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# **Ecommerce Solutions - What Is Important**

An online entrepreneur usually faces many difficulties when it comes to choosing a right ecommerce solution. E-mail campaigns, advertising, affiliate programs - all these require a unique management and monitoring system. How to choose that system and where to find it? Here are five main principles you need to know.

### Simplicity

When it comes to ecommerce you have many options out there, but what you should think about is not only money, but also price and energy you will spend learning how to operate the system. Simple and user friendly system is just what you need.

### Design

Looks matter a great deal when it comes to online credibility. If you have a solution which looks low budget when the customer logs on to make a purchase you can bet that you are going to end up losing sales as a result. Better to find something which will provide them with an assurance that your company is credible.

### Support

Ongoing support is essential for online business. Even if you have chosen the best solution on the market, there will always be problems to be solved. So, to make sure you don't lose your clients, you need to have a support team there for you anytime you need it.

### All in one

There are some elements which your solution should include: tracking of statistics and affiliates, email marketing, digital downloads, shippable products and membership sites. It may seem impossible to unite these in one solution, however, if you are creating an amalgamation of different products you will end up absolutely confused. Moreover, each companies support teams often start blaming other software and you get nowhere.

### Opportunity to earn

If the solution which you are looking at has the option to earn affiliate commissions then all the better. This means that you can actually earn money off of promoting the product and what better way to promote a product than to know that it is working for you and share the good news with others. This way you may end up getting the services for free.

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