**ecommerce expo Ireland**

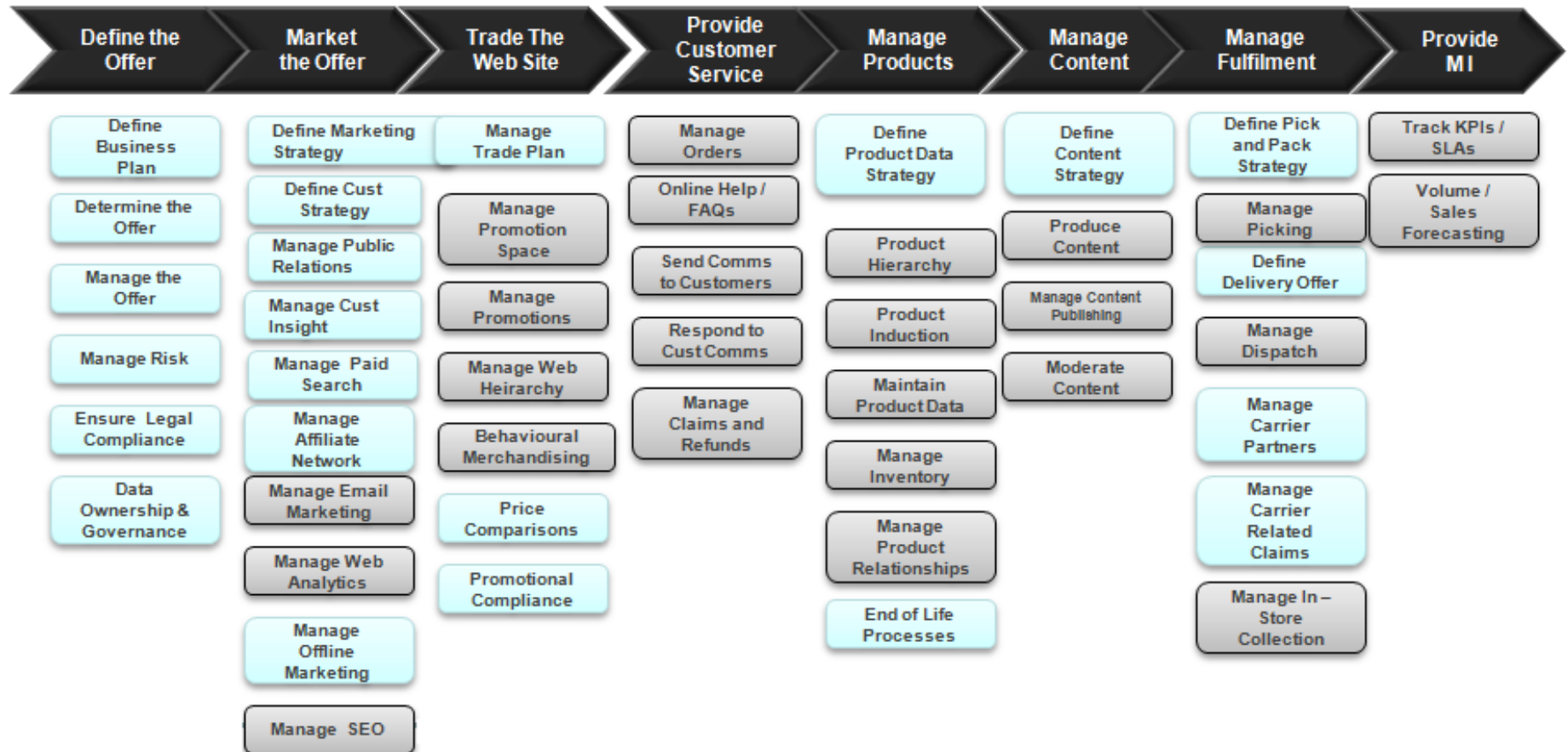CROWNE PLAZA
DUBLIN , NORTHWOOD
OCTOBER 7TH

# WELCOME

Bob Curran- Buy4Now

- Former B&M Retailer
- Moved into eCommerce in 2002
- eCommerce manager for IT website
- Judge for 2014 IIA Net Visionary Awards
- Lecture Diploma in eCommerce Irish Times
- Write Editorials for Retail Times
- Buy4Now eCommerce platform
- Here for you today

ecommerce expo Ireland

# Ecommerce Operating Model

Run the Website

| Define the Offer | Market the Offer | Trade The Web Site | Provide Customer Service | Manage Products | Manage Content | Manage Fulfilment | Provide MI |
|---|---|---|---|---|---|---|---|
| Define Business Plan | Define Marketing Strategy | Manage Trade Plan | Manage Orders | Define Product Data Strategy | Define Content Strategy | Define Pick and Pack Strategy | Track KPIs / SLAs |
| Determine the Offer | Define Cust Strategy | Manage Promotion Space | Online Help / FAQs | Product Hierarchy | Produce Content | Manage Picking | Volume / Sales Forecasting |
| Manage the Offer | Manage Public Relations | Manage Promotions | Send Comms to Customers | Product Induction | Manage Content Publishing | Define Delivery Offer | |
| Manage Risk | Manage Cust Insight | Manage Web Heirarchy | Respond to Cust Comms | Maintain Product Data | Moderate Content | Manage Dispatch | |
| Ensure Legal Compliance | Manage Paid Search | Behavioural Merchandising | Manage Claims and Refunds | Manage Inventory | | Manage Carrier Partners | |
| Data Ownership & Governance | Manage Affiliate Network | Price Comparisons | | Manage Product Relationships | | Manage Carrier Related Claims | |
| | Manage Email Marketing | Promotional Compliance | | End of Life Processes | | Manage In – Store Collection | |
| | Manage Web Analytics | | | | | | |
| | Manage Offline Marketing | | | | | | |
| | Manage SEO | | | | | | |

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# Agenda

# Do's & Don'ts

**DO:**

- Know- Fire doors  Emergency exits
- Room layout
- Tweet, post on SM--     #eexpo14
- Ask questions
- Leave the room to meet with the other speakers and companies
- Wifi -   Tifcohotels2014

ecommerce expo Ireland

# Do's & Don'ts

**Don't:**

- Miss out on meeting with our supporting partners
  - Bingo competition

- Forget –1-1 sign up sheets on each stand
  - Schoolbooks.ie---sign up on the Buy4Now stand

- Be shy about giving us feedback -- 1st event

- What we can do better, what you'd like to see at the next event

# BUY4NOW

**Powering eCommerce Solutions**

# International
# Online markets overview

**Bob Curran          Buy4Now Technology Group**

# Why are we here today?

- In a survey of 19 markets in Europe, Mintel predicted that online sales would grow to €188 billion in 2013 from €166 billion in 2012

- In 2011 two thirds of European online sales were made with UK sites

# Who is getting the sale?

Online retailers in only three countries,

UK

Germany

and France

accounted for 71% of total European online sales.

Centre for Retail Research

# Growth online in the UK

UK online percentage of **retail sales of 10.4%** of total retail sales

Total E-retail Market - Month on Month

imrg  Capgemini
e-Retail Sales Index
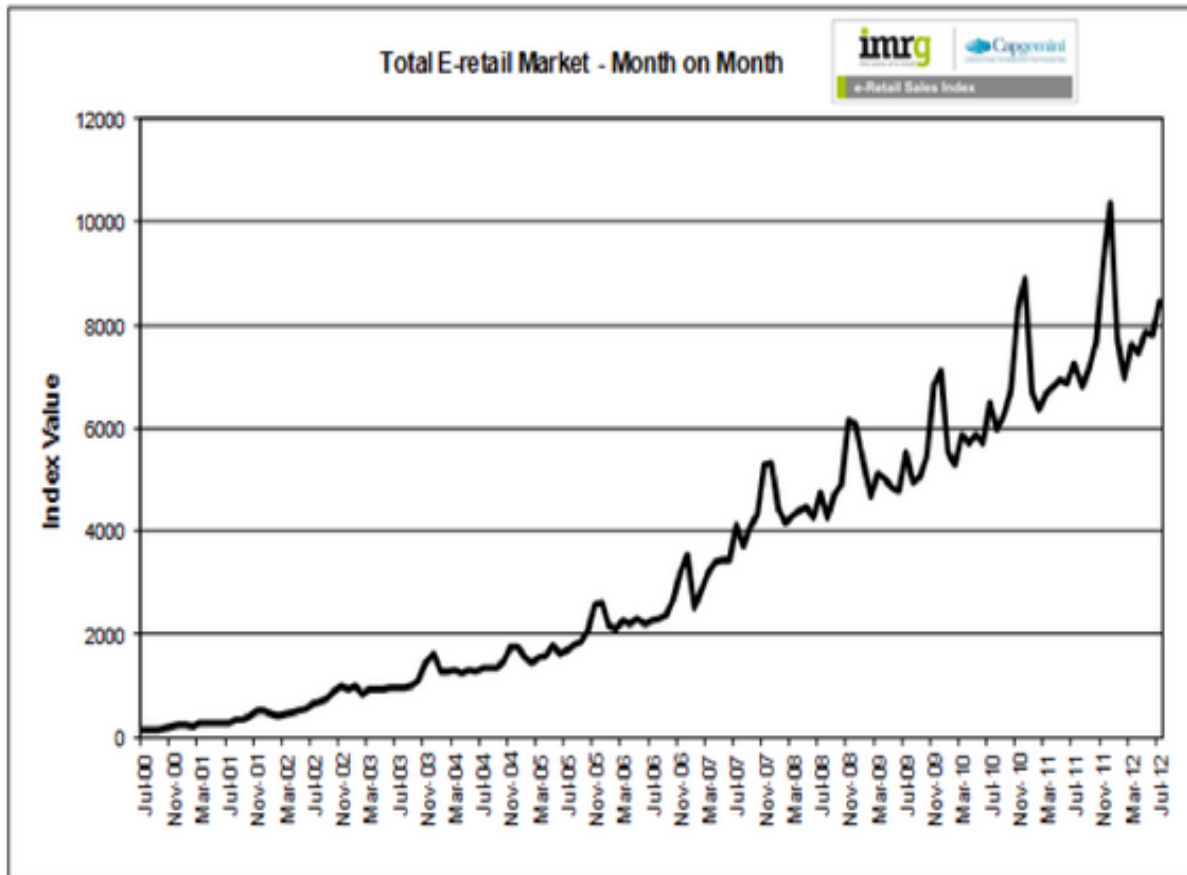
**UK retailers have responded**

- **Better sites**
- **Better shopping experience**
- **Cutting edge functionality**
- **Better logistics**
- **Tighter systems integration**

**Resulted in more sales as UK Sites are trusted by European customers**

# Europe set to explode

Figure 2 Forecast: European Online Retail Sales By Country, 2012 To 2017



| | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | CAGR |
|---|---|---|---|---|---|---|---|
| Sweden | €2,500 | €2,878 | €3,234 | €3,627 | €3,970 | €4,258 | 11% |
| Netherlands | €4,631 | €5,106 | €5,600 | €6,147 | €6,668 | €7,125 | 9% |
| Italy | €3,993 | €4,727 | €5,485 | €6,326 | €7,276 | €8,336 | 16% |
| Spain | €3,963 | €4,776 | €5,677 | €6,708 | €7,871 | €9,108 | 18% |
| France | €17,989 | €20,618 | €23,221 | €25,716 | €28,180 | €30,678 | 11% |
| Germany | €27,154 | €30,874 | €34,552 | €38,451 | €42,521 | €46,356 | 11% |
| UK | €40,105 | €45,020 | €49,913 | €54,840 | €59,679 | €64,104 | 10% |
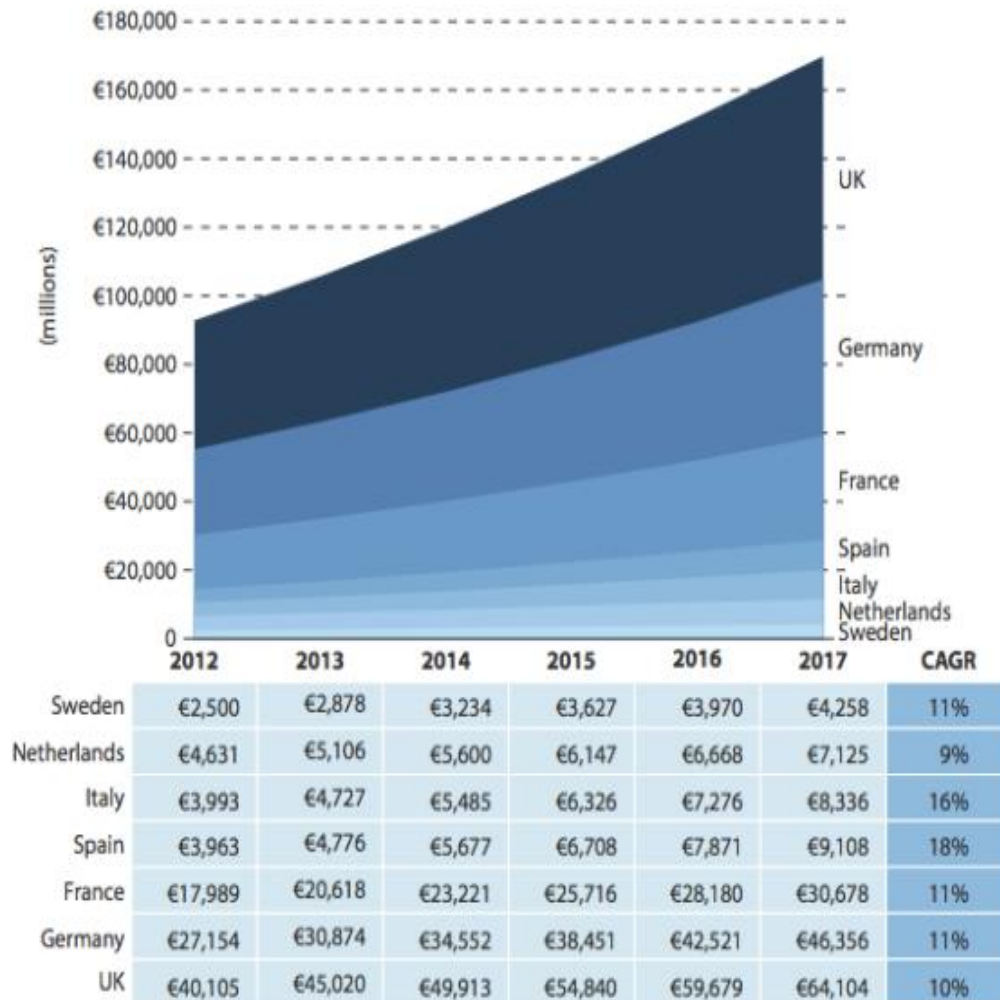
Source: Forrester Research Online Retail Forecast, 2012 To 2017 (Western Europe)

# Low competition

# What's really happening?

- eCommerce growth disparity between European countries is generally down to:
  - In Northern Europe, online shopping is "the norm"

  - vs markets in the south where ecommerce has yet to become a mainstream activity — but is projected to grow
- In the U.K. ecommerce growth will continue to outstrip physical retail growth but will slow
- UK markets enter a "new phase of competitive expansion"
- European markets are ripe and have shown they will buy from trusted UK sites

**FORRESTER**®

# Strategy-Things to consider

- What market—Where? – English only? Multi-

  lingual?

