



E-Commerce

DRUPAL COMMERCE

- The Ultimate eCommerce Platform



DRUPAL partners

Contents

About Innoppl	i
In this E-Book, You'll	ii
Executive Summary	06
Some Definitions	07
How an eCommerce Site Works	08
Drupal Commerce - The Ultimate eCommerce Platform	09
Top 25 Reasons To Choose Drupal Commerce	09
Freedom Of Design Choice	09
Beautiful Themes	10
CMS Based eCommerce	10
Have The Flexibility To Create And Market	10
Mobile Ready	11
Grow With Technology	11
Include Cash On Delivery Option	11
Easy And Secured Payment Features	12
Create Loyal Customers With Membership Options	12
Highlight And Customize Products And Fields	13
Induce Impulse Purchase	13
Restricted Access For Digital Downloads	13
Fundraising For A Cause	14
Advanced Pricing Option	14
Discounts. Period	14

Contents

Unleash The Power Of Digital Merchandising	15
Option To Include A Marketplace - Let Other Vendors Sell Through You	15
Track Your Orders	16
Boost Rankings With Google Merchant	16
A Sophisticated Backend	17
Monitor Your Website Performance	17
Integration With Google Analytics	17
Rich Content Marketing Programs	18
Support	18
It's The Whole Package - And its Free!	18
Building An eCommerce Site With Drupal Commerce	19
Which method should you choose?	19



About Drupal Partners

Drupal Partners opened its doors in 2009. In some industries, six years may not seem like long, but in this fast paced, ever-evolving world of technology, web and mobile app design, five years is considerable. Since opening, Drupal Partners has grown from just two developers into a thriving company with over 70 developers, designers, and project managers. We've built over 50 Drupal sites and we're growing. Our Drupal-specific experience means that our client websites are written with clean, stable and secure code. We're proud of that. Our work creates some of the most progressive and secure sites in government, non-profits, higher education, publishing, retail and more. We've worked with them all - from startups to large corporations, so you can be assured that we will build the very best website to meet and exceed your needs. We can't wait to work with you!

In this E-Book, you'll

Get To Know Drupal Commerce

Drupal commerce is one of the most sophisticated CMSs for building a robust and flexible eCommerce website.

Learn About Commerce Modules

The various modules designed are used to enhance the site owners selling and marketing experience.

Understand eCommerce Websites

Understanding the dynamics of an eCommerce website will help you realize why Drupal Commerce is the ultimate choice.

Features of Drupal Commerce

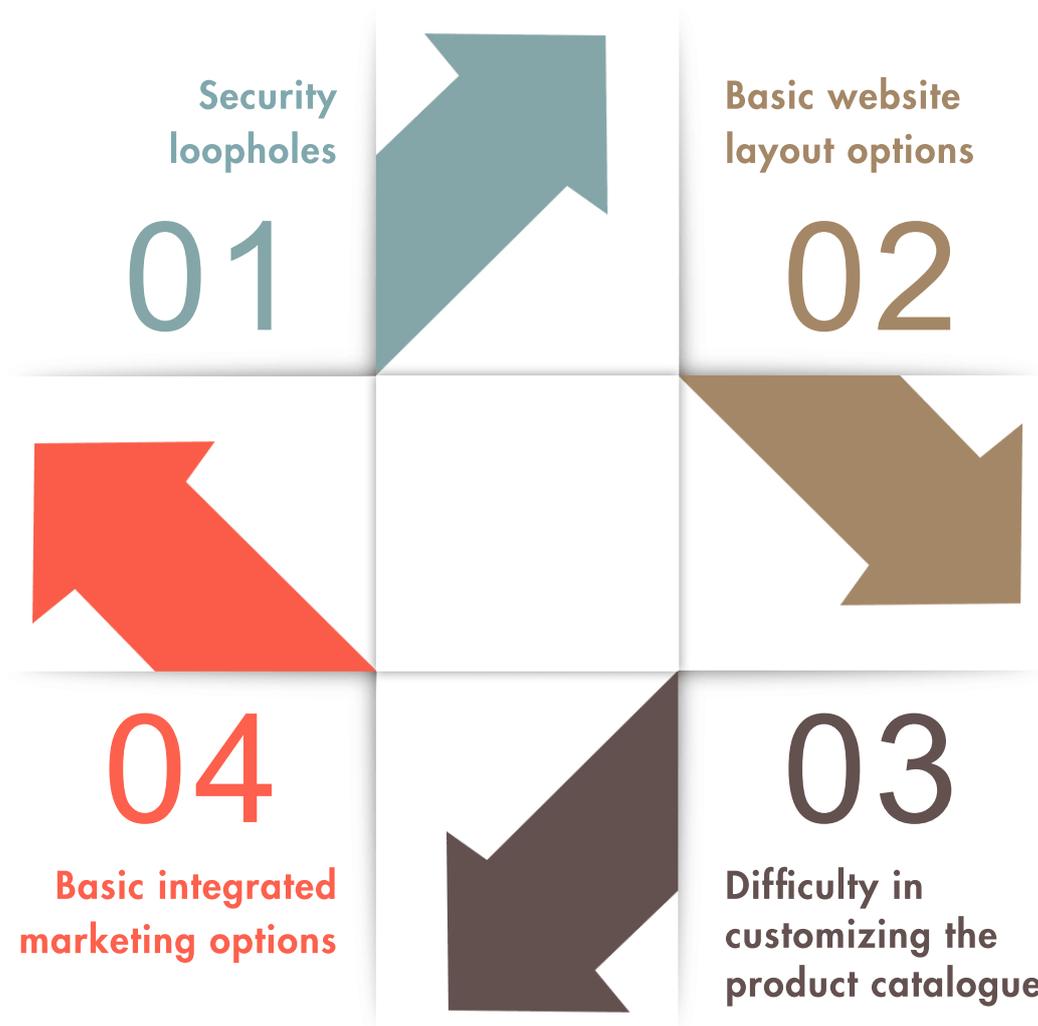
Drupal Commerce has dedicated modules to help improve traffic and user retention for your eCommerce site.

