

# Reasons to invest in increasing your online presence

When starting a small business, creating an online presence might seem like an unnecessary burden. Let's explore some reasons why is it important to have an online presence.



## Digital Age of E-Commerce

In 2021, e-commerce sales in the US were \$870 billion, an increase of 14.2% over 2020 and 50.5% over 2019. US e-commerce sales accounted for 13.2% of all retail sales in 2021.



## Increase Accessibility

Your business may be thriving when the store is open. But what about the off-hours? If you are not available online after the open hours, it can result in a loss of sales.



## Use of voice search

In 2021, 60% of smart home voice assistant buyers in the USA and more than 40% worldwide reported purchasing through voice assistance regularly.



## Bring in New Customers

When someone searches for a particular product or service, they will eventually stumble across your website or page and explore it.



## Beat the Competition

If you don't showcase your products online, you are allowing potential customers to explore your competitor's products online, especially those who can't make it to your store's location.



## Positive Brand Image

A brand image helps you engage with your customers and sort out their queries. This, in turn, builds trust and loyalty in customer relationships.