DRUPALpartners

Woocommerce Vs Drupal Commerce

What's The Most Desirable eCommerce Platform In 2016?

3400 Peachtree Road, NE Suite 939, Atlanta, GA 30326
http://www.drupalpartners.com | yourfriends@drupalpartners.com | (404) 788-6332

CONTENTS

i Contents

01 Executive Summary

02 The Growth Of eCommerce

03 How eCommerce Can Make A Difference

- 03.1 Why an advanced eCommerce Structure has become necessary
- 03.2 eCommerce Site Expectations To Increase Sales And Loyalty

04 WooCommerce Vs Drupal Commerce - The Battle For The Best eCommerce Platform

- 04.1 Creating The Perfect UX
- 04.2 Secure Your Site's Reputation
- 04.3 Build Loyalty - Retaining Shoppers Is Critical For eCommerce Success
- 04.4 Cross-Selling And Up-Selling
- 04.5 Enhanced Marketing Option
- 04.6 Showcase Multilingual And Local Currency Option
- 04.7 Let Users Decide How They Want To Pay

05 The Result

06 Conclusion

07 References

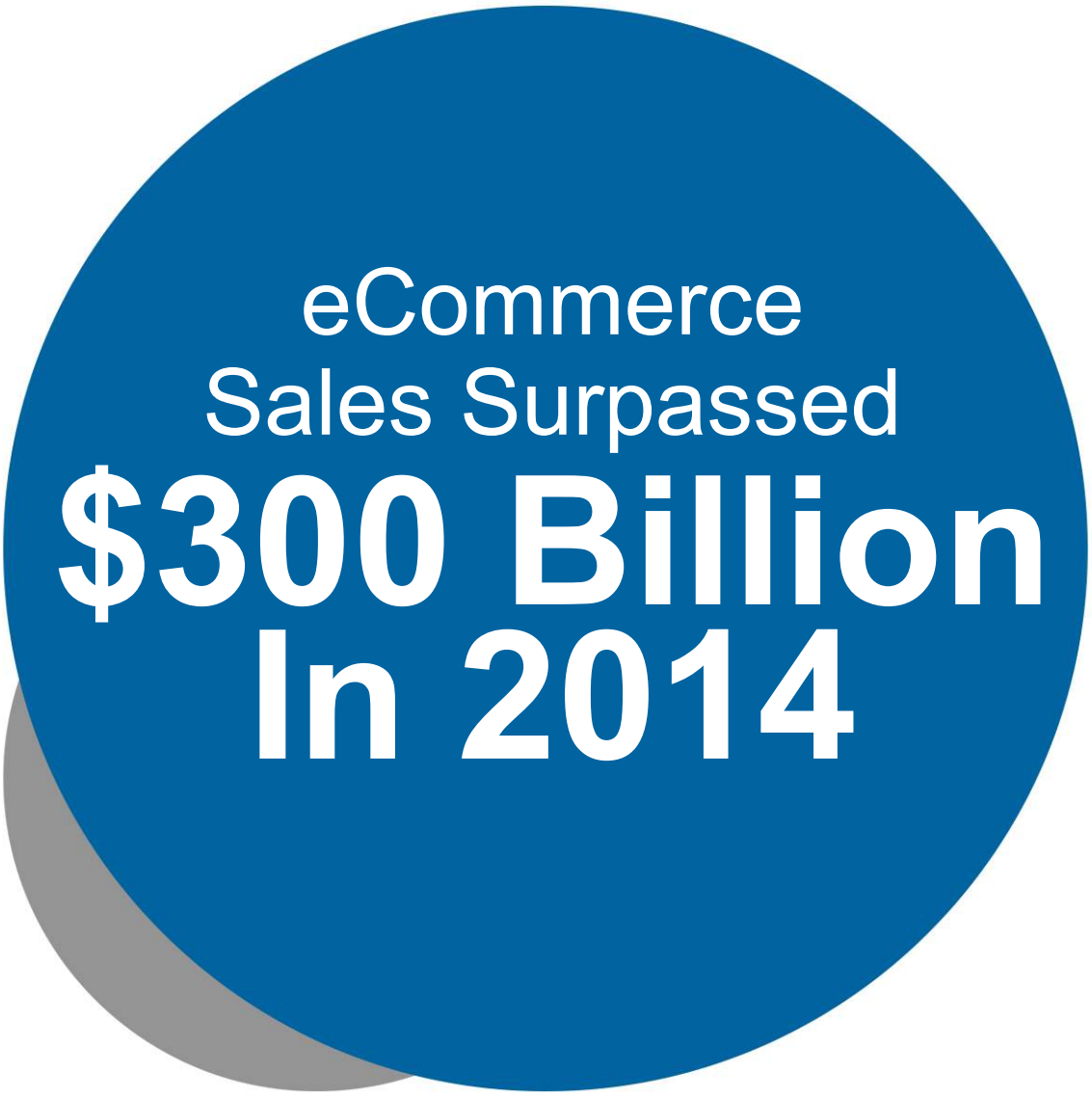
© Innoppl 2015. All rights reserved.

