



THE DIGITAL MARKETPLACE

Good Morning, and Welcome to The A to Z of Selling Online

PLEASE!

Do **NOT** turn off your phones...

#A2ZEcommerce
@ExportCornwall

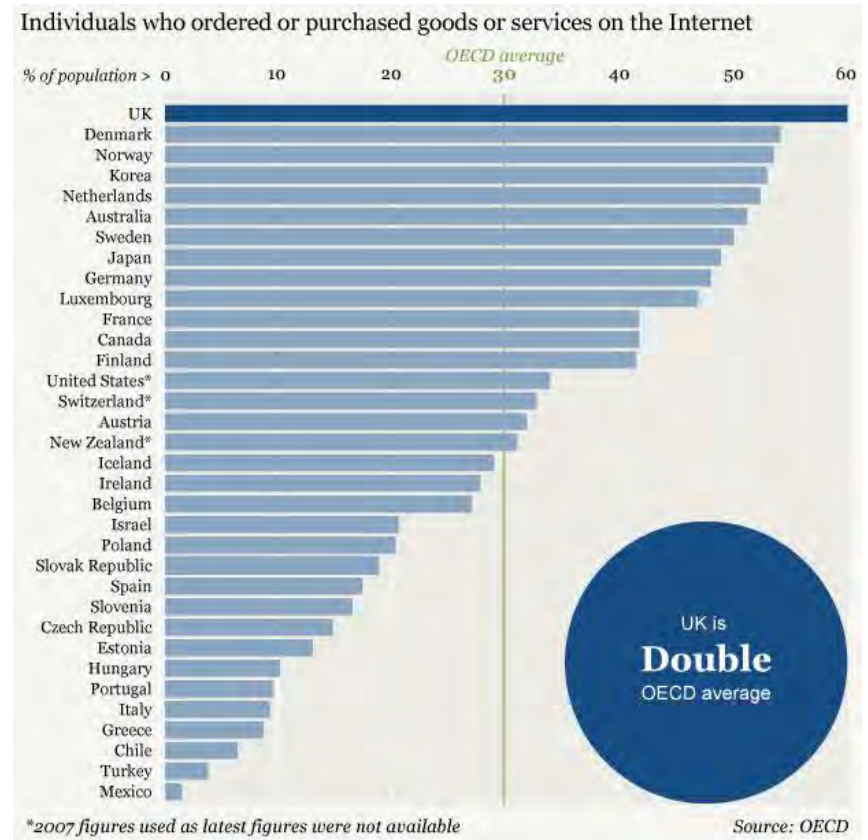


Agenda for the Day

- 9.15 Tea & Coffee on arrival
- 9.30 Introduction from Export Cornwall
- 9.45 The Ecommerce Masterplan – jargon free and practical advice
- 10.45 ***BREAK***
- 11.00 What is an online shop? Choosing your platform.
- 12.00 Digital Marketing for your business
- 13.00 ***LUNCH***
- 13.45 SEO and Adwords - select and test your foreign markets quickly and easily
- 14.45 ***BREAK***
- 15.00 Social Media – the do's and don'ts
- 16.00 ***CLOSE***

