

UNLOCK THE SECRET SAUCE FOR E-COMMERCE SUCCESS

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Do you know? According to Statista, e-commerce sales are expected to increase by a whopping 61% from US\$131 billion in 2022 to US\$211 in 2025 for South East Asia market.

In the ongoing battle between brick-and-mortar and e-commerce, both channels are indispensable. While in-store experiences are on the rise, the demand for online shopping remains significant, particularly among younger generations. To thrive in this ever-changing landscape, it's crucial to establish a strong online presence. But how can you harness their potential to your advantage?

In this newsletter, we will unravel the secrets to thriving in these digital channels. Learn the key differences between online marketplaces and e-commerce websites and unlock the best strategies to maximise your online sales. Let's dive right in!

VIDEO



Online Marketplace vs E-commerce Website

Wondering whether an e-commerce website or an online marketplace is better for your business? Many of our clients do too! Watch our video to unravel to learn the crucial differences, and discover the better choice for your business.

[Watch Now](#)

E-COMMERCE WEBSITES



Common Misconceptions For E-commerce Businesses

Common Misconceptions for E-commerce Businesses

Source: VKT →

In VKT, we have had many e-commerce clients come to us with misconceptions about building their online marketplace and e-commerce websites. Hence, we addressed 3 common misconceptions in this post. Read on to find out more!

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Best Practices for Successful E-commerce Websites



Best Practices for Successful E-commerce Websites

In this rapidly growing world of e-commerce, establishing a successful website goes beyond aesthetics and product selection. Read our blog to explore the best practices that can take your e-commerce website to new heights of success.

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ONLINE MARKETPLACES



Secrets behind selling on Shopee & Lazada

Secrets behind selling on Shopee and Lazada

Source: VK Transformation →

Standing out in marketplaces like Shopee and Lazada can be difficult. To help out the e-commerce businesses here, we want to share some insights that have transformed our clients' sales. Read on to find out!

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Case Study: Snack Company “A” Online Marketplace Success

In just 1 year, Snack Company “A” doubled its revenue by tapping into the vast potential of online marketplaces. Read on to find out how they did it.

Discover how
Singapore-based
Snack Company
“A” **doubled their
Sales** by leveraging
Online Marketplaces

Source: VK Transformation →

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READY TO START YOUR DIGITAL MARKETING JOURNEY?

VKT offers Strategic Consulting, a full-fledged Digital Marketing Services and People Development Programme focused on accelerating your company's growth. Expect not only solutions in Performance Marketing but also a variety of other services ranging from Branding to Social Media Management.

With our experienced MRA & EDG Certified Consultant, VKT boasts a proven track record in achieving a high EDG application success rate with up to 50% funding. Take action today - [Contact Us](#) for a virtual coffee chat to discover more about how you may start your digital marketing journey and leverage our expertise!

FOR MORE DETAILS, CONTACT US TODAY

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