

THE 5 WAYS TO LAUNCH YOUR B2B ECOMMERCE PORTAL

1 YOUR SALES REPS

As people who've built relationships with your customers over time, your sales reps are one of your biggest assets when it comes to promoting your online channel. Your reps must be strong allies of your B2B eCommerce portal, and this requires a B2B eCommerce rollout strategy that encourages a complementary, rather than adversarial, relationship. To ensure success, commission your sales reps on all orders from their respective customers, and enlist sales leaders to incentivize your reps to promote your portal.

2 EMAIL MARKETING

The drip email marketing campaign is a marketing tactic frequently used in the consumer world. It's a sequence of emails that "warms up" your recipient over time before you make an ask. **There are four key core emails in a B2B eCommerce email launch drip:**

- ✉ **Introduce/Educate** - An email sent a few months in advance of your portal to get buy-in, communicate benefits of online ordering, and address any potential concerns buyers might have about placing orders online.
- ✉ **Coming Soon** - Ideally sent a week in advance of your launch date, it gives your buyers a heads up that your portal is close to launching, and gives them the specific date and time they can start placing orders online.
- ✉ **Launch** - The email that you send to buyers the day you go live, this is the most critical email in your drip sequence. It provides the access link to your portal, and often includes a promotional discount to drive more usage.
- ✉ **Follow Up** - Every successful email marketing drip campaign includes several follow up messages, particularly to those who haven't yet taken your desired action. Send the first follow-up email to any buyers that don't place an order within 3 days, and a second after a week. Wait a month, and send again.

3 MAILERS & FLYERS

Manufacturers and distributors have a unique marketing opportunity to include flyers and mailers in product shipments. These inserts are the perfect way to announce your portal for the first time, but should also be included in every product shipment going forward to remind your buyers to place reorders online.

4 YOUR WEBSITE

Your marketing website (to clarify, this is your company website, not your B2B eCommerce portal) is an important source of traffic to your online ordering portal. How boldly you choose to promote your portal is primarily a function of whether you strictly sell B2B or both B2C and B2B, but you can utilize the main hero real estate on your homepage, create a display ad driving traffic to your login page, or simply provide a text link to drive interest with your B2B buyers.

5 CUSTOMER COMMUNICATIONS

Everyone who interacts with your customers (most importantly, your reps and customer service team) should include a link to your portal in their email signature. And if you're using mobile order writing software, you should modify your order confirmation email template to include a link to your portal as well. This is a great way to encourage a captive audience to place reorders online.

This above list is an excerpt from Handshake's comprehensive [B2B eCommerce Adoption Guide](#). To access more info on adoption, including real examples of emails to send to your buyers, [download the guide here](#).

ABOUT HANDSHAKE

Handshake provides the B2B Commerce platform for manufacturers and distributors that powers standout ordering experiences both in-person and online. Companies using Handshake transform their sales effectiveness and drive operational efficiency, delighting customers and growing lasting relationships.

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