

# How to Optimize Your eCommerce Store For The COVID-19 Pandemic

Since the World Health Organization declared COVID-19 a global pandemic, the retail space has completely changed. We've put together a couple of interesting statistics eCommerce retailers should be aware of.

## Online shopping for groceries increased nearly four-fold

From 4% of the 87.4% of consumers who buy groceries as of March 6 to 15% on April 11. And online shopping for non-grocery items tripled – from 12% of the 77.6% of consumers who once shopped in physical stores to 36% on April 11.

More than half of the consumers (52%) who shifted to digital grocery shopping say they won't go back to their old ways of shopping.

## Top Priorities for Shoppers

(Percent Growth - 2020 vs 2019)

COVID-19 has changed what people are looking for in a product. According to Bazaarvoice Network Data, before the pandemic, respondents' top priorities are:

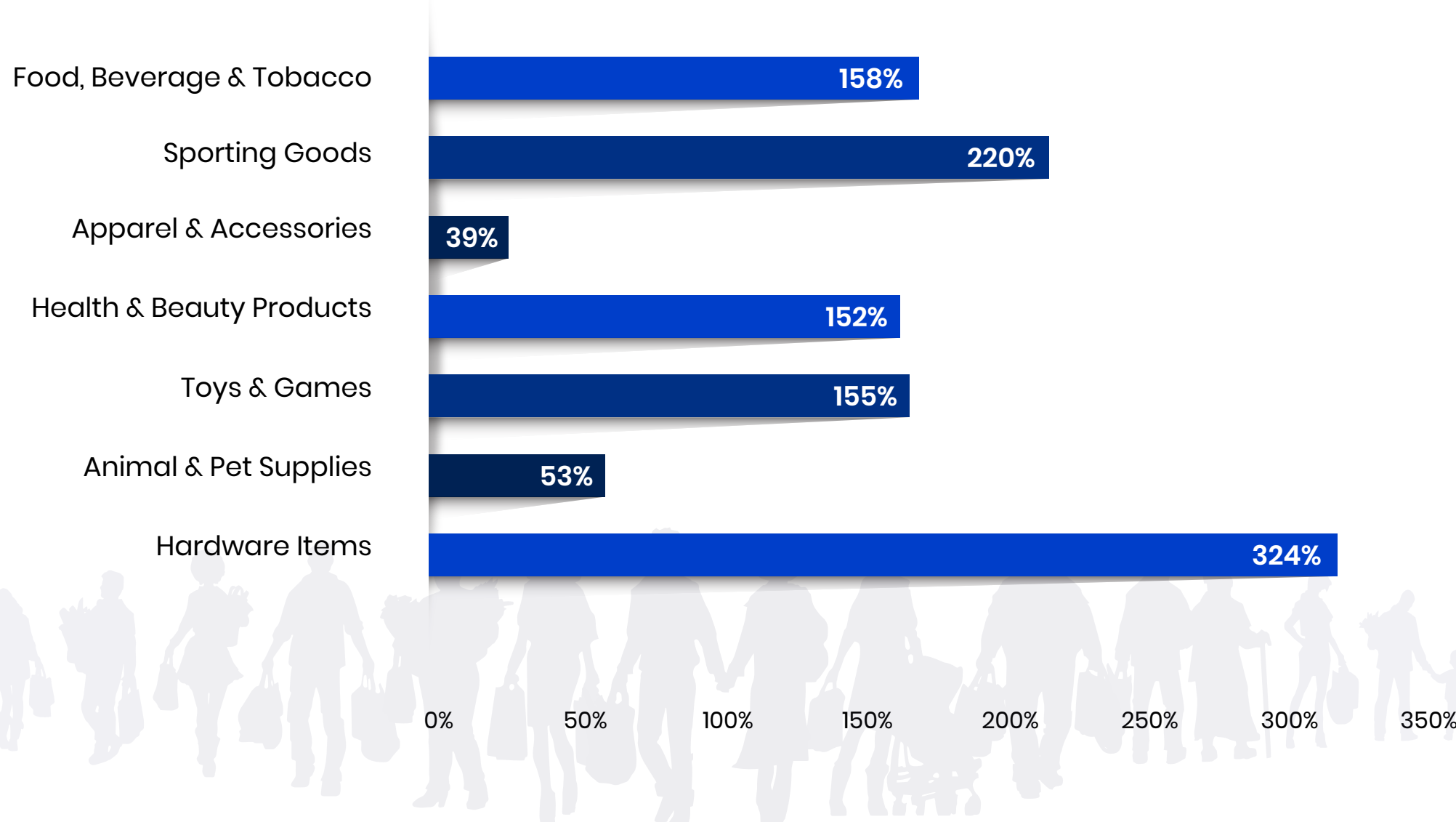
- 48% Quality
- 47% Price
- 24% Brand

But with the impact of the pandemic, shoppers are now more focused on:

- 49% Availability
- 36% Price
- 34% Quality

## What Products People Are Buying More Of

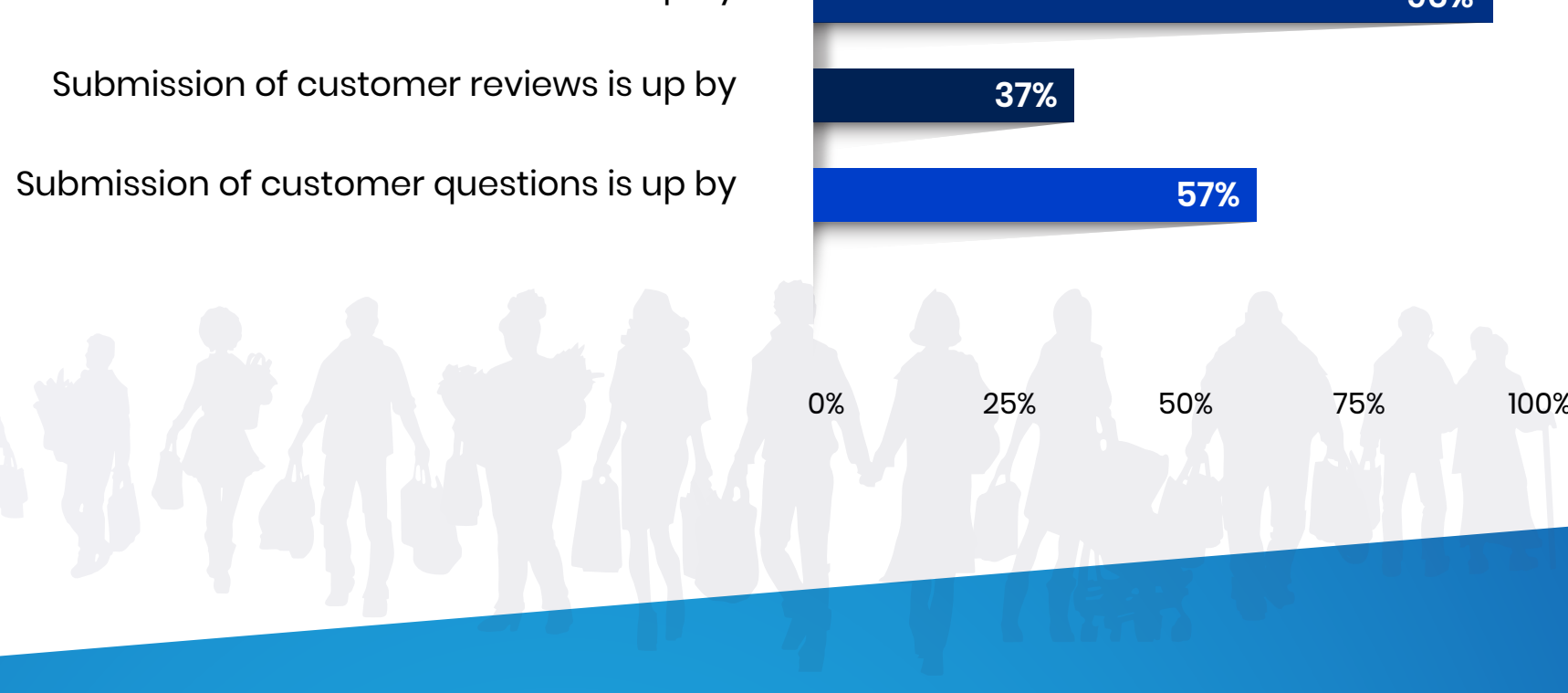
(Percent Growth - April 2020 vs April 2019)



## Pre COVID-19 to Today

(Year over Year Percent Growth - 2020 vs 2019)

Last March 2020, growth was massive for e-commerce, but April 2020 grew even faster with 3x more than the March 2020 numbers.



