



E -Commerce 10 tips for SMEs

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**Entrepreneurship
during Crisis**



1. As you build or optimize your online presence, Think mobile First.
2. Engage with rich content.
3. Offer fast and early placed checkout options.
4. Introduce subscription business models with tokenized payment credentials on file.
5. Pick the right payment gateway with payment options that maximizes consumer trust of paying online.

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6. **Delivery is core to customer experience.**
7. **Follow through on lost sales in abandoned carts but be mindful of your customers behavior and preferences.**
8. **Stay in touch with your customers through several online means.**
9. **Leverage Technology that allows you to offer the best of the physical and digital worlds.**
10. **And Finally Stay Positive.**