Growing e-commerce ecosystem for SMBs

BigCommerce is a fast-growing technology company that supports small and medium-sized businesses worldwide in their ambition to sell more online. The company recently announced the launch of a new BigCommerce category in the world's largest theme marketplace, ThemeForest. This allows theme designers expanded access to BigCommerce and its modernised design framework, while retailers will have new opportunities to leverage vertical-specific ecommerce themes to sell more online, as Russell Klein, senior vice president of corporate development at BigCommerce, explains.

BigCommerce was founded eight years ago in Australia with a mission to help businesses sell more online. While it has expanded internationally and grown significantly since then, it has remained steadfastly committed to that purpose. "Through partnerships with leading POS providers like Square, ShopKeep, and Springboard Retail, we've given merchants a seamless way to sync their brick-and-mortar inventory with that of their online store," Mr. Klein points out. "Similarly, our native integrations with marketplaces like Amazon and eBay, as well as social channels Facebook, Instagram and Pinterest create increased opportunity for our merchants to sell in all the channels their customers shop. Through this, we're providing small and mid-market retailers alike the tools to compete effectively in the market, and do so in a way that adds no cost, technical complexity or time requirements."

BigCommerce currently has over 55,000 paying merchants using the platform for a variety of e-commerce related areas such as building an engaging online store at a low cost, and managing all sales channels from a single platform. BigCommerce's services continue to evolve, as underscored by the recently announced integration with ThemeForest. "Design is a powerful component of any online retailer's brand, and we want to make sure that we partner with the leading agencies, developers, and designers in the world to make the designs online retailers dream of become a reality," says Mr. Klein. "By creating a BigCommerce specific channel on ThemeForest, BigCommerce is able to leverage the site's bustling community of web designers and developers, and expand our offering of site templates with fresh designs that target the needs of retailers across dozens of vertical categories. This partnership will make it easier for retailers and their designers to create a branded website that is tailored to their business, and will support our growing ecosystem of merchants, developers and partners across the globe. It also provides additional opportunities for ThemeForest theme developers looking to create products specifically for the BigCommerce platform."

ThemeForest is considered the go-to resource for site themes and has tens of thousands of themes available for popular platforms. Its community, more than 6 million strong, includes leading theme designers and developers that can use BigCommerce's design framework to create modern site themes that utilize the latest design features and support multiple vertical categories. "Expanding our base of designers will additionally enable the creation of themes that meet the needs of unique use cases or niche verticals," Mr. Klein concludes.

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