



The E-Commerce Playbook

Reach your next
e-commerce goal



Introduction

Wherever you are in your e-commerce journey, from filling your first virtual shelves to branching out into new international markets, the path ahead is bursting with opportunity.

\$1.4 tn

Expected e-commerce growth by 2025¹

4.6 bn

The number of people expected to be shopping online in 2024, a 34% increase over 2020²

77%

Percentage of global internet users who buy products online monthly³

We've put together this Playbook to help you stand out in this exciting and competitive landscape. It's divided into five easy-to-digest sections so you can read it from beginning to end or dip into specific sections using our handy color-coded key to guide you.

E-commerce is the future. So let's make your next steps count!

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1. [Euromonitor International](#) 2. Statista, Digital Marketing Outlook, Sept 2020 3. [We Are Social/Hootsuite](#)

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- [Starting out in e-commerce](#)
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Section key

OPPORTUNITIES

Discover new opportunities through research and analysis

NEXT LEVEL

Get ideas for fine-tuning your offering and reaching your goal faster

ACTIONS

Take practical steps to help you build your business

OPINION

Benefit from insider knowledge to help inform your decisions

Starting out in e-commerce

In the early stages, having a clear strategy, understanding the market, and organizing your logistics can bring your online business big benefits.

OPPORTUNITIES

Why e-commerce? The omnichannel effect

E-commerce is about convenience. So pushing for a seamless omnichannel user experience by optimizing your site across all devices could help you get ahead of the e-commerce game.

90% Customer retention rates are 90% higher for omnichannel⁴

13% The average order value is 13% more on omnichannel vs. single channel⁴

2.5x Purchase frequency is 2.5x higher on omnichannel vs. single channel⁴

4. [Omnisend](#)

ACTIONS

The power of planning

Your business plan doesn't have to be 50 pages long or set in stone. In today's fast-moving e-commerce landscape, it's better to be able to pivot quickly. Here are a few important things you could include in your plan:

- **Target market:**
Who are your customers and which countries do they live in? Are they easy to reach through cross-border shipping? (Read more about cross-border shipping in Chapter 3)
- **Marketing and messaging:**
How are you going to reach your audience and build your brand?
- **Financial projections:**
Plot out expected expenses, sales, and profits.
- **Milestones and goals:**
What boxes will you have checked in a month, six months, a year?
- **Team and resources:**
Think about team members, partnerships, and suppliers.

You can find plenty of templates online, many for free. Do some exploring and find one that resonates with you.

For example, [this template from Shopify](#) is free, detailed, and simple to fill out.

OPINION

Tips to empower e-commerce

Tip #1: E-commerce fuels global growth

95% of the world's consumers live outside the U.S. If you're not selling globally, you're missing a huge opportunity to grow your business. FedEx Compatible can help your e-commerce business expand, with all the shipping options customers need.

Tip #2: E-commerce is more than taking orders

From expanding into new markets to delivering on order fulfillment expectations and making returns hassle-free, [FedEx Compatible solutions](#) come together to power your e-commerce success and can help customers deliver on e-commerce expectations worldwide.

Tip #3: Keep your customers happy with convenient delivery options

89% of customers won't shop with a retailer again if their shipping expectations aren't met. Keep your customers happy with convenient delivery options like FedEx Home Delivery® on Saturdays and convenient return services powered by [FedEx Returns Technology](#).

Tip #4: Looking for an international solution?

FedEx Compatible has the FedEx® software solutions that give your business the edge. From accounting software and solutions for your e-commerce business, to powering your global omni-channel distribution network, FedEx Compatible has a software solution to meet every business need.



Alan Blizzard, Digital Enablement Programs—
FedEx Compatible



NEXT LEVEL

Perfecting your marketing strategy

No doubt your business plan includes great insights about marketing and how you're going to get the word out and drive sales. But how can you take it further?

- **Get serious about social:**

53.6% of the world's population uses social media.⁵ Make the most of paid advertising using channels such as Google Ads, Microsoft Advertising, and Facebook Ads as well as organic marketing on Facebook, Instagram, and Twitter.

Take time to research the best platforms for your business. LinkedIn,⁶ for example, is by far the most popular for B2B businesses—**96% of B2B content marketers** use LinkedIn for organic social marketing and **97% of B2C businesses use Facebook**.⁷

- **Consider word-of-mouth (WOM) marketing:**

90% of people are more likely to trust a brand that's been recommended—even by a stranger!⁸ WOM usually starts off organically through the power of your product and positive experiences, but a marketing campaign can boost it. This also means targeting influencers and brand advocates.

- **Hone your off-page search engine optimization (SEO):**

Think social media platforms, guest posts, and influencers and blogger mentions. Links to your pages on other well-respected platforms could also rocket you up the search-engine rankings.

5. [We Are Social/Hootsuite](#) 6. [Content Marketing Institute](#) 7. [Content Marketing Institute](#) 8. [Invesp](#)

ACTIONS

Boosting your traffic through search

Getting visitors to your site is key. After that it's turning those visitors into leads, and leads into sales. Here are a few different ways you can find new customers for your online business through SEO and paid search.

