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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.

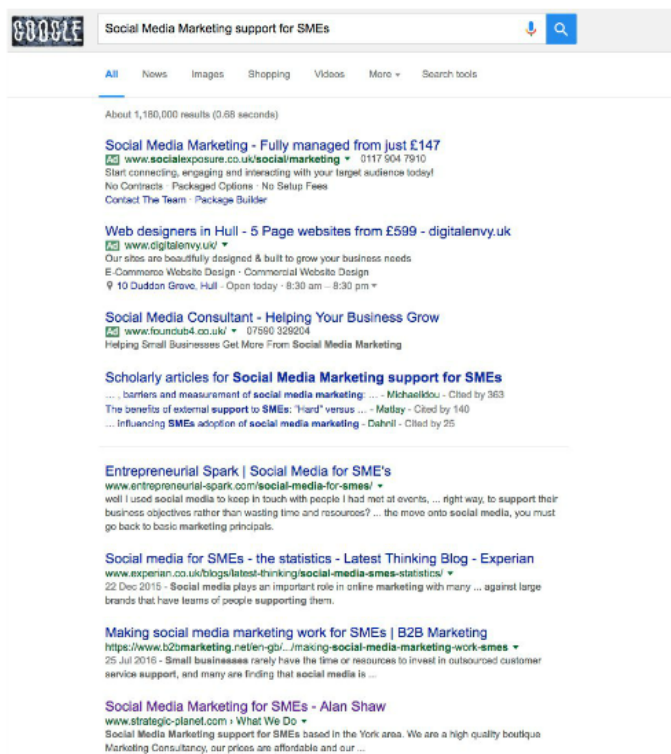
Hurdles In Selling Across the Globe:

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

Being found.

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

Pay Per Clicks



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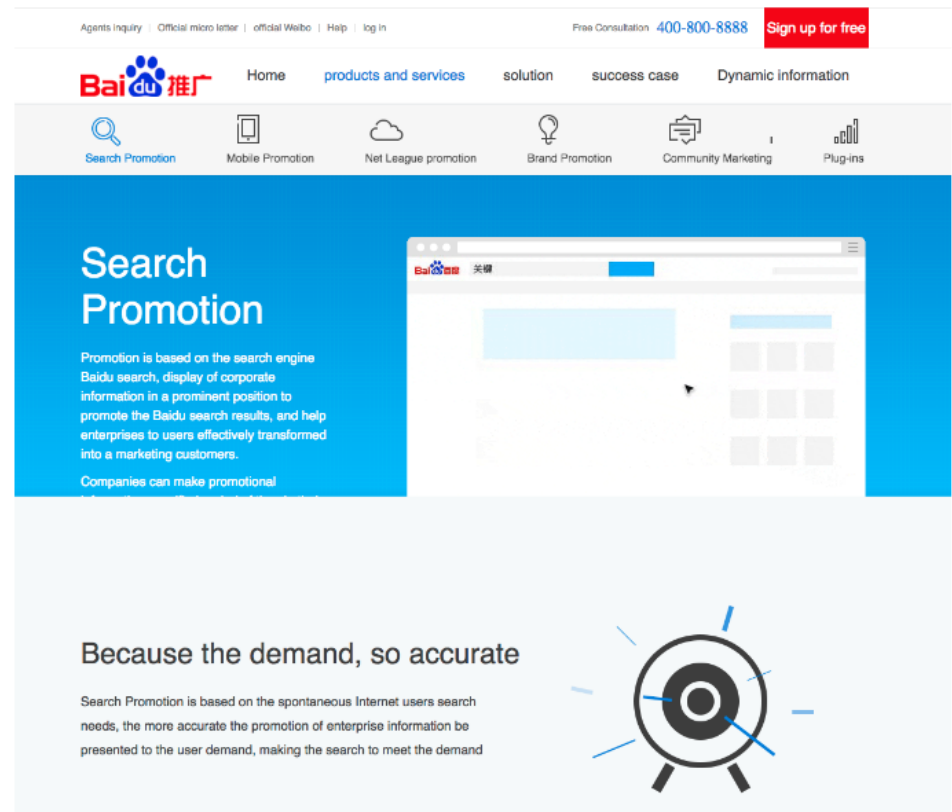
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Home products and services solution success case Dynamic information

Search Promotion Mobile Promotion Net League promotion Brand Promotion Community Marketing Plug-ins


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

Because the demand, so accurate

Search Promotion is based on the spontaneous Internet users search needs, the more accurate the promotion of enterprise information be presented to the user demand, making the search to meet the demand



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Social Media Marketing support for SMEs