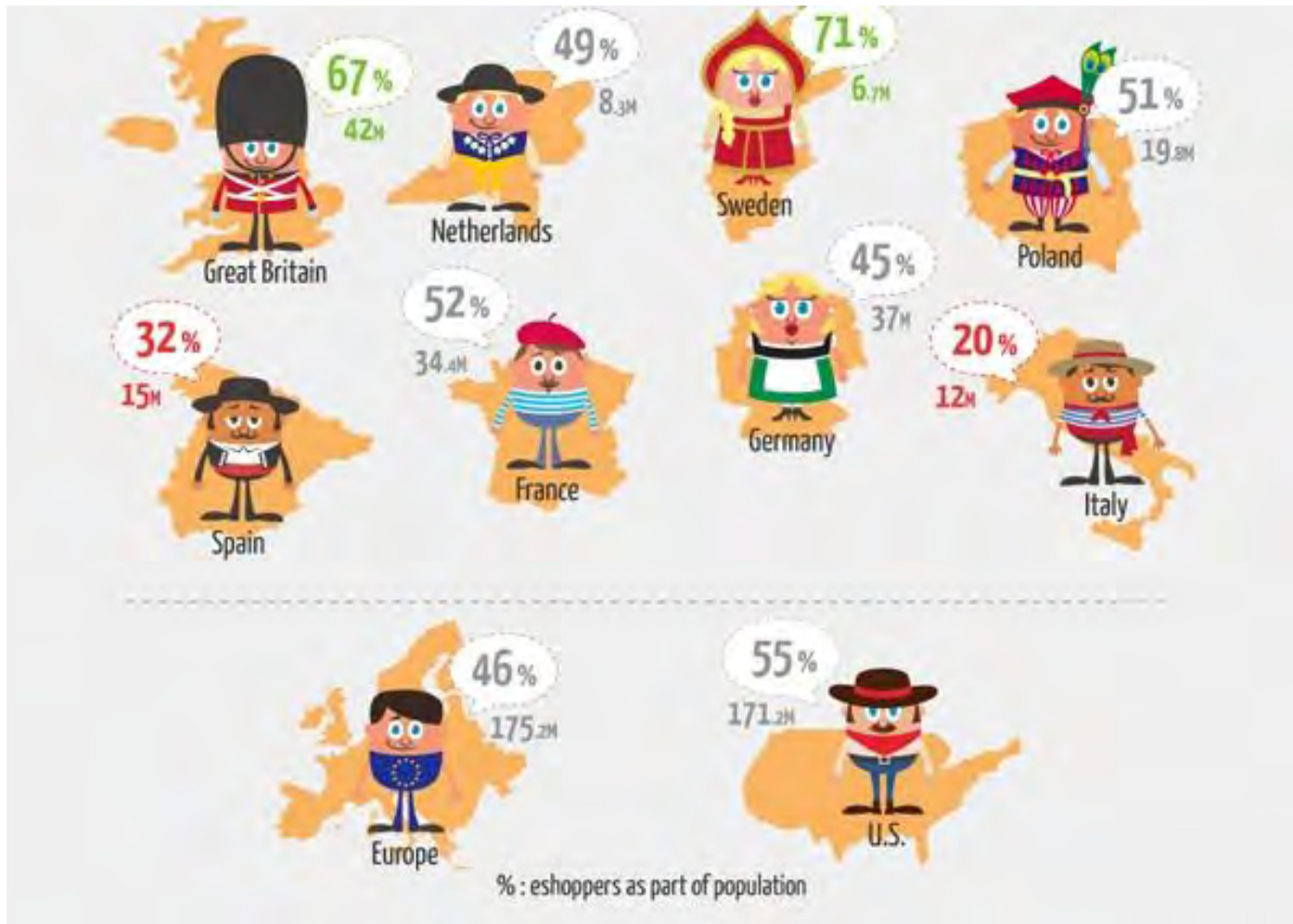
History

- Sir Tim Berners-Lee
- Ada Lovelace
- Charles Babbage
- Bletchley Park
- 2.4bn Web Users
- 1.2bn Shop Online
- Radio – 38 years
- TV – 13 years
- Web – 4 years
- Facebook – 10 months



Source – Martha Lane Fox

Prediction for 2014



Online Spend per shopper



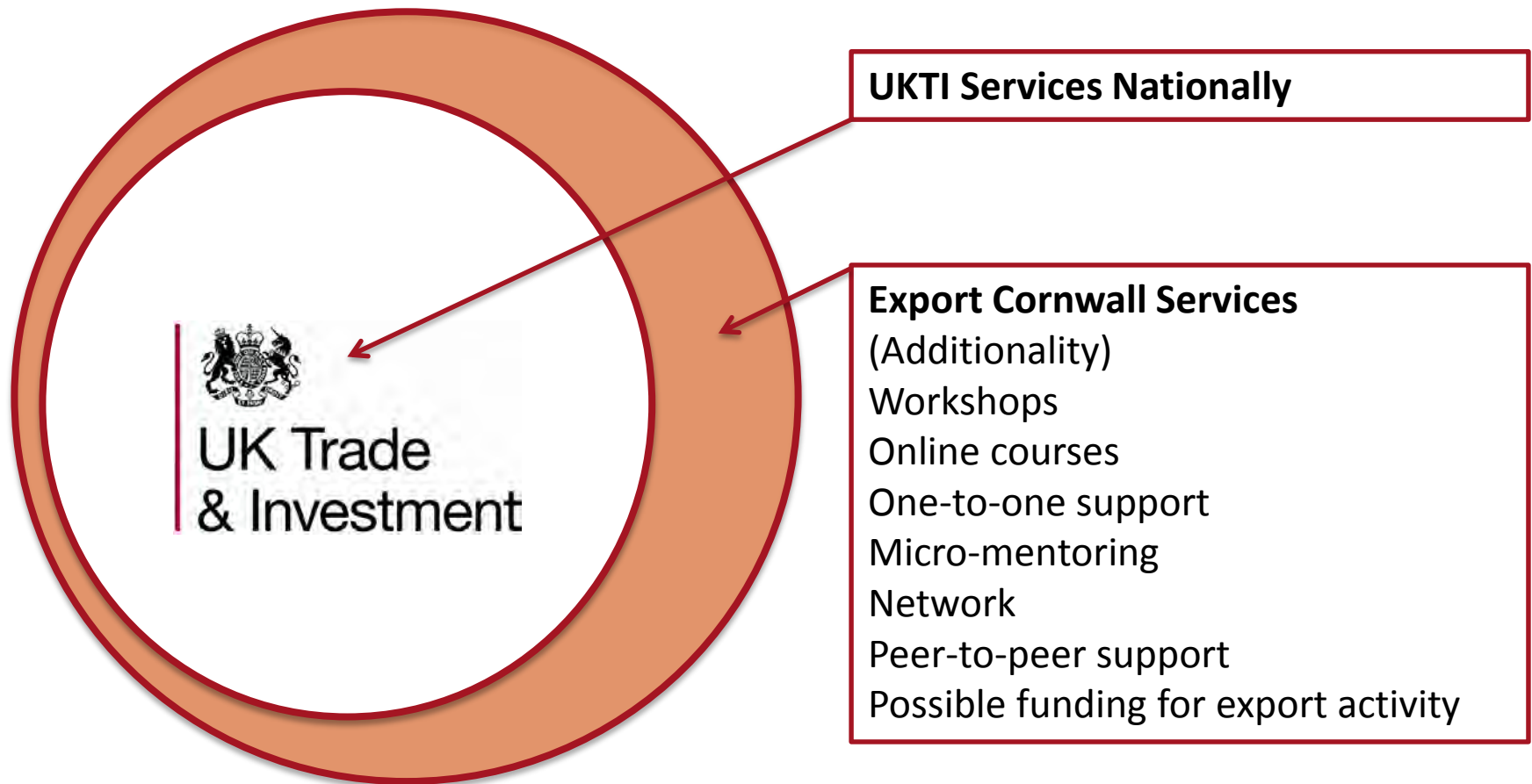
Support



Who's Who? & What's What?

- UK Trade & Investment (UKTI) is a Government Department that works with UK-based businesses to ensure their success in international markets
- Export Cornwall is a business support service from UKTI which aims to help businesses in Cornwall succeed in international markets
- Using European Regional Development Funds (ERDF) we aim to provide additional export related services, such as:
 - Workshops
 - Online Courses
 - One-to-one support
 - Micro-mentoring
 - Possible funding for export activity

Who's Who? & What's What?



