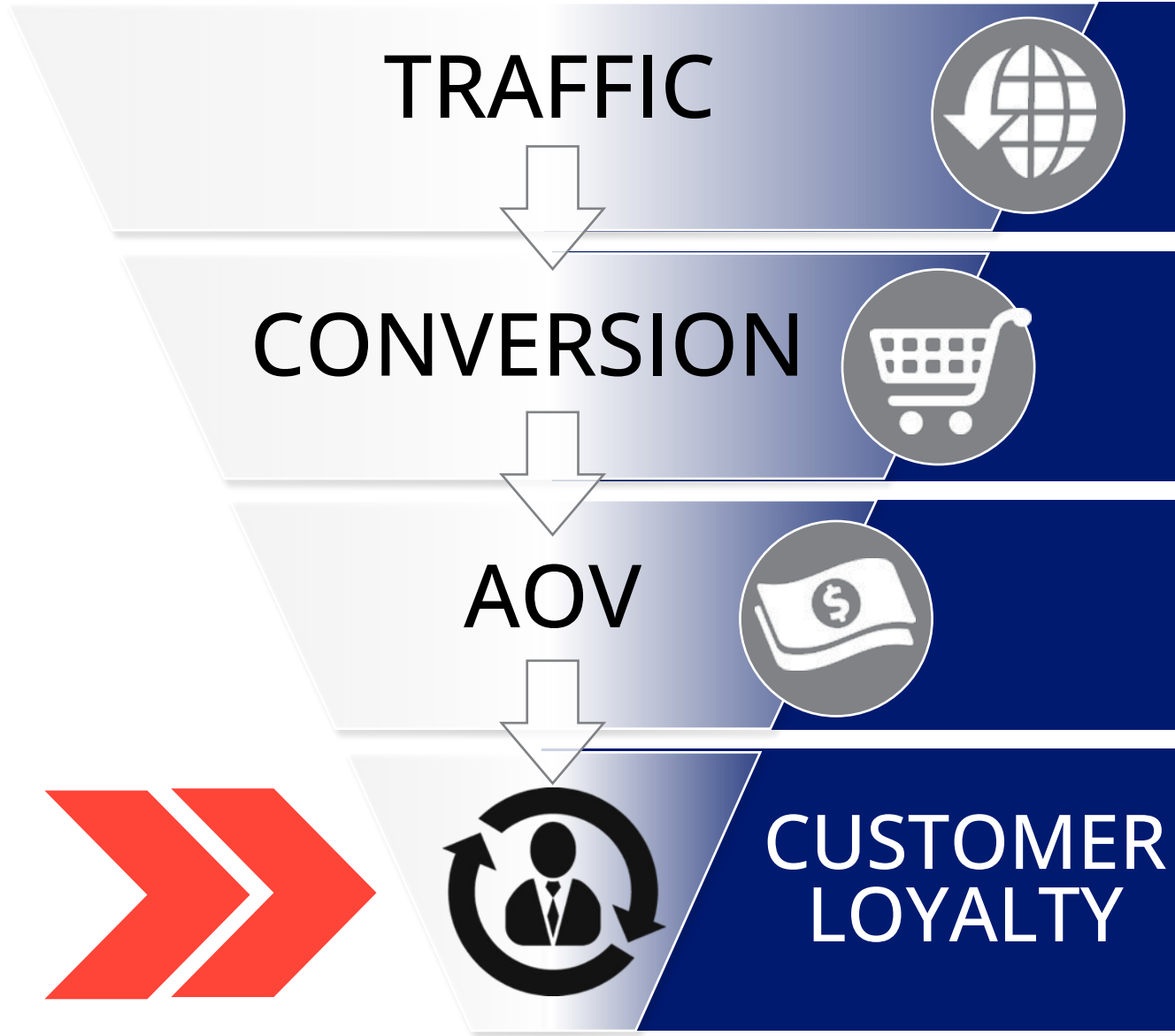




ADOPTION or ACQUISITION?