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Home

products and services

solution

success case

Dynamic information



Search Promotion



Mobile Promotion



Net League promotion



Brand Promotion



Community Marketing

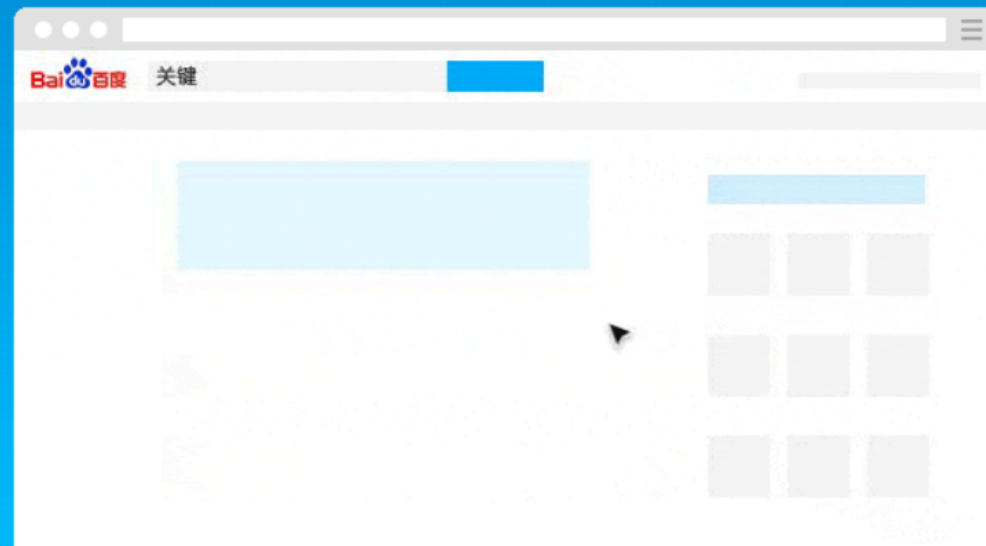


Plug-ins

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



Because the demand, so accurate

Search Promotion is based on the spontaneous Internet users search needs, the more accurate the promotion of enterprise information be



Affiliate Marketing



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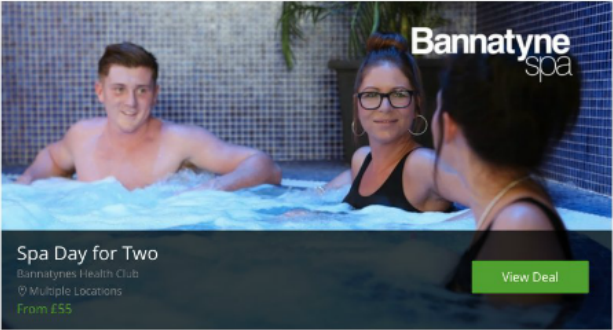
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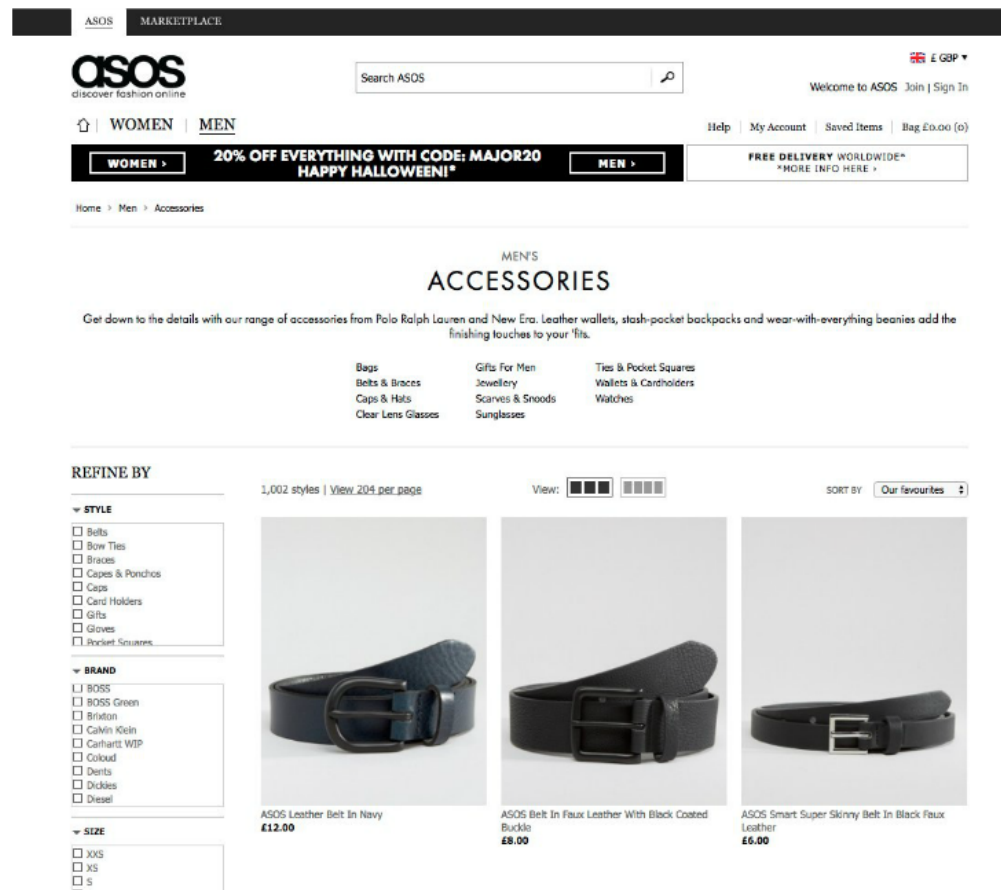
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Your E-commerce Site



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E-Commerce Market Places

Metric			
Market Capitalization (\$ billion)	249.1	157.7	31.1
Active Buyers	Around 270 million	367 million	157 million
Business Model	Mix (Seller units account for ~45% of paid units)	Marketplaces	Marketplaces
Revenue (TTM)	\$95,808 million	RMB 80,678 million (\$13.1 billion)	\$8,644 million (Marketplaces business)