Who's Who? & What's What?

- Export Cornwall can support eligible businesses under ERDF rules
- In summary these are:
 - Less than 250 employees
 - Less than €43 million turnover
 - Not in wholesale/retail, hospitality, farming, agriculture or fisheries industries
 - Based in Cornwall & Isles of Scilly
- Detailed eligibility criteria at ExportCornwall.co.uk/membership

Ready, Steady... Export

Thought about exporting but don't know where to start?
Competitors successfully trading overseas?
Received an order from abroad and not sure how to deal with it?



Explore Your Export Potential Workshop

- Think about the opportunities for your business overseas
- Consider the products or services you could offer and which markets are right
- Begin an action plan that will become the building blocks of your export strategy
- Find out what help is available to support you along the way



Export Cornwall Specialist Mentoring

- Take advantage of your mentor's knowledge and experience
- Get tailored advice specific to your business and your market
- Explore opportunities and come up with a plan to move forward
- Take the time to work 'on' as well as 'in' your business

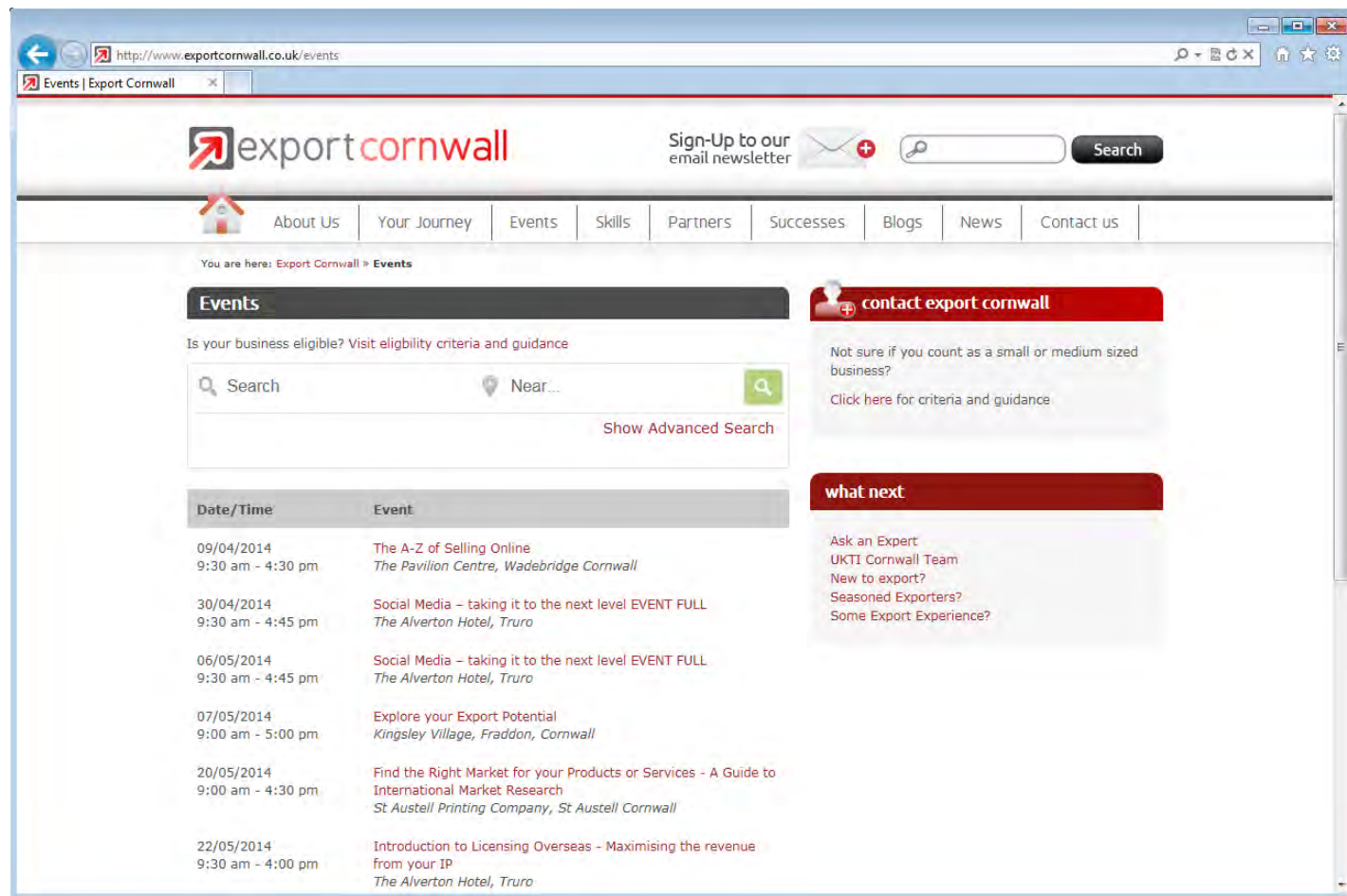


Online Learning with 'ExportSavvy'

- Bitesize modules on a range of essential export know-how
- Access the information anytime, anywhere
- Choose the modules that interest you most and learn at your own pace
- See videos from other business owners who have benefitted from export



www.exportcornwall.co.uk/events



The screenshot shows the 'Events' page of the exportcornwall website. The header includes the site logo, a newsletter sign-up link, and a search bar. A navigation menu lists various sections: About Us, Your Journey, Events, Skills, Partners, Successes, Blogs, News, and Contact us. The main content area features a search bar with a 'Show Advanced Search' link. Below this is a table of upcoming events. To the right, there are two red-bordered boxes: 'contact export cornwall' with a link to eligibility criteria, and 'what next' with links to 'Ask an Expert', 'UKTI Cornwall Team', 'New to export?', 'Seasoned Exporters?', and 'Some Export Experience?'.