- Pinpoint your keywords:**
 Use online tools to identify keywords and phrases that match buyer intent. These are what an internet user is most likely to type in when looking for a product in search engines and are vital in growing traffic.
- Optimize on-page SEO:**
 Now that you've got your keywords, you can use them in your headlines, URLs, product listings, blog posts, and metadata (the data that provides information about the page in HTML and will impact traffic to your web page and engagement rates, directly affecting your SEO and rankings).
- Optimize for mobile:**
 With the rise of m-commerce, having a mobile first/mobile-friendly website should be a priority. 52.2% of all website traffic worldwide comes from mobile phones.⁹
- Acquire backlinks:**
 Having high-quality, credible, and relevant external sites link to your web pages play a significant role in ranking your website higher in search engines.
- Amplify visibility and conversions with paid search:**
 With the massive reach of search engines, it makes sense to drive traffic to your site using a pay-per-click advertising model. In addition to helping you reach more potential shoppers and boost your conversions, you can set a monthly budget to control costs.
- Analyze your data:**
 Web analytics, user behavior reports, and search tools like Google Search Console can help you identify how customers engage with your online content, what pages are driving the most traffic and conversion—and which need optimizations to grow your e-commerce business.

9. [ThinkWithGoogle](#)

OPINION

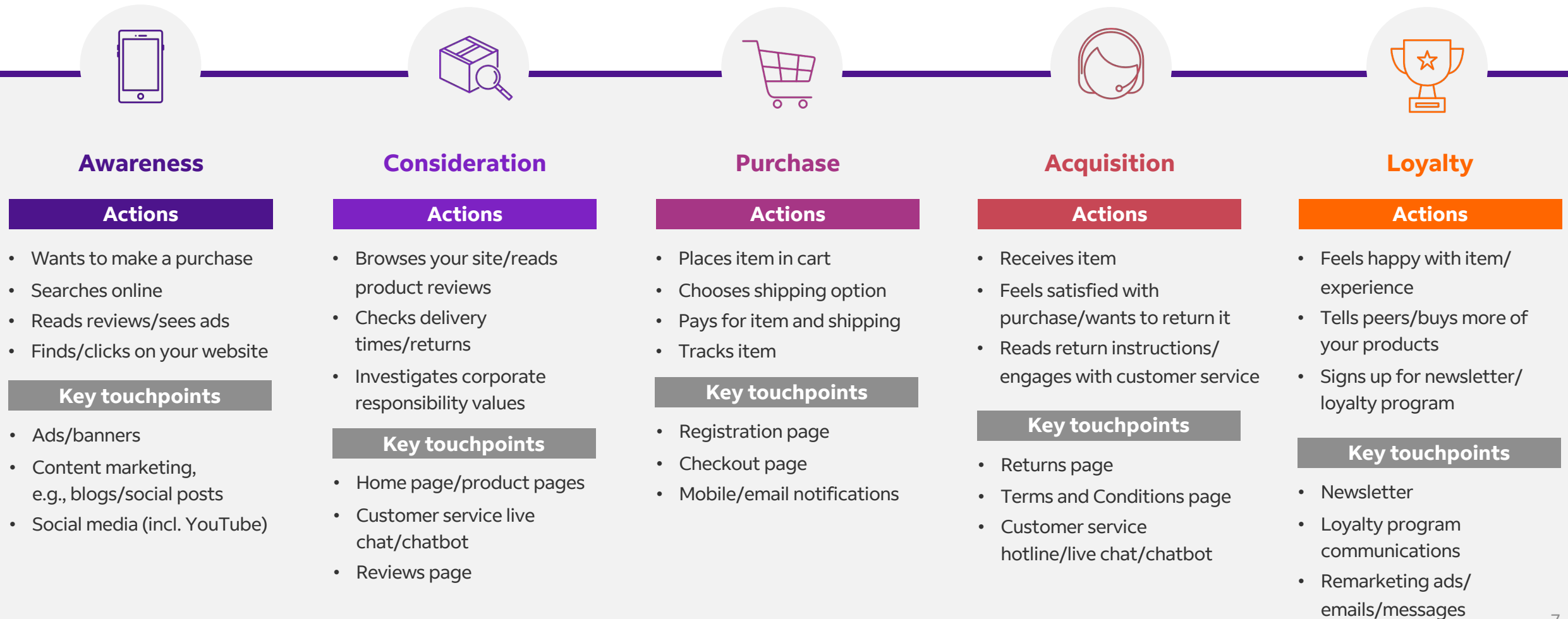
Optimizing for shopping intent

When optimizing your e-commerce website, it's important to build content that addresses customers' needs at every step of their online shopping journey.