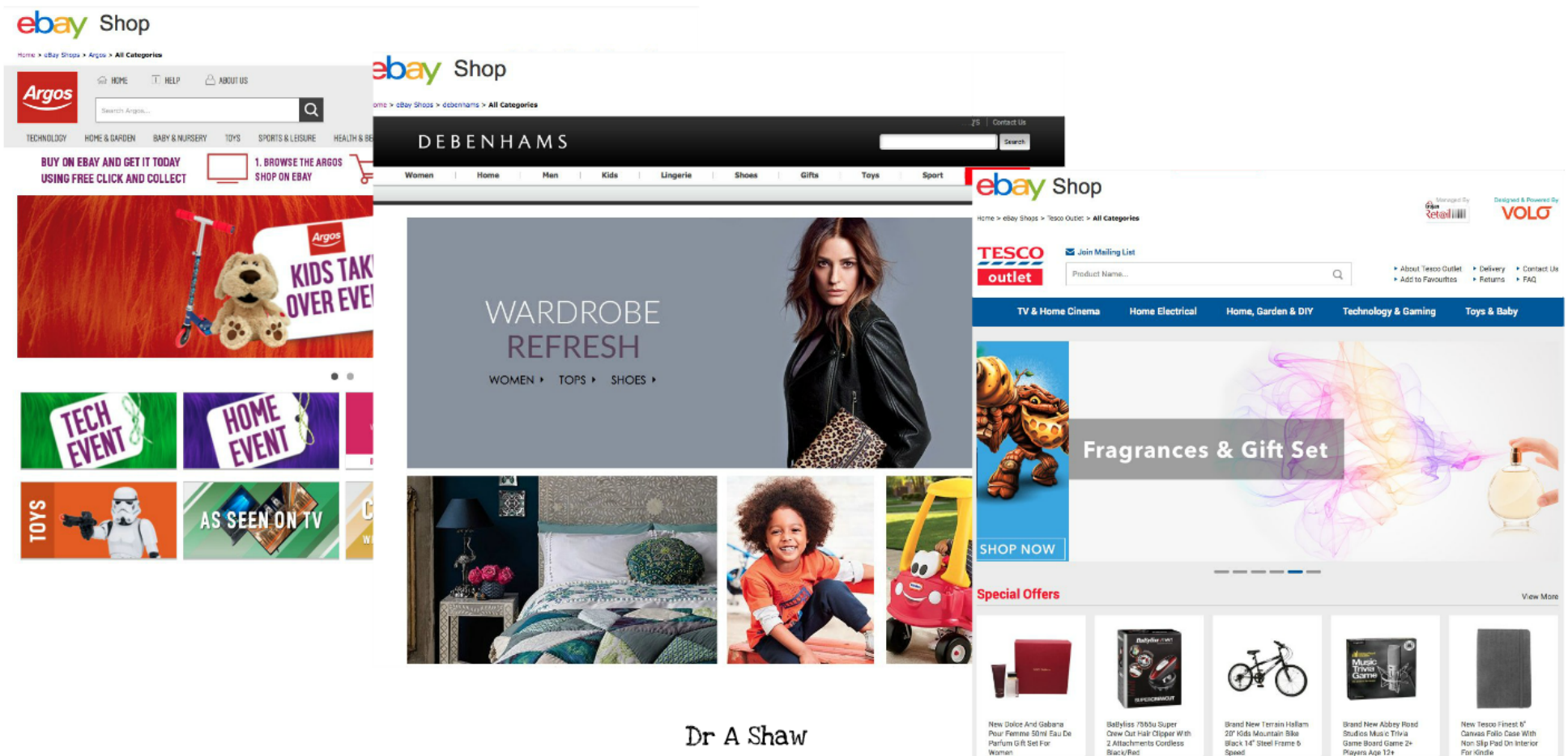
Source: Forbes (2015)

