



CASE STUDY

How BeachRC sells online, in-person and on Amazon

BigCommerce's built-in omni-channel capabilities — Square, Amazon, and more — allow BeachRC to scale their business

171%

YoY revenue growth

\$15,944

new revenue through Amazon integration

7,507

products synced across on and offline channels



The BeachRC success story

Four years ago, BeachRC was a brand new brick-and-mortar shop on Myrtle Beach. That's when foot traffic skyrocketed -- leaving the team with no room for all the necessary inventory. So when they moved to a larger facility to hold all the gear they needed to meet customer demand, Brent Densford, CEO, knew the company would need an online store. Densford looked to BigCommerce to help manage inventory across channels -- and now, has used the platform's integration with Amazon to sell more products in more places than ever before.



I'd say 99% of everything we do is through BigCommerce. We use the BigCommerce Control Panel and Channel Manager to do almost everything.

Brent Densford, CEO of BeachRC

Best-in-class inventory management across offline and online channels

As told to BigCommerce by Brent Densford, CEO of BeachRC.

When we began looking for an ecommerce platform for our online store, it was critical that the platform sync well with Square, which is our prominent point of sale for our brick-and-mortar store where 80-90% of our sales occur. I know some of the other ecommerce platforms like Shopify have internal point-of-sale systems, and that just wasn't going to work for us.

BigCommerce was the only platform that offered an inventory integration for both the website and brick-and-mortar location through Square. That was the most important thing for us.



BigCommerce's plug-and-play design just made it real simple for me to get right into it and start selling.

Brent Densford, CEO
of BeachRC

Plug-and-play ecommerce that works

As told to BigCommerce by Brent Densford, CEO of BeachRC.

It was also really important that the ecommerce platform we use would be simple, and that I wouldn't have to put a lot of time into design work or hire anybody to do design work. I have an Associates Degree in graphic design, so I can do some of the artwork, but implementing it into code would be very difficult. BigCommerce's plug-and-play design just made it real simple for me to get right into it and start selling. I also love that I can add products to the store and understand how everything is working through the analytics -- all without too much headache. That was really important. It was live within a week.

Coupon codes turn brick-and-mortar buyers to loyal online customers

As told to BigCommerce by Brent Densford, CEO of BeachRC.

Our business is primarily brick-and-mortar, and we don't do a whole lot of online advertising. Instead, we use receipt emails through Square to send out discount and coupon codes to people who have already purchased. Once we gather their email and their phone number, we can edit their digital receipt to include a coupon code. Those work really well, and for a while were how we got most of our online sales.

Organic traffic driving more online visibility and engagement

As told to BigCommerce by Brent Densford, CEO of BeachRC.

Our online sales have really picked up, even without advertising. I think that says a lot about the power of BigCommerce's SEO features. We've also been doing a lot of events and just gaining more traction and visibility in our niche.

Selling more in more places thanks to BigCommerce integrations

As told to BigCommerce by Brent Densford, CEO of BeachRC.

BigCommerce's Amazon integration is really good. -- and it's really helped us out. We're converting more ecommerce and online sales due to our Amazon presence now. I would have never gone out to put products on Amazon on my own. The fact that it was going to be easy to integrate directly through BigCommerce is why I did it -- and now, we see 1 out of every 10 orders coming to us through Amazon.

It's a great gateway to gaining customers, especially when you are strategic about which products you put up there, and which you make exclusive for your own site. I think beyond just selling on Amazon for Amazon's sake. Being there helps to create more customers for our website, too. It helps us with volume and with growing our website and our clientele.

A central hub for omnichannel sales

As told to BigCommerce by Brent Densford, CEO of BeachRC.

I'd say 99% of everything we do is through BigCommerce. We're not using Amazon Seller Central very much. I want to make everything easy and streamlined for my team, so we use the BigCommerce Control Panel and Channel Manager to do almost everything.

Ease-of-use makes for smooth day-to-day operations

As told to BigCommerce by Brent Densford, CEO of BeachRC.

BigCommerce as a whole is really user friendly. Everything is pretty well laid out. I don't really feel that the platform is missing anything as far as what we would want. It's hard to say what my favorite feature would be. Everything's just so good.



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Brent Densford, CEO
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Growing your high-volume or established business?

Call for a demo. [1-866-581-4549](tel:1-866-581-4549)