Jessica Rogers, Digital Marketing Principal
Search Engine Optimization Lead

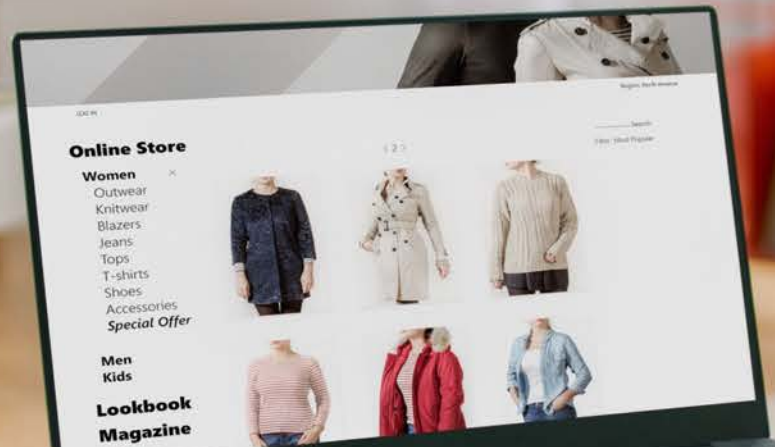
Mapping the e-commerce customer journey*



*This customer journey map is based on information gathered from the following external sources: Bright Vessel, BigCommerce, and VoiceSage.

Get your store in order

Building a flourishing customer base (and a profitable business) starts with knowing what today's consumers want. You can then use that knowledge to plan, launch, and manage your e-commerce site.



OPPORTUNITIES

What shoppers expect from their online experience

87%

of customers say they want a personalized and consistent experience across all shopping channels¹⁰

83%

of internet users worldwide say quick and easy checkout is the most important part of the shopping experience¹¹

64%

of consumers globally want orders shipped for free¹²

10. [Cision/BRP](#) 11. [iVend Retail](#) 12. [Shopify](#)



Four inspiring ideas for amplifying your brand

- 1 Live Q&As on social
- 2 Step-by-step content on-site
- 3 Behind-the-scenes videos
- 4 Case studies

NEXT LEVEL

Tech to take your store to new heights

As an e-commerce business, you've got lots of choices when it comes to elevating your offering with helpful technologies. Here are four examples.

- **Data for personalized experiences:**
Advances in AI mean you can more easily meet shoppers' personalization needs. This includes sending offers, recommendations, and ads uniquely relevant to them.
- **Augmented reality for a powerful immersive experience:**
AR offers many options to e-commerce businesses, from virtual clothing try-ons to AR-augmented product-launch livestreams.
- **AI-powered chatbots:**
These clever virtual assistants are ideal for keeping shoppers engaged, answering questions quickly and improving the overall customer experience.
- **Localization technology:**
Localization software and multilingual plug-ins give shoppers the option of browsing your website in their own language.

ACTIONS

Get ready to scale up your supply chain

A healthy supply chain is the heart of a successful online business. Here are a few important things to consider when establishing yours.



The pros and cons of local vs. international manufacturing

Local manufacturing can mean lower delivery costs, while international sourcing offers greater variety. Examine your business model to choose your best fit.



Use analytics to improve and innovate

E-commerce analytics provide insights into everything from shoppers interacting with your site to which content is performing best.



Strong supplier relationships

Good relationships with your suppliers can inspire optimal benefits like fewer delays and better deals. Things you can do to encourage a lucrative partnership include transparency, open communication, and being mindful of cultural differences.



Consider outsourcing to a third-party logistics provider (3PL)

3PL providers offer extensive, often one-stop solutions for packaging, warehousing, transportation, and order fulfillment. Benefits include cost and time savings, greater scalability, boosted customer satisfaction, and easy returns.



Make the most of the latest supply chain tech

Supply chain software is designed to get your departments—from inventory to sales—working in harmony. It offers streamlined processes, peace of mind, and more time to work on growing your brand.



Choose an established logistics provider

Your logistics can make or break your business. By using a trusted provider, you can offer deliveries that attract positive reviews, keep shoppers coming back, and ship cross-border with ease. [FedEx has a range of e-commerce solutions](#) to meet your needs, from next-day, time-definite services to flexible delivery options and integrated shipping solutions.

**OPINION**

Time to ship: what to consider

Your deliveries around the world are an extension of your business, so you want them to reflect the level of service you offer. When it comes to your shipping strategy, consider the following:

1. Teaming up with a reliable logistics provider:

Choose a provider that will represent your business consistently. Make sure they're easy to do business with and have the local and global knowledge to grow with you and match your ambitions. At FedEx, for instance, we have decades of customs knowledge, great [tools and resources](#), and a range of international services to facilitate both cross-border and global growth.

2. Embracing your own marketplace:

Manufacturers and distributors that launch their own online marketplace provide opportunities for customers to interact with them directly, harness and own customer data, and avoid channel conflict.

3. Shipping costs:

Lean on door-to-door, all-in options that cover things like pickups, deliveries, and customs at one inclusive price. View your shipping through the lens of your overall customer experience, and judge what feels right to retain loyalty.

4. Understand your shoppers' needs:

This can vary by market, but think about what your shoppers are looking for, whether it's free shipping or more [sustainable shipping options](#) like a carbon neutral footprint.



Dionne Noisette, Digital Marketing Principal
Global Customer Engagement Marketing

ACTIONS

Time to ship: know your options

Domestic

FedEx Ground® Economy:

FedEx Ground Economy (formerly FedEx SmartPost) is a cost-efficient shipping option for small and medium businesses. It's ideal for outbound residential deliveries and returns that are low-weight, low-value, and non-urgent.