Events

Is your business eligible? Visit [eligibility criteria and guidance](#)

Search Near... [Show Advanced Search](#)

Date/Time	Event
09/04/2014 9:30 am - 4:30 pm	The A-Z of Selling Online <i>The Pavilion Centre, Wadebridge Cornwall</i>
30/04/2014 9:30 am - 4:45 pm	Social Media – taking it to the next level EVENT FULL <i>The Alverton Hotel, Truro</i>
06/05/2014 9:30 am - 4:45 pm	Social Media – taking it to the next level EVENT FULL <i>The Alverton Hotel, Truro</i>
07/05/2014 9:00 am - 5:00 pm	Explore your Export Potential <i>Kingsley Village, Fraddon, Cornwall</i>
20/05/2014 9:00 am - 4:30 pm	Find the Right Market for your Products or Services - A Guide to International Market Research <i>St Austell Printing Company, St Austell Cornwall</i>
22/05/2014 9:30 am - 4:00 pm	Introduction to Licensing Overseas - Maximising the revenue from your IP <i>The Alverton Hotel, Truro</i>

contact export cornwall

Not sure if you count as a small or medium sized business?
[Click here for criteria and guidance](#)

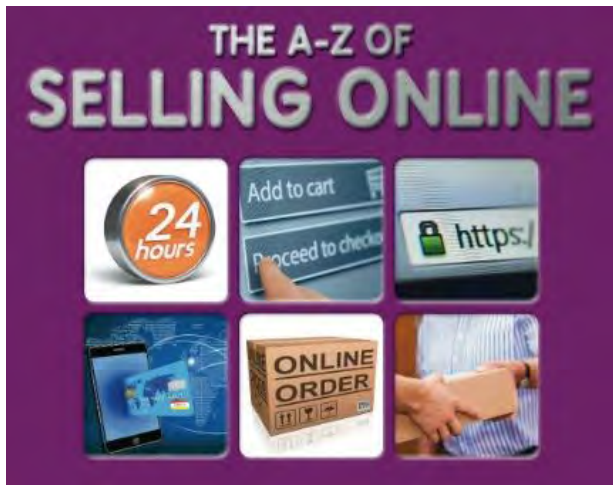
what next

[Ask an Expert](#)
[UKTI Cornwall Team](#)
[New to export?](#)
[Seasoned Exporters?](#)
[Some Export Experience?](#)

Your speakers



The eCommerce Workshops



One Day Workshop
on **'International
Search Engine
Optimisation'**

One Day Workshop
on **'International
social media'**

One Day Workshop
on **'Joined up digital
marketing for
international sales'**

Two Day Workshop
on **'Creating an
online shop'**



THE DIGITAL MARKETPLACE

www.thedigitalmarketplace.co.uk

0300 123 1043

THE DIGITAL MARKETPLACE IS PART OF THE CITY DEAL PROGRAMME DELIVERED BY PENINSULA ENTERPRISE

• Selling Online Successfully

an opportunity for those looking to create a new website or sell more through their online channels.



• Selling Online Internationally:

for those with some online experience, or continuing from the first workshop, looking to develop international customers.





THE DIGITAL MARKETPLACE

Up next - Chloë Thomas eCommerce MasterPlan

PART OF THE CITY DEAL PROGRAMME



IN PARTNERSHIP WITH

**SUPERFAST
BUSINESS**



What sort of eCommerce Business are you?

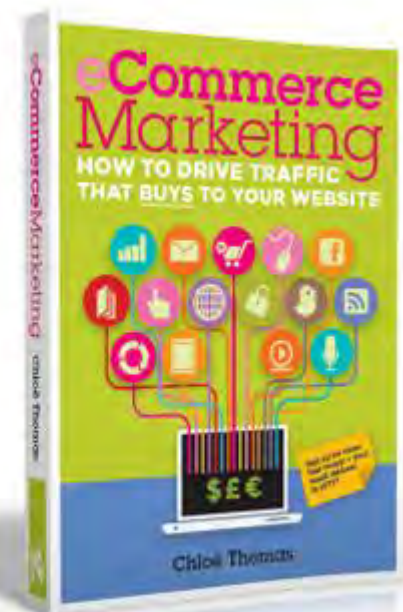
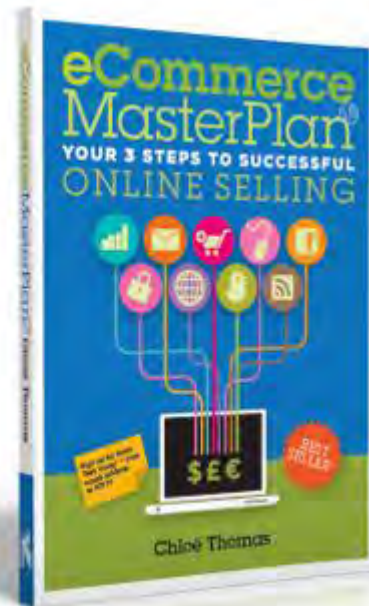
Chloë Thomas, eCommerce MasterPlan