Customer Acquisition Framework



**How do I get my customers to
USE
my digital tools?**



Customer Adoption Framework

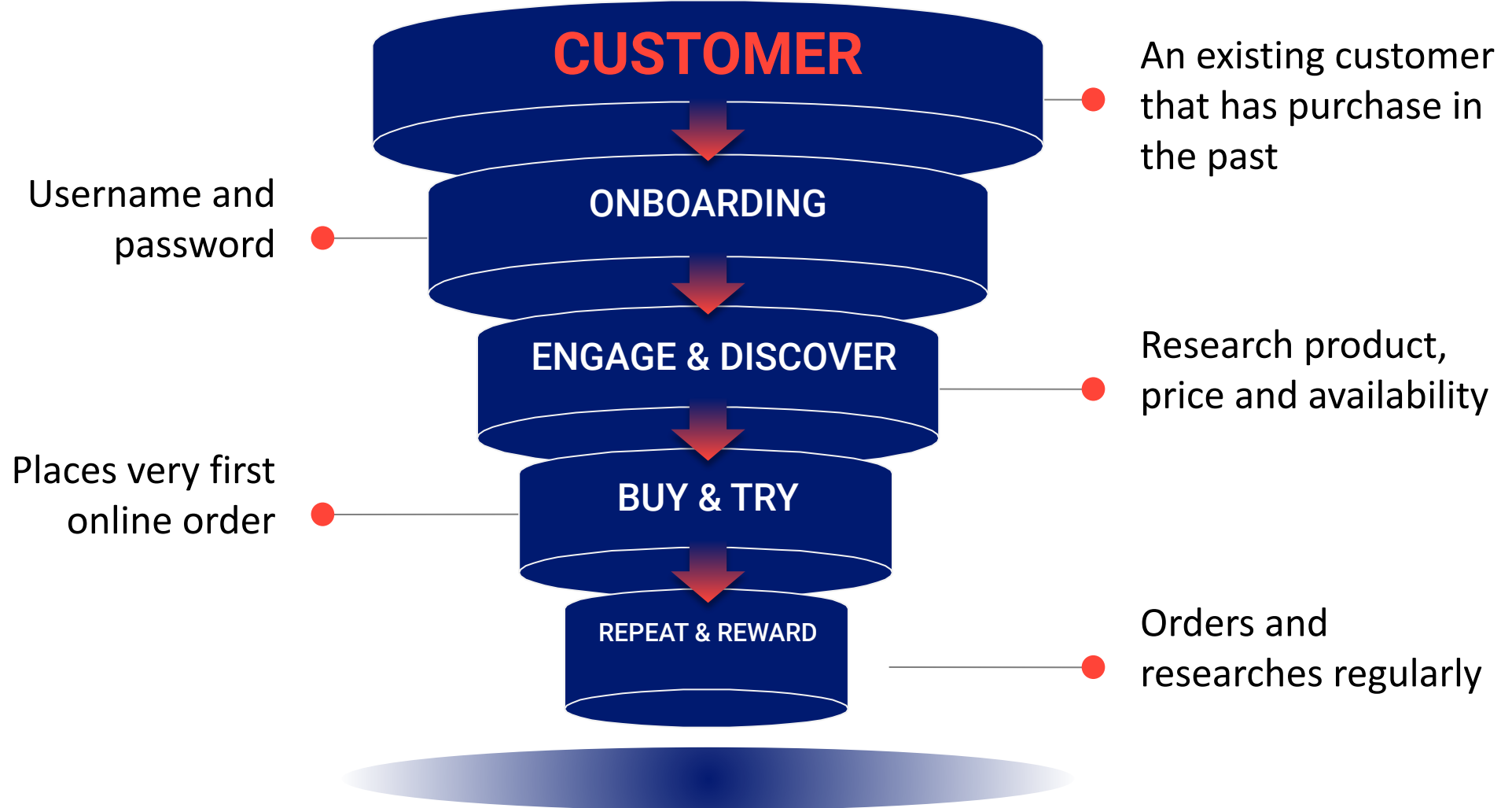
Simple to understand (and teach)

Executive can get on board

Builds a common language

And... you can manage your business with it

Customer Adoption Framework





The **magic**
happens here!

No Adoption??



No Adoption??