FedEx Home Delivery®:

FedEx Home Delivery is a ground shipping service that delivers to residential areas. It's faster to more residential locations than UPS Ground and delivers to more residential locations than UPS Ground on the weekend.

FedEx Express®:

Get fast, reliable, and affordable standard shipping [that's backed by a money-back guarantee](#).

FedEx Freight® Direct:

Whether your customers are dentists ordering waiting room furniture or a growing family furnishing their upstairs game room, FedEx Freight Direct can help. It can also simplify your pricing and reduce transit times.

FedEx® and global e-commerce solutions empower e-commerce businesses to efficiently deliver, grow, and thrive globally. Explore our range of [shipping services](#):

International

Shipping to Canada:

Grow your business across borders by shipping to Canada. It's close, the paperwork is pretty simple, and there's little separating us but land—which makes shipping to our North American neighbors cost-efficient.

International delivery in 1, 2, or 3 business days:

Please your customers with early delivery of your export and import shipments with FedEx International First®, FedEx International Priority Express®, and FedEx International Priority®.

FedEx® International Connect Plus:

FedEx International Connect Plus is part of a portfolio of services that balances speed and cost. So you can offer the delivery times your customers want and the affordable pricing that gives your business an edge.

FedEx International Connect Plus links you with the world. With it, you can get your e-commerce products into the hands of people in more than 190 countries and territories—in as few as two days.

ACTIONS

Five steps to help drive fulfillment success

Here are five ways you can create a shipping process that optimizes cost, efficiency, and sustainability:

- 1 Research best options for inventory location.**
 - Where are your customers located?
 - What shipping time frames do you want to be able to offer your customers?
 - Do you plan on offering free shipping?
- 2 Choose the right fulfillment model:**

In-house: Where you handle all parts of the e-commerce fulfillment process yourself. Get [our solutions](#) for optimizing your fulfillment that can reduce your man-hours, boost productivity, and prepare you for peak season.

Drop shipping: Where you don't keep products in stock, you buy them from a third party when a shopper makes an order.
- 3 Learn about labeling and packaging requirements, domestic (there is a 1–2 day coverage expectation) and international, including returns.**
- 4 Create a more personalized experience by considering multiple payment methods, currencies, and delivery options.**
- 5 Choose the right technology for fulfillment.**

Use tools such as the [FedEx shipping calculator](#) for non-contractual services or [contact one of our sales representatives](#) to get a clear idea of contractual rates.



Understand the costs

No matter the challenge, staying agile and in control of your budget can help keep your business fit and future-proofed.

OPPORTUNITIES

E-commerce: what does it cost?

What you spend on running your online business depends on its size and your products, but here are some common costs you may want to factor in.



Website building

In addition to the initial cost of designing and building your website, there are expenses for web hosting, software, your domain name, and other maintenance fees. Costs will vary depending on whether you set up your own site or sell through an online marketplace.



Marketing

Once you've built your website, you can attract customers across different channels. How much you spend depends on your budget, but most small businesses spend between 7% and 12% of their total revenue.¹³



E-commerce technology

Utilize our simple, secure e-commerce technology—Checkout by FedEx, Direct Export, and Merchant Control—to create a more localized online experience for your international customers.



Storage

As your e-commerce business grows, so will your inventory. You may need more room to house your products, so factor in storage-related expenses such as rent, insurance, and the costs of continuing to store unsold inventory.



Shipping

Shipping costs depend on where you're shipping and how fast it needs to be delivered. FedEx offers a range of service options to suit different schedules and needs—visit our [shipping services page](#) for more information.



Returns

Consumers today expect a seamless—and free—returns policy.¹⁴ With any return, you'll incur a cost to restock the item or remove it from your store.



Insurance

A robust insurance policy can be expensive, but it could protect you and your business from product damage or operational disasters.



Taxes

Company taxes can be complicated, especially as your business starts to scale. Consider hiring an accountant with the expertise to manage your tax statements and returns for you.



Supporting small businesses with up to \$50,000

In spring 2022, the FedEx Small Business Grant Contest gave entrepreneurs the chance to take the next step for their business.

ACTIONS

Flexible clearance options to meet e-commerce needs

Delivery Duty Paid (DDP) is an agreement where the seller assumes all of the responsibility, risk, and costs associated with transporting goods until the buyer receives the goods.

Delivered at Place (DAP) is an agreement where the seller assumes all of the responsibility, risk, and costs associated with transporting goods until the buyer receives the goods—excluding customs, duties, and taxes, which are covered by the buyer.

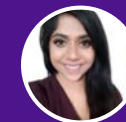
	Seller Responsibilities	Buyer Responsibilities
Shipping costs	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Duties and taxes (DDP)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Duties and taxes (DAP)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Delivery to buyer	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Receive goods	<input type="checkbox"/>	<input checked="" type="checkbox"/>

OPINION

Taxes, duties, and Incoterms explained

Duties and taxes are charges placed on an international shipment. You decide if you or the shopper pays when writing the Incoterms (International Commercial Terms).

