
Ultimate Irish guide to succeeding omnichannel e-commerce

The perfect storms of Covid-19 and Brexit have made the rapid uptake of e-commerce capabilities a prerogative for Irish SMEs in 2021.

Despite the surge in e-commerce activity by Irish firms before Christmas, the year ahead 2021 still presents retailers with a challenge to go online to not only deal with closed premises if they are deemed non-essential but to address the expectations of an increasingly digitalised consumer.

To get the message out to SMEs, Bank of Ireland recently [collaborated](#) with online shopping platform [Shopify](#) as well as [Pointy](#), the Irish platform recently acquired by Google that helps shoppers find via the internet the products they need in your physical store, and [the E-commerce Association of Ireland](#) (eCAI), to highlight the opportunities that exist online.

ThinkBusiness also collaborated with the Local Enterprise Offices to highlight how local businesses across Ireland are making use of the Trading Online Voucher scheme to get selling online.

<https://www.youtube.com/watch?v=cZsjVLonNeE&feature=youtu.be>

Advice, case studies and analysis:

[Less of a difference between bricks and clicks](#)

Bank of Ireland's head of Retail Sector Owen Clifford says omnichannel is the future of retail and urges firms to stop differentiating between bricks and mortar and online.

[How will retail chains change after Covid?](#)

Retail chains are in a fight for survival. [Gamma](#)'s CEO Feargal O'Neill looks at how omnichannel will make a difference over the next decade.

[Niall Bodkin: Give online shoppers a reason to buy local](#)

Niall Bodkin, founder of the [E-commerce Association of Ireland](#) points out that the future of retail is not just digital, it is omnichannel.

[DHL takes an analytical approach to e-commerce surge](#)

The key to the omnichannel future is levelling the playing field for retailers, explains [DHL Ireland's](#) e-commerce head Mark Meade.

[Carroll's Irish Gifts' crafty pivot](#)

A move to high-end Irish craft gifts and e-commerce holds the key to the future for [Carroll's Irish Gifts](#), says managing director Peter Hyland.

[ChannelSight's John Beckett on the future of e-commerce](#)

Irish e-commerce supremo John Beckett, CEO and founder of [ChannelSight](#), talks to *ThinkBusiness* about helping brands to sell more by knowing more.

[How Jill & Gill fashioned its digital future](#)

The omnichannel future: How art and design house [Jill & Gill](#) used the challenges of Covid-19 to fashion a new, sustainable future combining e-commerce with bricks and mortar.

[How to get selling online with Shopify](#)

Eamon Brett from [Shopify](#) offers Irish SMEs advice on how to get selling online and explains how the Shopify platform works.

[Multyfarnham's ingredients for online success](#)

Omnichannel future: How Mullingar-based [Multyfarnham Cookery School](#) went from 10pc of revenue from online to 100pc in just a year.

[How Pointy helps retailers build an online presence](#)

Caroline Brady from [Pointy](#), the Irish tech company acquired by Google last year, explains the ingenious tech that brings bricks and mortar retailers into the digital realm.

[Bear Market Coffee expertly blends digital into its future](#)

The omnichannel future: How popular Dublin roastery [Bear Market Coffee](#) embraced digital commerce as it battled the challenges posed by the Covid-19 crisis.

[The ultimate guide to 'Buy Irish' 2020/2021](#)

With 70pc of Irish e-commerce spend going overseas, it is vital we support local SMEs. In the run up to Christmas 2020 we looked at 127 Irish businesses in the areas of toys, food, drinks, health and nutrition, sports and fitness, clothing and fashion and beauty.

[How Fancy Fungi made its online sales mushroom](#)

The pandemic crisis created the perfect storm for Wexford's [Fancy Fungi](#) to pivot its business from food service to retail and respond to a strong appetite from remote workers online.

[SIAR's picture perfect move to e-commerce](#)

With 95pc of sales now directly from online channels and thanks to the [Trading Online Voucher Scheme](#), Ennis-based [SIAR Photography](#) founder Gary Collins is in no doubt that e-commerce is the future.

[How Salt & Soul positioned itself brilliantly for digital](#)

Sligo yoga studio [Salt & Soul](#) overcame closures imposed by lockdowns to become a 100pc digital enterprise.

[Edtech assists the inclusive future of work](#)

Mayo-based [Edtech](#) has become a go-to source for assistive technology in the learning space and is using the [Trading Online Voucher](#) to pivot into workplace solutions.

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