

Energizing Growth Online

Strategic Blueprint for E-Commerce Excellence

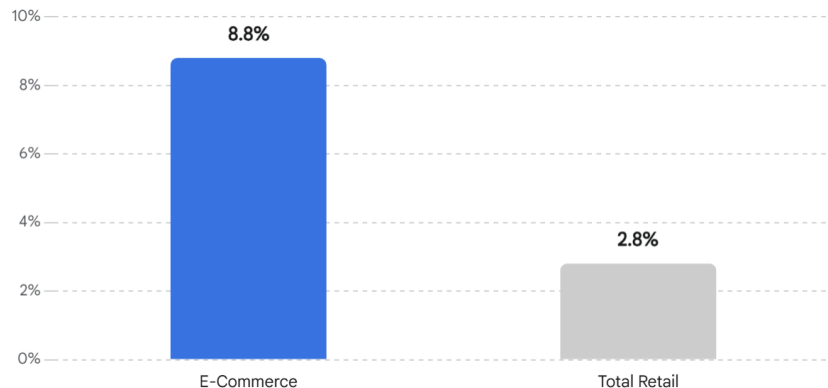
Ned Fasullo | Velocity Partners Group | 10/7/26



E-Commerce Is Outgrowing Retail

U.S. E-Commerce Growth Vastly Outpaces Traditional Retail

PROJECTED ANNUAL GROWTH RATE (2025-2026)



E-commerce sales continue to capture a larger share of the total U.S. retail market, reflecting a permanent shift in consumer purchasing behavior.

Data sources: [EmberTribe](#), [U.S. Census Bureau](#)

\$39.7T

Global e-commerce market in 2026, up from \$33.9T

\$1.3T

U.S. e-commerce market in 2026

18%

Share of all U.S. retail, up from 17.1%

Mobile and Social Set the Pace

60%

of global e-commerce sales
are mobile (2026)

44.6%

of U.S. e-commerce sales are
mobile

\$112.2B

projected TikTok Shop GMV in
2026

Design for mobile first

The smartphone is the channel of first contact. Fast load times, short forms, and wallets like Apple Pay and Shop Pay drive revenue.

Social commerce and flexible payments

Discovery and purchase are collapsing into one in-app moment. BNPL and digital wallets lift order values and conversion.

Where the Growth Is

B2B leads in volume

A \$36T market growing 14.5% a year. Buyers now expect a consumer-grade portal with tiered pricing and bulk ordering.

Hot product categories

Home appliances led 2025 with a 20% share. Electronics and fashion dominate B2C; biohealth is the fastest-growing.

Low barriers for micro-brands

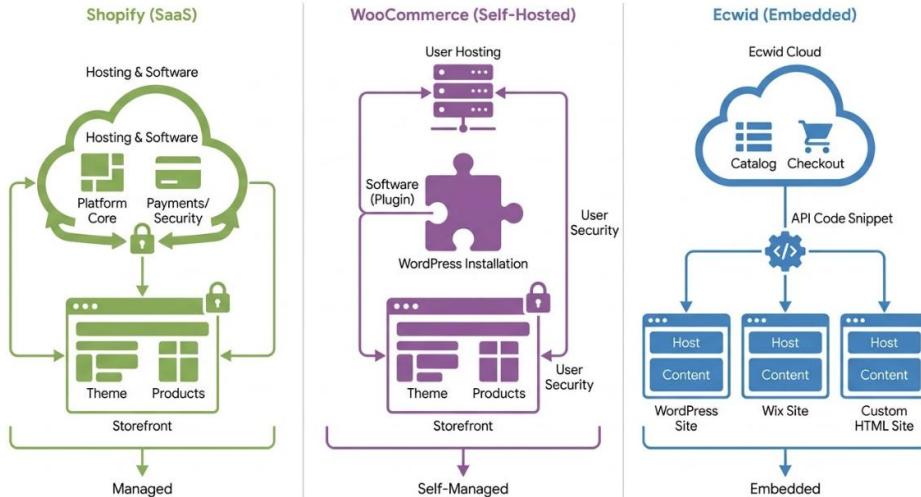
C2C is the fastest-growing model through 2033. One person with a product and a smartphone can reach a national market.

