

# 7 Ways to Scale Up Your Small Online Business



## **GOT A WEBSITE?**

## You're ahead of the competition!



1

2

of consumers shop online but...



of SMBs have an online store<sup>1</sup>

### Master your market space.

Learn from the pros, your customers and competition.

> **TIP:** Learn business skills from expert resources such as Linkedin Learning. Listen to your customer's feedback. Discover what's working for your competitors.

Secure capital to fund initiatives.

# **1.14m**

Canadian small businesses are competing for market share.<sup>2</sup>

**TIP:** Development Bank of Canada (BDC) offers several resources and financing options to help you scale up and stand out.



#### 3

Trust your team, and vice versa.

Using effective communication is **4.5x** more likely to keep your team together.<sup>3</sup>

TIP: Create an onboarding process that ensures all hires understand your business goals and their contribution. Gain the confidence to step away at times and delegate decisions.

4

Focus on online marketing.

Purolator Express

# 81%

of consumers research online before making a purchasing decision.<sup>4</sup>

> TIP: Build a larger presence with social media pages and a Google Business

account to create awareness, quickly and effectively.

# **5** Outsource the extra tasks.

Stay focused on what you're good at – your expertise.

TIP: If you're starting an online store, consider outsourcing accounting or delivering. Bring functions inhouse, as your business gains stability.

# 6 Automate your processes and marketing.



**TIP:** Consider automating emails, marketing campaigns, checkout and order fulfilment are functions that can be repetitive. You'll save time, energy and labour costs.

Scale up with the right delivery partner.

Meeting growing consumer demand is what scalability is all about.



7

TIP: Choose a delivery

partner with an extensive network of shipping and warehousing services. And, make sure they have the supply chain expertise to continue your growth.

**Bonus tip!** One of our small business customers shares their expert advice:



Keira Morgan Designer and CEO Handsome&Lace Know where to focus. As you get busier, every minute is essential! Set aside time for website and social media updates the little things are all crucial to scaling up. Often when I have 30 minutes to myself, I think of my best ideas.

Purolator

Find out how Purolator can provide scalable solutions that align with your real-time needs.

Learn more

#### Sources

- <sup>1</sup>"Canadian SMBs online presence." Globe and Mail. October 17, 2019. <u>https://www.theglobeandmail.com/business/adv/article-canadian-smbs-online-presence/</u>
- <sup>2</sup>"Canadian Small Business Statistics." The Balance Small Business. January 31, 2019. <u>https://www.thebalancesmb.com/canadian-small-businesses-stats-2948030</u>
- <sup>3</sup> "21 Collaboration Statistics that Show the Power of Teamwork." Bit Tech Labs Inc. <u>https://blog.bit.ai/collaboration-statistics/</u>
- <sup>4</sup>"81% of Shoppers Conduct Online Research Before Buying." Adweek, LLC. November 28, 2014. <u>http://www.adweek.com/digital/81-shoppers-</u> conduct-online-research-making-purchase-infographic/
- <sup>5</sup> "The Rise of Marketing Automation Statistics and Trends." Invesp. <u>https://www.invespcro.com/blog/marketing-automation/</u>



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