- 1. Financial:** If you're paying duties and taxes, they can impact your profit margin and make your goods more expensive, which may slow your sales rate.
- 2. Operational:** Unpaid duties and taxes can cause customs delays and slow delivery time.
- 3. Customer experience:** Shoppers might opt out of buying your goods when they learn that there are additional costs. If your shoppers are going to pay the duties and taxes, let them know first thing and at checkout.



Sidra Khan, Product Management Advisor, FedEx® International Connect Plus

**ACTIONS**

Three ways you can get the most from your budget

As consumer needs grow and shift, it can be tricky to stay on top of your costs. These tips can help you maximize your budget to meet rising demand.

1**Ship cross-border**

This can reduce storage costs elsewhere, help you respond faster to orders, and make inventory management easier with stock, staff, and infrastructure in one location.

By opting for faster shipping options rather than holding stock in different locations, you can reduce delivery times. Discover fast, reliable shipping services from FedEx [here](#).

2**Share shipping costs**

Shipping costs can add up, especially when you factor in packaging, staffing, and import and export fees. To minimize the dent on your budget, consider asking online shoppers to pay for the shipping on smaller deliveries.

3**Reduce your returns**

Reduce the possibility of costly customer returns by offering extensive details about every product on your website, ensuring products arrive at their proper destinations, and extending returns windows to keep customers coming back.

NEXT LEVEL

Ideas for boosting customer spend

Here are a few quick suggestions for encouraging purchasing at different touchpoints along the customer journey.

- **Highlight offers on-site**
Make promotions clearly visible across your site, particularly on your home page, as this is your virtual storefront.
- **Offer free shipping over a certain amount**
This could encourage shoppers to spend more on your site, so as your sales go up, your customers' shipping costs go down, making it a win-win situation. [FedEx® International Connect Plus*](#) lets you offer low-cost or free shipping to your shoppers.
- **Keep product pages updated**
Ensure descriptions and images are up to date so there aren't any surprises, minimizing returns.

*190+ countries and territories—in as few as two days.



Build customer loyalty

The dramatic increase in online shopping sparked by the pandemic caused several shifts in consumer behavior. Among them was a drop in customer loyalty and a surge in shoppers trying out new brands and products.¹⁵

As a result, building customer loyalty is more important than ever—and we have plenty of tips for helping you do just that.

15. [McKinsey](#)

ACTIONS

Learn the metrics that matter

Metrics are great for measuring everything from conversion rate to cart abandonment and traffic sources. Here are some examples of key site metrics from BigCommerce for your e-commerce funnel—the journey your customer takes on the way to making a purchase, and beyond.¹⁶



Product discovery

Includes: **reach** (the number of people who see your content); **impressions** (the number of times it's presented to someone); and **engagement** with it.

Consideration

Includes: **email click-through rates**; **cost per acquisition** (how much you're paying to acquire customers through campaigns/ads); and **organic acquisition traffic** (non-paid visitors).

Conversion

Includes: **shopping cart abandonment rates**; **checkout abandonment**; **micro-to-macro conversion rates** (e.g., when shoppers click through to a product page or subscribe to emails); **average checkout order values**; and **sales conversion rates**.

Retention

Includes: **customer retention rates**; **customer lifetime values** (how much you earn throughout your relationship with a customer); **repeat customer rates**; **refund/return rates**; and **e-commerce churn rates** (the number of users lost).

Actions

Includes: **net promoter score** (a satisfaction measure based on how likely customers are to recommend you); **subscription rates for your email list**; **reviews and recommendations**; and **program participation rate** (the percentage of customers who join your loyalty program).

ACTIONS

Ship with confidence

Using the right tools, solutions, and services can give both you and your customers peace of mind. Here are a few other things you can do:

- **Have a wide portfolio of shipping options:**
Give shoppers both low-cost and high-speed options, and display them early in their shopping journey (preferably on your home page).
- **Customize deliveries:**
[FedEx Delivery Manager](#)® meets expectations for convenience because customers can receive packages where and when it suits them—at no extra cost.
- **Easy returns:**
How you manage returns is essential. [FedEx® Global Returns](#) is an ideal solution, helping you contain costs and grow customer loyalty through positive experiences.
- **Inspiring others to act more sustainably:**
We're in this together, and each of us plays a part. Whether you're looking for ways to practice sustainability at home or at work, we can help. [Get ideas](#) on everything from reducing waste to adopting more sustainable packaging. You can even learn how to cut costs in the process.





NEXT LEVEL

Four ways you can retain new customers

The customer journey doesn't end at fulfillment. Engaging with shoppers after delivery can increase the chances that they'll choose your business again, so keep them coming back with things like:

- 1 **Email newsletters**
Think strong subject lines and calls-to-action.
- 2 **Engaging social content**
Remember to push your tone of voice for instant recognition.
- 3 **Investment in customer service**
Fast and responsive is the way forward.
- 4 **Loyalty programs**
Offer rewards for referrals, first-time-purchase discounts, and more.