Chloë Thomas

**"I find Chloë's books
and advice invaluable"**
Jim McDowell, Marketing
Director, Sarah Raven

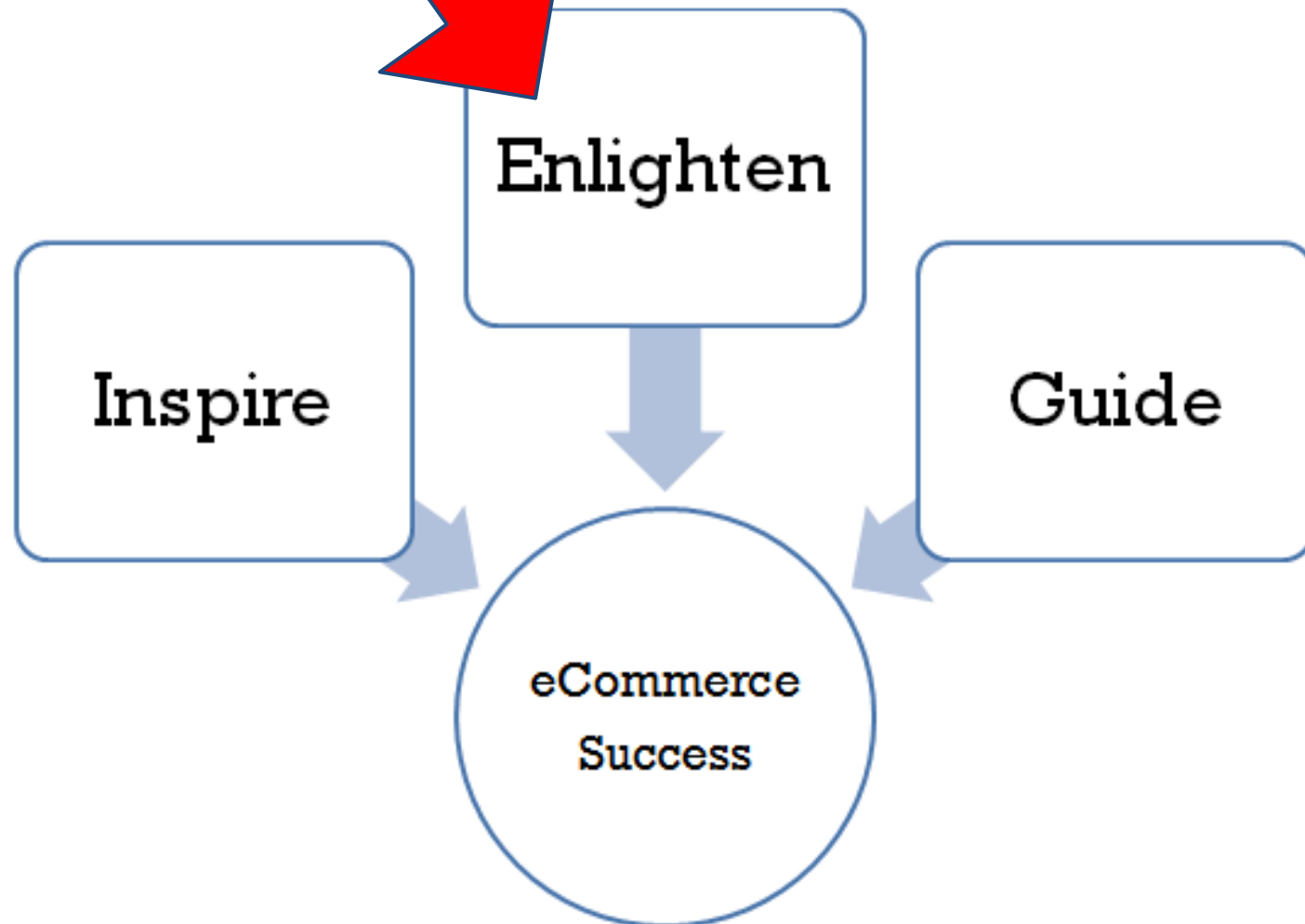
**"worth its weight in
internet Gold"**
Elite Business Magazine

"a must read"
Sophie Hedges,
Marketing Manager,
Garden Trading





The eCommerce MasterPlan Approach



What Sort of eCommerce Business Are You?

1

Identify your eCommerce Business Structure

2

Identify the Scale of Your Product Range

3

Differentiate your Business

Establishing The Core Foundations

Build the Right Website

Build your Business for Profit and Growth

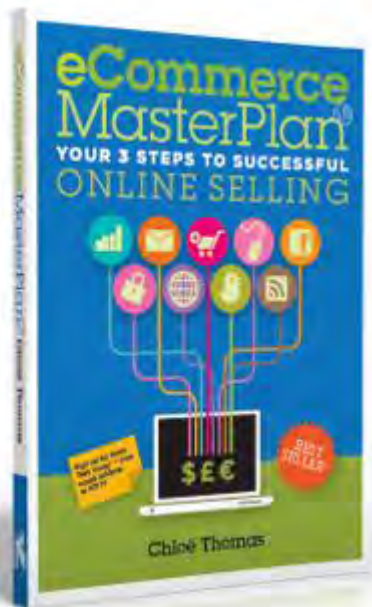
Select your Products and Promotions

I Have Built It: Why haven't they come? (aka Marketing!)

Research your Marketing Plan

Creating your Marketing Plan

Test, Measure and Optimise your Marketing



eCommerce, what is it?