Taobo.Com

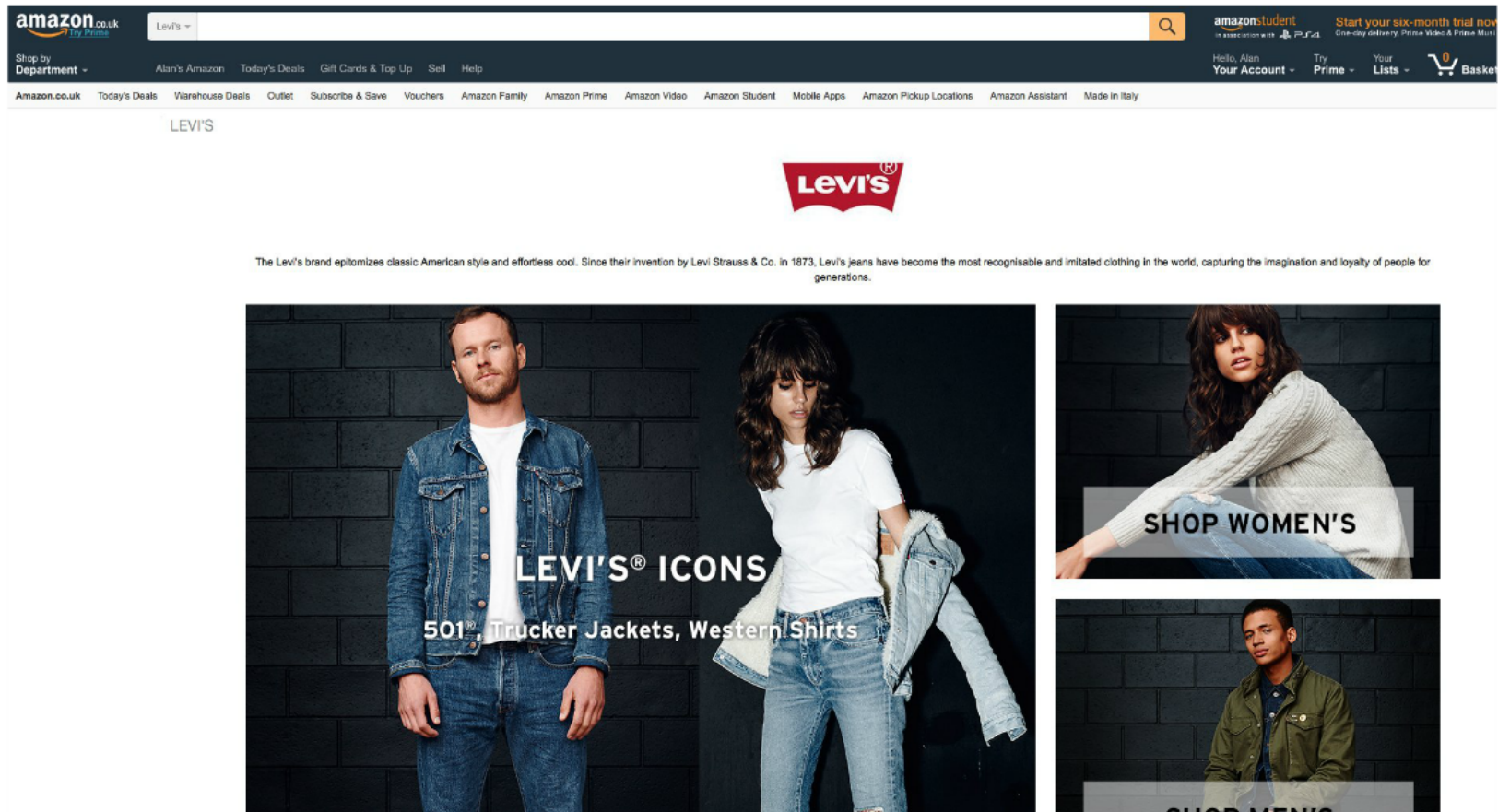
The screenshot shows the Taobao.com website in English. At the top, there's a browser window with the URL <https://world.taobao.com>. Below the browser, a navigation bar includes links for 'global', 'Language', 'registered', 'log in', 'cart', 'Favorites', 'Logistics Tracking', 'Order Management', 'Help', and 'phone APP'. The main header features the 'Taobao.com' logo and a search bar with a magnifying glass icon. Below the search bar, there are category links: 'Dress', 'iphone6 Phone Case', 'foreign trade', 'shoes', 'ceramic cup', 'iphone6s Phone Case', and 'More'. A secondary navigation bar lists 'Categories', 'Lynx', 'Poly cost', 'Taobao headlines', and a 'Now LIKE' button. The main content area is divided into several sections. On the left, a vertical list of categories includes 'popular Women', 'Men's Fashion', 'CHILD Toys', 'digital peripheral', 'home life', 'Footwear Bags', 'Watch Accessories', 'appliances home impro...', 'popular digital', 'casual fun', 'outdoor sports', and 'Beauty Care'. The central part of the page features a large green banner for '厨房巧收纳' (Kitchen Smart Storage) with the text '新品5折起' (New products 5% off) and '餐具/杯具/烘焙工具/厨房储物' (Dinnerware/Cups/Baking tools/Kitchen storage). To the right of this banner is a red banner for '厨房生活更便利' (Kitchen life is more convenient) with the text '家用电器促销' (Home appliance promotion) and 'GO >'. Further right is a white banner for 'Register now, pumping one hundred yuan red envelope' with a '¥100' coupon and the text 'Congratulations: a ** 7 to get 100 yuan red envelope'. Below these banners, there are several smaller promotional tiles: 'Every ten yuan' (The new cap on the daily 10 yuan), 'Scouring rush' (Limit limit spike rush), 'Upset Clearance' (Never seen cheap), 'Daily explosion models' (Wholesale discount), 'I love shopping' (Sister were strolling around ten million), and 'China-made quality' (Quality certification). On the far right, there's a sidebar with links for 'deals', 'cart', 'Recent View', 'You have no recently viewed product', 'shipping', and 'Raiders'. At the bottom, there's a 'BEST SELLERS' section with links for 'Taobao woman', 'Taobao men', 'Outdoor sports', 'Digital Home', 'Baby Products', and 'Home life'.

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Big Brands on ebay.



Big Brands on Amazon.