No part of this publication may be reproduced or transmitted in any form or by any means, including photocopying and recording, or by any information storage and retrieval system.

E

01

Executive Summary



US eCommerce sales surpassed $300 billion in the year 2014, paving way for many radical changes in the eCommerce space in 2015. In the last couple of years, brick and mortar stores have witnessed a decline in sales, pushing them to either go online to retain customers or suffer the consequences of running at a loss. Deciding to go online alone does not guarantee success - Having the right tools and understanding the business of eCommerce is extremely important to have successful revenue generation.

02

The Growth Of eCommerce

By 2020, Buyers Will Spend An Average Of

$2,500

Per Year Online

The eCommerce business started over a decade ago, but the growth was not as spectacular. There were numerous elements that slowed down the reach of eCommerce stores. Even though the front runners had plenty of advantages, they had to undergo numerous struggles to sustain and succeed in the field.

But now the tables have turned, literally! eCommerce is slowly becoming a major threat to most of the brick and mortar stores. According to the latest Forrestor research, buyers will spend **an average of $2,500 online per year by 2020.** Many savvy retail store owners understand the potential and importance of the having an eCommerce site to supplement their retail growth. They can not only sustain their business, but gain a global presence and reach out a wider audience.

03

How eCommerce Can Make A Difference

Having a basic eCommerce site is not enough to attract customers and convince them to pay for merchandise. At the basic level, the concept of a successful eCommerce site is similar to a brick and mortar store. However, because there is so much online competition, the effort needed to succeed is considerably more. Thankfully, there are a number of elements that can help make your online store a success.

03.1

Why An Advanced Ecommerce Structure Has Become Necessary

Initially, an eCommerce site fared well with just the basic functionalities. A well designed site with easy navigation allowed users shop seamlessly. Once the products were chosen, the customer was billed at the final check-out, along with the shipping cost. Upon successful payment, the back-end work of physically packing and shipping took place. Indeed, it used to be as simple as that to run an eCommerce site.

However, that is no longer the case. There are over 12 million online stores and having a naïve website with minimal marketing strategies does not cut it out anymore. There are various elements that help convert potential traffic into customers. Considering that we have almost reached a saturation stage for online buyers, it is important to look at the various elements that make users become loyal customers and increase their cart value each time they make a transaction.

03.2

eCommerce Site Expectations To Increase Sales And Loyalty

With millions of options, users are easily distracted. It is essential to create the perfect customer experience to, “hook them to the site.” Just as certain elements of a brick and mortar store are important to create the perfect shopping experience to showcase each brand, it is also as important to create a similar individuality for your site to help users shop with confidence and excitement. The following elements are necessary to create a user-centric store:

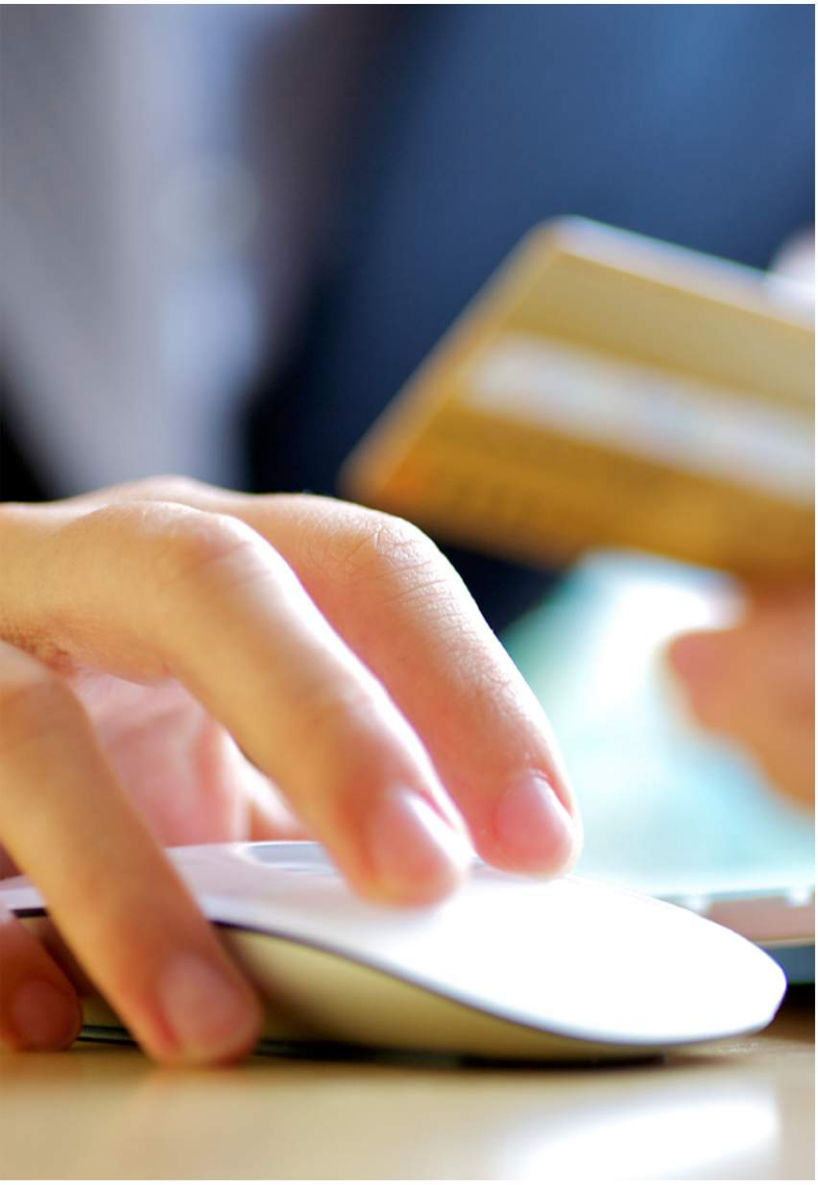
- Creating the perfect UX/UI
- Managing your site’s reputation
- Building loyalty - Retaining shoppers is critical for ecommerce success
- Cross-selling and up-selling
- Multilingual and local currency options
- Enhanced marketing options
- Letting users decide how they want to pay

W

04

WooCommerce Vs Drupal Commerce

The Battle For The Best eCommerce Platform



It is a battle that has been going on since 2010. Looking at the facts and numbers, WooCommerce accounts for 30% of total eCommerce sites online. It is an impressive number, but if we make our eCommerce site on a platform just based on numbers then it is bound to fail. According to Internet Retailer, there are 12-24 million eCommerce sites in the world, but only 650,000 of these websites make a sale of at least $1,000 or more per month. So, you have to ask yourself: Do you want to be just another eCommerce site or do you want to create a high performing site that helps you generate sustainable revenue?

Let The Battle Begin…

Do you want to create a **high performing site** that helps you generate sustainable revenue?

C

04.1

Creating The Perfect UX

A website's UI/UX is extremely important for eCommerce success. WooCommerce has plenty of pre-made templates which can be customized within a few days, but with Drupal Commerce, the entire theme can be customized according to the user's preference. With a brick and mortar store, you spend a fortune on the interiors to showcase your brand,creating an in store experience. Similarly, investing money and designing the perfect UX that reflects your brand is just as important. Drupal Commerce gives you that extra spice you are looking for.

S

04.2

Secure Your Site's Reputation

WordPress is one of the most sought out platforms for hackers - They are very good at hacking all types of WordPress websites. Even if WooCommerce is backed up by Succuri Security, there are many other plug-ins that hackers can compromise. With Drupal as your platform, the risk of getting hacked is minimal. Regular security updates and other audits take place to patch up any hacking risks. To ensure the site is safe and can secure customer data, Drupal Commerce is the perfect solution. If there is even one security mishap, the reputation of your website is gone. Poof! Negative publicity travels real fast, you are out of the game even before you can think Drupal Commerce.

B

04.3

Build Loyalty- Retaining Shoppers Is Critical For eCommerce Success

Now that eCommerce marketing trends have changed, more budget is allocated to get back old customers rather than reaching out to new customers. Building loyalty is essential to retain customers and keep them coming back to spend more. WordPress and WooCommerce both have various options that help build brand awareness and, in turn, earn their loyalty. Loyalty is built by reaching out to your customers with targeted promotional offers garnered from user analytics and buying behavior.

Drupal makes analytics work for you when compared to WooCommerce analytics. You can analyze and categorize users based on their preference. One can easily run user-specific campaigns to make user fall in love with your products. Drupal Commerce gives you all sorts of data, insights and analytics that you can use to retain/convert customers.