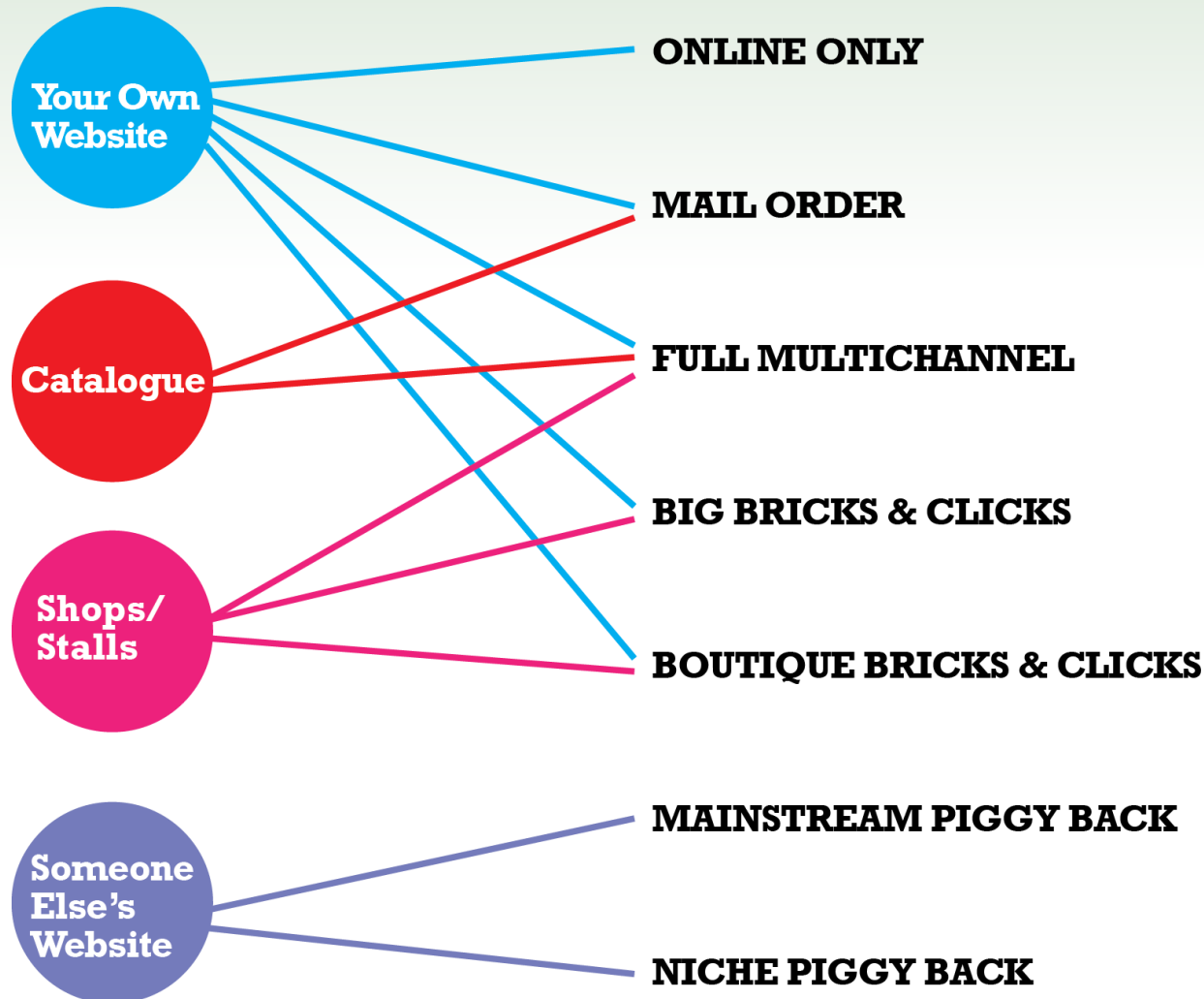
- a business
- selling products or services
- taking money online



Three Ways Customers Buy

- Websites
 - Yours
 - Someone elses
- Catalogues
- Shops / Stalls




The 7 eCommerce Business Structures






Key Challenge(s)

Online Only <ul style="list-style-type: none"> • Customer Recruitment • Growth 	Mail Order <ul style="list-style-type: none"> • Understanding joint role of catalogues and online marketing to recruit new customers 	Full Multichannel <ul style="list-style-type: none"> • Keeping the needs of customers across the channels satisfied – seamless experience 	Big Bricks and Clicks <ul style="list-style-type: none"> • Fully integrating the stores and website – people and systems
Boutique Bricks and Clicks <ul style="list-style-type: none"> • Keeping the physical and online shops up to date and consistent 	Mainstream PiggyBack <ul style="list-style-type: none"> • Deciding when / if to build your own site 	Niche PiggyBack <ul style="list-style-type: none"> • Build a good reputation on the site • Choose the right site(s) 	




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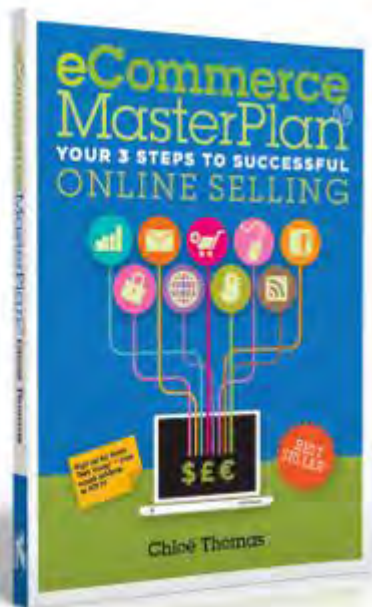
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The Right Product Range Scale



Niche

**Department
Store**



amazon.com




Who's At The Niche End

TODRYFOR.com

Blacker Yarns
NATURAL FIBRES 

eCCO®

 glasses direct

 Fancy Dress hub

Bosom Galore
LINGERIE

Robies

KENKŌ
MATCHA GREEN **TEA** 



Why be Niche PRS?

- Your time goes further
- Your money goes further
- Your customers understand you faster
- You can do everything better
- You get more bang for your buck!

Focuses Everything You Do






Why be Niche PRS?