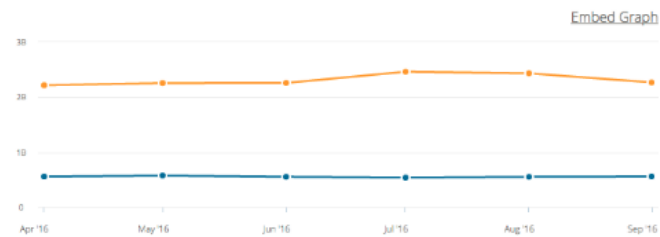


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Actual Visits: Taobo v Amazon v Ebay

Total Visits ⓘ

🖥️📱 On desktop & mobile web, in the last 6 months

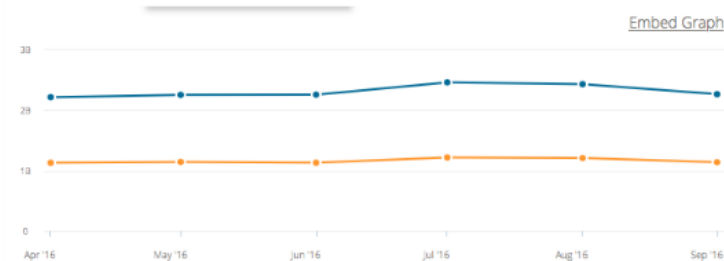


Engagement

Total Visits	559.70M ^{SD}	2.30B ^a
Avg. Visit Duration	00:10:03	00:06:16
Pages per Visit	10.11	9.42
Bounce Rate	31.16%	37.57%

Total Visits ⓘ

🖥️📱 On desktop & mobile web, in the last 6 months

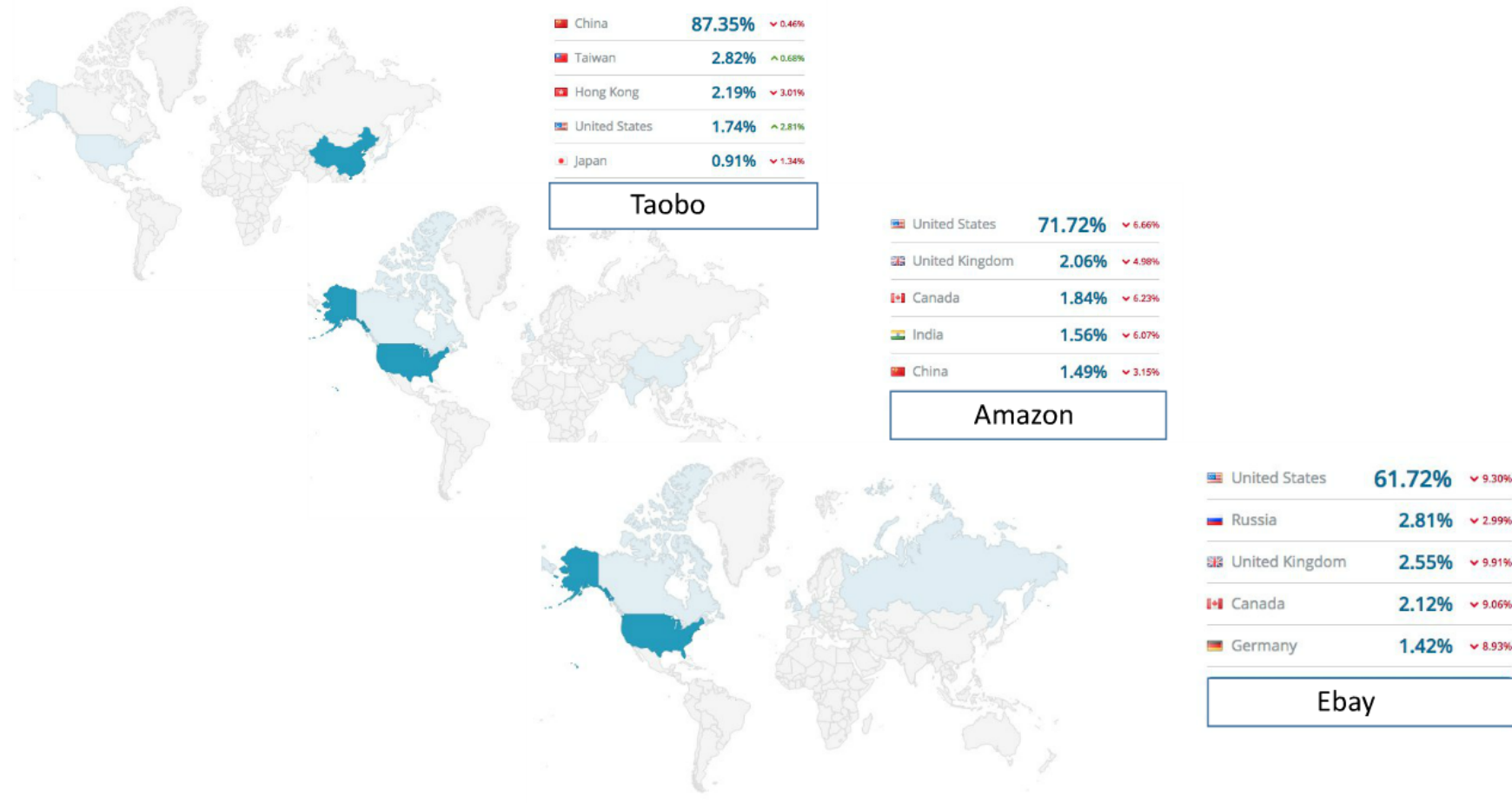


Engagement

Total Visits	2.30B ^a	1.10B [📦]
Avg. Visit Duration	00:06:16	00:06:37
Pages per Visit	9.42	8.92
Bounce Rate	37.57%	35.77%

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E-Commerce Site's PreSence.



