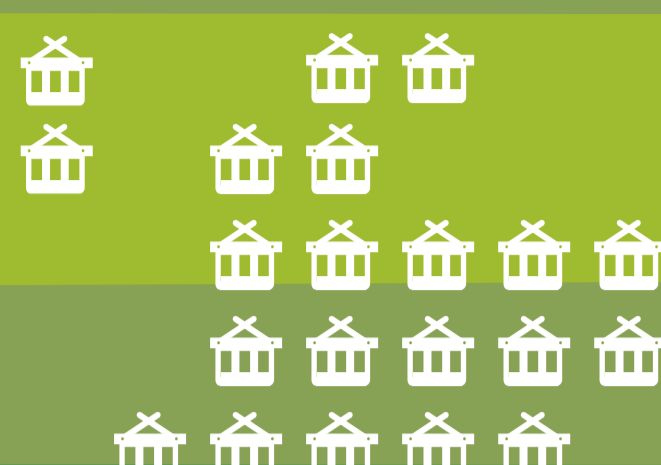




Selling Online

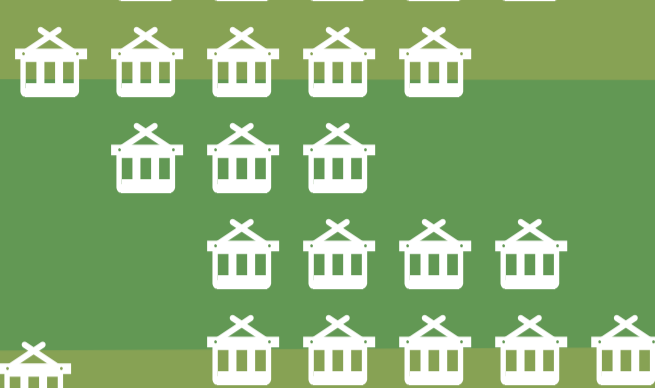
75%

of UK adults have used the internet to buy products in 2014¹



71%

of shoppers believe they'll get a better deal online than in store¹



13%

Online sales now account for 13% of the UK GDP and will increase to 15% by 2017¹

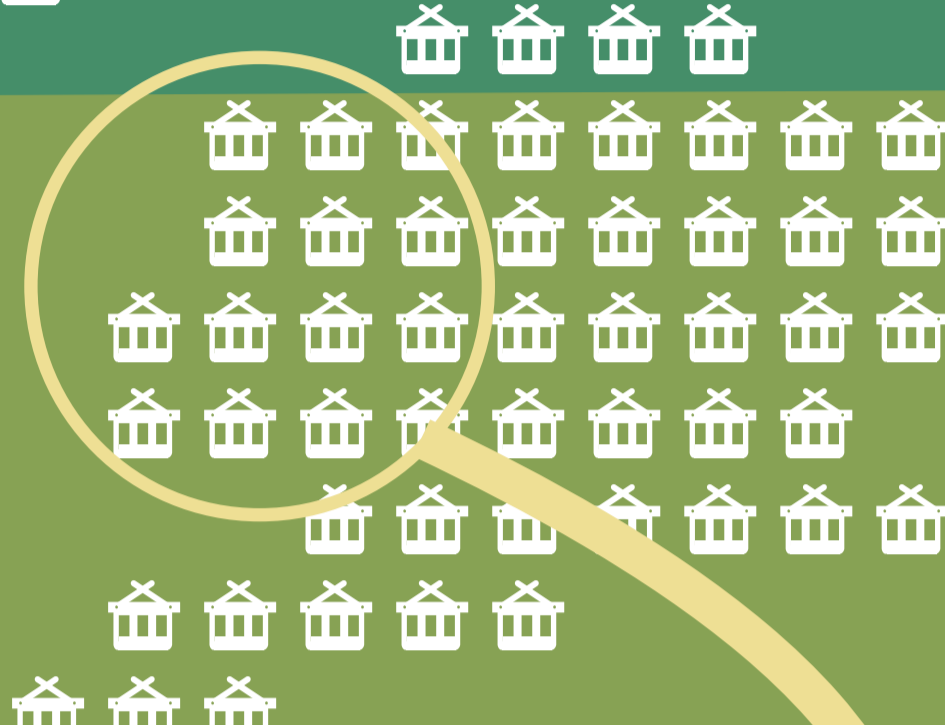


13%

Online sales in the first quarter of 2014 were up 13% compared to the same time last year²