- Search
- Content
- Clarity
- Social Media
- IDENTITY – products = brand
- Cheaper / easier customer acquisition
- Greater repeat purchases

Focuses Everything You Do




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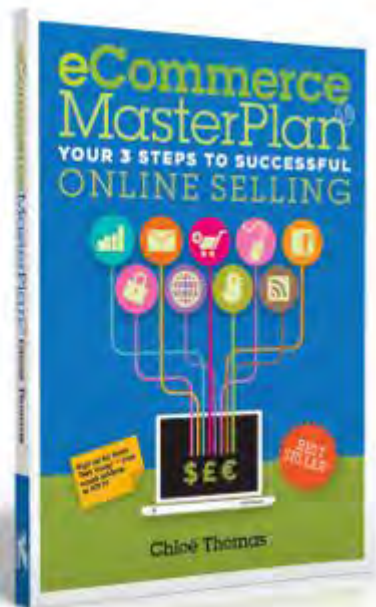
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Differentiate Your Business

USP:

Unique Selling Proposition

how you can stand out in your industry

what makes you different?



The Strong eCommerce USPs

- Customer Service
- Knowledge and Information
- Customer Base
- Brand
- Delivery and Returns
- Products
- Price



Need to be Everywhere

- Products
- Pricing
- Marketing
- Despatch
- HR
- Finance

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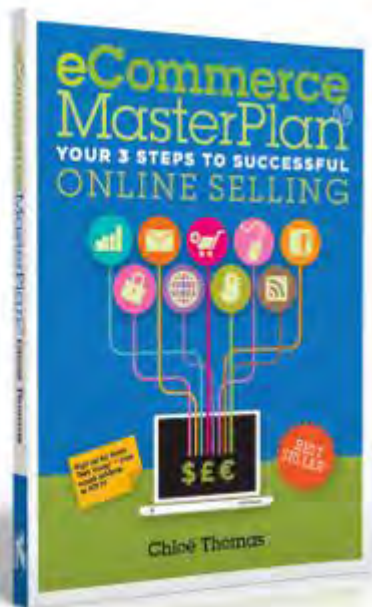
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Establishing The Core Foundations

- 4 Build the Right Website
- Build your Business for Profit and Growth
- 5 Select your Products and Promotions

I Have Built It: Why haven't they come? (aka Marketing!)

- Research your Marketing Plan
- Creating your Marketing Plan
- Test, Measure and Optimise your Marketing





Chloe@eCommerceMasterPlan.com

Your tasks:

1. Stick to your eCommerce Business Structure
2. Stick to the right Product Range Scale for your business
3. Identify and implement your USP
4. Select the right website
5. Identify the right product mix - & implement it!

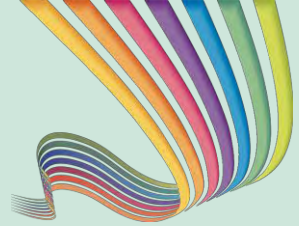


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Up next – Neil Roach
Export Cornwall

