How to sell your B2C offering globally via e-commerce.

The following workshop was delivered by Dr Alan Shaw at the International Marketing Masterclass (Leeds) for the Department of International Trade and the Chartered Institute of Marketing on the 4th November 2016. For more information you can contact Dr Shaw via a.shaw2@hud.ac.uk.

Abstract.

With Brexit looming closer, companies in the UK need to start considering how they can sell their B2C offerings globally via e-commerce. This abstract includes the presentation given to representatives of ‘Small and Medium Enterprises’ (SMEs) located in the Yorkshire and Humberside region who were looking to expand their market.

The main objective was to introduce participants to the different routes available when selling online globally from their business direct to the consumer. It included channels through the internet and mobile networks. The main focus was given to the e-commerce portals (internal and external), affiliate marketing partnerships, mobile networks and social media platforms. It included overcoming the hurdles of being found, language, maintaining the relationship, delivery (Including taxes & customs), payment and returns.
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.

Dr A Shaw
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.

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Social Media Marketing support for SMEs

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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 - Dahn - Cited by 25

Entrepreneurial Spark | Social Media for SME's
www.entrepreneurial-spark.com/social-media-for-smes  07590 329204
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 principals.

Social media for SMEs - the statistics - Latest Thinking Blog - Experian
www.experian.co.uk/blogs/latest-thinking/social-media-smes-statistics  07590 329204
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  07590 329204
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  07590 329204
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

Because the demand, so accurate

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

Your Website Receives Interested Internet Users

Internet Users Interact with Advertisements

Advertise Your Products and Services

Affiliates Create Relationships with Businesses Like Yours

Affiliates Paid for Increasing Your Online Sales

Customers Purchase Your Products and Services

Start Here

Dr A Shaw
Your E-Commerce Site

MEN'S
ACCESSORIES

Get down to the details with our range of accessories from Polo Ralph Lauren and New Era. Leather wallets, stylish pocket belts and even with everything between and the finishing touches to your T's.

REFINE BY

- STYLE
  - Bags
  - Belts & Straps
  - Caps & Hats
  - Coats
  - Cufflinks
  - Gloves
  - Gift Cards
  - Hats
  - Jewelry
  - Sunglasses

- BRAND
  - Beliel London
  - BOSS
  - Canada Goose
  - Carven
  - Calvin Klein
  - Cole Haan
  - Dior
  - Dr. Martens

- COLOR
  - Black
  - Blue
  - Red

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
Big Brands on eBay.
Big Brands on Amazon.

LEVI'S

The Levi's brand revolutionised classic American style andeffortless cool. Since their invention by Levi Strauss & Co. in 1873, Levi's pants have become the most recognisable andimitated clothing in the world, capturing the imagination and loyalty of people for generations.

LEVI'S® ICONS

501® Trucker Jackets, Western Shirts

SHOP WOMEN'S

SHOP MEN'S

Dr A Shaw
Actual Visits: Taobao v Amazon v eBay

Total Visits
- On desktop & mobile web, in the last 6 months

Engagement
- Total Visits: 2.30B
- Avg. Visit Duration: 00:06:16
- Pages per Visit: 9.42
- Bounce Rate: 37.57%

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

Dr A Shaw
Dealing with Multiple Languages

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

- Use 'Translate Apps'.

Dr A Shaw
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).

Dr A Shaw
Google Translate

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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.

Dr A Shaw
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 critical of any one,” he told me, “just remember that all the people in this world haven’t had the advantages that you had.”

We didn’t say anything 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 vexatious loans. 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 urged on as a politician, because I was petty to the secret griefs of wild, unknown men. Most of the confidences were unfaithful—frequently I have flogged sleep, preoccupations, or a hostilely Chung when I realized by some unmistakable sign that an intimate revolution was quarrelling on the horizons for the intimate revolutions 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 decrees is paralleled unequally at birth.

And, as I was boosting 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 weak marble, 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 niceties of 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 unaccountable scorn. If personality is an unsolvable 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 intimate machines that register earthquakes ten thousand miles away. This responsiveness had nothing to do with that flabby impressibility which is dignified under the name of the "creative temperaments." — It was an extraordinary gift for hope, a romantic readiness such as I have never found in any other person and which is not likely I shall ever find again. No — Gatsby turned out all right at the end; it is what preyed on Gatsby, what fusti floated to the wake of his dreams that temporarily closed out my interest in the abrasive and short-winded relations of men.

My family have been prominent, well-to-do people in this Middle Western city for three generations. The Caraways are something of a clan, and we have a tradition that we’re descended from the Duke of Beaufort, 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.

Dr A Shaw
USE it via the Chrome Browser.
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.

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:
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Dr A Shaw