

e-Commerce| Why eCommerce Growth is Hard

Meta Description: Master the art of selling online. Read our easy-to-understand expert solutions to all your e-Commerce questions.

Your business is stuck. Your competition has edged ahead and is not making more profit than you. You have tried to start up an eCommerce website, but it seems impossible to handle.

It's possible you've not even started at all. You see eCommerce as this impossible mountain to climb. There's no point. After all, you are still making enough sales to keep the business afloat. Still, something within you knows that you deserve more.

Well, you can put an end to all the troubling thoughts. Here's a solution. This is why your eCommerce business is growing.

Why Is My eCommerce Business Not Growing?

There are many possible reasons why eCommerce growth is hard. But one reason crowns them all. You have Innovator's Dilemma.

What is Innovator's Dilemma? It is the phase when successful companies find it hard to take their business to the next level. This is because they are stuck in old success habits.

Clayton Christensen first introduced this concept in 1995. He wrote about it in his article 'Disruptive Technologies: Catching the Wave'. In 1997, he published his book 'Innovator's Dilemma'. In the book, he explained how Innovator's Dilemma could crumble any company.

Many businesses face this problem, like you may be facing right now. You have stopped doing the things that drive your initial success. You are too focused on protecting the 'few' customers, products, and revenue you have. You have become risk-averse without any intentions.

The problem is not that your ecommerce business is not growing. It is also not a lack of innovation.

According to Clayton, your problem is Innovator's Dilemma. You have created a safety net to protect your initial success. This safety net now acts as a wall that limits you from trying out new things. This creates the facade of a lack of innovation and creativity.

A perfect example of a company that suffered from Innovator's Dilemma is Kodak. In 1975, Kodak invented the first-ever digital camera and owned the intellectual property. It was going to be a huge success. It was going to be the world's first filmless camera. Because of this, Kodak was too afraid to advance with the digital camera. They felt it would affect their film sales.

This lack of innovation opened room for other companies to take over. Sony was able to spring up with the first electronic camera. Kodak, then in the shadows, filed for bankruptcy a couple of years later.

Kodak's problem was not that they lacked innovation. The fear of losing their initial success in film led them to hold back on the innovation. Their Innovator's Dilemma crumbled them.

How can you escape Innovator's Dilemma? Read on.

What Can I Do to Grow My eCommerce Business?

You might have been selling your products offline before starting eCommerce. Unfortunately, your success will create the Innovator's Dilemma.

Many small and medium businesses experience this. Like you, they have structures to sell products through wholesalers and distribution networks. They have also made a good income from this.

Yet, the world's trend stares them hard in the face. Everyone is selling online and making twice as much revenue as before. Now there's a fix. To risk going online and losing the offline success or to stick to what is already successful.

Here are two sure steps to get out of the fix and grow your eCommerce business.

Deal With Innovator's Dilemma

This is a pretty obvious first step. For you to move forward, you need to get rid of Innovator's Dilemma. You need to understand that change is inevitable, even in businesses.

People struggle with change. They don't like it. Whether it's in their personal lives or business, change is difficult. This fear of change is your eCommerce business may fail. There is a lot of information on this website on how to successfully launch and establish an online store, but many people will ignore it because they are comfortable with old habits and afraid of change.

Until you come face-to-face with this fear and overcome it, it'll be your number one barrier to a successful eCommerce website. You need to overcome your resistance to change. You need to deal with the Innovator's Dilemma.

Digital Transformation

Once you've moved past the fear of change, you are ready for a transformation. And not any transformation, but digital or technological transformation.

Many people worry about technology when it comes to eCommerce. They don't understand it. It's too complicated. This is not true. Technology is what makes eCommerce easy.

This is the best part about eCommerce. You do not need complicated software or expert developers to do big things. You can create an online store without getting expensive infrastructure or servers. All you need is an eCommerce provider.

The first thing is to set up your online store with the e-Commerce Customer Loop™. After that, you can start generating revenue immediately. It's easy, fast, and cost-effective.

eCommerce Success Lessons from the Allbirds Story

Allbirds is a Merino wool Footwear manufacturer. They grew from a simple Kickstarter campaign to a company that's now worth billions of dollars. How did they do it? Here are the lessons to learn and replicate in your own business.

- They manufacture great products. The quality of your business strategy does not matter. Inferior goods will destroy your business.
- They leverage organic traffic. They were able to rank high on Google's search results. This increased their visibility.
- They obsess over the customer experience. They offer outrageous guarantees like 'free returns for 30 days.'
- They focus on third-party validation. Allbirds use media coverage and many customer reviews. With these, they can assure new customers of their credibility.
- They use a scalable cloud-based eCommerce platform called Shopify. Shopify allows them to operate their online store without trouble.

Conclusion

You've seen that the reason your growth is hard is because of the fear of change. Here's what you should do. Take some time to think about what you and the people you work with (if any) think about change. Do you think you are ready to handle change? Do you need to work on how you manage change?

If you discover the rigid way your company handles change and risks, you will need to do a lot more work. It's not impossible; it takes time. Reflect on your change culture and make the necessary changes. It's time for eCommerce growth.