- What product—What?   Who buys Doc Martens?

- How to merchandise the site—How?

- Returns/exchanges?

- Customer service?

# LOCAL CONSIDERATIONS

Population characteristics

Broadband penetration

International brand presence

Government regulations & taxes

Disposable income

Logistics / fulfilment

Payment preferences

Geography: urban vs. rural

Competitive environment

Smartphone/tablet penetration

# other considerations

- Hosting- do you need web servers in each country
  - **Can the geographic location of a web server affect SEO?**

    http://www.youtube.com/watch?v=keIzr3eWK8I

- Content
  - Separate visual assets- images, banners
- Translation
- Url- can you get it?

**\*Local Brand ambassador/PR/marketing rep/blogger**

# Think outside the Zone

- More and more British online retailers are using their ecommerce expertise to expand into international markets.
- One nation that has often been overlooked though is Russia.
- **Russia in fact boasts the highest number of internet users in Europe**
    - Russia: 61,472,011
    - UK: 52,731,209
- Because of a history of fraudulent domestic online vendors it is home to a consumer base that is more inclined to buy from established foreign brand names.

**http://econsultancy.com/us/blog/63505-russia-a-land-of-ecommerce-opportunities**

# With any market- learn who's who

**YANDEX**

New Yandex on the Islands

- 60% market share

- 45% of the country's total online advertising market share

- Without Yandex your ecommerce operation in Russia is in the fast lane to failure

Web    Images    Video    Mail    Translate

Yandex

Search

Yandex worldwide ▼                Search API                Yandex.Browser                About Yandex

# Final piece
# Choose your technology wisely

- Some platforms support the launch of additional sites
- Some platforms will create a separate instance

- What are the costs for each additional site?
- What is the increase in support for each new site?

- Are they managed via a single dashboard?
- Where are the assets stored/content managed?
- Additional systems integration needed?

# Pro's and Con's of outsourced Fulfilment Services



SCALABLE WAREHOUSING

VARIABLE COST STORAGE

SHOPPING CART INTEGRATION

CLOUD BASED ORDER FULFILMENT

PRODUCT ASSEMBLY

VOLUME PICK/PACK SHIP

RETURNS PROCESSING

CUSTOMER SUPPORT

Presented By

Julie Colclough

Eurobase
European Fulfilment Services

# Fulfilment Services



CELEBRATING 22 YEARS IN THE INDUSTRY

Eurobase
European Fulfilment Services

# Reasons for Outsourcing

- Marketing and other business Functions taking a backseat

- Significant spikes and lulls in order volume through out the year.

- A Lack of internal expertise and technology

    - The need to cut costs

    - The desire to convert fixed cost structure to a variable cost structure

    - Lack of Space

    - People management

Eurobase
European Fulfilment Services

# Outsourcing for Growth

- Growth Strategy

- Scalability

- Partnership
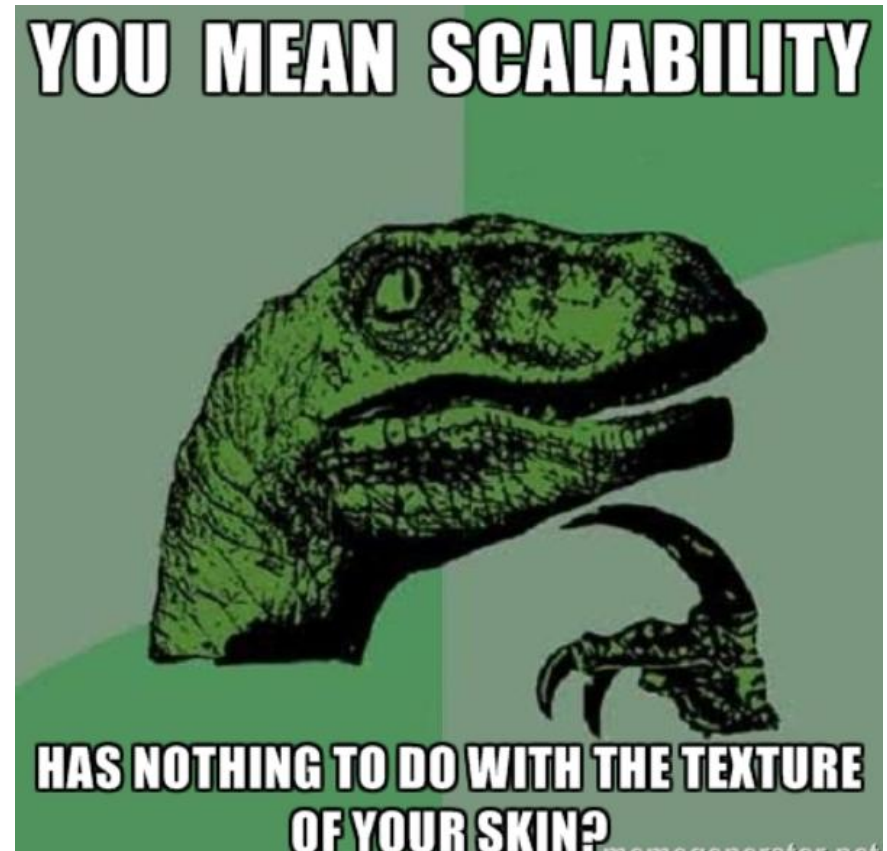
# Good Service performance brings buyers back !

On average, loyal customers are worth up to

## 10 times

as much as their first purchase.

# Good Service performance brings buyers back !

...increases profits up to

## 125%

**A 5% increase**
in customer retention...

Eurobase
European Fulfilment Services
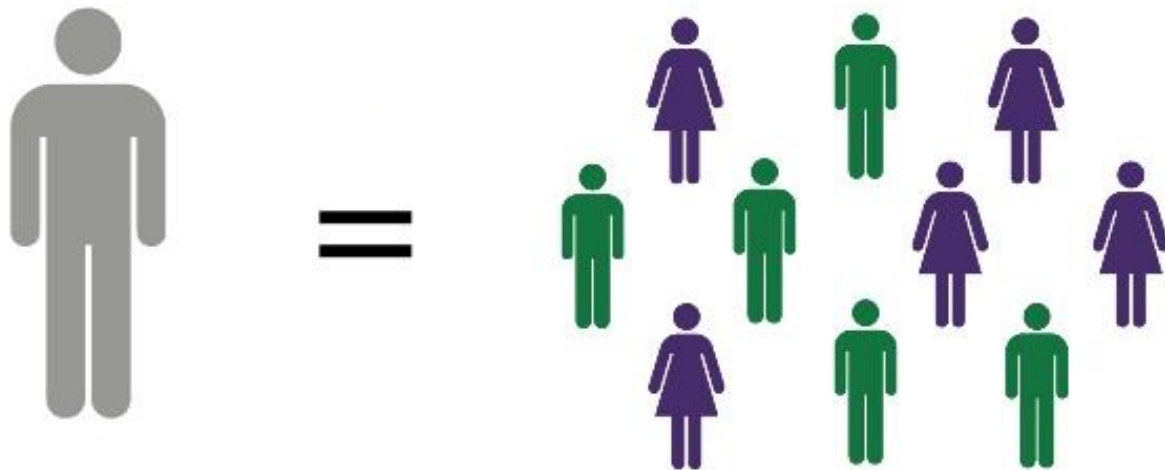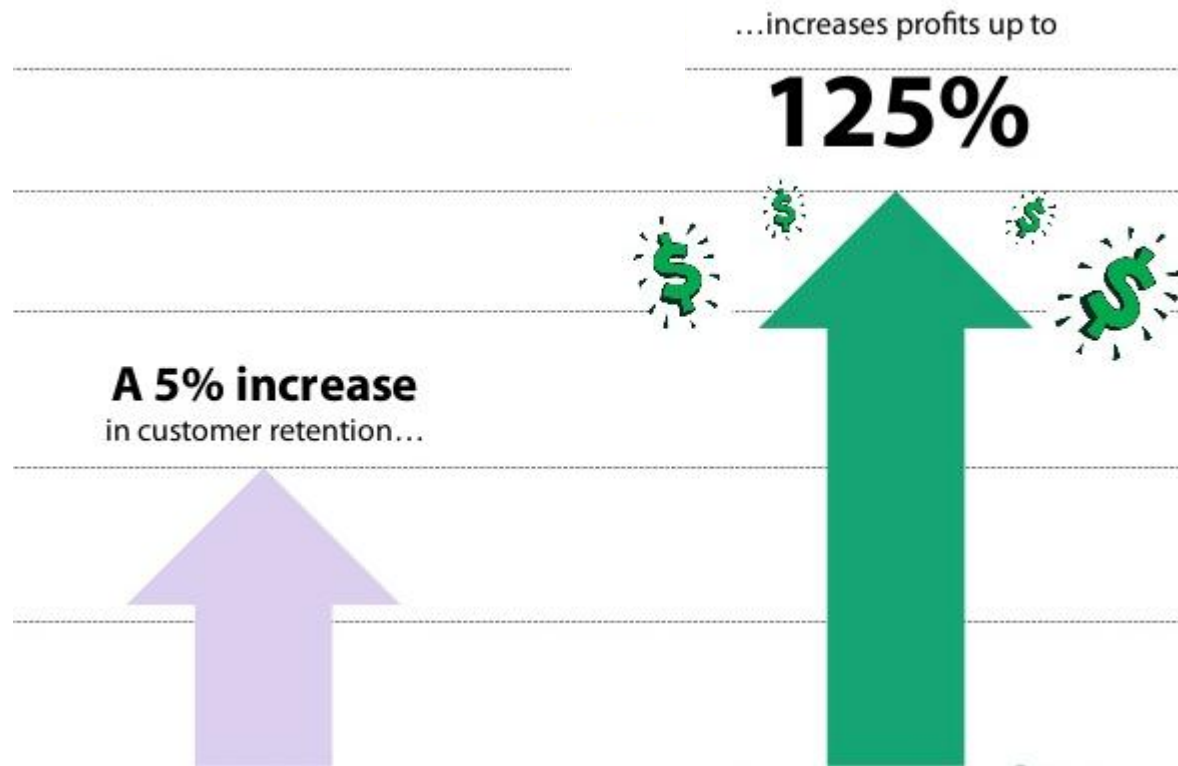
# Customers Expectations

- Reputation

- Customer Experience

- Speed



**64% of customer**
Have made future purchases from a **company's competitors** after experiencing poor customer service

Eurobase
European Fulfilment Services

# Shoppers Expectations

- Greater premium on reliability

- Inventory Visibility

- Returns management

- Low/no shipping costs


Quality  Speed  Efficiency  Cost


It takes **12 positive experiences** to make up for **one unresolved negative experience.**

Eurobase
European Fulfilment Services

# Understanding Your Requirements

- Sales Channel
- How many orders, Pallets, SKU's
- Seasonal fluctuations

- Min/Max Stock levels
- Technology
- Real time reporting

# Choosing a Fulfilment Partner....

Choosing a fulfilment partner is like buying a car:

- Good Performance
- Reliability
- 0 – 60 in less than 3 seconds

Important Factors:

- Reputation
- Pricing
- Technology
- Features

**Eurobase**
European Fulfilment Services

# ....And the questions to ask

- Understanding what your being charged for

  - Account Set-up

  - Storage and Insurance

  - Receiving inventory and check

  - Returns handling and processing

  - Online WMS access

  - Packaging costs

  - IT Integration

  - How does the pricing system scales for volume

**Eurobase**
European Fulfilment Services

# ....And the questions to ask

- What carriers are used?

- Automatic notifications?

- Response time and method to queries?

- Process and procedures?

# When it won't work

- Unrealistic expectations

- Abdication

- Lack of knowledge

- Poor preparation

- ….. Or you simply love doing it yourself

# Cons

- Perceived lack of control

-

-

-

-

-

*If you understand your business, researched potential partners and know what you want then there aren't any real con's to outsourcing.*

# Break



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willows
CONSULTING LTD

ecommerce
expo Ireland

# HOW TO CHOOSE YOUR PLATFORM

### YOU NEED TO KNOW WHAT IT HAS TO DO !

# WHAT ARE YOU CHOOSING

Speed

Presentation

Integration

# NOT THIS !

# ALL ECOMMERCE IS DIFFERENT

## THERE IS NO "BOG STANDARD"

Thursday, October 9, 2014

Payments

Own site

Social Platforms

In-Store

Mobile App

Multi - channel

Fulfilment

EPOS

Ecommerce Platform
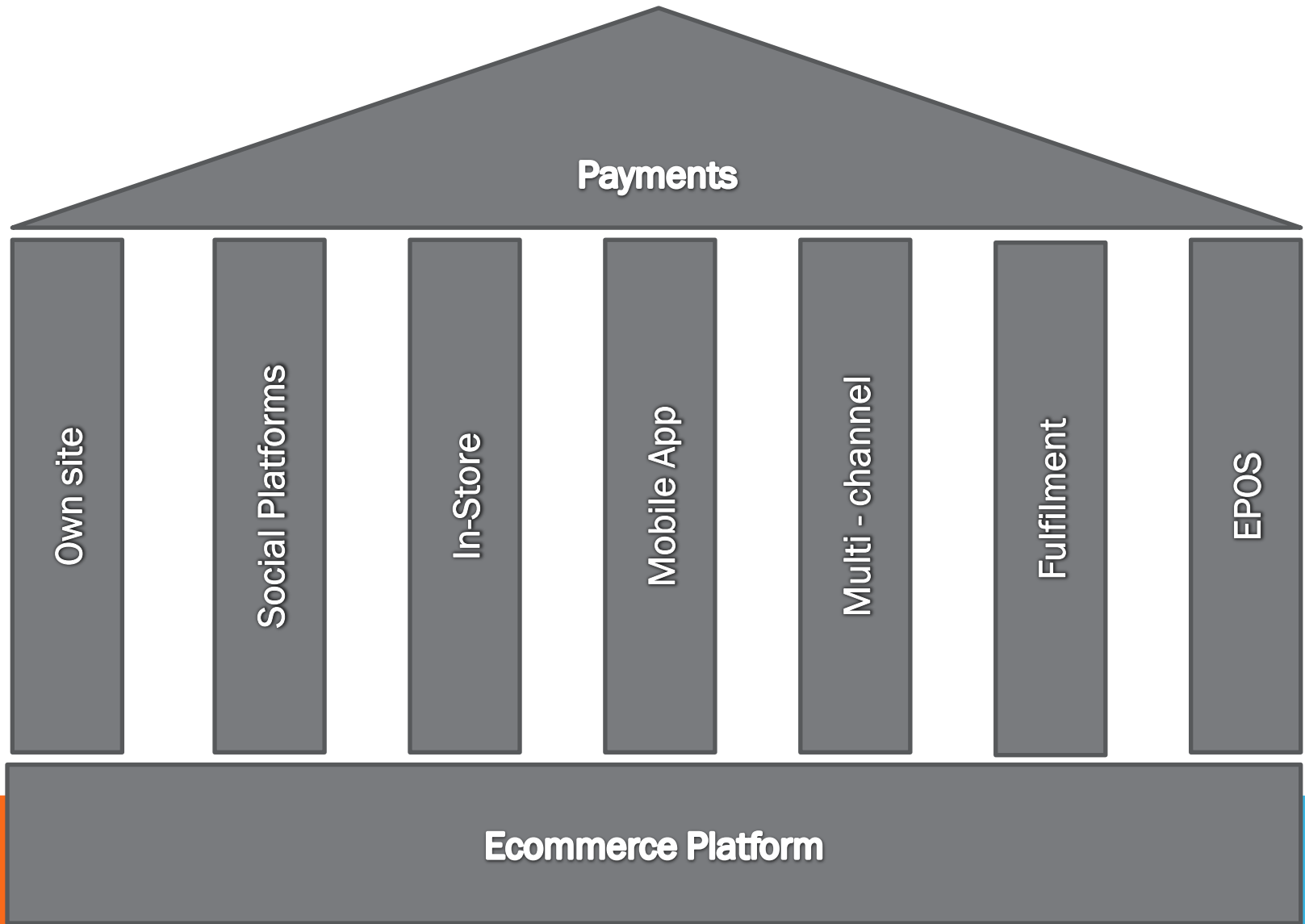
# WHAT IS YOUR SELLING MODEL ?