Executive Summary

eCommerce is booming and you want in. As more retailers are going online to sell their goods, it's imperative that you understand the importance of choosing the right platform to develop your eCommerce website.

There are various ready-made tools and packages available that will let you upload products and sell quickly. However, many of these tools have numerous security flaws and are not user-friendly. In the worst scenarios, we've seen cases where the users/shoppers are cheated out of their money. Once your site gets a bad name, then there is no undoing it.

The online market is a competitive field, buyers can just open up another site and buy the same product. Thus, when it comes to eCommerce websites, site owners usually have concerns about:



Some Definitions

In this eBook, we will talk about Drupal and Drupal Commerce. We'll sometimes use them interchangeably, but here are the exact definitions:

Drupal:

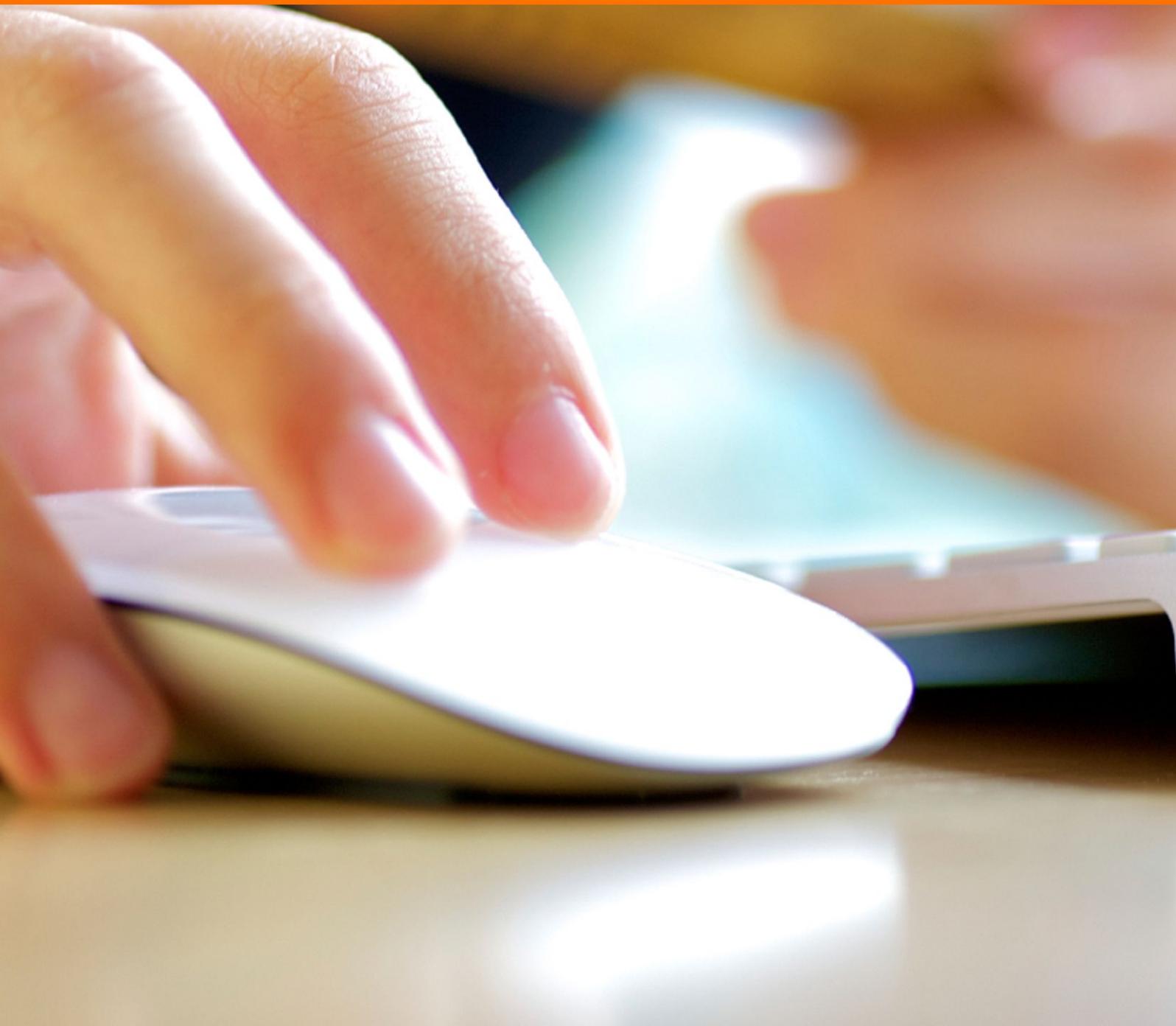
Drupal is free, open source software that can be used by individuals or groups of users to easily create and manage many types of web sites. The application includes a content management platform and a development framework.