## Optimize eCommerce Business

With sales from brick and mortar shops at a standstill, businesses are shifting online to continue and grow operations. Therefore, it's crucial to focus on your eCommerce business as many customers look online to buy. Here's what you can do:

### 1 Identify the products your customers are searching for

Reorganize your product catalog and change featured products based on the current needs of your customers. Examine what your customers are searching for and make it easy for them to find those products on your eCommerce store.

### 2 Update product descriptions

Review your product detail pages to ensure the content is accurate as well as relevant. If any of your products have a new purpose this pandemic, be sure to mention it.

### 3 Revise automated emails

If you're sending automated emails to customers, be sure that your messages reflect any updates to your policies or business in general. For instance, if there are shipping delays, make sure that you mention this in your order confirmation email.

### 4 Take a step back on marketing

Now is a crisis time, so if your content isn't something that can be useful to your customers during this crisis, hold off until the timing is right. Instead, communicate regarding policy changes or updates on how your business is adapting through the pandemic.

### 5 Improve your customer service

Your customers need to know how exactly you can meet their needs. Show empathy and be clear about delays so that you can manage customer expectations. If you can, invest in more advanced customer tools such as live chat to communicate with customers in real-time.

### 6 Keep an eye on the competition

Observe other businesses in your industry and see how they respond to the crisis. Is it something you can adapt to your eCommerce business? For example, many online businesses waive shipping fees to lessen the burden for customers and encourage them to buy.

### 7 Take advantage of social media

By now, you should already be using social media for your business. If you've just started, don't worry about what to post for the time being. Build an audience first by linking your different social channels to your eCommerce site, and focus more on connecting with customers rather than marketing the business.

## Pay Close Attention to Consumer Behavior

Understanding your customers' behavior is key to growing your eCommerce business.

The best way to grow your eCommerce business is to better understand your buyers. What is driving your customers to your website and convinced them to stay? What's stopping people from getting what they need on your website? What are their trigger points? For the best conversions, make sure your site is user-friendly and simple to understand.

Ready to accelerate your online sales?

Sign-up for a **FREE 14-day trial** of PinnacleCart Online Store Builder



### Sources:

- [www.firstinsight.com/press-releases/coronavirus-impacting-shopping-decisions-spending-and-product-availability](http://www.firstinsight.com/press-releases/coronavirus-impacting-shopping-decisions-spending-and-product-availability)  
(Findings were based on results of a U.S. consumer survey with 500 respondents retrieved on February 28, 2020. It is completed through proprietary sample sources among panels who participate in online surveys.)
- [www.pymnts.com/coronavirus/2020/when-how-why-consumers-will-change-post-covid/](http://www.pymnts.com/coronavirus/2020/when-how-why-consumers-will-change-post-covid/)
- [www.bazaarvoice.com/blog/the-impact-of-covid-19-on-e-commerce-by-category-updated-weekly/](http://www.bazaarvoice.com/blog/the-impact-of-covid-19-on-e-commerce-by-category-updated-weekly/)
- [www.marketingweek.com/how-covid-19-has-changed-shopper-behaviour/](http://www.marketingweek.com/how-covid-19-has-changed-shopper-behaviour/)
- [www.digitalcommerce360.com/2020/04/16/the-shopper-speaks-the-coronavirus-and-online-shoppers-2-0/](http://www.digitalcommerce360.com/2020/04/16/the-shopper-speaks-the-coronavirus-and-online-shoppers-2-0/)
- [www.bdc.ca/en/articles-tools/marketing-sales-export/sales/pages/things-you-should-do-right-now-optimize-your-e-commerce-site.aspx](http://www.bdc.ca/en/articles-tools/marketing-sales-export/sales/pages/things-you-should-do-right-now-optimize-your-e-commerce-site.aspx)