Product

Services

Subscriptions

Events

Accommodation

Auto Top-ups

Platforms / Apps

Downloads

Streaming

Licenses

# WHAT IT HAS TO DO

Presented beautifully and logically

Easy for the customer to shop

Responsive

Integrate with other systems

Make money and lots of it.

# DESIGN / SCALABILITY

Is it templated ?

Can I make minor changes without calling a developer ?

Can it handle multiple layouts ?

Multi Store, Multi Lingual, Multi Currency, B2B, B2C ?

Does it handle RTL text ?

Simple clean  & clear ?

How many products ?

How many simultaneous Vistors ? Think peaks.

# FEATURES

List all the features you require now and in the future weight and score them

Excel it

# THE BALANCE

A balance between flexibility and cost
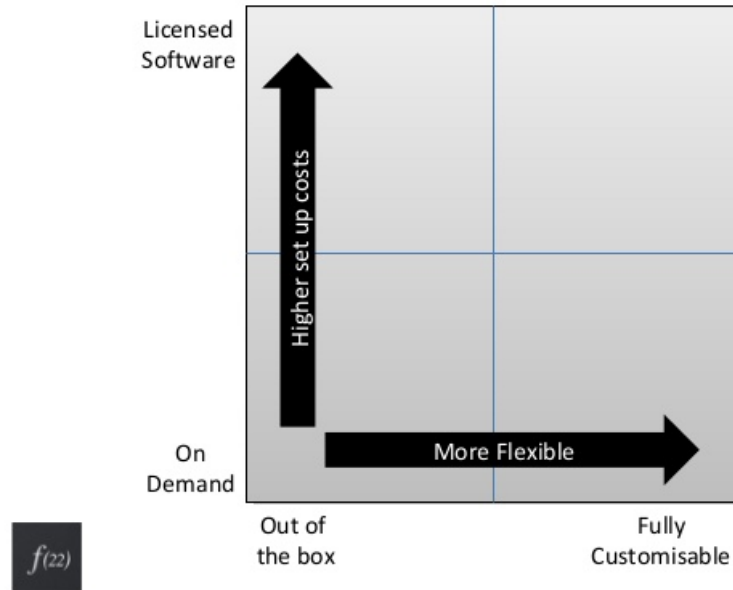
# AUTOMATED INTERFACES SAVE €

Payments

Accounts / EPOS

CRM / Support

Logistics

Service Monitors & Alerts

Don't under estimate the savings on automation

# SIZE YOUR STORE

Products x Attributes x groups x options x prices

Customers x transactions

How many years archive data, where is it held ?

# SPEED

Renders under 2.5 sec on a 10mb connection in all zones.

Set alerts for slow rendering

# GET ENTERPRISE HOSTING PLEASE !

# TYPES OF PLATFORM

Saas Ecommerce ( software as a service )

Opensource model

Multichannel ( amazon ebay etc. )

Bespoke / Custom made

Enterprise

# SAAS

Shopify

Volusion

BigCommerce

BluePark

Yahoo stores


Investment €700 - €6000 per anum
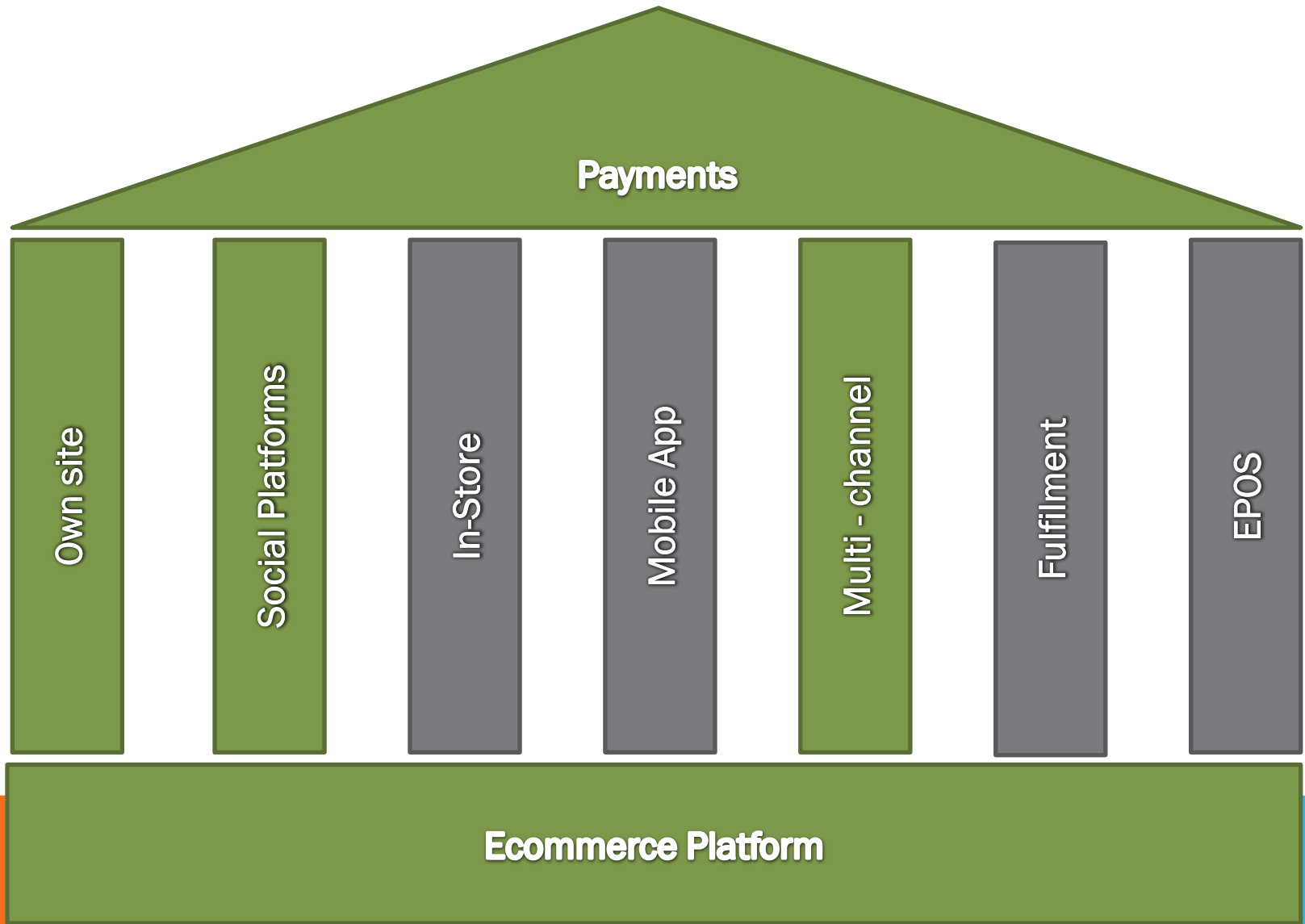
# SAAS ( SOFTWARE AS A SERVICE )

Leased

You do not own your data

You do not own your code

Fast setup

Up to 100 orders per day

Good for MVP lean start ups

Read the small print

You will re-platform at 40 orders a day

# MULTICHANNEL

Massive ready  made market

Circa 23% commissions

You don't own your data ( be aware )

Operating guidelines are tight

Suits smaller margin large volume stores

You need third party management tools ( esellerpro linnworks etc. )

**Payments**

Own site

Social Platforms

In-Store

Mobile App

Multi - channel

Fulfilment

POS

**Ecommerce Platform**
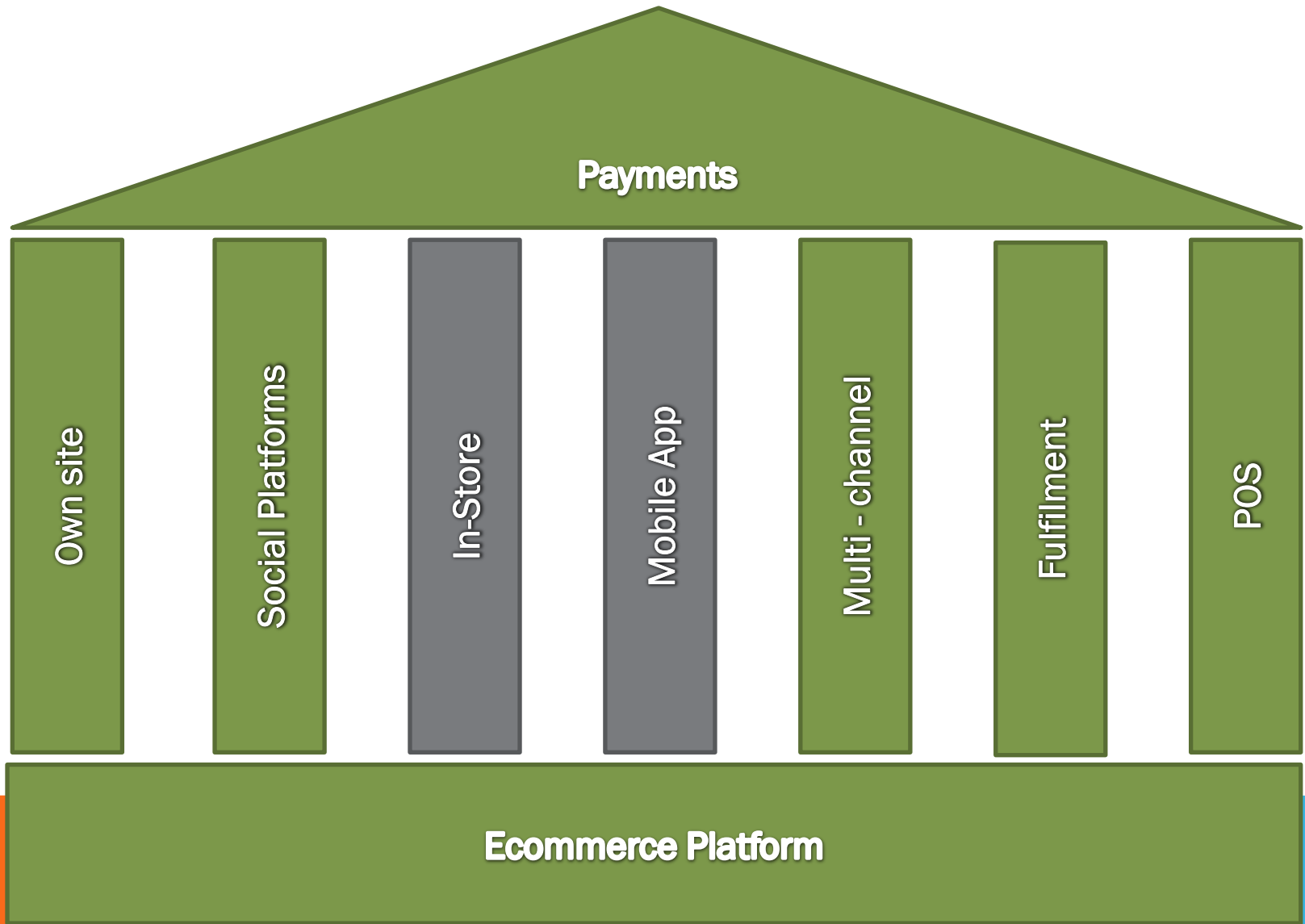
# OPEN SOURCE

Buyout, low yearly charges

You own your data and code

1-400 sales a day

1 million product codes

B2B and B2C

Multistore

Links with other SAAS services ( mailchimp, vendHQ etc, Quickbooks )

# PRODUCTS

osCommerce ( and forks )

Magento ( versions )

Presta Shop

Opencart

Virtuemart

Woo Commerce

Investment €8k - €30k one off

# WHAT IS YOU DEVELOPER PUSHING ?

Magento massive code set  edits are complex .

Prestashop large code set edits are complex.

osCommerce  legacy old code,  edits can be buggy.

Opencart fast development pure ecommerce.

Woo Commerce fast development in a blog environment.

# BESPOKE

Why ?

Selling model  is complex

Cost of developer is cheaper than an off the shelf product with modifications

You may want a platform you can resell.