C

04.4

Cross-Selling And Up-Selling

To run a successful eCommerce business, it is essential to increase each cart value. Consumers can easily be influenced by their impulse purchase decision and their mindset on, “value-infused purchases.” Cross-selling lets users combine their purchases to “save” a few dollars. Being a CMS, both WooCommerce and Drupal Commerce can create need specific content to cross-sell products.

But the advantage of Drupal Commerce is that the product page layout can be customized to your marketing needs. Put up images of recommended t-shirts for the selected jeans along with matching jewelry. You not only cross-sell one product, but multiple SKUs with the help of Drupal Commerce. You can attach a video or interactive elements to make the eCommerce site more desirable. Whereas, with WooCommerce, your cross selling content options are limited and curbed to a big extent.

Drupal lets you up-sell products even during the checkout products. Send a pop up reminding them that if they buy another product for $10, they get free shipping or such benefits that they might miss out on. Such customization makes Drupal Commerce a clear winner.

E

04.5

Enhanced Marketing Options

Frequent newsletter, how-to guides, product catalogues, promotional mailers, etc. are necessary to keep customers engaged. Remember, you are up against millions of other eCommerce websites. It is essential to remind customers of your mere existence.

Drupal Commerce and WooCommerce have plenty of options for social integration and other inbound marketing techniques. With Drupal Commerce, however, you get the option to share individual products or product recommendation. Let customers share their purchase on social media to entice their peers to follow the trends. Such marketing options are limited within WooCommerce.

S

04.6

Showcase Multilingual And Local Currency Options

If you are looking to target international clients with your eCommerce site, it is essential to provide content in their local language. Many countries prefer to read content in their local language, as they can perceive information more clearly. These customers are more likely purchase from websites in their own language when compared to other sites that do not have such options. WooCommerce and Drupal Commerce both have great options to efficiently portray sites in multiple languages. Also, both show prices using the local currency of the country/buyer. Drupal Commerce does fair better when it comes to international translation. When the role of dynamic pricing comes into play, both platforms are similar.

L

04.7

Let Users Decide How They Want To Pay

Letting users decide on the payment option is an extremely critical factor. If the user has spent an hour on your site, deciding on the products they wish to buy and at the checkout they realize they do not have a viable payment option, they are bound to get irritated. Both WooCommerce and Drupal Commerce have feasible payment gateways along with the option of, “cash on delivery.”

05

The Result

Both platforms fulfill their purposes well. However, after dealing with both eCommerce platforms, we conclude that:

Drupal Commerce can help build a more robust website that can host more products. Drupal Commerce gets the added advantage of extensive analytics to market to shoppers personally, build loyalty amongst them and increase cart value efficiently. These factors are needed for an eCommerce site's success.

With that said, WooCommerce is great for a small store with a limited marketing budget. Get your store up and running faster with minimal development costs. The site can be used efficiently to market to a smaller regions, where personalized marketing is not as important.

Drupal Commerce is a much more **robust eCommerce tool,** allowing you to scale and grow.

06

Conclusion

Building an eCommerce site is the easiest step, but running a successful eCommerce store is where the true challenge is. Choosing the right platform and the best tools ensures you are one among the 650,000 websites that actually runs a productive eCommerce business.

Want to talk more about Drupal Commerce for your online store?

E-mail us today:

yourfriends@drupalpartners.com

07

References

https://www.internetretailer.com/commentary/2014/12/04/how-many-online-stores-are-there-world

https://www.forrester.com/Forrester+Research+Online+Retail+Forecast+2015+To+2020+US/fulltext/-/E-RES125161

https://www.internetretailer.com/2015/02/17/us-annual-e-retail-sales-surpass-300-billion-first-ti

http://wemakewebsites.com/blog/ecommerce-best-practices-2015-5-must-know-tips-to-increase-your-online-sales

Atlanta, GA
3400 Peachtree Road, NE
Suite 939, Atlanta, GA 30326
(404) 788-6332 | yourfriends@drupalpartners.com

Los Angeles, CA
9415 Culver Blvd,
Culver City, CA 90232
(310) 279-6584 | yourfriends@drupalpartners.com
www.drupalpartners.com

The information transmitted, including attachments, is intended only for the person(s) or entity to which it is addressed and may contain confidential and/or privileged material. Any review, re-transmission, dissemination or other use of, or taking of any action in reliance upon this information by persons or entities other than the intended recipient is prohibited. If you received this in error, please contact the sender and destroy any copies of this information.