

ISBA



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Transform Your Ecommerce Sales and Experience with Entropy's 6-Step Platform and Tech Selection Process

An extract from "Ecommerce Unleashed: Maximising Your Website's Impact for Marketing Success".

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I've seen the situation many times when I worked client side and now in clients' organisations. Expensive tech solutions are sold into the business (often via IT) and then the business wonders why there is low adoption from other departments including marketing. The result: frustration, wasted money, processes that don't work as well as they should and of course importantly suboptimal growth.

It doesn't have to be that way. From our extensive experience working client-side and with clients, we've developed a simple six step process with clear actionable steps to help you avoid that.

And one of the most important (and perhaps obvious) points that is often overlooked is that you should have as your starting point your strategy and business goals. Then select technology that helps you deliver that rather than letting a compelling sales pitch convince you of the merits of the tech first.

The diagram is taken from the guide we've developed with ISBA: *"Ecommerce Unleashed: Maximising Your Website's Impact for Marketing Success"*. Many marketers are increasingly finding ecommerce or elements of it in their remit. We've developed the guide to ensure that they can play their part in ensuring that the organisation sets it up to work as effectively as possible within their consumers' journeys.

If you've any thoughts on anything that is missing or could be improved please get in touch. We'd love to understand and potentially incorporate your feedback into a future iteration of the process.

Alex Tait, Founder
Entropy



About Entropy

[Entropy](#) is a hybrid business consultancy and agency specialising in [digital commerce](#) and [digital media](#).

Our client side, agency and data science experts work in partnership with digital commerce focussed brands to accelerate delivery against their organisations' KPIs.

We've significant client-side experience. For example, Jim Clear has led eCommerce at varied organisations including Argos and Wyevale Garden Centres and before setting up Entropy our founder Alex Tait was Unilever's Media and Marketing Services Director. He was also a member of ISBA's Executive Committee and chaired their Digital Action Group for 5 years.

Entropy has been an ISBA partner since 2018 and provides best practice across digital advertising, eCommerce and econometrics / marketing mix modelling (MMM).

You can find out more about us at entropyconsulting.io.

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