OPINION

Give your last-mile deliveries the edge

Offering a competitive delivery experience begins with considering your product and the best way to deliver it. Healthcare, for example, is a precision business where recipients expect the very best for their critical parcels.

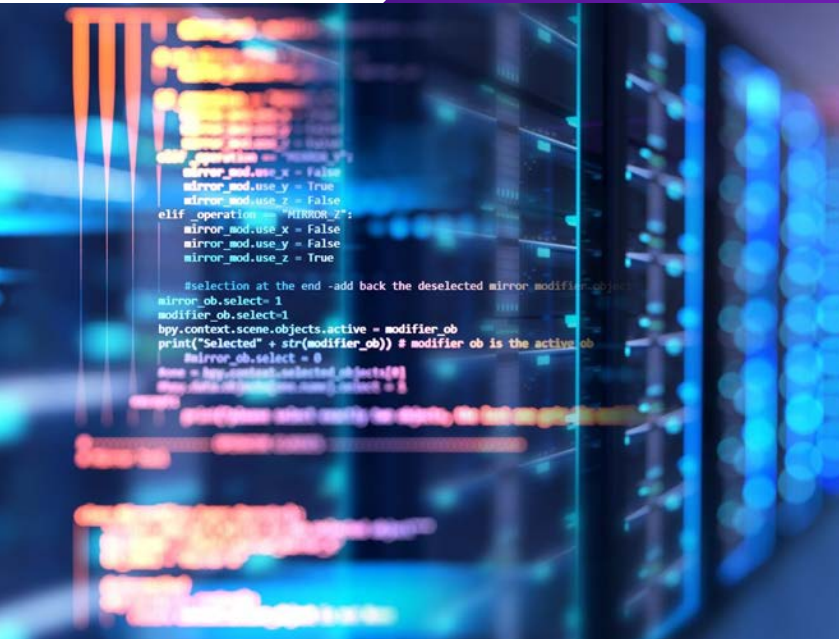
As home healthcare grows, so does the need to meet exacting standards with a human touch. Whether it's bulky yet delicate medical equipment or temperature-sensitive goods, we can provide the right mix of [package testing](#), [returns](#), and [temperature control](#) services.

Next, adapting to your customer's schedule and delivery location is key. [FedEx Delivery Manager](#)® provides more autonomy to your customers and more sustainable deliveries with several delivery options, including “change delivery date” and “deliver to a neighbor.”

We also offer [FedEx Freight Direct](#)®, which provides your customers with the flexibility and convenience of door-to-door and white glove delivery options. [FedEx SameDay](#)® is also available for especially urgent shipments that can be shipped and delivered in a matter of hours.



Melissa Bolshinskaya, Digital Marketing Principal
FedEx Healthcare Integrated Marketing



OPPORTUNITIES

How can web analytics drive loyalty?

Website analytics can be powerful tools, highlighting existing patterns of consumer behavior and helping you boost loyalty by:

- **Offering in-depth insights** that enhance your understanding of each customer's individual needs so you can tailor offers to them.
- **Integrating real-time purchase data** with historical data to make targeted recommendations at point of sale.
- **Monitoring customer reactions** with promotions and product recommendations.

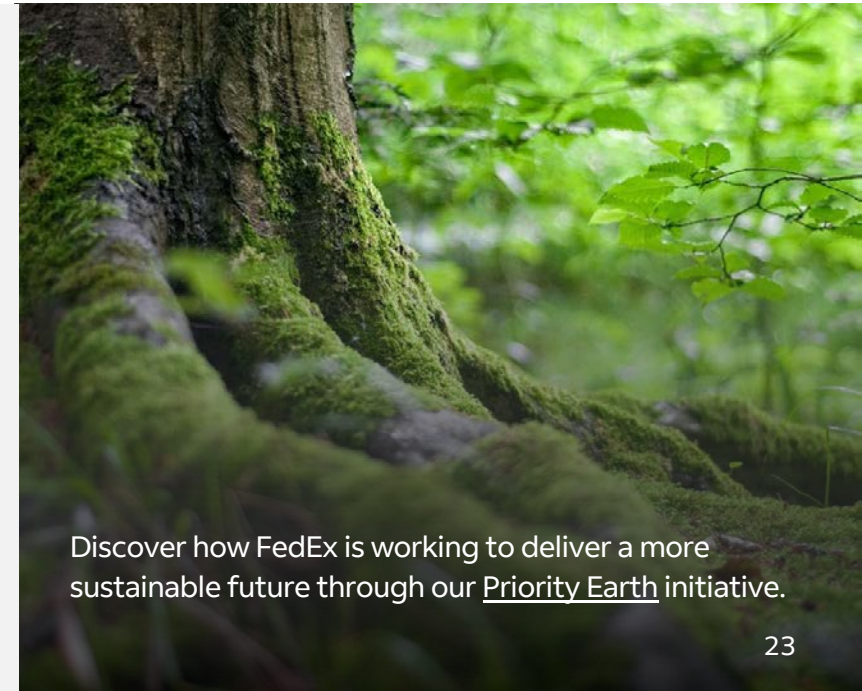
OPPORTUNITIES

Sustainability: a green light for success

Many of today's consumers have sustainability top of mind. In fact, one in three global consumers say they've stopped buying from certain brands because of sustainability concerns.¹⁷

Here are a few ways you can incorporate sustainability into your strategy to meet consumers' expectations:

- Reselling your used/returned merchandise
- Searching out sustainable and ethical suppliers
- Creating an offset service charge at checkout
- Offering greener options for their returns
- Helping local communities and supporting good causes
- Sending products in reusable packaging—[FedEx Reusable Paks](#) are 100% recyclable and have a dual seal so customers can reuse them



Discover how FedEx is working to deliver a more sustainable future through our [Priority Earth](#) initiative.