- They don't **know** about it
- They don't **trust** it
- They don't **understand** it
- They will **never** use it



**Who is the
most
important
person in your
organization?**



Getting Customers Registered

Market internally

Get internal adoption

Partner with Sales

Incentivize your sales team

Simplify the registration process

3 Keys to Onboard → Engage & Discover

Search

Search

Search

1

search

2

action

CONTENT

3

tools

4

consistent

WELCOME

YOUR
STORE

BOOKS

ELECTRONICS

TOYS &
GAMESKITCHEN &
HOUSEWARESTOOLS &
HARDWAREHEALTH
& BEAUTYSEE MORE
STORES

INTERNATIONAL

TOP SELLERS

TARGET

FRIENDS & FAVORITES

FREE E-CARDS

SEARCH

All Products

GO!

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Top Sellers in Electronics

Linksys BEFSR41 Etherfast 4-Port Cable/DSL Router



57% off

Amazon.com Consumer Electronics Reviews

Linksys is fast making a name for itself in the networking world and the EtherFast Cable/DSL Instant Broadband Router is one of the reasons why. This router lets you connect a group of PCs (up to 253) to a high-speed broadband Internet connection, but instead of requiring you to buy a separate hub to connect them all, Linksys made the extra effort... [Read more](#)

More Top Sellers:

- [Fall on Your Knees](#) by Ann-Marie MacDonald
- [Leap 1 Reading](#) by LeapFrog
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25 WHAT'S NEW

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New Releases

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- [Business & Investing](#)
- [Portable Audio & Video](#)
- [Rock](#)
- [Cookware](#)
- [More New Releases](#)

Movers & Shakers

- [40,100%](#)
- [Fall on Your Knees](#) by Ann-Marie MacDonald
- [3,719%](#)
- [Hewlett Packard CD-Writer C4493B 9350i 10x4x32 Internal EIDE Kit](#) by Hewlett Packard
- [More Movers & Shakers](#)



Fresh home picks



Premium



New arrivals



Trending



Deals

Shop summer's latest

Our Top 100+ college finds



Dorm essentials



Fashion



Beauty & wellness



Bags & backpacks

Shop Off to College

High-performance makeup



Primers



Face



Smashbox & Becca



Lips

Shop Smashbox, new on Amazon

Sign in for the best experience

Sign in securely



Sponsored

Best Sellers in Kitchen & Dining



Search Tactic

Use a digital shelf analytics tool or...

- Monthly, export the top 100 onsite searches for the prior month
- Have a business analyst perform each search and review the results page
 - Are the search engine results applicable to the search term?
 - For exact matches on indexed attribute searches, is the product page the 1st result?
 - Should the search term forward to a category page?
 - Should a synonym be setup to match a different non-indexed attribute like street name or MPN or SKU?
 - Are there results listed that do not apply to the term and should be buried?

**Product Content and Search
are **Programs** not Projects**



Questions customer is trying to answer

Is this the right product to solve my problem?

Do you have it?

What's my price?

When can I get it?

Engage □ Buy & Try

- Search
- Simple and Intuitive Registration
- Customer Incentives
- Loyalty Programs
- Internal Evangelism – Sales Incentives

Buy ☐ Repeat & Reward

- Don't screw up the first order!
- The “Perfect Order” hint: doesn't stop at purchase (fulfillment)
- Amazon → Click the button and it shows up
- Create a journey map. How do you exceed expectations of your customers?

Brainstorm

- Create sessions for each stage
- Invite cross-functional teams
- **Side benefit:** you are subtly marketing the framework
- More, Better, New framework for prioritizing
 - Easier to do more of the same, than better
 - Easier to do better than new
- Use a facilitator for your first time! 3rd party can help educate your team about the framework and methodology

Monthly Meeting with Executive Teams



Report monthly to your executive team showing month over month changes and eventually year over year.

Registrations

Sessions

First Orders / \$\$

Repeat Orders

\$ AOV

\$ Revenue

Upcoming

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Common Problems

- “How do we drive more revenue through eCommerce?”
Break the problem down with a framework
Include cross-functional teams to brainstorm
- Execs: “I struggle to communicate with my digital teams.”
Create a common language to talk about digital
- Digital leaders: “I struggle to get support from my exec teams.”
Change takes time. Discuss results (KPIs) monthly.

B2BEA