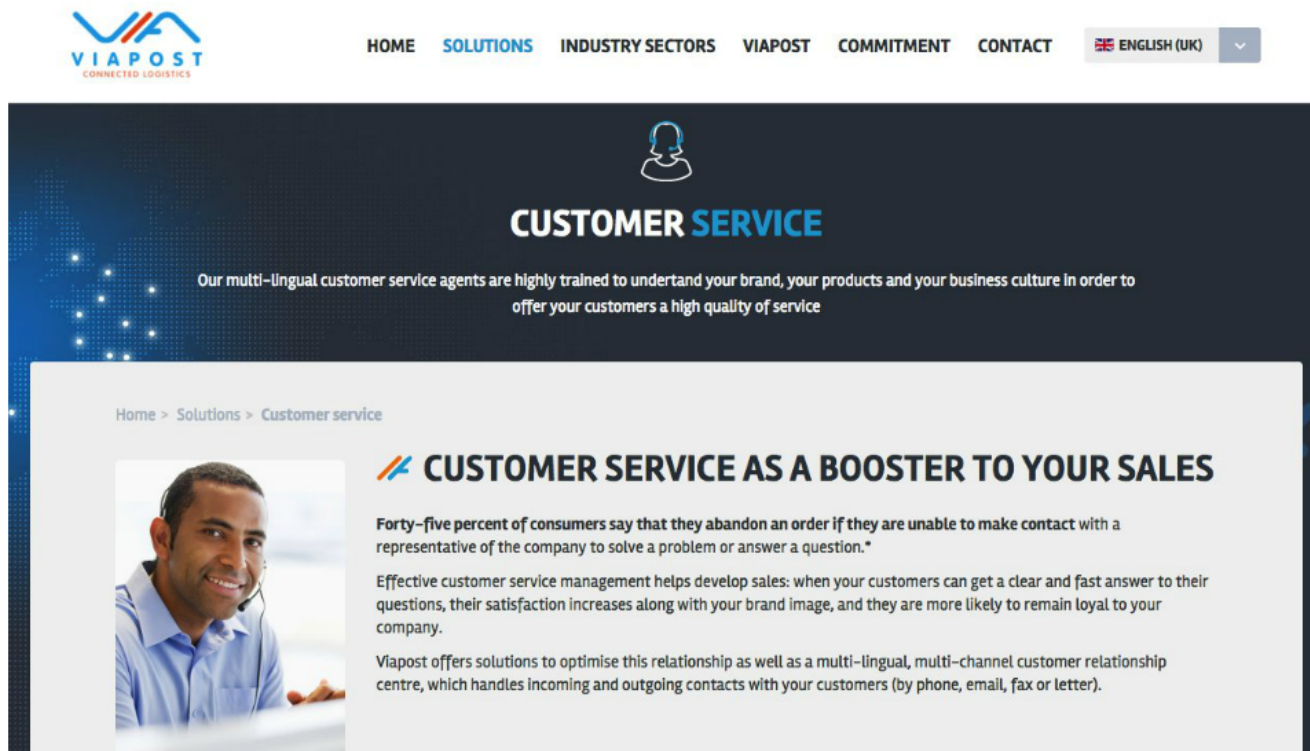
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If you are going to sell across the world
then you need to be able to
communicate with your market.

Dealing With Multiple Languages

- Develop Multiple Language Sites (sub-domains):
 - Sub-contract out (Professional Services).
 - Sub-contract out (Freelance Services: Universities).
- ▮ Use 'Translate Apps'.

Translation Professional Services




The screenshot shows the ViaPost website's 'Customer Service' page. The header includes the ViaPost logo (a stylized 'V' with blue and orange lines) and the tagline 'CONNECTED LOGISTICS'. The navigation menu consists of links for HOME, SOLUTIONS, INDUSTRY SECTORS, VIAPOST, COMMITMENT, and CONTACT. A language dropdown menu is set to 'ENGLISH (UK)'. The main content area has a dark blue background with a white icon of a person wearing a headset. The title 'CUSTOMER SERVICE' is displayed in white and blue. Below the title, a paragraph states: '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'. A breadcrumb trail reads 'Home > Solutions > Customer service'. The section is titled 'CUSTOMER SERVICE AS A BOOSTER TO YOUR SALES' with a blue and orange icon. It features a photograph of a smiling male customer service agent wearing a headset. The text explains that 45% of consumers abandon orders due to communication issues and that effective customer service management helps develop sales by increasing satisfaction and loyalty. It also mentions that ViaPost offers multi-lingual, multi-channel customer relationship solutions.

VIAPOST
CONNECTED LOGISTICS


HOME SOLUTIONS INDUSTRY SECTORS VIAPOST COMMITMENT CONTACT

ENGLISH (UK)


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

Home > Solutions > Customer 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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Translating Small Batches of Text



The screenshot shows the Google Translate web interface. At the top is the Google logo. Below it is the 'Translate' heading. On the right, there is a link to 'Turn off instant translation' and a star icon. The language selection bar shows 'English' as the source language and 'Arabic' as the target language. The source text is: 'Strategic Planet provides digital marketing for SMEs. It is the one-stop-shop providing expert advice on campaign management and strategic direction on all your business needs.' The translated text in Arabic is: 'ويوفر كوكب الاستراتيجية التسويق الرقمي للمؤسسات الصغيرة والمتوسطة. هو متجر وقفه واحدة وتوفير مشورة الخبراء بشأن إدارة الحملة والتوجه الاستراتيجي على جميع احتياجات عملك.' Below the Arabic text, there is a transliteration: 'wayuaffir kawkab al'iistratiji alttaswiq alrraqami lilmuassasat alssaghirat walmutawstat. hu matjar waqfat wahidat watawfir mushwarat alkhubara' bishan 'iidarat alhamlat waltawajjuh al'iistratiji ealaa jmye 'ihtyajat eamlik.'