ACTIONS

Making progress for the planet

Learn about all the ways we're working towards a more sustainable future and get inspired to take your own action.



Moving toward our goal of carbon neutral operations

Explore some of the actions we're taking to operate more sustainably for the long haul.

[READ ABOUT OUR GOAL](#)



Delivering trust through transparency

Access all sustainability reports, including our 2022 Environmental, Social, Governance Report.

[GET 2022 ESG AND OTHER REPORTS](#)



Giving humankind a helping hand

Find out how we're improving the planet beyond sustainability through giving and volunteering.

[SEE HOW FEDEX CARES](#)

Open doors to new markets

Cross-border e-commerce has surged in the past few years as shoppers—tempted by greater variety and lower prices—look for products beyond their own shores. Cross-border e-commerce sales in the U.S. have reached nearly \$24 billion and are expected to grow.¹⁸

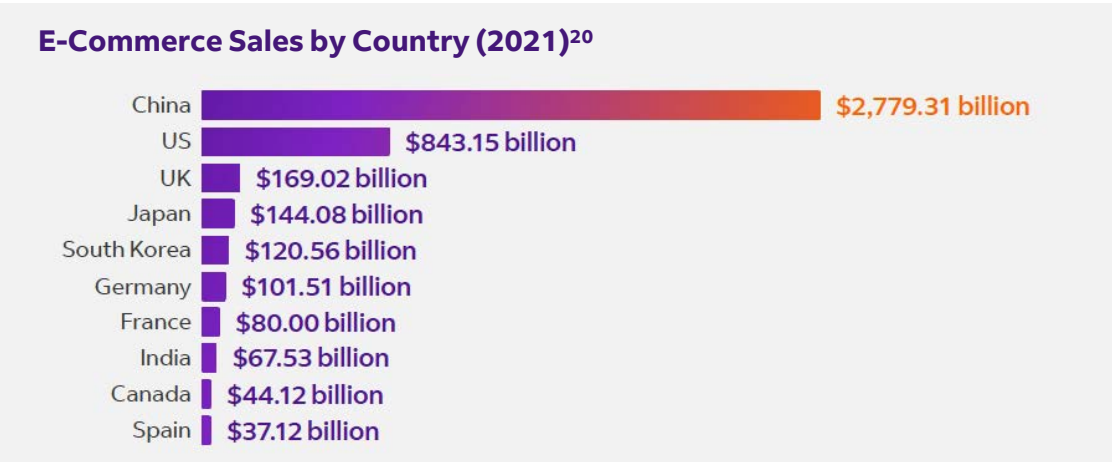
18. [statista.com](https://www.statista.com)



OPPORTUNITIES

Uncovering international opportunities

Perhaps unsurprisingly, China holds the title of world’s largest e-commerce market and boasts the most digital shoppers.¹⁹ Economists expect e-commerce sales to reach \$2.8 trillion in China by the end of this year.



When it comes to identifying opportunities for your business, things you may want to consider include:

- Market potential and growth
- Where demand exists for your products
- Competitors and which countries they deliver to
- Costs to ship to your preferred markets
- Global consumer needs/expectations

19. [Shopify](#) 20. [Oberlo](#)

OPINION

“Get there now”—tips to grow your global e-commerce

Top tip #1

When breaking into a new market, try selling through the marketplace. Even if you already have a branded website, these channels have high levels of consumer reach in many markets.

Top tip #2

Don’t underestimate the importance of the delivery experience in the customer journey. As a new market player, quick, efficient shipping could help increase your brand reputation and boost customer retention.

Top tip #3

When choosing logistics providers, consider coverage, flexibility, and the diversity of the delivery options they offer in relation to shoppers’ expectations in your new market.



Chris Suhoza, Vice President, International Sales

ACTIONS

Four ideas for making growth happen

- 1 Consider your mode of entry into each market:**
Are you going to build, buy, or partner with an already established business or online marketplace? Explore the pros and cons of the different routes.
- 2 Localize your site:**
Shoppers prefer to browse in their own language and pay in their own currency. You can also research and implement each market's preferred payment options.
- 3 Research your pricing:**
Look at what competitors are charging for similar products in your target market and make sure you're not over- or underpricing.
- 4 Choose a logistics company you can count on:**
[FedEx® International Connect Plus](#),* our dedicated e-commerce shipping service, offers quick deliveries at attractive prices.



