

# BigCommerce® Solutions



# About O'Brien Media

Our professional team have over 15 years of experience developing websites and digital marketing solutions for small businesses and multi-nationals. We're certain we can help you realise the potential of your digital dreams!

It's very important to us that our clients can compete online with a website that suits their needs. We don't use templates when designing your website, resulting in a finished website that will be totally unique to your business.

O'Brien Media has vast experience in the digital marketing space and is well known in the Swindon area.

By using our knowledge and expertise, the O'Brien Media team helps deliver the digital dreams of businesses both regionally in Swindon and Wiltshire, as well as nationally.



# About BigCommerce

BigCommerce is a leading ecommerce platform delivering solutions for small and enterprise businesses, along with B2B organisations, to help them meet their online retail and ecommerce goals.

BigCommerce offers an intuitive, affordable Software-as-a-Service (SaaS) cloud-based platform, that caters to the requirements of businesses ranging from sole-traders to multi-nationals.

As a member of the partner program, the O'Brien Media team have access to the latest ecommerce technology from BigCommerce.

More than 60,000 merchants worldwide look to BigCommerce's robust partner ecosystem for support in creating great shopping experiences to fuel their growth.

BigCommerce Agency Partners are carefully selected on the basis of offering best-in-class technologies, value, and superior customer service. O'Brien Media are delighted to have achieved Agency Partner status!

*"At BigCommerce, our core focus is providing our merchants access to all the tools and services they need to build, innovate on and grow – and that includes introducing them to industry-leading agencies like O'Brien Media."*

Daniel Fertig  
Global Director of Agency Partnerships  
**BigCommerce**



# BigCommerce for WordPress

WordPress is the leading platform for content and customisation. BigCommerce is an ecommerce powerhouse. Together they offer an experience that doesn't compromise either of these strengths, and empowers your business to scale without slowing down!

- **Save costs and overhead:** The BigCommerce plugin is free to download and use. You can then use your budget on other opportunities to grow your business.
- **Simplify catalog management:** No need to code or install additional apps to support growth: Simply utilise the full power of the BigCommerce feature set in the open source WordPress environment you already love!
- **Let BigCommerce handle PCI Compliance:** BigCommerce powers the full checkout experience - taking on the burden of PCI compliance for you.
- **Compatible with any theme:** WordPress has a large selection of themes and many of those are ecommerce-focused. BigCommerce developed 'BigCommerce for WordPress' to be able to work with the existing themes, including bespoke designs.

Imagine an ecommerce experience that scales as you grow and eliminates your previous ecommerce pain-points. BigCommerce for WordPress delivers on this in a simple and cost effective way.

If you're using WordPress and are looking to scale up ecommerce within your business, we're here to help!

*"As WordPress experts, and a BigCommerce Certified Partner, we are ideally placed to build you a flexible, feature rich, ecommerce solution with the best of both worlds."*



# BigCommerce for Small Business

'BigCommerce for Small Business' is a comprehensive ecommerce solution designed specifically for growing businesses generating between £35K and £1M in online sales annually.

The solution provides merchants with a scalable all-in-one platform to quickly create online stores and begin boosting revenues.

The platform comes with all of the latest features and best practices for improved search rankings, quicker page loads and higher conversions.

BigCommerce for small-to-medium-sized businesses offers enterprise-level functionality that is cost effective, third-party friendly and enables merchants to:

- Build robust and responsive websites using powerful ecommerce software.
- Design online stores that are not only attractive and on-brand, but functional and responsive.
- Host stores securely with multi-layered, industry-standard credit card data security protection.

- Drive more traffic with built-in marketing and search engine optimisation (SEO) features.
- Reduce costs and complexity with powerful built-in features that other ecommerce platforms may charge for, or lack entirely.
- Analyse their businesses with easy to understand store performance metrics that inform business decisions.
- Sell everywhere using omni-channel integrations such as Facebook, Instagram, eBay, and many more.

*"No one truly knows what the future holds in terms of ecommerce trends and technology, but what is evident is that adaptability is key."*



# Direct-to-consumer (DTC) commerce

Direct-to-consumer (DTC) commerce isn't new. However, between disruptor brands and evolving consumer shopping behaviors, it's growing at an accelerated pace.

For manufacturers and distributors, it isn't easy to transition from selling business-to-business to selling directly to consumers. That's why we have a detailed guide on our website at [www.obrienmedia.co.uk/dtc](http://www.obrienmedia.co.uk/dtc) which contains actionable solutions to the challenges you may face when launching a DTC ecommerce website.

## The DTC Opportunity for Manufacturers

These same challenges also present new opportunities for manufacturers to launch a DTC ecommerce website.

For instance, consumers are already visiting brand websites, and they're ready to make a purchase. BrandShop's 2018 Consumer Preferences Survey found that if given the option, 87% of consumers would buy products directly from a brand online.

Manufacturers are increasingly facing stiff competition for limited shelf space as retailers scale back physical locations. With more products piling up in warehouses, manufacturers need a solution to get them out the door.

Selling DTC gives you control over the entire customer journey, from the moment someone lands on your website until the product is delivered — and beyond.

Using the data you collect, you can create customer-centric experiences on your website, such as recommending products based on recently viewed items.

Starting a DTC channel doesn't have to be an impossible task for manufacturers. With a clear strategy, flexible technology for ecommerce operations and a plan for back-office logistics, you can navigate any challenges you may face. BigCommerce is the ideal platform to achieve this.

# BigCommerce for Business-to-Business (B2B)

While some B2B buyers still prefer face-to-face interactions with salespeople, most of today's B2B customers want to buy online!

This is true for all types of B2B buyers, but especially for millennials who have never known a world without the internet. Now that they're entering management positions with purchasing power and perform half of all B2B research, millennials expect to be able to buy products from businesses online — just as they do in their personal lives.

Seventy-two percent of B2B customers prefer the convenience of online purchasing. They value having self-service access to accounts and orders, controlling the entire buying process, and having 24x7 access to information.

While more complex orders may still require some interaction with knowledgeable salespeople, ecommerce is the sales channel most B2B buyers want to use to research, purchase, reorder.

As more and more customers continue to shift their buying behaviors online, B2B ecommerce has become essential for increasing sales, revenue, and customer loyalty.

**A whopping 72% of B2B customers prefer the convenience of online purchasing!**



For more information about our services, get in touch...

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