Google Translate for Business: [Translator Toolkit](#) [Website Translator](#) [Global Market Finder](#)

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of a site using Google Translate.

Example of a site using Google Translate.



Example Content

Home Digital Marketing Services Portfolio About Us

The Great Gatsby – by F. Scott Fitzgerald

Chapter 1

In my younger and more vulnerable years my father gave me some advice that I've been turning over in my mind ever since.

"Whenever you feel like criticizing any one," he told me, "just remember that all the people in this world haven't had the advantages that you've had."

He didn't say any more, but we've always been unusually communicative in a reserved way, and I understood that he meant a great deal more than that. In consequence, I'm inclined to reserve all judgments, a habit that has opened up many curious natures to me and also made me the victim of not a few veteran bores. The abnormal mind is quick to detect and attach itself to this quality when it appears in a normal person, and so it came about that in college I was unjustly accused of being a politician, because I was privy to the secret griefs of wild, unknown men. Most of the confidences were unsought — frequently I have feigned sleep, preoccupation, or a hostile levity when I realized by some unmistakable sign that an intimate revelation was quivering on the horizon; for the intimate revelations of young men, or at least the terms in which they express them, are usually plagiaristic and marred by obvious suppressions. Reserving judgments is a matter of infinite hope. I am still a little afraid of missing something if I forget that, as my father snobbishly suggested, and I snobbishly repeat, a sense of the fundamental decencies is parcelled out unequally at birth.

And, after boasting this way of my tolerance, I come to the admission that it has a limit. Conduct may be founded on the hard rock or the wet marshes, but after a certain point I don't care what it's founded on. When I came back from the East last autumn I felt that I wanted the world to be in uniform and at a sort of moral attention forever; I wanted no more riotous excursions with privileged glimpses into the human heart. Only Gatsby, the man who gives his name to this book, was exempt from my reaction — Gatsby, who represented everything for which I have an unaffected scorn. If personality is an unbroken series of successful gestures, then there was something gorgeous about him, some heightened sensitivity to the promises of life, as if he were related to one of those intricate machines that register earthquakes ten thousand miles away. This responsiveness had nothing to do with that flabby impressionability which is dignified under the name of the "creative temperament." — it was an extraordinary gift for hope, a romantic readiness such as I have never found in any other person and which it is not likely I shall ever find again. No — Gatsby turned out all right at the end; it is what preyed on Gatsby, what foul dust floated in the wake of his dreams that temporarily closed out my interest in the abortive sorrows and short-winded elations of men.

My family have been prominent, well-to-do people in this Middle Western city for three generations. The Carraways are something of a clan, and we have a tradition that we're descended from the Dukes of Buccleuch, but the actual founder of my line was my grandfather's brother, who came here in fifty-one, sent a substitute to the Civil War, and started the wholesale hardware business that my father carries on to-day.

Read More of the Great Gatsby



Select Language

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ホーム デジタルマーケティングサービス ポートフォリオ

グレート・ギャツビー - F・スコット・フィッツジェラルドによります

第1章

私より若いとより脆弱な間で私の父は私に、私はそれ以来、私の心に裏返してきたいくつかのアドバイスを与えました。

「あなたがいずれかを批判するように感じるたびに、"彼は"ちょうどこの世界のすべての人々はあなたが持っていた利点を持っていなかったことを覚えておいてください。", 私に言いました

彼はそれ以上言わなかったが、我々は常に予約された方法で、異常にコミュニケーションしてきた、と私は彼がそれよりももっと多くのことを意味することを理解していました。その結果、私は、私に多くの好奇心の性質を開けても、私にはないいくつかのベテランの穴の犠牲者をした習慣をすべての判断を留保に傾いています。異常な心を検出し、それが普通の人に表示されたときに、この品質に自分自身を添付するために迅速であり、私は未知の、野生の秘密恋しみに関与だったので、それは、私が不当に政治家と非難した大学ではそのことについて来ました男性。信頼度のほとんどが求められていないだった - 私は親密な啓示が地平線上に震えたことをいくつかの紛れもない記号が気づいたとき頻繁に私は睡眠、没頭、または敵対的な軽さを装っています。若い男性の親密な啓示、またはそれらを発現するには少なくとも用語のため、通常 plagiaristic と明白な抑止によって損なわれます。判断を予約すると、無限の希望の問題です。基本 decencies 感が出生時に不均等に出て parceled され、私は私の父は snobbishly 示唆したように、ということをお忘れの場合、私はまだ何かが足りないの少し怖いですが、と私は snobbishly 繰り返します。

