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How to Sell your B2C offering globally via e-commerce

Dr Alan Shaw
Objective

- To introduce you to the different routes available when selling online globally from your business direct to the consumer.
Selling on the Internet and Mobile Networks.

- E-Commerce Platforms (Internal and External).
- Affiliate Marketing.
- Mobile Networks.
- Social Media Platforms.

Dr A Shaw
Hurdles In Selling Across the Globe:

- Being found.
- Language.
- Maintaining the relationship.
- Delivery (Including taxes & customs).
- Payment.
- Returns.

Dr A Shaw
Being found.

- Search Engine Optimisation (SEO).
- Pay Per Clicks (PPC).
- Social Media.
- Affiliate Marketing.

Dr A Shaw
Pay Per Clicks

Social Media Marketing support for SMEs

Search Promotion

Because the demand, so accurate

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Social Media Marketing - Fully managed from just £147
www.socialexposure.co.uk/social/marketing 0117 904 7910
Start connecting, engaging and interacting with your target audience today!
No Contracts · Package Options · No Setup Fees
Contact The Team · Package Builder

Web designers in Hull - 5 Page websites from £599 - digitalenvy.uk
www.digitalenvy.uk
Our sites are beautifully designed & built to grow your business needs
E-Commerce Website Design · Commercial Website Design
10 Duddon Grove, Hull - Open today · 8:30 am – 8:30 pm

Social Media Consultant - Helping Your Business Grow
www.foundub4.co.uk 07590 329204
Helping Small Businesses Get More From Social Media Marketing

Scholarly articles for Social Media Marketing support for SMEs
..., barriers and measurement of social media marketing: ... - Michaelidou - Cited by 363
The benefits of external support to SMEs: "Hard" versus ... - Matlay - Cited by 140
... influencing SMEs adoption of social media marketing - Dahni - Cited by 25

Entrepreneurial Spark | Social Media for SME's
www.entrepreneurial-spark.com/social-media-for-smes
Well I used social media to keep in touch with people I had met at events, ... right way, to support their business objectives rather than wasting time and resources? ... the move onto social media, you must go back to basic marketing principles.

Social media for SMEs - the statistics - Latest Thinking Blog - Experian
www.experian.co.uk/blogs/latest-thinking/social-media-smes-statistics
22 Dec 2015 - Social media plays an important role in online marketing with many ... against large brands that have teams of people supporting them.

Making social media marketing work for SMEs | B2B Marketing
https://www.b2bmarketing.net/en-gb/.../making-social-media-marketing-work-smes
25 Jul 2016 - Small businesses rarely have the time or resources to invest in outsourced customer service support, and many are finding that social media is ...

Social Media Marketing for SMEs - Alan Shaw
www.strategic-planet.com What We Do
Social Media Marketing support for SMEs based in the York area. We are a high quality boutique Marketing Consultancy, our prices are affordable and our ...
Search Promotion

Promotion is based on the search engine Baidu search, display of corporate information in a prominent position to promote the Baidu search results, and help enterprises to users effectively transformed into a marketing customers. Companies can make promotional information online through Baidu to attract potential customers.

Because the demand, so accurate

Search Promotion is based on the spontaneous Internet users search needs, the more accurate the promotion of enterprise information has.
Affiliate Marketing

1. Your Website Receives Interested Internet Users
2. Internet Users Interact with Advertisements
3. Advertise Your Products and Services
4. Affiliates Create Relationships with Businesses Like Yours
5. Affiliates Paid for Increasing Your Online Sales
6. Customers Purchase Your Products and Services

Start Here

Dr A Shaw
# E-Commerce Market Places

<table>
<thead>
<tr>
<th>Metric</th>
<th>Amazon</th>
<th>Alibaba Group</th>
<th>eBay</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market Capitalization ($ billion)</td>
<td>249.1</td>
<td>157.7</td>
<td>31.1</td>
</tr>
<tr>
<td>Active Buyers</td>
<td>Around 270 million</td>
<td>367 million</td>
<td>157 million</td>
</tr>
<tr>
<td>Business Model</td>
<td>Mix (Seller units account for ~45% of paid units)</td>
<td>Marketplaces</td>
<td>Marketplaces</td>
</tr>
<tr>
<td>Revenue (TTM)</td>
<td>$95,808 million</td>
<td>RMB 80,678 million ($13.1 billion)</td>
<td>$8,644 million (Marketplaces business)</td>
</tr>
</tbody>
</table>

Source: Forbes (2015)

Dr A Shaw
Dr A Shaw
Big Brands on ebay.
Big Brands on Amazon.

The Levi's brand epitomizes classic American style and effortless cool. Since their inception by Levi Strauss & Co. in 1873, Levi's jeans have become the most recognizable and imitated clothing in the world, capturing the imagination and loyalty of people for generations.

LEVI'S ICONS
501® Trucker Jackets, Western Shirts

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Actual Visits: Taobao v Amazon v Ebay

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E-Commerce Site’s Presence.

Taobao
- China: 87.35%
- Taiwan: 2.82%
- Hong Kong: 2.19%
- United States: 1.74%
- Japan: 0.91%

Amazon
- United States: 71.72%
- United Kingdom: 2.06%
- Canada: 1.84%
- India: 1.56%
- China: 1.49%

Ebay
- United States: 61.72%
- Russia: 2.81%
- United Kingdom: 2.55%
- Canada: 2.12%
- Germany: 1.42%

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If you are going to sell across the world then you need to be able to communicate with your market.

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Dealing With Multiple Languages

- Develop Multiple Language Sites (Subdomains):
  - Sub-contract out (Professional Services).
  - Sub-contract out (Freelance Services: Universities).

- Use 'Translate Apps'.
Translation Professional Services

CUSTOMER SERVICE

Our multi-lingual customer service agents are highly trained to understand your brand, your products and your business culture in order to offer your customers a high quality of service.

CUSTOMER SERVICE AS A BOOSTER TO YOUR SALES

Forty-five percent of consumers say that they abandon an order if they are unable to make contact with a representative of the company to solve a problem or answer a question.*

Effective customer service management helps develop sales when your customers can get a clear and fast answer to their questions, their satisfaction increases along with your brand image, and they are more likely to remain loyal to your company.

Viapost offers solutions to optimise this relationship as well as a multi-lingual, multi-channel customer relationship centre, which handles incoming and outgoing contacts with your customers (by phone, email, fax or letter).

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Google Translate

Make your website instantly available in 100+ languages

Add the power of Google Translate's automatic translations to your website! The free Website Translator plug-in expands your global reach quickly and easily.

Add to your website now

Click Here to access and download previous customised translations.

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Example of a site using Google Translate.
USE it via the Chrome Browser.

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Maintaining the relationship with your customers.

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E-mail marketing campaigns are a must.

- Schedule campaigns for given segments.
- Develop specific automate messages.
- Use your customers to help grow the business.

Dr A Shaw
Summary.

- Selling on the Internet and Mobile Networks:
  - E-commerce Platforms (Internal and External).
  - Affiliate Marketing.
  - Mobile Networks.
  - Social Media Platforms.

- Hurdles In Selling Across the Globe:
  - Being found.
  - Language.
  - Maintaining the relationship.
  - Delivery, Returns and Payment.

Dr A Shaw