Its got an IP value

Payments

Own site

Social Platforms

In-Store

Mobile App

Multi - channel

Fulfilment

EPOS

Ecommerce Platform
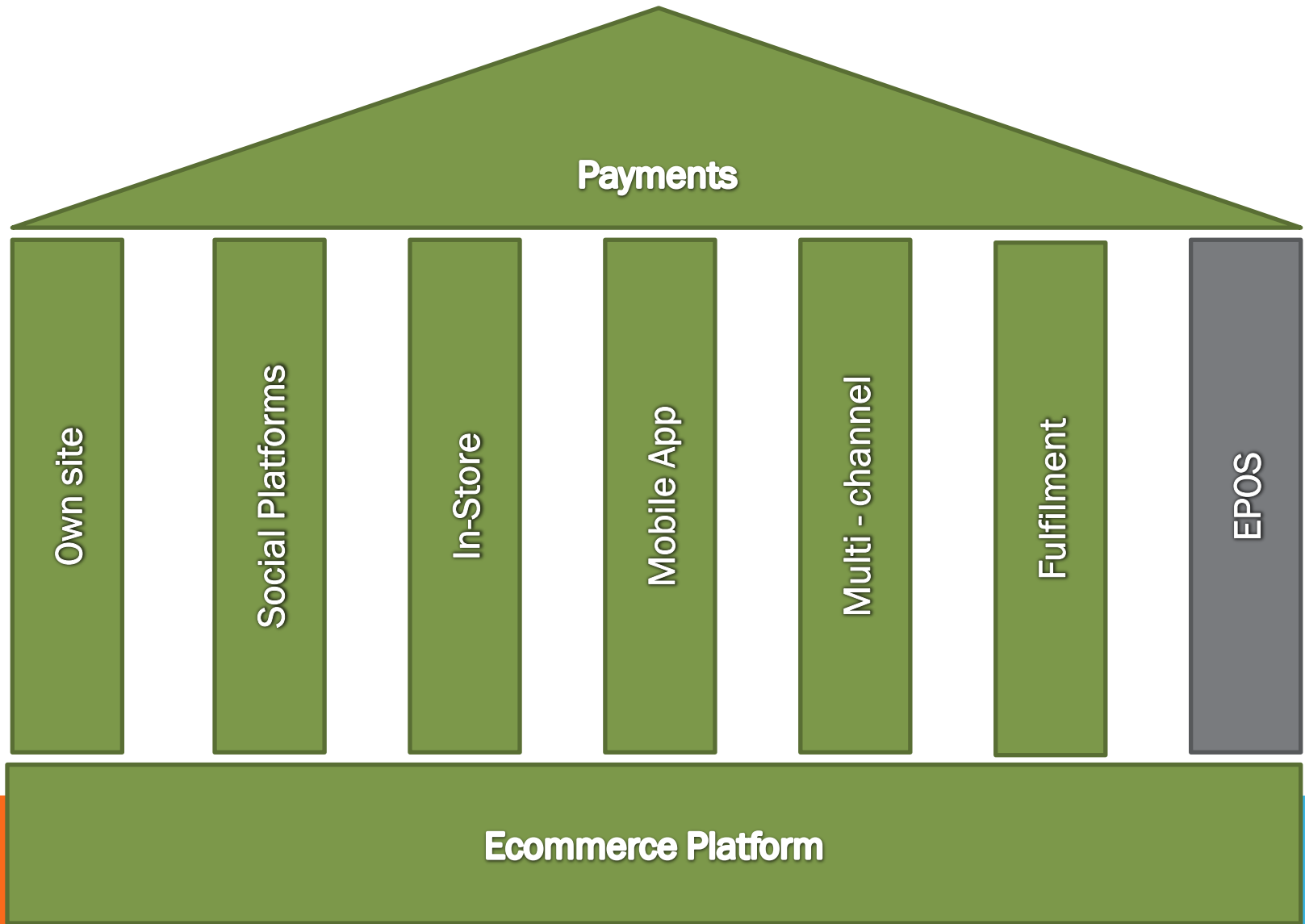
# BESPOKE

Develop in-house

Use a Service Integrator

# BESPOKE IN-HOUSE

More buggy

Quicker turn around

You pay for the Learning cost

May be all in 1 persons head

Feature creep risk is high

"oh yeah and another thing"

# BESPOKE SI

Less buggy

Has a team

No learning cost

Documented

Feature creep risk lower as SI will want a tight specification.

No staff overhead, you own the code and data.


"You build trust with your System Integrator"

**Payments**

Own site

Social Platforms

In-Store

Mobile App

Multi - channel

Fulfilment

EPOS

**Ecommerce Platform**
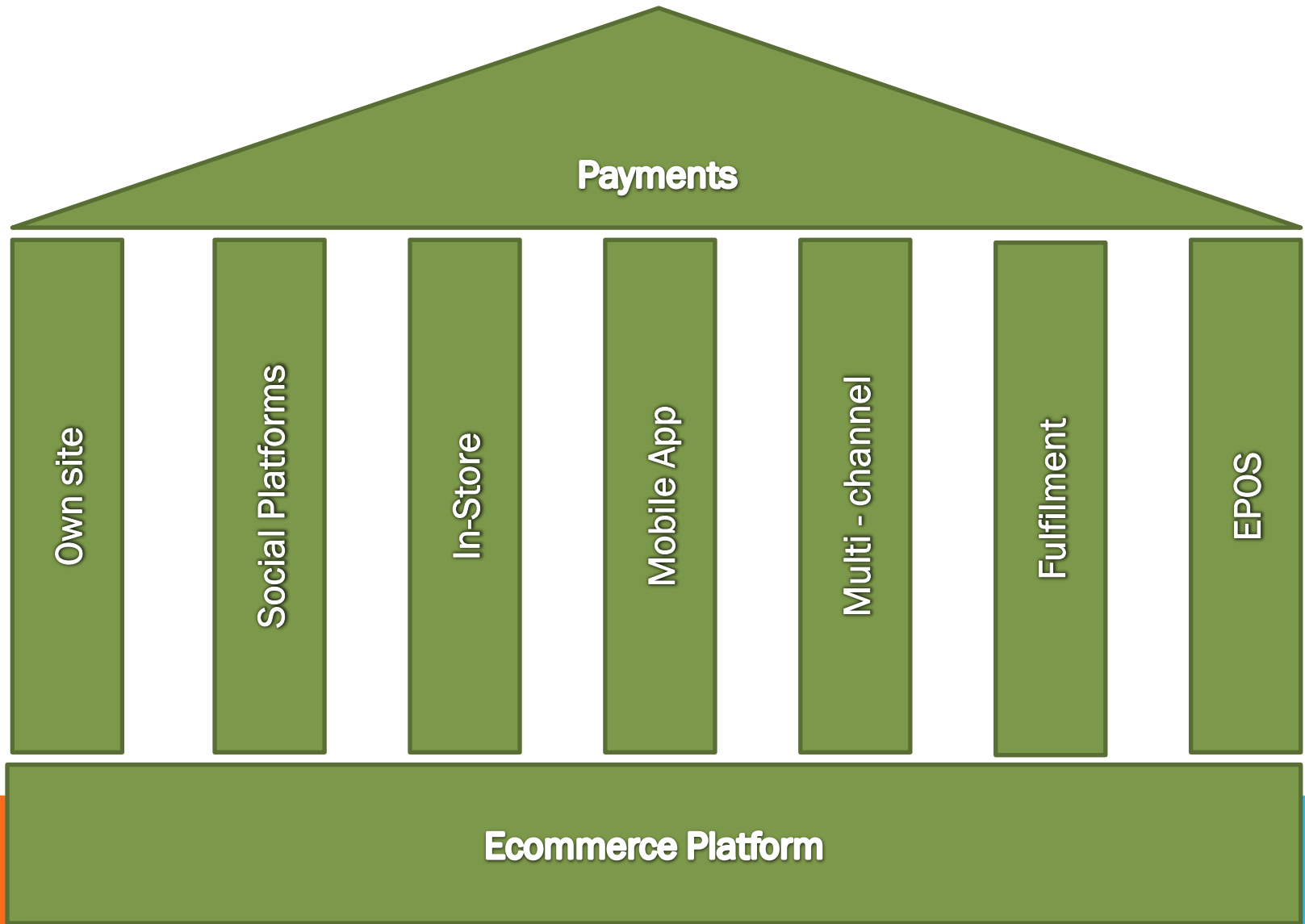
# ENTERPRISE

Own your data not your code

100% customised to your requirements

Integrates with all large epos, CRM, logistics, in store syncs.

400+ sales per day

Unlimited products and variants

Complex discounting

Integration with SAP, Oracle, IBM

Integrate with in store loyalty programs

Advanced Data Profiling

High volume, high traffic, high availability

# ENTERPRISE PRODUCTS

Buy4Now

Hybris SAP

Websphere IBM

Oracle Commerce ATG


Investment €100k + per anum.

# WANT TO RE-PLATFORM ?

Map your urls , protect your organic SEO

Uninterrupted service

Must be a better customer experience

Must have more integration automation

# QUESTIONS

Your name

Your company

# Topics

1. Distance Sales
2. Place of supply rules-
    1. telecommunication
    2. broadcasting and
    3. electronic services – changes coming!
3. Mini-One-Stop-Shop (MOSS)

# Distance Sales

# Distance Sales

- When a supplier in one EU Member State <u>sells and delivers</u> goods to a <u>non-VAT registered customer</u> in another Member State, this is considered a distance sale.

- Selling goods over the **internet**, by phone or mail order.

- A sale and delivery by the supplier

- Goods (not digitised goods)

- Non-VAT registered customer in other EU Member States.

# Non-VAT Reg Customer

- Private individuals

- Some small businesses

- Businesses that can't register for VAT because their activities are exempt

- Public bodies

- Charities

# Distance Sales- Obligations

- A supplier making "distance sales" is liable to account for VAT in the Member State of establishment, until such time as the supplier exceeds the <u>distance selling threshold</u> in the Member State of their customer.

- Once the supplier's sales to non-VAT registered customers, in one particular Member State, exceeds that country's distance selling threshold, the supplier has an obligation to VAT register in the Member State of its customer.

# Distance Selling Thresholds

- EUR 35,000 or EUR 100,000 (worth of goods)

- A calendar year threshold

- Member States may also allow for voluntary registration if the thresholds have not been exceeded.

# Distance Sales- Examples

| Irish VAT Registered Businesses | Goods ordered online | Private Individual UK |
|---|---|---|

**Irish or UK VAT?**

Goods shipped to the UK by the supplier
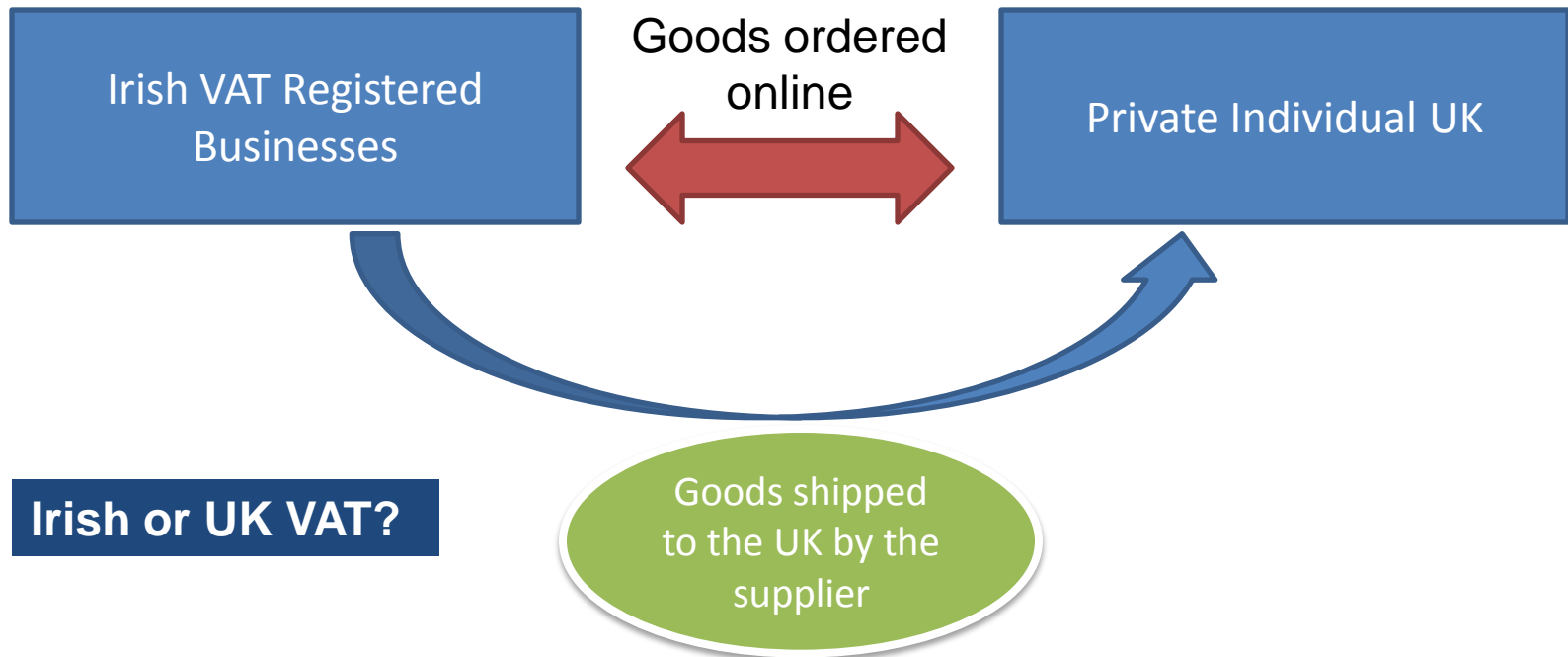
- **UK distance sales threshold = GBP70,000**
- **Under the threshold = Irish VAT**
- **Over the threshold = UK VAT registration obligation & UK VAT**

| Country | Threshold | Country | Threshold |
|---|---|---|---|
| Austria | EUR 35,000 | Italy | EUR 35,000 |
| Belgium | EUR 35,000 | Latvia | LVL 24,000 |
| Bulgaria | BGN 70,000 | Lithuania | LTL 125,000 |
| Croatia | HRK 270,000 | Luxembourg | EUR 100,000 |
| Cyprus | EUR 35,000 | Malta | EUR 35,000 |
| Czech Repbulic | CZK 1,140,000 | Netherlands | EUR 100,000 |
| Denmark | DKK 280,000 | Poland | PLN 160,000 |
| Estonia | EUR 35,000 | Portugal | EUR 35,000 |
| Finland | EUR 35,000 | Romania | EUR 35,000 |
| **France** | **EUR 100,000** | Slovak Republic | EUR 35,000 |
| **Germany** | **EUR 100,000** | Slovenia | EUR 35,000 |
| Greece | EUR 35,000 | **Spain** | **EUR 35,000** |
| Hungary | HUF 8,826,650 | Sweden | SEK 320,000 |
| **Ireland** | **EUR 35,000** | **UK** | **GBP 70,000** |

# Some Pointers

- Track the value of your distance sales to private individuals in each EU country.

- Know the distance selling thresholds for the countries that you sell into.

- Know the VAT rates and invoicing rules for the countries into which you make distance sales.

- Be aware that you may have other compliance obligations associated with distance sales – i.e. intrastat declarations.

# Exceptions & Exclusions

Exception;

- Distance sales of _excisable goods_ are always subject to VAT in the Member State to which they are dispatched and the distance selling thresholds do not apply.

Exclusion;

- It should also be noted that _new means of transport_ are excluded from the distance selling arrangements – always acquisitions.

# Place of Supply Rules
## Current Rules and
## 2015 Changes

# What services?

➢ Telecommunications

➢ Television & Radio Broadcasting

➢ Electronically Supplied Services

➢ "T.B.E." Services

**It is the place of supply ("POS") of those services that determines the VAT treatment applicable.**

# Telecoms & broadcasting services include;

- Fixed & mobile phone services (including telephone services with an imaging component e.g. videophones),
- Telephone services provided through the internet including voice over internet Protocol (VoIP),
- Voicemail, call waiting, call forwarding, caller ID, three-way calling and other call management services,
- Access to the internet,
- Radio and TV programmes

# E-services include;

- Digitised products generally, including software and changes to / upgrades of software,

- Providing or supporting a business on an electronic network (e.g. website or webpage),

- Right to put goods or services up for sale on an internet site operating as an online market

- Content pages giving access to news, weather etc., website hosting, access to online debates etc.