そして、私の寛容のこの方法を誇る後、私はそれは限界があることを認めるに來ます。行動は、ハードロックやウェット湿地に設立することが出来るが、特定のポイントの後、私はそれが上の設立だ気にしません。私は東昨年から戻ってきたとき、私は私が均一で、永遠道徳的注目の一種であることが世界を望んでいたことを感じました。私は人間の心の中に特権見え隠れとのより多くの暴動の小旅行を望んでいません。ギャツビー、私が影響を受けない輕蔑を持っているすべてのものを表す - のみギャツビー、この本に彼の名前を与える男は、私の反応を免除しました。性格が成功したジェスチャーの切れ目のない一連のであれば、彼は万マイル離れた地震を登録し、それらの複雑なマシンのいずれかに関連していたかのように、その後、彼についてのゴージャスな何か、人生の約束にいくつかの高まり態度をがありました。この応答は、の名の下に威厳あることとなるんだ impressionability とは何の関係もありませんでした "創造的な氣質を。" - それは希望のために特別な贈り物、それはない、私は他の人に見られる、決してしているようなロマンチックな準備でした私は二度と見つけなければならない可能性が高いです。なし - ギャツビーは、最後にすべての権利を判明しました。それは一時的に頓挫恋しみや男性の短いらしい relations への興味を閉じた彼の夢をきっかりに浮かべファウル何ほこり、ギャツビーの饗食ものです。

私の家族は3世代のために、この中東西部都市の裕福な人々顯著でした。Carraways は一族のものであり、私たちはバクルー公の子孫だ伝統を持っていますが、私のラインの実際の創始者は五十から一ここに來た私の祖父の弟は、市民への代替を送られました戦争、とは私の父が対日目に運ぶ卸売ハードウェア事業を開始しました。

グレート・ギャツビーの続きを読みます

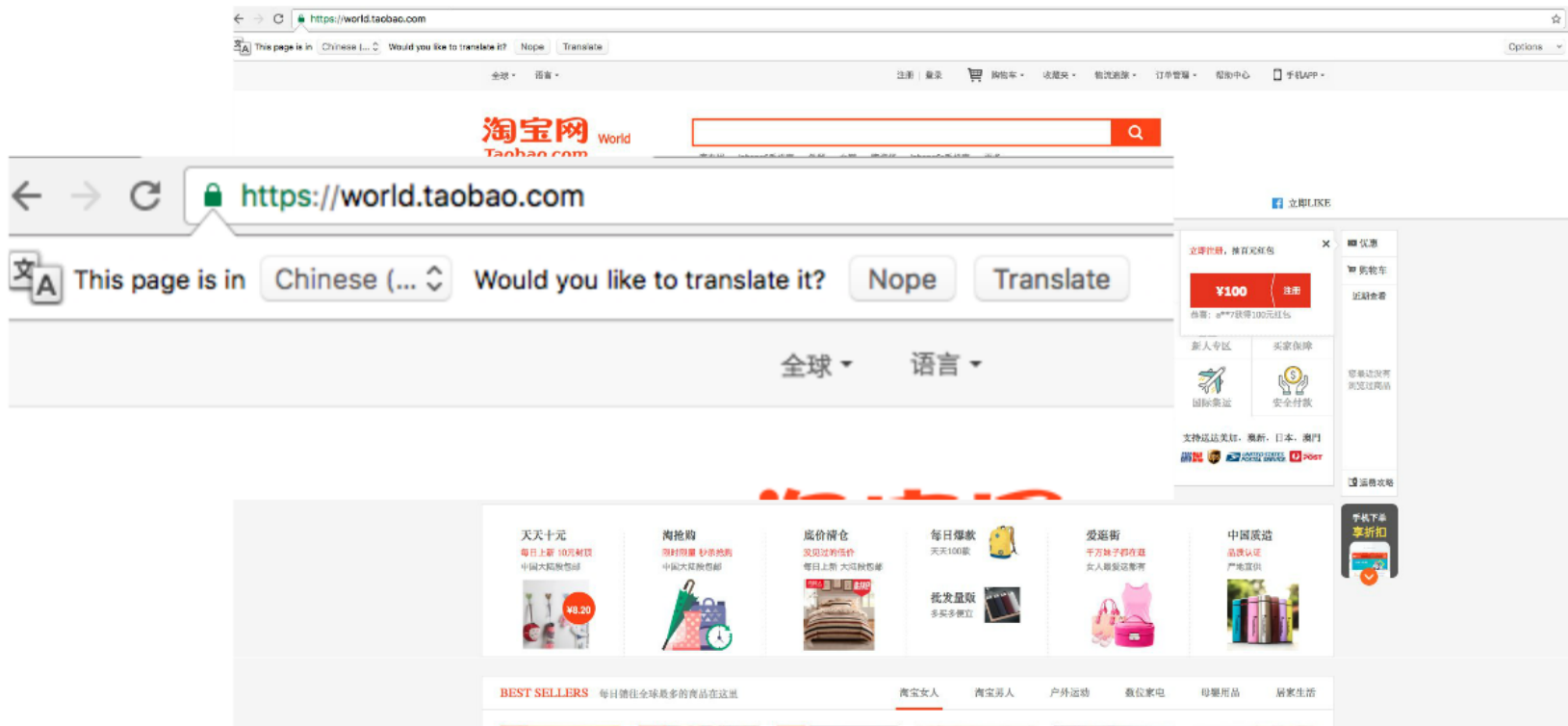


Japanese

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Dr A Shaw

Maintaining the relationship with your customers.

Dr A Shaw

E-mail marketing campaigns are a must.

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

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.