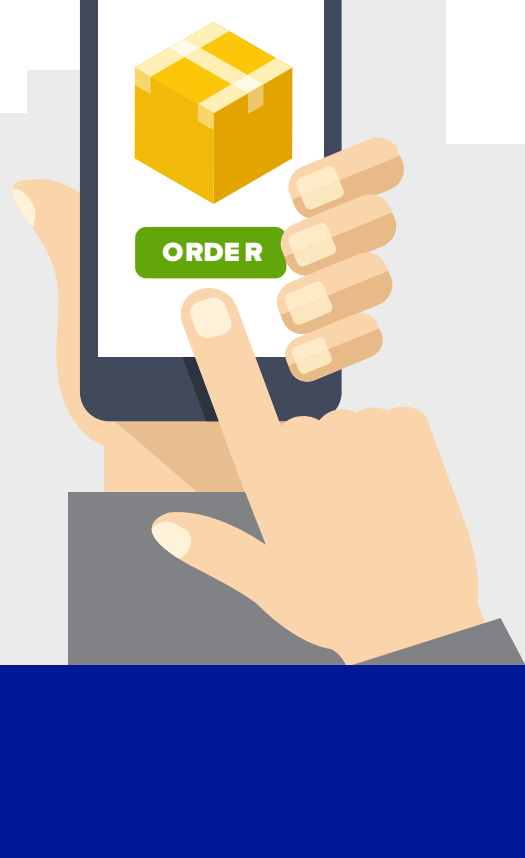


# 7 Ways to Scale Up Your Small Online Business



## GOT A WEBSITE?

You're ahead of the competition!



**80%**

of consumers shop online but...



**> 50%**

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

### 1 Master your market space.

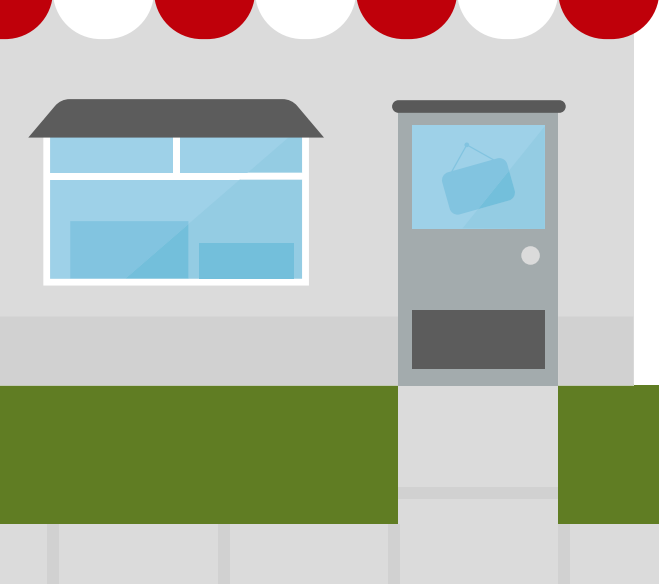
Learn from the pros, your customers and competition.



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



### 2 Secure capital to fund initiatives.

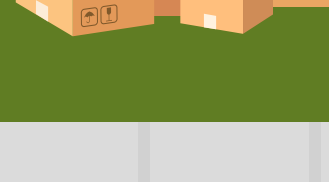


**1.14m**

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.

