

# How to Sell Folding Boxes to Ecommerce Businesses

The ecommerce market was already growing before the pandemic hit. However, when the virus did arrive, the ecommerce industry exploded. As a result, the ecommerce industry in the US is expected to be worth [\\$1.3 trillion in 2025](#), up from \$644 billion in 2020. In Canada, the ecommerce industry currently sees around [\\$3.3 billion in revenue](#).

Such a surge in business is excellent not only for ecommerce store owners but also for other businesses that supply them with packaging products.

Ecommerce stores are perfect clients to sell folding box packaging to. Boxes are needed to help prevent damage to deliveries and display their brand, while they will also help provide a better overall experience for customers, encouraging them to buy from a brand again. The demand for folding boxes from ecommerce means it makes sense to target them for sales.

## Types of Ecommerce Businesses and Where to Find Them

There is a vast variety of ecommerce businesses, selling anything from fashion and jewellery to electronics and kitchenware. When ecommerce stores send their products to customers, the products need boxes, and you just need to find those stores that need your services. [Directories are also available](#) that will help make it easy to locate ecommerce stores.

# Common Products That Ecommerce Business Need

Ecommerce stores typically need a variety of packaging products, but the following are perhaps the most needed of all.

## Product Boxes

Product boxes tend to serve an aesthetic purpose in addition to providing some physical protection to products. The boxes can help make a product more attractive to potential shoppers and improve their experience. For example, product boxes can help to enhance the [unboxing experience](#), encouraging customers to buy from a brand again.

## Mailer and Shipping

Mailer and shipping boxes are primarily used to help protect products during transit and are usually made of rigid materials. However, while protection is perhaps their main purpose, mailer and shipping boxes can also offer an aesthetic appeal and other features that help with marketing.

# How to Reach Ecommerce Businesses

Once you have identified the ecommerce stores that match your target customers, it's time to get in touch with them. Below are a few ways of reaching stores quickly and easily.

## Ecommerce Websites

One way to reach ecommerce stores is through the store itself. Most stores will have an option on their website for you to send a message, helping you reach them directly. Some might also have a phone number that you can use to contact them.

### **Other Platforms / Forums**

Ecommerce stores will often be active on forums and other platforms to market their products. These might be forums they run themselves or other forums associated with their products. Here, you can get involved with discussions to help demonstrate the benefits of your products before trying to sell your products.

### **Social Media**

Many stores will have social media sites where they are active. You can try messaging them directly through their social media accounts or join in with conversations to help increase awareness of your product before making an offer. Facebook Marketplace can be a very effective way to get in touch with ecommerce businesses. The marketplace is a platform where anybody, including ecommerce stores, can sell their products, making it a convenient and effective way to reach out.

### **Contact Existing Clients**

Your existing clients are another great selling opportunity. Existing clients will already know you and trust you, meaning much of the hardest part of selling is already done. Demonstrate to them how your folding boxes will help benefit their business, and they may be happy to buy them from you. How you contact your existing clients is up to you. You can email them, call them, or wait until they come to your shop.

## Summary

The ecommerce industry is booming and looks set to be a major economic force for the foreseeable future. This opens up opportunities for people selling folding boxes to gain new customers and boost their revenue.

Ecommerce industries that meet your target audience are easy to find. They can also be reached easily through various channels, and these channels can also help you distribute marketing materials that will help you close the deal. Get involved in this growing and exciting market by contacting SinaLite, a valuable business ally to help you get established.