



7 Tasks to Outsource When Running an eCommerce Business

Running a successful online business doesn't have to be a solo engagement. Work smarter by outsourcing tasks and giving yourself more time to focus on the crucial aspects of your business.

To get you started, we breakdown 7 tasks you can outsource to boost productivity.



1 Website Development

In eCommerce, about 48% of people believe that web design is the main factor that makes a business credible. To put it simply, your website is the face of your business. However, you'll need the help of web developers to ensure that your site is functional, professional and user-friendly. Coding and other complicated web design tasks are better left to the experts.

2 Customer Support

About 93% of customers will make a repeat purchase with companies that have excellent customer service. Even if you have the best products in the market, it won't be enough without reliable customer support. As your business grows, your customer demands will increase which means more product inquiries and other order-related issues. Outsourcing your customer support ensures that the needs of your clients are met promptly.



3 IT Support

If you're just a small company, having in-house IT support may not be a practical choice. However, this doesn't mean you have to do away with it as having one can help you address various technical issues on your website. A bang for the buck option is to outsource an IT expert.

4 Lead Generation

Securing sales is necessary for every business success. But from lead prospecting to landing a major client, all involve tons of workload. Outsourcing these tasks is a smart move as lead generation companies already have efficient tools as well as the expertise to ensure you have good leads.

Complement Inbound Lead Generation with an Outbound Strategy

Rather than wait for customers to visit your site, try outsourcing an external sales team to efficiently gather leads. Nurturing your leads well can give you 50% more sales.



5 Digital Marketing

Digital marketing allows you to reach a global marketplace but hiring an internal team can be expensive. Outsourcing allows you to hire experts that fit your budget and at the same time support your digital transformation as well as company growth.

Digital Marketing Examples:

- **SEO (Search Engine Optimization)** – This involves different strategies designed to increase your rankings in online search results.
- **PPC (Pay Per Click) Advertising** – An excellent strategy to maintain your online presence in search results while establishing organic rankings through SEO.
- **Website Optimization** – Other than ensuring that your site loads fast, this helps streamline navigation to improve user experience and make it easier for customers to reach you.
- **Content Marketing** – With quality content, you can target keywords related to your business and address potential customers' questions, which also help you achieve good rankings.
- **Social Media Marketing** – Billions of people are using social media and it'd be a shame not to use this opportunity to connect with current and potential customers.
- **Email Marketing** – A good lead-nurturing strategy that allows you to follow-up with a potential customer and sends personalized information about a product or service. In fact, for each \$1 you spend, email marketing gives you \$44 back – a staggering 4400% ROI!

6 Supply Chain Management

It's hard to handle the entire production flow of your goods or services on your own. Outsourcing supply chain management tasks gives you peace of mind knowing that your product or service is delivered to your customer in the best condition.

● **Order Fulfillment** – Customer expectations are always high which is why you have to ensure that your products are handled and shipped on time.

● **Inventory Management** – Keeping track of your inventory is the key to maintaining enough supply to cater to your customer's needs.



Administrative Tasks

You need an extra pair of hands to help you complete different tasks related to managing your business. If you feel weighed down, this may be a good time to hire someone to help you manage day-to-day business operations.

Outsourcing makes it possible for you to be a jack of all trades. 78% of businesses around the world feel positive about their relationship with their outsourcing company. So instead of doing everything alone, find an outsourcing partner who knows exactly what they're doing.

Focus on your business and let your outsourcing partner do the rest.

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