



Grow Your eCommerce Business

Through Offshore Outsourcing





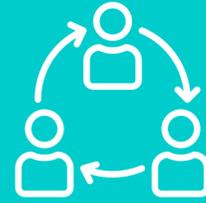
Grow Your eCommerce Business Through Offshore Outsourcing

Despite being an increasingly competitive market, the eCommerce industry has grown significantly over the last year. A study reveals that at the height of the COVID-19 pandemic in 2020, the eCommerce market experienced 10 years' growth in just 3 months¹. Due to its competitive and rapidly evolving nature, keeping up with this market can be challenging. Offshore outsourcing gives you the advantage of growing your eCommerce business in a timely, effective, and cost-efficient manner.



Offshore Outsourcing: Powerful Solution for Scaling Up eCommerce Business

37% of small and medium businesses outsource business processes². By outsourcing your eCommerce solutions offshore, you get to enjoy the following benefits:



Support from experts

Focus on your core business and let qualified experts in different areas of eCommerce marketing handle the tasks that require specialized skills.



Access to the latest technology

As eCommerce platforms continuously evolve, it can be difficult to keep track of the changes. Through offshore outsourcing, you can gain access to experts in managing eCommerce platforms—from the front-end requirements to back-end programming and maintenance, to providing additional tech support.



Reduce data storage and handling

An offshore outsourcing partner can handle and store your data securely. This helps address several areas your eCommerce business needs—security, compliance, personnel, and data storage infrastructure.



Cost reduction

70% of businesses have indicated cost reduction as the primary reason for outsourcing³. Offshore outsourcing helps to reduce spend without sacrificing the quality of people or the level of service.

eCommerce in Numbers¹

eCommerce reached an all-time high of

16.4% of total global retail sales in 2020.

48.8% of shopper said they would shop online more frequently even after the pandemic is over.

The top three challenges facing retail customers are

NAVIGATING CUSTOMS COMPLIANCE



CUSTOMER EXPERIENCE



MANAGING EXPECTATIONS



all of which can be mitigated through effective customer service.

Half of all global e-commerce sales occur on marketplaces—and nearly **\$2 trillion** are spent annually on the top 100 marketplaces.

Personalization and the addition of a human element to eCommerce can unlock up to **\$2.95 trillion** in revenue this decade.

Staff Domain as your eCommerce Offshore Outsourcing Partner

As a NETO-certified partner, Staff Domain understands what it takes to scale up your business using NETO's powerful platform. Our extensive experience in matching businesses with the right talent, combined with our research-backed methodology for offshore outsourcing, puts us in the best position to help your eCommerce business grow.

We'll get you set up in the following areas:



Content Marketing

The presentation of your brand and its products can make or break your online store. We'll build you a content marketing team made up of experienced and highly creative business writers specializing in creating content for eCommerce, whether it's product descriptions, ads. or other types of promotional content.



Social Media Management

Maximize your social media presence to showcase your products, expand your reach, improve your engagement across platforms and build your brand reputation. Hiring a dedicated social media manager offshore can help you do that.



Advertising (PPC)

Improve your goal conversion rates, maximize your ad spend and drive your sales with the help of an advertising and PPC specialist. We'll source an experienced advertising specialist who will manage your digital marketing strategy and help you reach the right audiences.



Customer Service

Positive customer experiences promote brand loyalty and encourage customers to return. We'll help you build an expert customer service team to handle your queries, offer logistics management support, and provide assistance to your buyers whenever needed.

"I didn't set out on this journey to cut costs. It was to find stable, great talent that I couldn't find anywhere else. I tried local recruitment, local outsourcing and a raft of offshoring options. I now have a stable, talented team generating quality leads at literally a fraction of the cost had I have done it here. I only wish I had found Staff Domain earlier!"



Tamer Ali
Business Owner
Optus Business Centre, Liverpool

Start building your custom eCommerce offshore outsourcing plan.

Let's talk about your eCommerce requirements—get your free custom strategy today.

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Sources:

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