Drupal Commerce:

Drupal Commerce is a set of modules that add flexible e-commerce functionality to Drupal websites, including features like dynamic product pricing and display, a customizable shopping cart and checkout form, and an administrative back end powered by the Views and Rules contributed modules.



**In this eBook,
we will talk about
Drupal and Drupal
Commerce**



How an eCommerce Site Works

The process chart below gives an overview of a simple eCommerce site. Each and every stage has its own unique functionality. The size of the website depends on the number of products available for sale. Now that you understand the basic functionality of an eCommerce site, we can get into details on how to create each and every part to have a productive site.



Drupal Commerce - The Ultimate eCommerce Platform

Drupal Commerce is a highly flexible, structured and a robust eCommerce option. A success of any website is determined by its ability to generate relevant web traffic. With Drupal being a Content Management System (CMS), it not only gives the option to create an attractive website, but allows for numerous content options to help generate traffic, traffic that converts to sales.

We're big fans of Drupal CMS and exclusively recommend it to our eCommerce customers. Why do we think Drupal Commerce is the best?

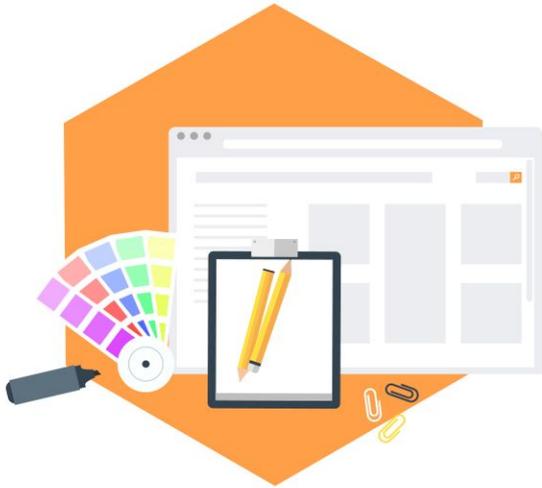
Top 25 Reasons To Choose Drupal Commerce

We can go on and on about the advantages of Drupal Commerce, but these 25 points will help you understand why Drupal Commerce is the only option you should look at.



1. Freedom Of Design Choice

Your eCommerce site might be a massive one (like Amazon) or a tiny boutique. Thus, you want design choices to help create an individual identity, allowing you to connect with shoppers. The other 'out-of-the-box' solutions rarely have such design options, as they have very limited layout choices. With Drupal Commerce, you get to choose the final look of your website. If you want your eCommerce site to stand out visually, Drupal Commerce is the best pick.