# Services not affected;

- Consultancy services provided by email
- Teaching services by a teacher over internet e.g. via remote link
- Supplies of goods where ordering and processing done electronically
- Conventional auctioneer's services reliant on human intervention
- Tickets to cultural/artistic/sporting/scientific/educational/ entertainment or similar events that are booked online
- Accommodation, car-hire, restaurant services, passenger transport or similar services booked online

# POS of TBE services

- It is generally the place of supply ("POS") of services that determines the VAT treatment applicable.

- The POS of TBE services determines where the supply is taxable and what VAT should be applied.

# Current POS Rules

- **B2B supply?**
  - Where customer located
  - Reverse charge procedure
  - Importance of customer VAT number

- **B2C supply (EU supplier)?**
  - Where supplier located

- **B2C supply (Non-EU supplier)?**
  - Where services used and enjoyed
  - Optional scheme for non-EU suppliers to register in one Member State (MS)

# 2015 Rule Change

**From 1st January 2015**

**B2B Supply**

- Where customer located
- Reverse charge procedure
- Importance of customer VAT number

**No change to POS rule**

**"TBE Services"**

# 2015 Rule Change

**From 1ˢᵗ January 2015**

**B2C Supply-EU Supplier**

- **POS will change to where the customer is established, has a permanent address or usually resides!**

**"TBE Services"**

# 2015 Rule Change

**From 1ˢᵗ January 2015**

**B2C Supply-Non EU Supplier**

<div style="border:1px solid; background:#4472a8; color:white; text-align:center;">

**No change to POS rule**

</div>

- Where services used and enjoyed
- Optional scheme for non-EU suppliers to register in one Member State (MS)

**"TBE Services"**

# Change example

**B2C supply of software (e-service) by an Irish company to non VAT registered customer in France:**

- Current treatment : Irish VAT

- 2015 treatment : French VAT = Foreign VAT obligations

# Why is this change being made?

Stop distortions of competition by removing competitive advantages of differing VAT rates across Europe;

- **Luxembourg @ 15%**
  - Malta @ 18%
  - Cyprus @ 18%
  - Germany @ 19%
  - Denmark @ 25%
  - Hungary @ 27%

# What does this mean for business?

- Businesses will have to collect data on where their customers are located,
- Difficulties for suppliers to identify where consumer is established, has permanent address or usually resides (Guidance available)
- Charge the correct VAT rate in each Member State,
- Possibly register for VAT in each Member State in which supplies are made.
- Possibly file returns in each of these Member States
  - That could result in 28 EU VAT registrations

# Complicated? Yes!

- The European Commission has introduced a Mini One Stop Shop ("MOSS") to reduce the compliance obligations that the 2015 POS rule changes will impose on business.

- MOSS will allow companies to account for VAT online, via their own country of identification.

# Mini One Stop Shop
## (MOSS)

# What is MOSS...?

- MOSS will allow business to submit returns and pay the relevant VAT due to Member States through the web portal of one Member State.

- Otherwise the business would be required to register and submit returns in several Member States.

- Use of the MOSS will be optional for business and it will be available both to businesses with establishments in the EU (the EU scheme) and to those established outside the EU (the non-EU scheme).

# What is MOSS …? Cont.

- A business opting to use the scheme will register for MOSS in the Member State of identification ("MSI") and will submit a quarterly return and the related payment to the MSI.

- The MSI will then distribute the VAT due to the various Member States in accordance with the information on the return.

# Advantages of MOSS

- Avoidance of 27 additional VAT registrations – cost and local requirements!
- Protection against repeat demands, language issues, data transfer and security issues
- Quarterly on-line return filing and payment
- Member State of Identification (MSI) pays the VAT to the other 27 Member States.
- De-registration simple - 15 day's notice on-line to MSI.

# Ireland and MOSS

"IRELAND is the easiest country in the EU to pay business taxes in and the sixth easiest in the world." World Bank and PwC"

"Ireland ranks 6th across 189 global economies for ease of paying tax." PWC"

**98% of all VAT customers file their returns through ROS**.

# Key MOSS dates

- **Registration online** – 1$^{st}$ October 2014

- **Quarterly Return** – Jan-Mar 2015 – due 20$^{th}$ April 2015

- **Payments** – Jan-Mar 2015 – due 20$^{th}$ April 2015

# Some more references;

- Revenue website: http://www.revenue.ie/en/tax/vat/moss/index.html

- The EU Commission have published the Explanatory Notes relating to Council Implementing Regulation (EU) 1042/2013:

  http://ec.europa.eu/taxation_customs/resources/documents/taxation/vat/how_vat_works/telecom/explanatory_notes_2015_en.pdf

- Practical guide to MOSS:

  http://ec.europa.eu/taxation_customs/resources/documents/taxation/vat/how_vat_works/telecom/one-stop-shop-guidelines_en.pdf

# Time is flying by…..

**Planning is key! 1st January 2015**

# Break

The Payments Landscape

Paul Dunne

Head of Business Development at Realex Fire

Previously Sales Director at boxPAY

Background in Mobile and Start-ups

Who is Paul?

12,500

businesses

8 transactions per second

€28,000,000,000

per year

Who are Realex?

Who are you selling to?

Where are you selling?

Cost & Risk

Understand the Payments Landscape

Payments Strategy

| CONSUMERS | **VISA** | | **MasterCard** | |
| --- | --- | --- | --- | --- |
| | CARD PRESENT | | CARD NOT PRESENT | |
| | Google wallet | Apple Pay | PayPal | |
| MERCHANT ACCEPTANCE | CARD PRESENT | | CARD NOT PRESENT | |
| | Square | ingenico | realex payments | stripe |
| ACQUIRERS | Elavon | AIB | WorldPay | |
| SCHEMES | VISA | | MasterCard | |

The Future

Thank You

paul.dunne@realexfire.com        /  @dunnepaulie

# Digital Marketing for E-Commerce

## Maximise your brand's potential

By Stephen Quinn

Evolution Digital

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# About evolution digital

Professional Digital Marketing Team, Operating Since 1999

Based in Blackrock, Dublin

Services Include:

| | | |
|---|---|---|
| SEO | PPC / Ad Words | Social Media Marketing |
| Content Marketing | Mobile Marketing | Google Analytics |

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# Some of our Clients...

# The E-Commerce Market

**Worldwide B2C E-Commerce sales 2012 to 2015 (projected) in €bn**
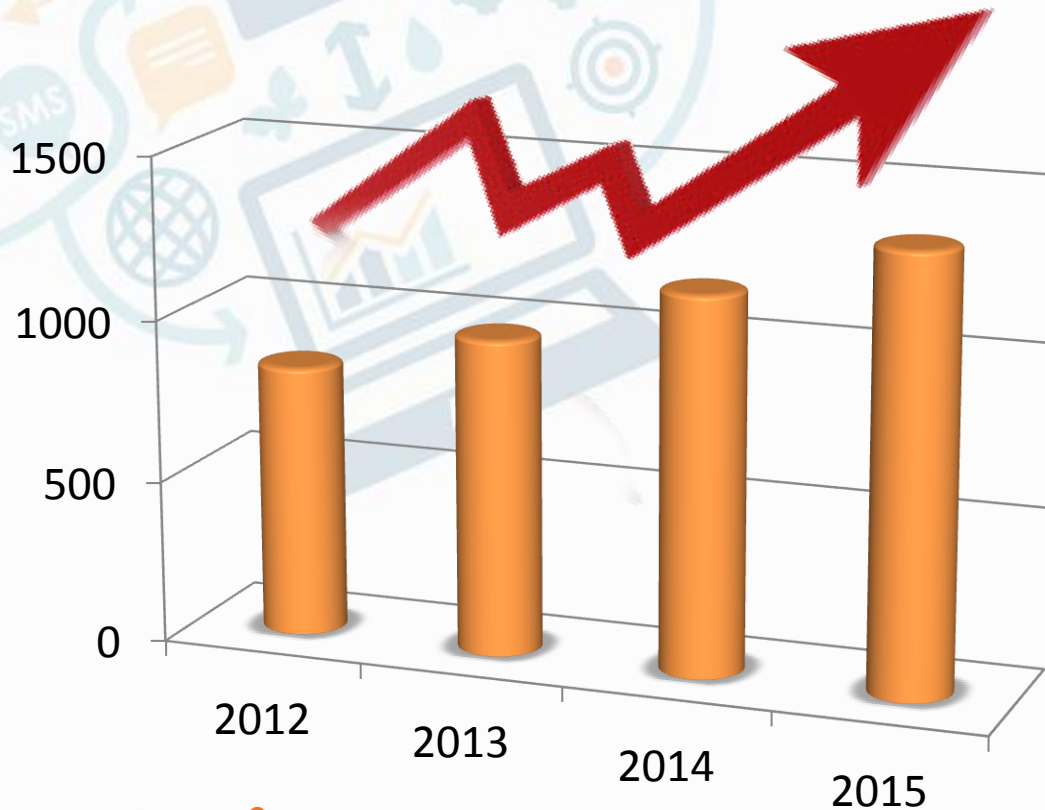


**17.1% year on year average growth rate**

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http://epp.eurostat.ec.europa.eu/

# The E-Commerce market



SHARE OF E-COMMERCE SALES PER REGION

MENA 1%
LatAm 5%
APAC 26%
Europe 35%
North America 33%
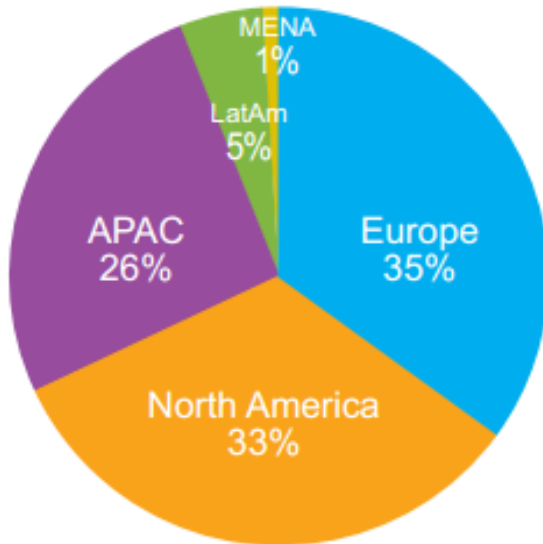
*Figure 15:* Global Share of e-commerce sales per region, Ecommerce Europe, 2013

## Opportunities
The European market has surpassed the American market in size in 2013.

## €363 billion
Size of the European E-Commerce market in 2013

## 15%
Increase in market value from 2012 to 2013

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http://www.retailexcellence.ie/

# A few Irish stats

## The Irish E-Commerce market is considered "emerging" compared to the French, German and UK markets.

**81%** households have access to the Internet
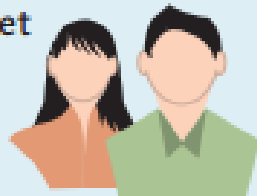
**€4.6 billion** Total e-sales

e-shoppers has doubled since 2008, reaching almost **70%** of the active online population last year.
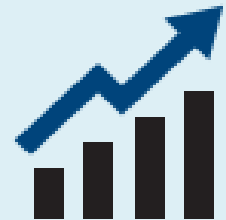
**However, "e-tail" revenue has gone up by 25% in 2013, and up by 42% in Q4 2013.**

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# International Markets

**E-Commerce gives the opportunity to go global.**
➢**Here are some actions to consider to successfully integrate international markets (SEO standpoint).**

Create a copy of website in local languages with adapted domains (".ie"; ".fr"; ".it"; ".co.uk")
**coca-cola.ie ; us.coca-cola.com ; coca-cola.com.au**

Consider Regional Dialects & Colloquialisms
**A major fast food brand's original slogan: "*Finger-licking' good*"**
**Literal translation: "*We'll eat your fingers off*" in China**

Cultural differences (social media)
**Take this into account for keyword research, website and social media content. Literal translations usually won't work!**

Tailor SEO, PPC for global search engines (e.g.)
**Baidu in China, Rambler.ru for Russia, Nate.com for Korea**

# Digital Marketing Strategy

- **Search Engine Optimisation**

- **Adwords / Pay-per-Click**

- **Social Media**

- **Mobile Marketing**

- **Content Marketing**

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# Search Engine Optimisation

## Long term process, long term benefits

- **Meta Data**

- **URLs**

- **Title tags**

- **Sitemap**

- **301 redirects**

- **Alt-tags for images**

**Google bots use sitemaps to crawl websites and add them to the Google Index, hence the importance of submitting sitemaps to Webmaster Tools.**

**Content is KING for SEO, and needs to be added regularly to the website and include keywords. The best way to do this through blog articles.**

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# Google Adwords

➢ **Bid for a high position in Google when people search for your products.**

➢ **You pay when people click on your ad (impressions are free).**

How to make your ads rank highly?

**AD RANK** = **CPC BID** × **QUALITY SCORE**

The best combined
**CPC Bid x Quality Score**
gets the best position:

This is the maximum bid you specify for your keyword.