35%

Mobile ecommerce was up 35% over the same period³



Online sales in Wales

Internet sales in Wales rose 8% during 2014⁴

63%

73%

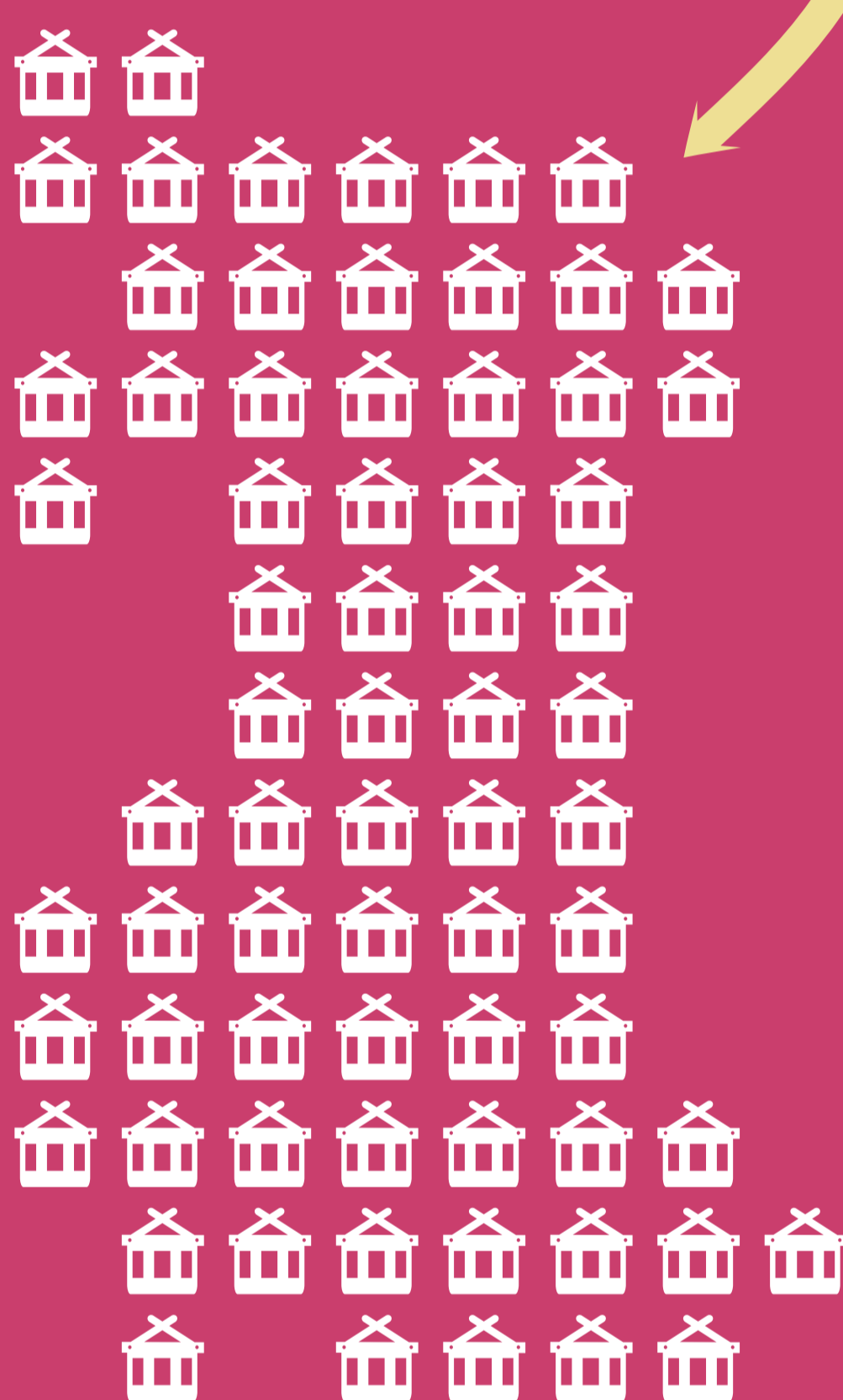
27%

80%

70%

13%

41%



of online purchases are carried out on tablets¹



63% of women and 73% of men check their phones every hour⁵



of smartphone users check their phones within 15 minutes of waking up⁶



consult reviews before making a purchase⁷



say a blog post has influenced a purchase they've made⁸



of consumers didn't complete a purchase on mobile devices because it was too difficult to enter their payment information⁹

Top tips



Take good photos



Good product titles = good SEO



Choose a platform that will grow with you



Have multiple forms of payment (inc. Paypal)



Partner it with a digital marketing strategy

1 ONS 2014 - 2 Laura Heller - Forbes <http://onforbes.es/1ilo5vN> - 3 Custora.com blog <http://bit.ly/1ktJ11u> - 4 ONS 2014 - 5 technobuffalo.com - mobile <http://bit.ly/13Cxtaa> - 6 constantcontact.com blog - smartphone usage <http://conta.cc/1pZbWvB> - 7 Shopify blog <http://bit.ly/1x2adPR> - 8 selz.com <http://bit.ly/1Gv15UN> - 9 jumio.com - national survey <http://bit.ly/1vDyghH>