2.Beautiful Themes

Again, Drupal Commerce gives you the option to create custom themes of your choice. If you don't have the resources to create your own theme, there are a plenty of free options readily available to tweak the CSS and integrate with the site. Customize your site, be unique and drive online sales!

3.CMS Based eCommerce

If you look at the last three Google Updates, it shows the importance of content marketing for better website ranking. A great CMS based website helps in creating custom relevant content to drive results. If you have great content, then you will rank in Google. This will drive shoppers to your site, leading to sales.



4.Have The Flexibility To Create And Market

Drupal Commerce is flexible enough to incorporate all features. Let's take the "payment" feature as an example – You not only have the option to a dedicated payment gateway, but have options for recurring payments, annual subscriptions, etc. You can customize all aspects of shopping cart with Drupal Commerce, making it one of the most flexible eCommerce solution out there.

5. Mobile Ready

If you are still obsessing over how your desktop website looks and feels, you are missing out on 50% of your potential customers. To date, the number of people accessing the internet through mobile has overtaken the desktop users. Having a mobile ready website is a must-have option for eCommerce site owners. Drupal eCommerce sites are built for mobile, are fast and have powerful web-services available.



6. Grow With Technology

Technology is always evolving and, if you have an eCommerce site, it should be updated to showcase the newest features. Site owners have little time to worry about being in-sync with the technology standards (running a website is hard enough). To help, the Drupal Commerce guys are always updating and adding new features that can be easily incorporated into existing sites.

7. Include Cash On Delivery Option

With many online frauds, more people prefer to opt for cash on delivery option. Even though site owners might feel that getting payment beforehand will save on shipping cost, giving this option will only improve consumers trust on your eCommerce website. The Commerce custom offline payment module does this for you.





8. Easy And Secured Payment Features



Drupal is one of the most secured platforms. Developing your site on it will minimize any hacking crisis. Similarly, users hate to enter and re-enter their payment details every time they make a purchase. Including the, “storing payment information” will save tons of user’s time. You just need to include the Card on File module and you’ll be set. For security purposes, this option does not save the entire card information on the database only it’s ID, so it only works on the single payment gateway. If users choose an alternate gateway, then they might have to re-enter their card details.

9. Create Loyal Customers With Membership Options

Membership options have become popular in the last few years. Loyalty bonus programs and membership discounts help bring users back to your site, as they have value added services by shopping with you. Commerce License module will help you create roles which have the membership privileges. Different membership levels can be created by modifying the roles.



10.Highlight And Customize Products And Fields

Being a CMS, each and every field can be customized. If you want to include certain video content for a particular product, it can be easily created. Highlight certain important features and have the choice to promote categories and products differently using various themes or content.



11.Induce Impulse Purchase

Having features to entice users to increase their cart value is extremely important for any eCommerce site. Making use of the CMS feature, site owners have the option of including recommended products and other features similar to the products selected by users. This will greatly increase impulse purchase decision, adding to a shopper's cart value.

12.Restricted Access For Digital Downloads

If your business model solely depends on selling digital goods, then you will love this option of letting users sample your product before purchasing. Commerce File module will help users download digital files that can be accessed for a limited time or with permission to have limited access.





13. Fundraising For A Cause

Drupal Commerce lets you host goal-driven fundraising. It's a great option to be included in your eCommerce site as users love to contribute to a cause. Commerce Goal module will help you set up the fundraising option to your site at ease.

14. Advanced Pricing Option

Pricing is an important feature, as the ultimate decision made depends on the price. Drupal Commerce gives the option for various advanced pricing modules. For example, the Commerce Price Extra Formatters module portrays the actual price of the product along with the price the user pays. Users get the sense of how much they save by buying through you, helping increase user loyalty as well as quick purchase decisions. There are various other similar pricing modules to choose from for customizing your eCommerce site.



15. Discounts. Period

Online shopping is all about choosing the best priced product. Promotional periods realize the best sales numbers, making the discount option a must-have feature for all eCommerce sites. Commerce discount is an excellent module that helps you set custom discount figures. With this module, you can generate coupon codes to ease.

Thank You for previewing this eBook

You can read the full version of this eBook in different formats:

- HTML (Free /Available to everyone)
- PDF / TXT (Available to V.I.P. members. Free Standard members can access up to 5 PDF/TXT eBooks per month each month)
- Epub & Mobipocket (Exclusive to V.I.P. members)

To download this full book, simply select the format you desire below