Global reach and AI discovery

Asia Pacific held 45% of 2025 revenue. AI-driven search and unified commerce reward stores with smart search tools.

Three Platform Architectures

E-Commerce Architecture Comparison



Understanding the underlying architecture of a platform—whether it provides end-to-end hosting (Shopify), integrates into your own server (WooCommerce), or embeds via code (Ecwid)—is critical for long-term scalability.

Shopify: managed

Hosted and maintained end to end by the vendor.

WooCommerce: self-managed

Runs on your own WordPress host; you handle security and updates.

Ecwid: embedded

A cloud store added to any existing site with a code snippet.

Platform Comparison

Model	Hosted SaaS	Self-hosted plugin	Embedded widget
Best for	Fast-scaling DTC brands	Content-heavy, custom sites	Adding a store to an existing site
Skill level	Low to medium	High; ongoing developer	Very low; copy and paste
SEO	Good; rigid URL rules	Excellent	Poor
Platform fees	Yes, unless using Shopify Payments	None	None; plans from \$5/mo

Matching the Platform to the Business

Shopify

Choose when

Rapid scale, social selling, traffic spikes

In the wild

Gymshark, SKIMS, Allbirds

Watch out

Transaction fees and vendor lock-in

WooCommerce

Choose when

Content-driven site where SEO and ownership matter

In the wild

Tony's Chocolonely, Joco Cups

Watch out

Hosting, security and developer costs add up

Ecwid

Choose when

Adding a simple store to an existing site

In the wild

Atomic Creamery, Earthy Eatzz

Watch out

Shallow SEO; checkout in base currency

Six Steps to Launch

1

Define the business model

DTC, B2B wholesale, or subscription; it drives platform choice

2

Build trust, mobile first

Fast, clean, touch-friendly design

3

Select your tech stack

Match the platform to operations, not trends

4

Structure the catalog

CSV matrix, clear taxonomy, SKUs, variants, strong photos

5

Remove checkout friction

Guest checkout, digital wallets, and BNPL options

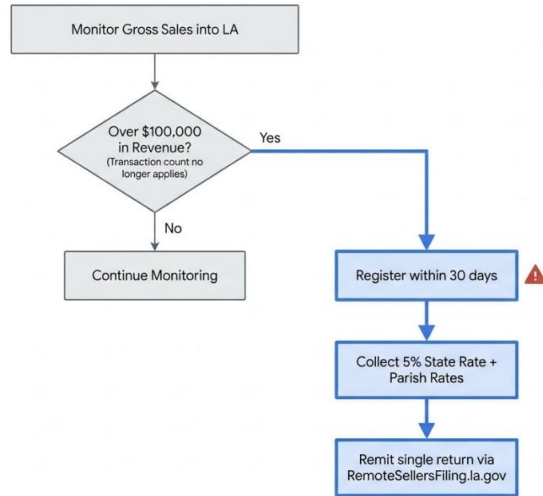
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Get tax compliant

Understand Louisiana economic nexus before you cross it

Louisiana Tax Compliance

Louisiana E-Commerce Tax Compliance Workflow



Remote sellers must monitor their gross revenue. Upon crossing the \$100,000 economic nexus threshold, they are required to register and utilize the centralized portal to remit both the 5% state tax and applicable local parish taxes.

- 5% state rate through 2029, plus parish rates; combined can exceed 13%
- Nexus at \$100,000 in gross Louisiana revenue; transaction count no longer applies
- SaaS and digital products taxable since 1/1/2025
- Register within 30 days; collect within 60
- File one return at RemoteSellersFiling.la.gov

Next: Your Marketing Strategy

Most e-commerce startups fail because they lack the skills to market their products. Velocity Partners Group builds your blueprint and the tactics to maximize sales.

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