This is a metric to determine how relevant and useful your ad is to the user (components are CTR, relevance, and landing page). The higher your quality score, the better.
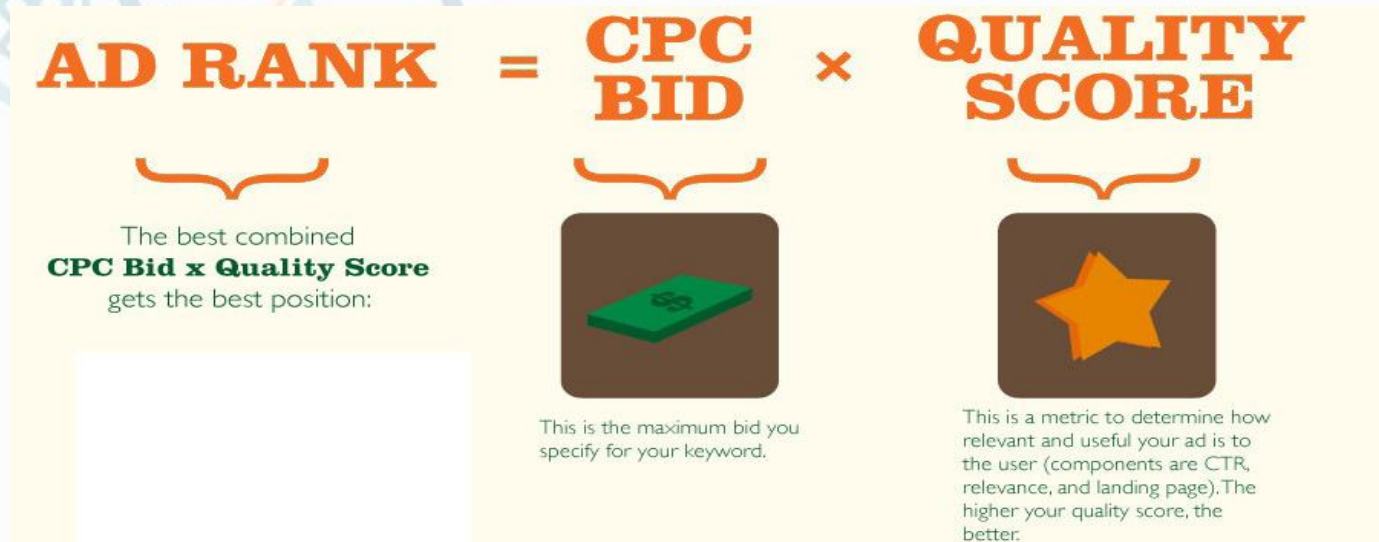
# Google Adwords

**How do I improve my quality score?**

➢ **Make sure your landing page is relevant to the ad**
➢ **Include a Primary Keyword**
➢ **Have an obvious Call to Action in the ad**
➢ **Use negative keywords**
➢ **Create multiple ads**
➢ **Internationalisation of ads is important
(translate & localise)**

Side ad

Your Headline
yourwebsite.com
Sell Your Product Or Service
Internationally With Adwords

Top ad

Your Headline
yourwebsite.com
Sell Your Product Or Service Internationally With Adwords

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# Social Media



**CREATE SOCIAL MEDIA SITES**

**SET UP FACEBOOK COMPETITIONS & APPS**

**SHARE CREATIVE & UNIQUE CONTENT**

**CREATE HIGHLY TARGETED PPC ADS**

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# Purpose Of Social Media Marketing

1. **Widespread exposure to Consumers**

2. **Brand awareness campaigns that are effective in terms of the increase in consumer curiosity – Bandwagon Effect**

3. **Increasing site traffic towards your page – this will equate to increased participation from visitors as well.**

4. **Maintaining a good reputation/Brand Image with consumers**

5. **Direct Contact with Consumers/ Personal**

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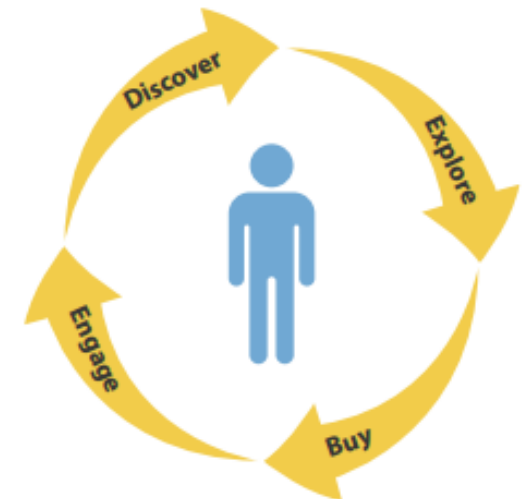
# Content Marketing

**5 steps to successful content marketing strategy:**

| 1 | • **Understand your audience** |
|---|---|
| 2 | • **Assess your publishing channels** |
| 3 | • **Choose topics tied to business goals** |
| 4 | • **Focus on delivering value** |
| 5 | • **Find creative ways to deliver your content** |

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# Content Marketing

**What is the brand's voice? How do we engage with our consumers/followers? What are our business objectives?**

| BLOG | WEBSITE | SOCIAL | PPC | OFFLINE |
|------|---------|--------|-----|---------|

**Consistency is KEY!**

**Think of it as part of the sales funnel, in the potential customer's decision-making process**

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# Mobile Marketing

## Reasons to Optimise website for mobile:

Mobile commerce (m-commerce) accounts for more than 1 in 10 e-commerce euros

In June 2013, Google announced that mobile site optimization would be a factor in determining mobile rankings.

The average conversion rate on a smartphone is
0.3% versus 1.0% for desktop

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# 1. Find Effective Keywords

- Much like everything else in life, taking the time necessary to prepare and do a little homework will typically up the chances for success.

- Without optimal keywords used strategically on your web pages, you risk lackluster results. So make sure that you take the time to do some in-depth keyword research to find those phrases that will increase up your site's effectiveness.

- Make sure that the keywords you use aren't too general. Otherwise, visitors simply won't find you. Devise some descriptions and keywords that are distinguished so you can effectively compete for them. Make good use of long-tail keywords as well, which can attract the type of traffic you want, thereby leading to a higher conversion rate.

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# 2. Be Cautious of Duplicate Content

- Anyone with even the tiniest bit of experience with SEO knows the dangers associated with duplicate content. It's well known that search engines aren't fond of content that's been blatantly copy and pasted, or even slightly "spun," so avoiding this faux-pas is essential.

- However, when it comes to e-commerce shops, many of the products are essentially the same, which means their product descriptions might be more similar to each other than Google deems appropriate. For this reason, as e-commerce store owners, it's important to understand that analyzing all pages of your websites and identifying ways to reduce redundancy is crucial. This should be a regular practice.

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# 3. Use Strategic Keywords in Anchor Text

- Your website should obviously contain a variety of links leading to specific products or pages within your site. In order to more effectively boost your e-commerce store's visibility in Google, make sure to include relevant keywords in anchor text.

- Instead of just using phrases like "click here" or "check this out" as your anchor text for the most part, try to include keywords that you're trying to rank for instead.

- While variety is important, so is good use of keywords. You may also want to consider using important keyword links in your product descriptions that will take the visitor to similar products you sell.

# 4. URL Structure Easy for Search Engines

- Don't underestimate the importance of your site's URL structure when trying to climb the search engine results. Proper URL structure can make it a lot easier for search engine robots to find and crawl your site, and recognize what your site is about. This in turn will help to get your site and all its pages indexed.

- Proper structuring of your URLs will also make your visitors' experience much more pleasant. The better the experience, the higher the chances of keeping them on your website for longer.

  And that increases their likelihood of making a purchase. You want your website to be loved by the search engines, but you want to be sure your visitors love it too!

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# 5. Avoid Broken Links

- Imagine your experience when you're browsing through a particular website of interest. You find something fascinating and want to read more. You click the link provided only to be greeted with, "Page 404 Not Found." How frustrating is that? You surely wouldn't want the visitors to your website encountering the same problem.

- For this reason, it's crucial that you keep tabs on all the links on your website on a regular basis to prevent sending them into limbo. One or two broken links is bad enough, but many is just bad for business.

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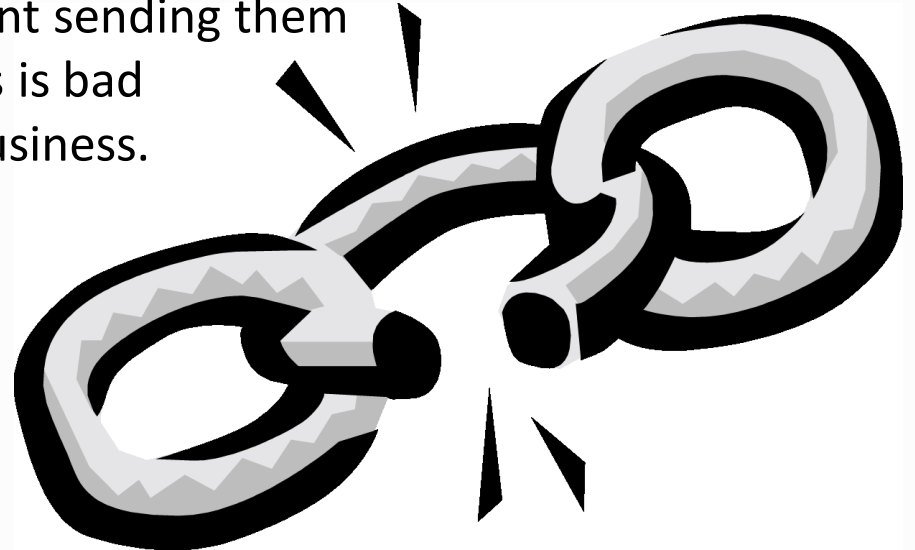
# 6. Write Up Catchy Product Descriptions

- We've already discussed unique content, but this also extends to your product descriptions. In this case, you should probably avoid using product descriptions from manufacturer websites as they are used over and over on other sites selling the same products. Keep it unique and write up your own descriptions that feature relevant keywords to help make them more search-engine friendly.

# 7. Optimize Your Product Images

- Images are particularly useful for e-commerce stores. People want to see photos of what they're thinking about buying, so it's critical that the images you put up are of the highest quality.

- It's also important to help the search robots find, see, and understand your website's images. Without proper optimization of your images, you are doing nothing to assist the robots in finding them, which means a lost chance for boosting your site rank.

- Add relevant keywords into the ALT tags of your images. Ideally, each keyword you choose for each particular image should be as relevant as possible so that every ALT tag associated with each image is unique.

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# 8. Leverage Google Ads

Although you don't necessarily want your site to rely heavily on Google ads, they can work if used in moderation and when strategically placed. Many of your customers may have negative feelings towards banners, sponsored links, and other types of ads, so it's important to use these sparingly.



Keep in mind though that research from Google has shown that 89 percent of paid clicks don't necessarily transfer over to organic clicks, so make sure Google ads are used properly in addition to your SEO efforts. Try to take advantage of cheaper cost-per-clicks ads to make the most of them.

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# 9. Make it Easy For Your Visitors to Find Your Product Pages

- A common mistake that many e-commerce website owners make is failing to place links to product pages on their site's home page. This makes it a lot harder for your visitors to find your products, which does nothing to boost profits.

- Make it simple and effortless for your visitors to land on product pages by ensuring links to them are found on the home page and other relevant pages within your site. This will even make it easier for search engines to find them.

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# 10. Check to See if Traffic is Being Converted Into Sales

- All website owners are interested in seeing their traffic numbers increase over time, but the numbers alone aren't the only thing to look at. It's also crucial to identify if any of these visitors checking out your site on a daily basis are actually turning into paid customers. If not, you'll have to identify where your website is going wrong and enhance the parts that are working well.

- Make good use of Google Analytics to track your traffic. This tool will help you find out where your traffic is coming from, the demographic most likely to convert, where your marketing efforts are working (and not working), and profit increases generated through your SEO efforts.

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# Break

# The Final Mile

**Tim Dare, DPD Ireland**
**eCommerce Expo Ireland**
**7th October 2014**

**DPD**

# The E-commerce Market in Ireland

**DPD**

- In Ireland, **8 in 10 adults** are active Internet users, with online shopping & social networking the most popular activities

- **2.7 –** the average number of users connected to the internet in an Irish home at any one time

- By **2020**, Irish online shoppers will spend approximately **€13bn** online (from €3.7bn in 2012)

- **40%** of online shopping is on Irish sites; 60% sites outside Ireland

- **45%** of online purchases are **on clothing, electronics and books** – perfect parcels!

**'Delivery and fulfilment are fast becoming the most important aspects of a retailer's offering as the eCommerce market continues to grow year on year'**

**Andrew Starkey, head of e-logistics, Interactive Media in Retail Group**

# Consumer 3.0 - 'Firmly in control of their shopping experience'

**DPD**

**Characteristics:**

• Social Shopping
• Digital Natives and big users of both mobile technology & social networking
• 24/7 online access
• Expectation for real-time information in all aspects of life

**Priorities when shopping online:**

• Product price.
• Want a choice of **shipping options.**
• Want easy and inexpensive **return policies.**



(Harvard Business Review - Delivering the Best Online Shopping Experience 2012)

**DPD**

**90% of shoppers cite delivery as top annoyance when shopping online.**

*- UPS Pulse of the Online Shopper(TM): A Customer Experience Study, 2013*

# How does this affect your business..?

- **Cart abandonment**

- **Seller ratings**

- **Returns**

- **Cash**

# What can you do about it?

# Delivery & Returns Policy

**DPD**

- **Essential part of your overall value proposition**

- **Clear & visible early in the purchasing process**

- **Sell your delivery partner**

- **Provide access to Track & Trace**

**No such thing as too much information!**

# Delivery Options



**No more one size fits all!**

**Repeat**

**Customer**

**Positive Delivery Experience**

**Referrals**

**DPD**

https://www.youtube.com/watch?v=uA94IHG4U2s
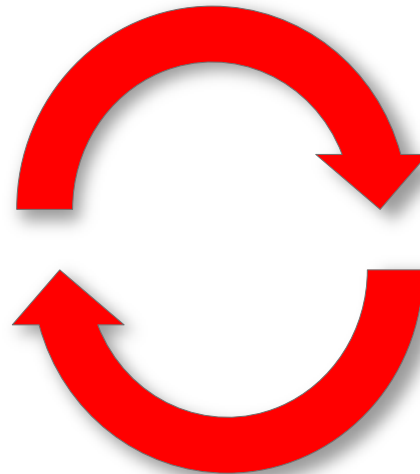
# parcel
# wizard

# Why should the consumer sign up?

- Parcel Wizard gives the control back to the consumer – they can decide **where and when**

- **Calendar** – block out holidays, schedule redirects and control future deliveries

- Pin their address to the **map**

- Pre-advice **notification**

- **Predict** 2 hour delivery time-slot advice

- **Rescheduling** – change the delivery date

- **Delivery Options** – Deliver to my neighbour, my mother, my work address etc

- It's **Free**

- & later…… **Returns**

# What's in it for Retailers

- Happier customers with more control

- Less inbound queries

- Communications (co-branding)

