



# 6 tips to help optimize your online business

Building resilience in the New Normal



## TIP #1: RECONNECT WITH YOUR CUSTOMERS

- Increase your focus on customer communications. Re-evaluate your voice.
- Communicate frequently to gauge your customers' changing needs.
- Convey authenticity.
- Connect your business to worthy causes that resonate with your customer base.



## TIP #2: MANAGE YOUR COSTS AND CASH FLOW

- Re-evaluate your technology usage and spending.
- Take advantage of seasonally slower times to revamp any tech solutions.
- Discover real savings and re-purpose them for other areas of the business.



## TIP #3: BRING THE OFFLINE SHOPPING EXPERIENCE ONLINE

- Don't overlook the desktop shopping experience, as it plays a critical role in the shopper journey.
- Consider photography that recreates the in-store shopping environment.
- Explore new technologies, such as augmented reality, to enhance the shopping experience.
- Deliver rich product photography and video.



## TIP #4: EMBRACE OMNICHANNEL DISCOVERABILITY AND SELLING

- Embrace omnichannel selling to meet your customers wherever they shop online.
- Offer checkout at earlier stages of the purchase funnel.
- Ensure that the purchase process is easy across all channels.



## TIP #5: BUILD CUSTOMER LOYALTY

- Segment your customer base to find your most loyal customers.
- Reward your best customers by providing benefits tied to the purchase experience.
- Survey, learn from, and test with your best customers.



## TIP #6: CHOOSE THE RIGHT PAYMENTS PARTNER

- Offer a fast checkout experience that can help reduce cart abandonment.
- Provide safe and secure payments through PayPal.
- Present flexible payment terms with PayPal Credit to help drive larger orders and increase conversion.<sup>1</sup>
- Gain access to over 340 million active accounts.<sup>2</sup>

Get the first 3 months free on a new online store.<sup>3</sup>

BigCommerce and PayPal can help you unlock your growth potential. See what more features, more versatility, and more simplicity can do for your business.

Get the first 3 months free today: [bigcommerce.com/paypalwebinar](https://bigcommerce.com/paypalwebinar).

<sup>1</sup> Subject to consumer credit approval. <sup>2</sup> PayPal internal data, [Q2 2020 operating highlights](#). <sup>3</sup> See [terms](#).