

Published based on [Hope Floats In A Bad Economy With E-commerce](#)

Hope Floats In A Bad Economy With E-commerce

In recent years we have seen the Internet rise in its ability to capture adult media attention to number 2, just behind television. And in addition to that the number of older adults, those 55 years and up now account for almost one-third of all users. So the internet is no longer a young mans game. What these statistics mean for the internet advertiser is that the population of people with money to purchase is continuing to grow as well. Another plus for internet e-commerce is this. We've just gone through significant gas price increases and, although they have dropped, we are recently seeing a gradual creep in prices again. More and more focus is being placed upon green power and conservation. This general growth in social consciousness will only serve to fuel internet and shopping cart usage. A final change we can expect to see is more equal usage across demographic groups were, traditionally, higher income families were more likely to shop on-line.

Any company that is able too but is not doing business over the internet is putting themselves at an extreme disadvantage. Consider the following. According to statistics recently released by eMarketer the US is expected to see their on-line shopping grow at 65% from 2008 to 2013. To put it in a more meaningful way, revenues will go from \$113B to \$203B US. Hard on its heels Canadians will also see very strong on-line shopping growth. Their growth is anticipated to grow from \$13.8B in 2007 to \$22.8B by 2012. Therefore, any business not engaged in a shopping cart solution has certainly not missed the boat and they can learn a lot from others as they climb on board.

With all of the unpleasant economic news recently its difficult to not be adversely affected. Rather than fall victim to the negativity the various news media seem to prey on consider the possibilities that are presented to all of us through the internet. How many of us today would like to derive another income, a secondary one that allows us to provide a few extras for our family or for ourselves? The truth is there are always options for those who know where to look. Multiple income streams are a strategy that can help safeguard us while this downturn sorts itself out. Two things make it easy for anyone with a product or an idea to attract and sell to prospects. The internet's global reach and the ability to perform e-commerce transactions with shopping cart solutions means you have a global audience for your product or service. Depending on your creativity these technologies make a second or even third income stream possible with minimal overhead. And don't forget about the advantages of working from home. Even for those who don't have a product or service ready to sell right now there are a number of Affiliate Programs available where all the work has been done for you. All the individual need do is source one or two that may align themselves with their pending product or service and start sooner than later. This method allows the newcomer to understand how on-line shopping and its associated marketing strategies all link together.

One of the impacts of the internet is a shift away from traditional paper based advertising methods to the internet. The associated higher costs associated with paper based advertising and the sharp eye on cost containment by financially weakened businesses is accelerating this trend. Other Social Advertising media such as Face Book, U-tube, Twitter and more are also available and their low or no cost access ads to the digital draw. Here's why. Despite what we hear on the news about the economy we can loose sight of the fact that it is not bad everywhere. Look hard enough and you will find a bright spot, areas that continue to thrive; areas were people are still buying. The internet's world wide reach means you can always gain access to that market. And as these markets of opportunity change and shift with new realities your internet and e-commerce presence means you will always be there for them when they decide to look for your product or service.

Just being on the internet ready with an e-commerce solution does not guarantee your success. If your shopping cart has auto-responder capabilities or the ability to automatically send out e-mails thanking your customers for buying and helping them get started, that's a big plus. But today's competitive reality means you need more. Everyone is eyeing the internet as a potential safety net but as in any business the individuals working the smartest will be the ones that are most successful. First of all we have to acknowledge that there are two types of buyers. The people ready right now and the people looking to gather information for a future decision. Your success in the now market will be a function of your website, e-commerce solution and marketing strategy when they arrive at the site. Your future shoppers are more of a challenge. They are surfing to gather as much information as they can on their particular area of interest. Once they've visited your site you need to begin a multi-media approach of educating and training them on your product or service and provide them the validation they need to accept the fact that your solution is the best and you are recognized as an expert in your area. In this case you need to engage the services of a different expert in marketing. For an example of a company with these credentials check out www.AutomatedMarketingSolutions.com. The social networks such as Face Book, U-tube,

Twitter and others are excellent for staying in touch with your prospective market when you want to see how your product or service is being received, for testing ideas and to keep up to date with any negative service issues as they arise. The most important thing to remember is to not limit yourself in how you reach out to your prospects and do not limit the ways they can stay in touch with you.

Given the impressions we all may have about larger companies we can still learn much. For example a report released in February 2009 discussed the top 10 priorities CMO or Chief Marketing Officers in America were considering as their top 10 priorities for this year. Number 2 on this list was the need to develop marketing programs that integrate both the internet and their traditional media. Doing this provides advertising cost cutting and reduces other overheads. These same advantages accrue to the small to medium business as well as the entrepreneurs working out of their home. The simplicity with which an on-line enterprise to advertise, buy and sell over the internet can be set up brings it within reach of more and more of us looking for that second income. What will differentiate us and our success will be how effective we are in using these tools to attract, convert and retain.

Invest in yourself by implementing your [E Commerce](#) Internet Shopping Technology today! A [E Commerce](#) Professional EBusiness solution can be simply and quickly implemented

You can also find this article published on [Hope Floats In A Bad Economy With E-commerce](#), and on the tag pages [Advertising](#), [Affiliate Programs](#), [business](#), [ebusiness](#), [ECommerce](#), [Electronic Purchasing](#), [marketing](#), [On-Line BUsiness](#), [On-Line Purchasing](#), [sales](#), [shopping cart](#).