Main Platforms when selling online

ebay

amazon.co.uk

Etsy

ekmpowershop
your own easy to use online shop

 shopify

volusion®

NOT ON
THE HIGH
STREET
.com



Folkey

Goliath Platforms

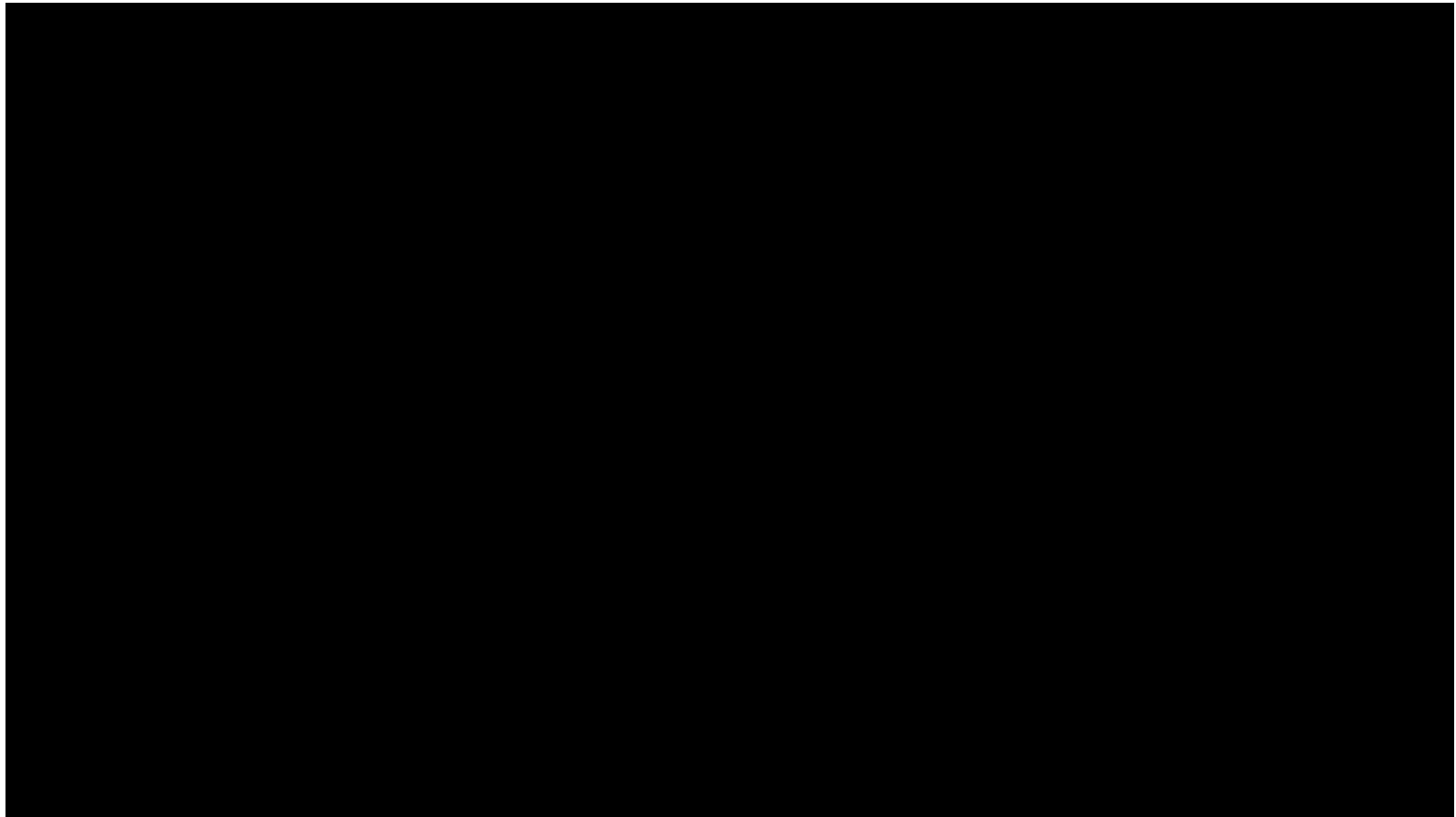


Off-the-shelf ecommerce website

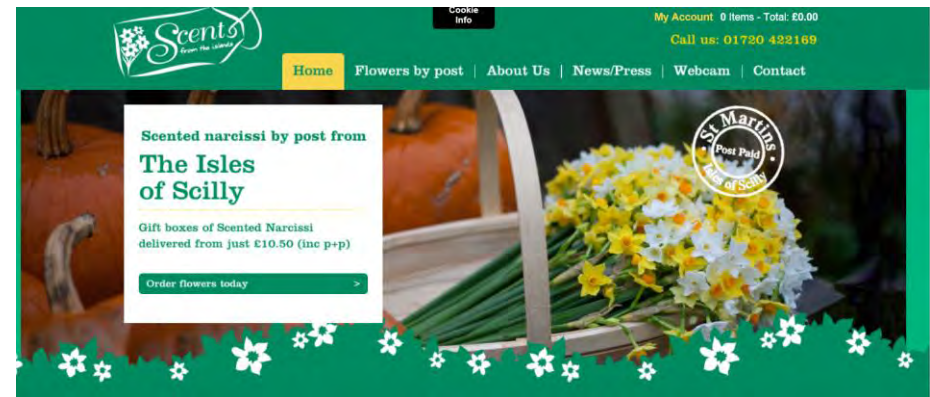
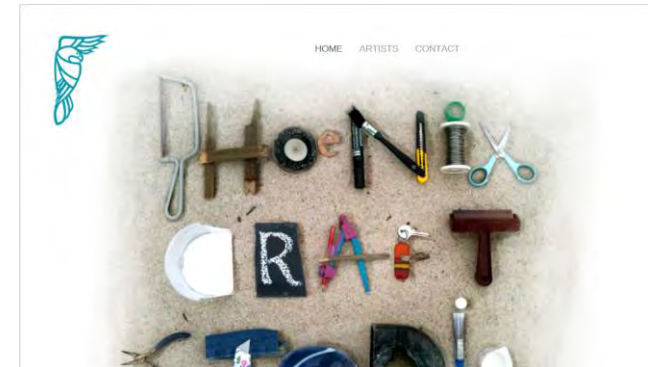
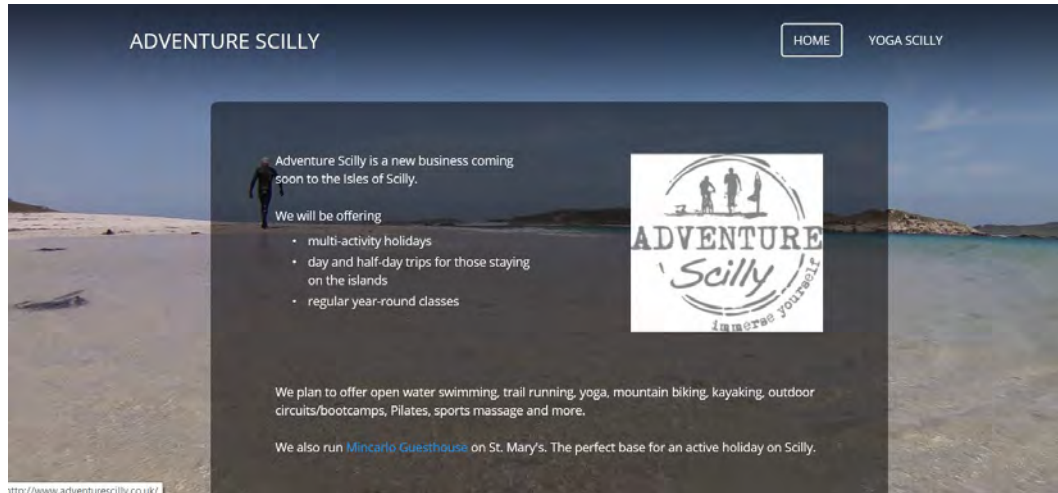


- Pay monthly
- Low level of layout control
- Low level of functional flexibility
- Quick set up
- Marketing required
- Some platforms charge commission
- Low levels of support





Bespoke ecommerce website



Other emarketplaces for selling online

Etsy

Folkey



mercado
libre



Some basics for commissioning bespoke

- Design & Functionality
- Navigation is paramount when designing an ecommerce website
- Make the site searchable – product biased
 - Specialised navigation (style, era, colour....)
 - Specific part sizes (nuts & bolts)
 - Personalisation (signs, jewellery)
 - Calculation of specific cost (floor coverings, windows)
 - Special discount levels (trade bulk purchases)
 - Wedding lists
 - Availability by date (birthdays, anniversaries....)
- Can get complicated and costly very quickly...

Content Management

Quite simply, it is the ability for the site owner to control their own website content...

- Items for sale (prices, images, availability...)
- Special offers
- Banners & adverts
- Delivery costs
- Background information pages ('About Us', T&Cs, Contact Information.....)

Online Payments