NEXT LEVEL

Digitize to optimize

Embracing the latest in logistics automation can simplify and streamline your international e-commerce operations. Here's how.

Faster international shipping:

Automated customs tools can speed you through borders. [FedEx® Electronic Trade Documents](#), for example, is a simple, free-of-charge solution that lets you submit customs documents electronically, saving you time and minimizing the chances of border delays.

Boosting efficiency—and your customer experience:

Up-to-the-minute shipping tools connect the different parts of your business to dramatically improve flows. For example, [FedEx® Compatible Solutions](#) helps you find third-party solutions that seamlessly integrate FedEx shipping services into the business tools you use every day, from marketplace solutions such as Magento, WooCommerce, and Shopify to business solutions like SAP, Sage, and Salesforce.

Easier preparation of international shipments:

With tools like [FedEx International Shipping Assist](#), you can easily estimate the Harmonized System (HS) code for your international shipment, calculate duties and taxes, and find templates for the necessary documentation.

*FedEx International Connect Plus links you with the world. With it, you can get your e-commerce products into the hands of consumers in more than 190 countries and territories—in as few as two days.

ACTIONS

Three ways to clear customs with confidence

When shipping globally, customs clearance can be complex. Delays at borders—also known as “caging”—can disrupt your shipping timelines, which could mean disappointing your customers. Follow these steps to keep your international shipping on track.

1 Properly classify your items

- The Harmonized System (HS) is an international system of names and numbers used to classify traded goods. Customs authorities around the world use these codes to manage imports and exports.
- The most accurate classification often requires detailed information and knowledge of the latest global and local regulations.

2 Estimate duties and taxes accurately

- To estimate the total cost, or full landed cost, for your customers at checkout, you’ll need a way to estimate duties and taxes. Accurate estimation of duties and taxes depends on the accuracy of product HS classification.
- Estimating duties and taxes as accurately as possible will make your business more profitable in the long term. If your estimated duties and taxes are too high, you’re overpaying upfront and may risk losing market share to competitors who offer lower prices. If they’re too low, your customers may face unexpected fees and become dissatisfied.

3 Screen for restricted parties

- Federal regulations may prohibit you from shipping goods to certain foreign entities.
- It’s important to check potential customers against restricted party lists so you don’t violate any export regulations.



25%

of small businesses that export have experienced challenges with tariffs and customs procedures

61%

of small businesses believe that technology can help them overcome barriers to exporting

69%

of small businesses that export say that digitized customs-clearing process tools are very important

NEXT LEVEL

Streamline your exporting process

There are many solutions available to help you manage shipping from the U.S. to other countries, from classifying your products, to estimating duties and taxes, to screening restricted parties. The right solution for your business will depend on the level of automation and integration you need.

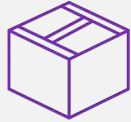


Easy-to-use online tools

If you're just starting to ship internationally and have a small product catalog, these simple tools can help you through the process.

Resources

[FedEx Global Trade Manager](#)
[FedEx International Shipping Assist](#)



Shipping automation

If you're shipping higher volumes and need to automate shipping labels, these tools can help you incorporate HS codes into your process.

Resources

[fedex.com](#)
[FedEx Ship Manager](#)
[FedEx Web Services](#)



Platform plug-ins

If your business uses a third-party platform for your e-commerce website, this tool can help you streamline by integrating with third-party software.

Resources

[Zonos*](#)
 Available for Shopify, BigCommerce, Magento, and more.



Custom website APIs

If your business needs software solutions that can integrate directly into your e-commerce website, these solutions have customized APIs.

Resources

[FedEx World Tariff](#)
[Zonos*](#)



Want expert help? Contact your FedEx rep for support integrating these solutions.

*Zonos is a [FedEx Compatible solution](#).

NEXT LEVEL

Handy resources

Want to take your online business even further?
Check out this list of additional resources and grow your knowledge.



Strategy

- [FedEx: E-Commerce Center](#)
- [Shopify: E-Commerce Business Blueprint](#)
- [BigCommerce: E-Commerce Trends That Are Powering Online Retail Forward](#)



Setting up shop

- [FedEx: Tech Chat](#)
- [ShippyPro: 10 e-commerce shipping best practices you need to know](#)
- [Google for Small Business: Build your online presence in just a few steps](#)



Money matters

- [FedEx: Duties and taxes](#)
- [WooCommerce: Want More Revenue? Improve Users' Checkout Experience](#)
- [9 ways a small business can stay on budget and save with FedEx](#)



Customer loyalty

- [Your Complete Guide to WooCommerce Coupons](#)
- [ShippyPro: Cart Abandonment: how to fix it \[Best Practices\]](#)
- [FedEx: 6 tips for more sustainable packaging](#)



Growth

- [FedEx Compatible: Find a Solution](#)
- [ShippyPro: How to Optimize Your Shipping Process Workflow](#)
- [Magento: How to Drive Outstanding Customer Experiences with Dynamic Pricing](#)

Take your online business further

Discover fast, reliable e-commerce solutions and flexible delivery options at our [E-Commerce Center](#).

Don't forget to check out our [Small Business Resources Center](#), where you can get actionable insights and more.