- Joint marketing opportunities

- Responding to the demand of your customers

- Ease of returns

- It's Free

# Over to you…..

# Break



ecommerce expo Ireland

eccomplished

**ecommerce**
**expo Ireland**
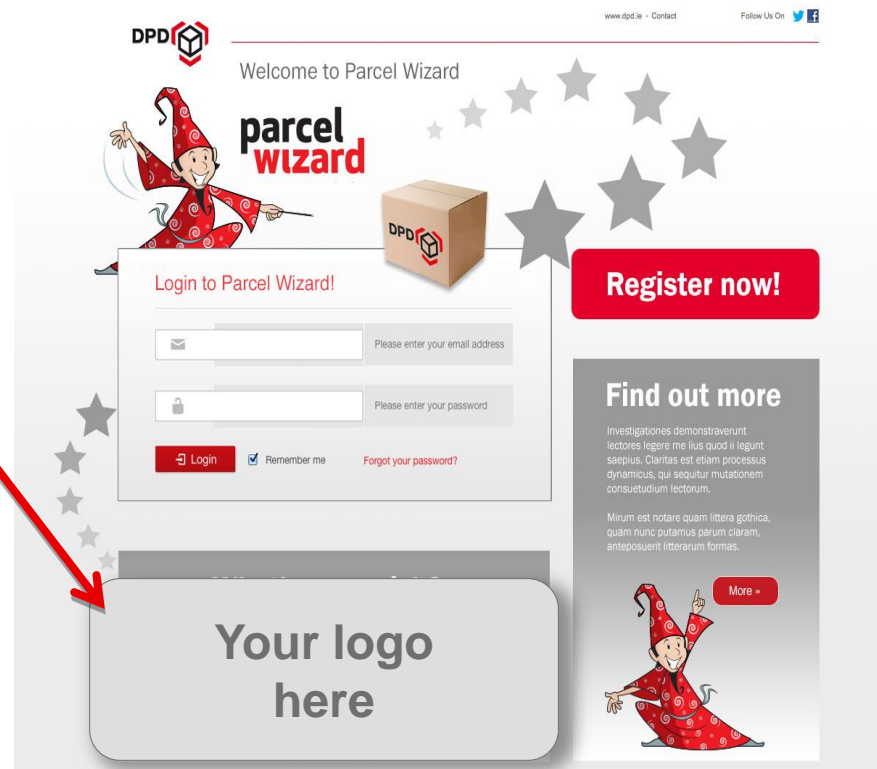
# eccomplished

7th Oct  2014 | Digital retail
transformation

@eccomplished

# What do we do?

**Working exclusively with emerging retail technology companies**

**Accelerating growth from market validation, funding to value realisation**

**Engaging new entrants with complementary technologies, partners, retailers and investors**

**Providing a unique combination of expertise, retail knowledge and industry relationships**

# A selection of clients

feefo

boscabox — REINVENTING THE RETAIL SPACE

sayduck

scurri — discover affordable shipping

VON BISMARK

IntelligentReach

Trustev

StitcherAds

eCommera

clear returns

Shopitize

WiCastr

donky
a dynmark brand

yR

**13.5%**
of retail online

2012

**23%**
of retail online

2016

Good logistical efficiency and competitive delivery pricing

Purchase protection through credit card purchases

English is the language of technology development

Competitive and comprehensive broadband and networks

We are a nation of shopkeepers

Adoption of debit / credit cards for online purchase

Trusted relationships with retailers

Availability of digital / design skills

Common tax laws and pricing across UK

Legal requirements to accept returns

**"Digital technology is critical to the success of my business"**

| | |
|---|---|
| Disagree strongly | 2% |
| Disagree somewhat | 4% |
| Agree somewhat | 8% |
| Agree | 36% |
| Agree strongly | 50% |
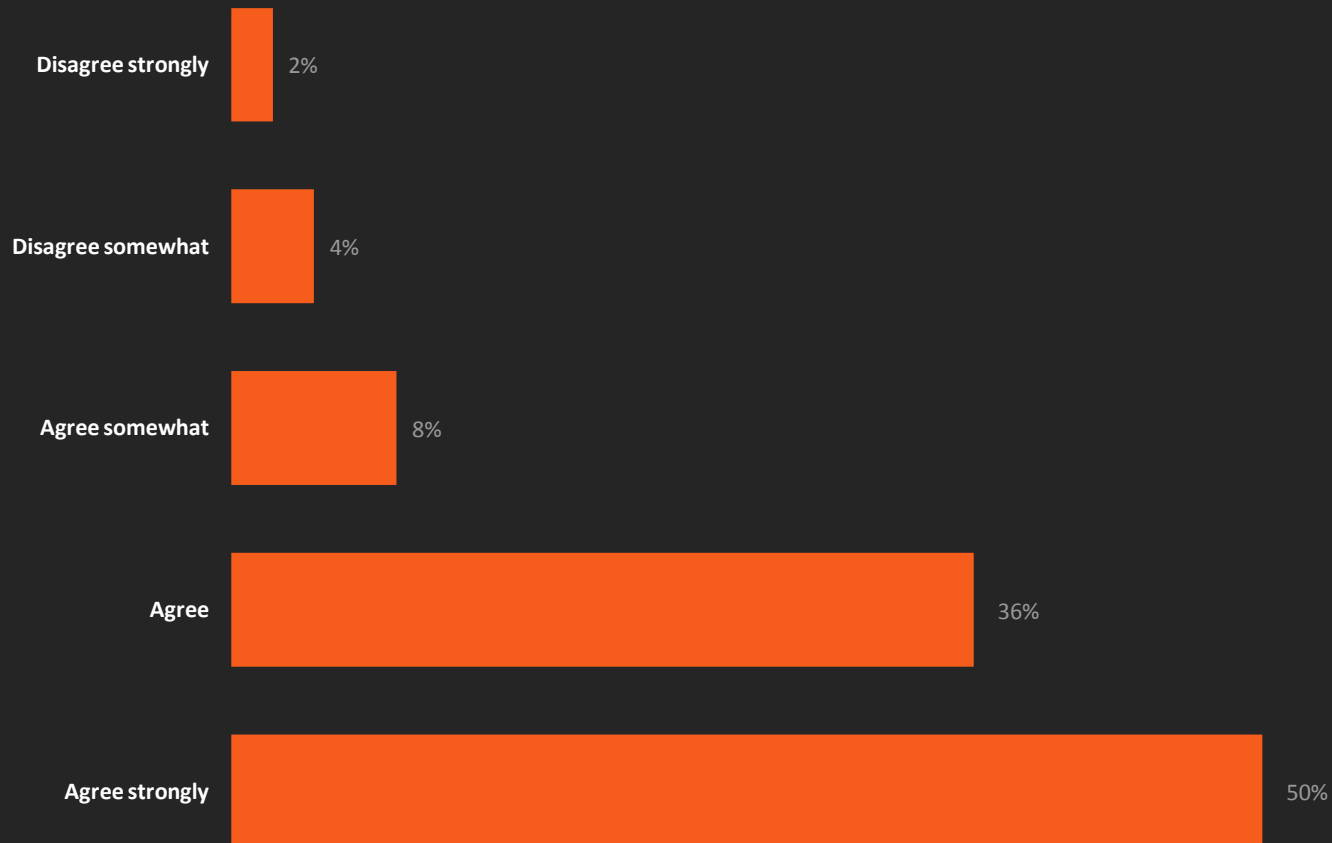
# Higher levels of investment in innovation is driving significant growth

| Revenue growth by channel | < 30% of IT spend | 30-60% of IT spend | >60% of IT spend |
|---|---|---|---|
| In-store | 30% | 41% | 46% |
| Online | 37% | 57% | 60% |
| Mobile | 37% | 46% | 49% |

# Retail's transformation
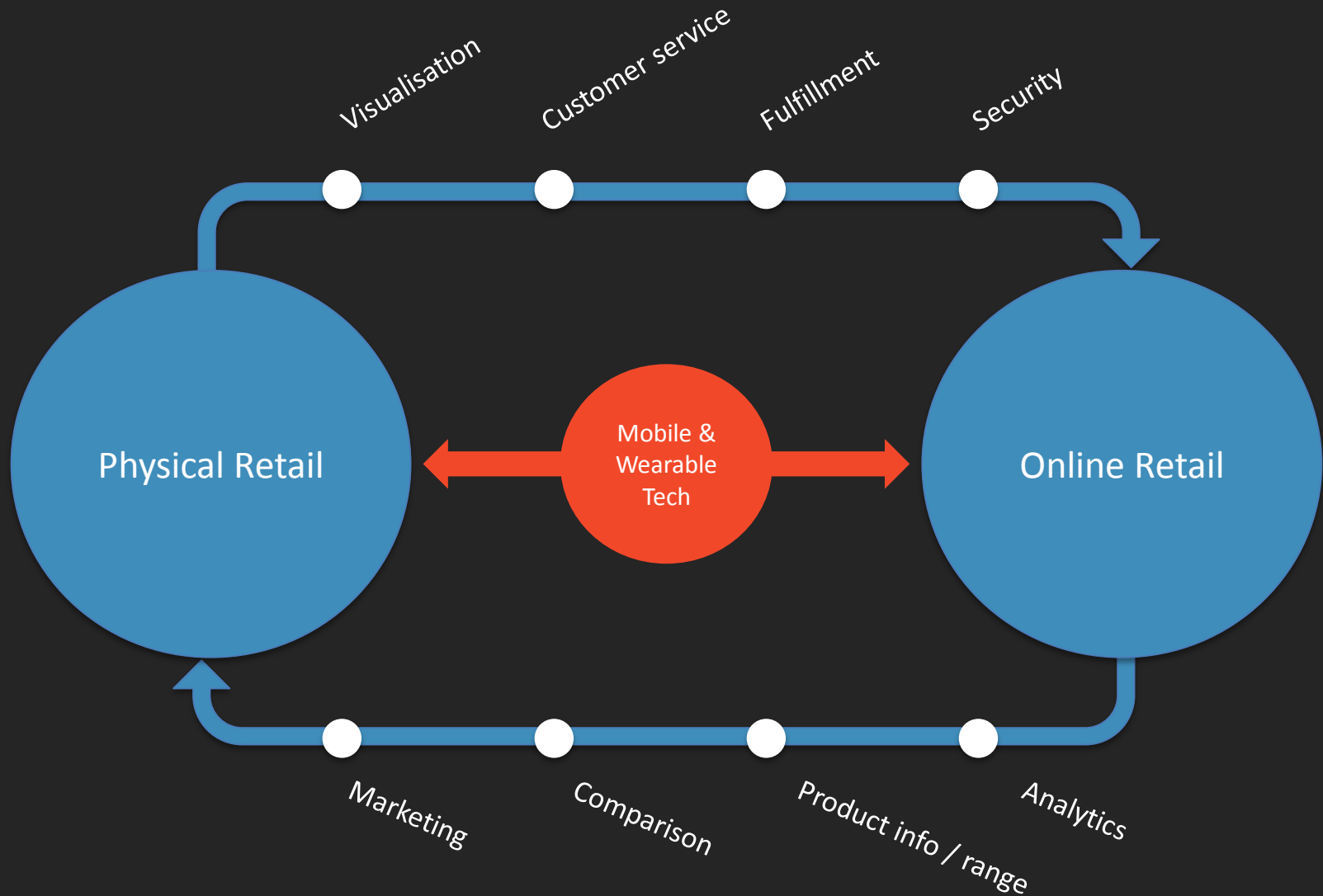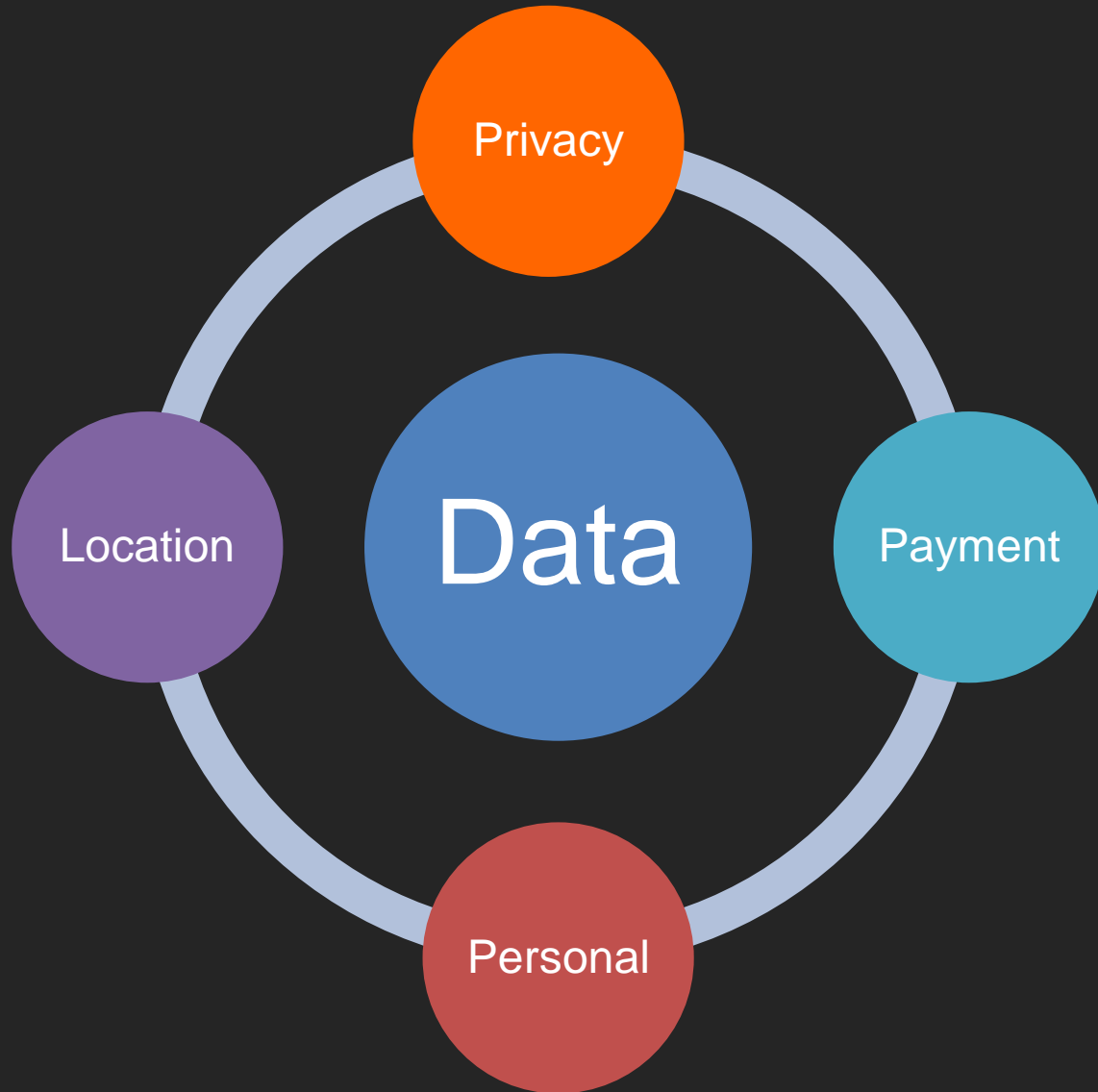
Technology is blurring the lines between online and offline commerce and a 'new retail' environment is emerging.

– eBay on their partnership with Kate Spade Brands

# The Connected Consumer

Constant connection is changing the way consumers behave. Retailers can not know when or where the customer journey will start or end, but they must be visible throughout and learn from it to maximise conversion at the point of purchase.
*The Eccomplished Quarterly, 2013*

Due to the location of the showroom, there is not a lot of space for actual cars, so the abundance of digital views make up for it."

**Customer in Audi**

Against the backdrop of a 22ft screen playing lush campaign and runway videos, impeccably dressed staff sit with shoppers tapping customer profiles onto their iPads.
Suzanne Bearne, Business of Fashion

# So where are we today?

- Retailers not always making the best use of technology innovation in-store
- Many try running before walking
- Categorized by PR 'gimmicks' and not customer-centred

It MUST add value to the shopper

It MUST blend seamlessly with the shopping experience

It MUST work!

It MUST be communicated

# Glimpse into the future



TescoLabs GoogleGlass Project





but we've got to get the basics right first!

# Improving Customer Experience

# List to your customers

- 80% consumers read at least 6-12 reviews before buying. (Phocuswright Market Research)

- Seller Ratings boosts Click-Through Rate by an average of 17%. (Google)

- 85% of consumers are more likely to make a purchase when they can find online recommendations. (Local Consumer Review Survey)

- 87% of consumers believe an appropriate response to a bad review improves their impression of a brand. (Phocuswright Market Research)

# List to your customers

# List to your customers

List to your customers

List to your customers

**MICKSGARAGE.COM**
THE CAR PARTS EXPERTS

ROLE: CHANNEL MANAGER -- DATA JUGGLING IN PIGEON ENGLISH -- MANAGE ALL SALES CHANNELS EXCEPT MICKSGARAGE CORE SITES. LIKES: RED WINE AND RUGBY. DISLIKES: TOO MUCH UNNATURAL HEAT AND PLASTIC BOTTLE CAPS. CLAIM TO FAME: I KISSED CARMEN ELECTRA. HERO: BOD AND BECKS. DREAM CAR: ASTON MARTIN DB9 OR 63 MUSTANG.