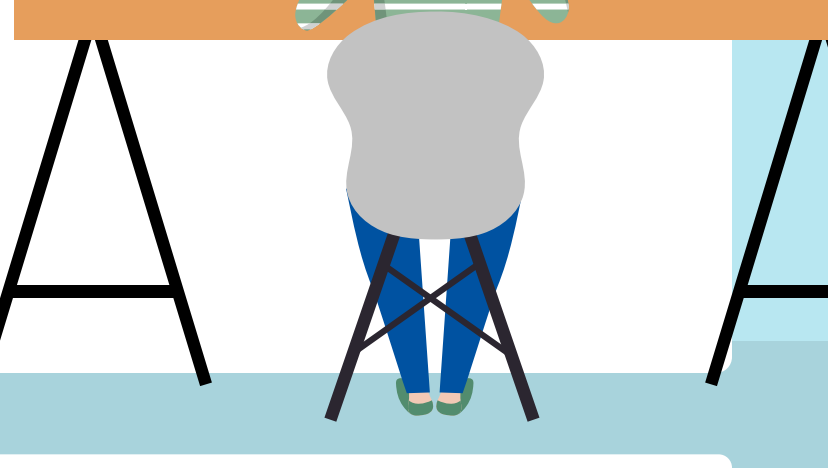


### 4 Focus on online marketing.

**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.

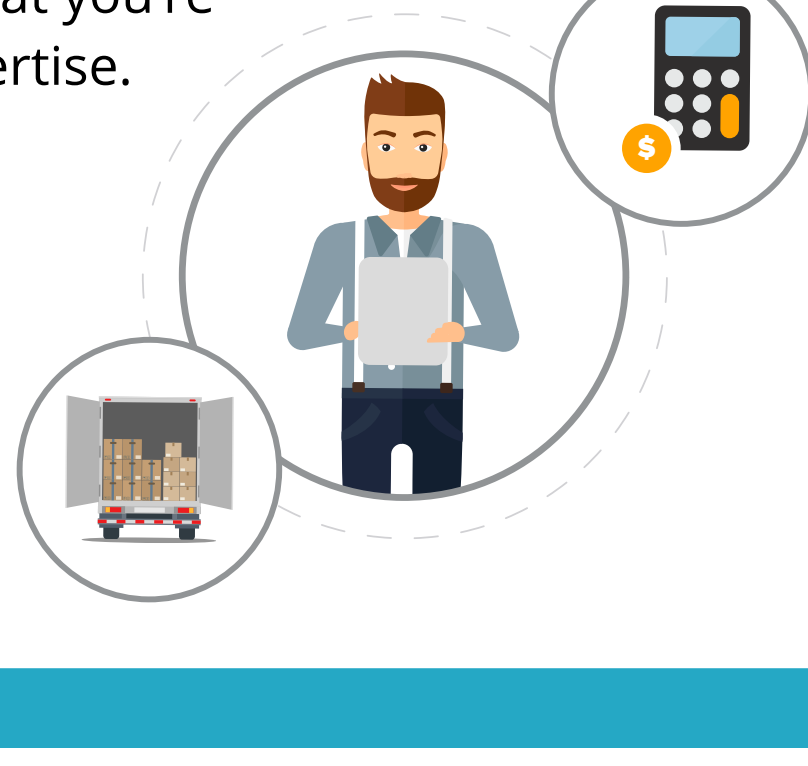


### 5 Outsource the extra tasks.

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 in-house, as your business gains stability.



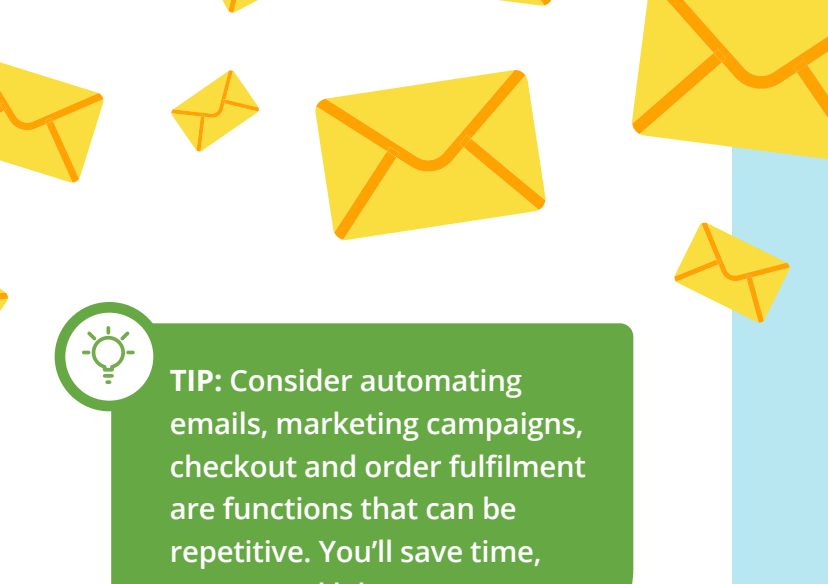
### 6 Automate your processes and marketing.

Using automation can increase sales productivity by

**14.5%**<sup>5</sup>



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



### 7 Scale up with the right delivery partner.

Meeting growing consumer demand is what scalability is all about.



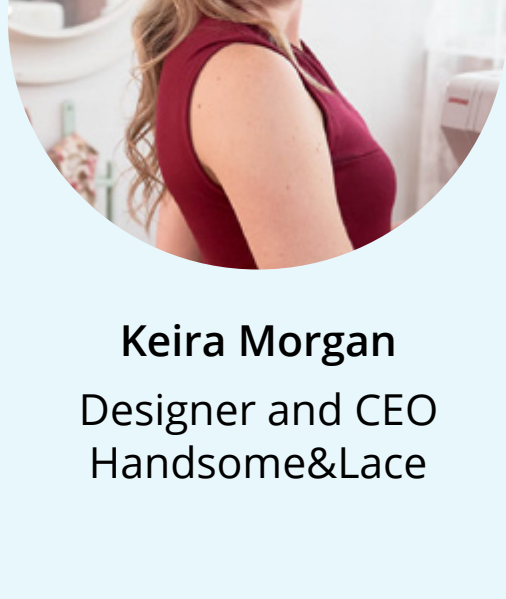
**TIP:** Choose a delivery partner with an extensive network of shipping and warehousing services. And, make sure they have the supply chain expertise to continue your growth.



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

“

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.



**Keira Morgan**  
Designer and CEO  
Handsome&Lace

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