

# Expand Online



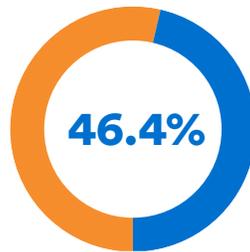
## Strategies to Boost Sales, Profits and Exports

How can you use the Internet to grow your business and expand into new markets? To answer this question, BDC conducted a survey of almost 1,500 Canadian entrepreneurs.

**The majority of customers are buying online or are at least starting their buying journey online.**

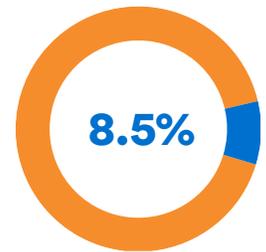
**Almost half**

of Canadian SMEs still don't have a website



**Less than 10%**

of SMEs with a website have advanced features like online payments



The benefits of having an online presence outweigh the challenges.

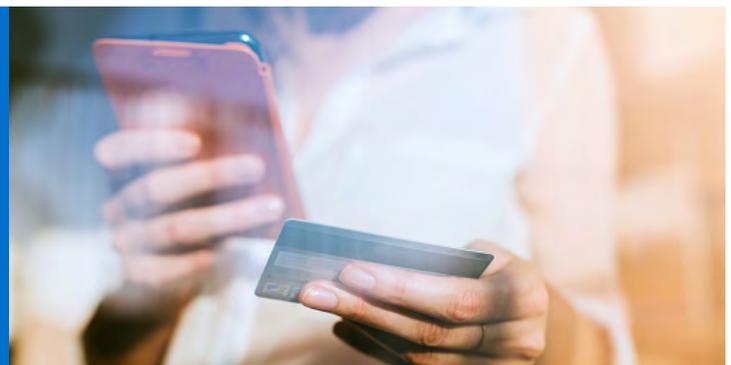
Benefits of being online	
Generating higher revenues	46%
Direct communication with customers	39%
Easier access to national and global markets	29%

Challenges of being online	
Cybersecurity	32%
Complexity of technology	25%
Finding qualified employees to manage online presence	24%

### E-commerce is booming

By 2021, worldwide retail e-commerce sales are expected to double and reach

**\$C6.6 trillion**



## A strong online presence drives growth.

Businesses that have built their market expansion strategy on top of a solid online presence are:



**1.7x**

more likely to  
have higher  
sales growth



**1.5x**

more likely to  
have higher  
profit growth



**2.8x**

more likely  
to export

## Get your online strategy right

Follow these steps to expand and grow your business:

- ① Develop an online strategy tied to your overall business strategy
- ② Measure your website performance
- ③ Increase your visibility to drive traffic to your website
- ④ Offer your customers a highly personalized experience
- ⑤ Continually tweak your website to meet customer expectations

Tailor your online strategy to your business size.



### Small businesses

Less than \$2M in annual sales

- Capitalize on e-commerce
- Optimize your online presence



### Mid-sized businesses

Between \$2M and \$10M in annual sales

- Use technologies
- Invest more in your online strategy



### Large businesses

More than \$10M in annual sales

- Improve your digital maturity

Read our study to find out how to use the Internet to grow your business:  
[bdc.ca/expandonlinestudy](https://www.bdc.ca/expandonlinestudy)

#### Contact us

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