VINNY O'BRIEN

VINNY O'BRIEN

# Are you online yet?

Annoying, over used, misunderstood phrase out there…

Mobile Strategy

Social Strategy

Cloud Provider

Logistics Nightmare

Big Data WTF

CRM Another Acronym

Conversion Metrics

CBT Please Translate

# Where do you start?
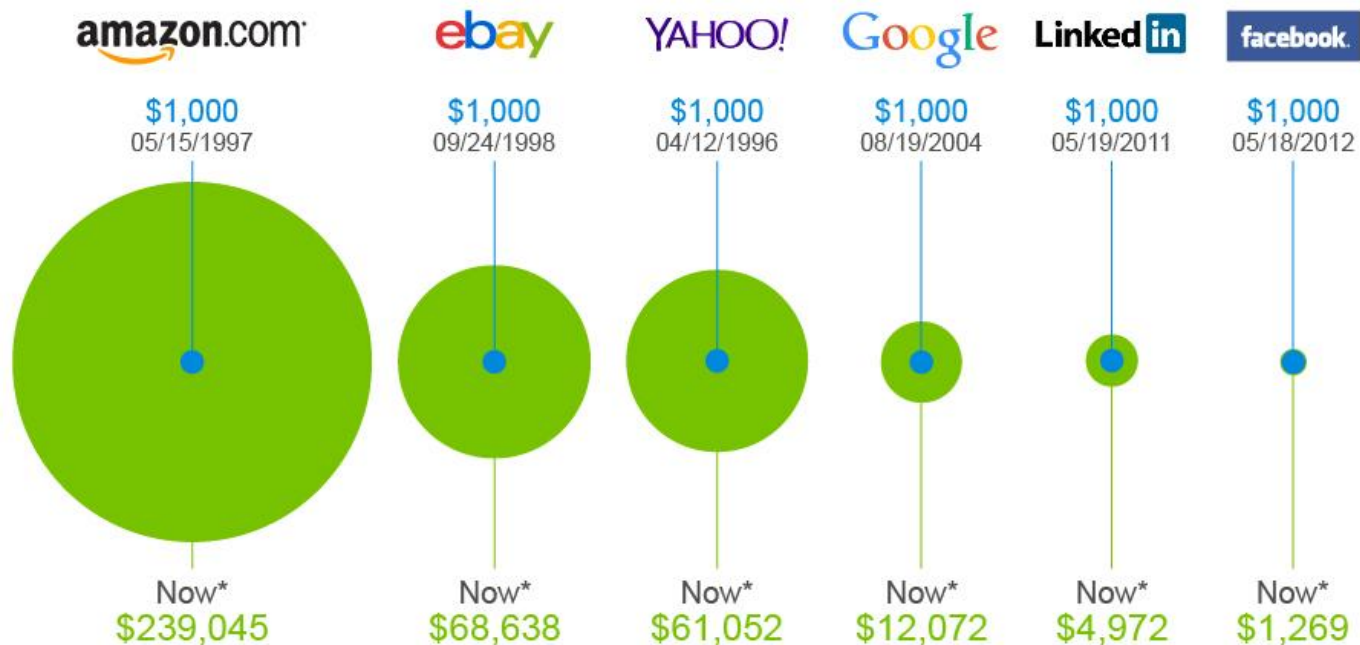


Probably best not to

The Reality

# Gone Global

If I had a Euro for every time ….



## What If You Had Invested $1,000 in These Internet IPOs?

Today's value of $1,000 invested in the following internet IPOs**

| amazon.com | ebay | YAHOO! | Google | Linked in | facebook |
|---|---|---|---|---|---|
| $1,000 05/15/1997 | $1,000 09/24/1998 | $1,000 04/12/1996 | $1,000 08/19/2004 | $1,000 05/19/2011 | $1,000 05/18/2012 |
| Now* $239,045 | Now* $68,638 | Now* $61,052 | Now* $12,072 | Now* $4,972 | Now* $1,269 |

\* 11/04/2013       \*\* Adjusted for splits and dividends. Values have been rounded.

statista — The Statistics Portal   @StatistaCharts

Sources: Statista, Yahoo! Finance

*http://www.statista.com/chart/1602/internet-ipos/*

# The market is evolving...

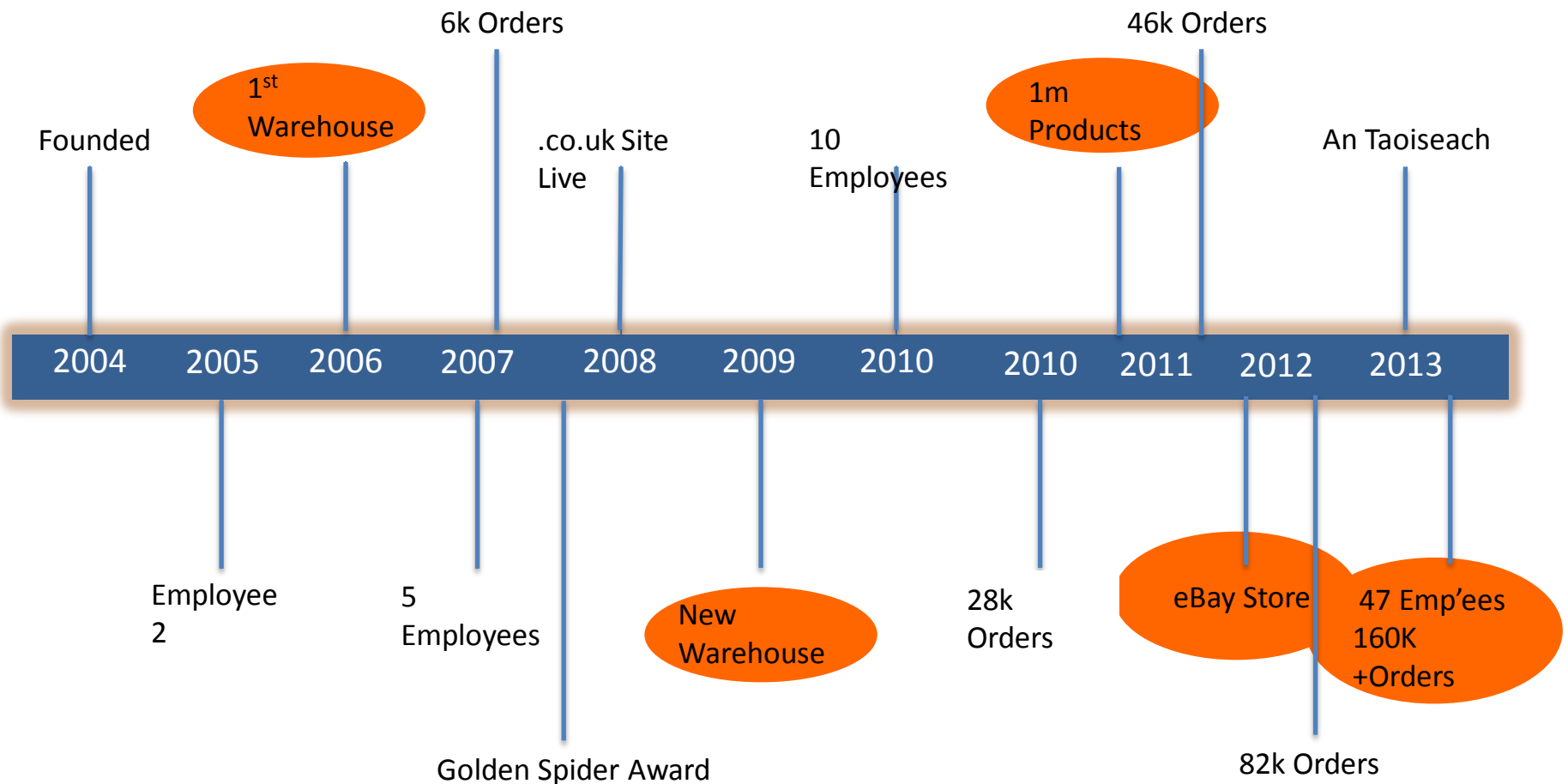| A Shopping revolution: Anything, anytime, anywhere | 4 trends shape how consumers shop and pay | Trade boundaries are blurring between online and offline | Retailers of all sizes must reach buyers in new and innovative ways |

Local

Digital

Mobile

Social

Online world

MOBILE

Offline world

Millions of buyers

Sole proprieters

SMEs

Large Retailers

Global competition

Multi-channel

Pace of innovation

# From past to present – MicksGarage



6k Orders

46k Orders

1st Warehouse

Founded

.co.uk Site Live

10 Employees

1m Products

An Taoiseach

| 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2010 | 2011 | 2012 | 2013 |
|------|------|------|------|------|------|------|------|------|------|------|

Employee 2

5 Employees

New Warehouse

28k Orders

eBay Store

47 Emp'ees 160K +Orders

82k Orders

Golden Spider Award

Source: Digital Marketing Institute ©

# Our Philosophy MicksGarage

- Technology Driven Innovation
- Information / Customers
- Debates, Discussions, Arguments!
- Team Focus
- Celebrate Success

# It's not that simple
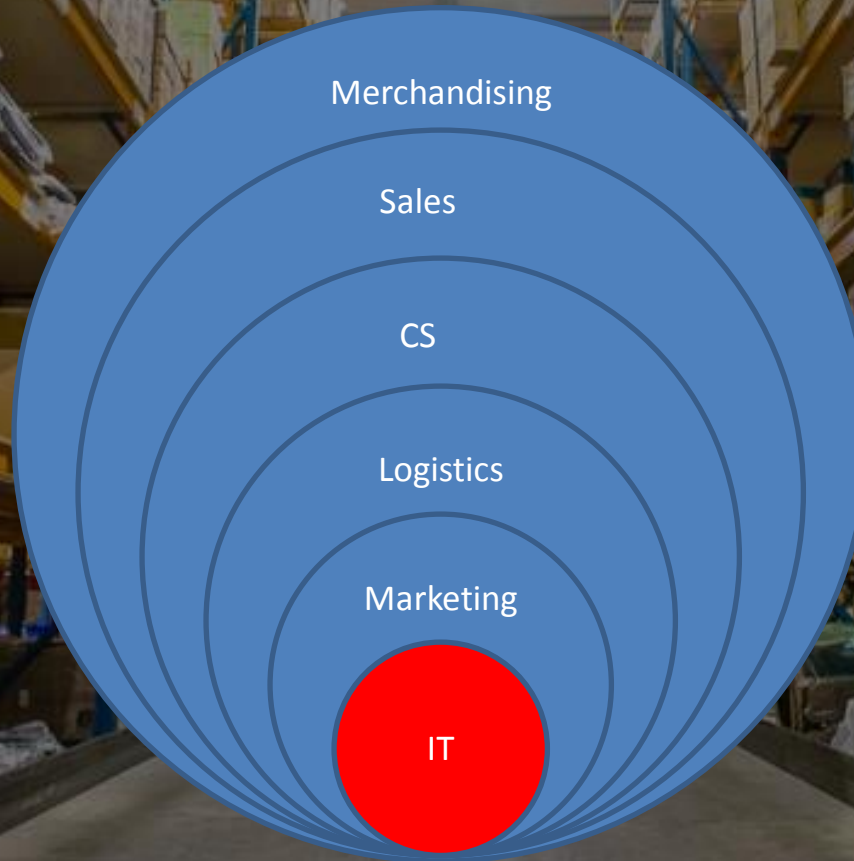
Fail to prepare, prepare to Fail

Step 1

Step 2

Step 3

# X functional Teams

"It is no longer about channels; it is about the customer life cycle across everywhere we touch them."



Merchandising

Sales

CS

Logistics

Marketing

IT

MICKS GARAGE.COM
THE CAR PARTS EXPERTS

Direct API

Compatibility

Multi Lingual Storefront

5 currencies

5 Languages

Strategic Relationship

113 Countries

ebay

Rakuten

Rakuten group
PRICEMINISTER

www. Rue du Commerce .com

ebaY.fr

play.com

Cdiscount.com

amazon services
seller central

# X functional Teams

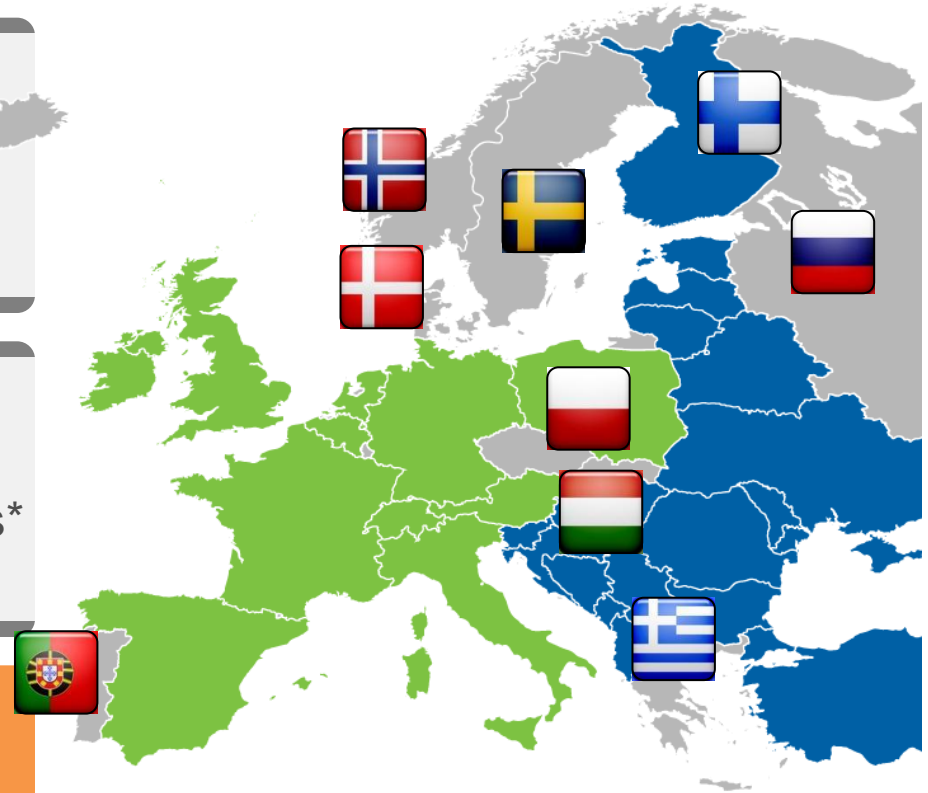## Multi-Channel Selling is not a future trend.

**UK 18.2 million** site visitors*

**Mainland Europe: 50 million** site visitors*

Expanding your ecommerce footprint across EU opens up **180m online buyers****

eBay & Amazon opens up cross border opportunities

Current Footprint

Un-sited countries

EU Expansion

# Learn...Evolve...Grow

ecommerce expo Ireland

ecommerce
expo Ireland

CROWNE PLAZA
DUBLIN , NORTHWOOD
OCTOBER 7TH