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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.

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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 business objectives rather than wasting time and resources? ... the move onto social media, you must
 go back to basic marketing principles.

Social media for SMEs - the statistics - Latest Thinking Blog - Experian
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 22 Dec 2015 - Social media plays an important role in online marketing with many ... against large
 brands that have teams of people supporting them.

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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



Dr A Shaw



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Social media for SMEs - the statistics - Latest Thinking Blog - Experian

www.experian.co.uk/blogs/latest-thinking/social-media-smes-statistics/ ▾

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Home

products and services

solution

success case

Dynamic information



Search Promotion



Mobile Promotion



Net League promotion



Brand Promotion



Community Marketing

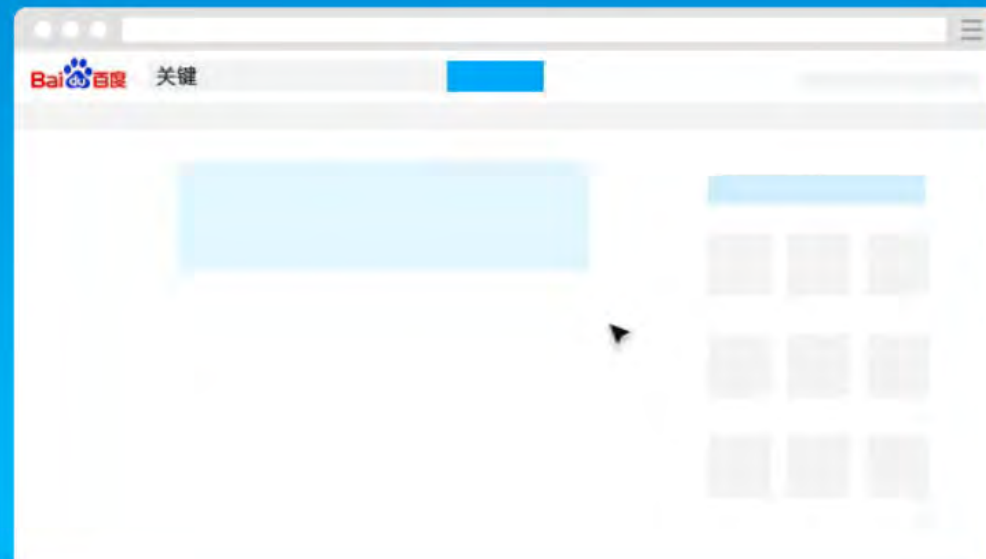


Plug-ins

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

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Affiliate Marketing



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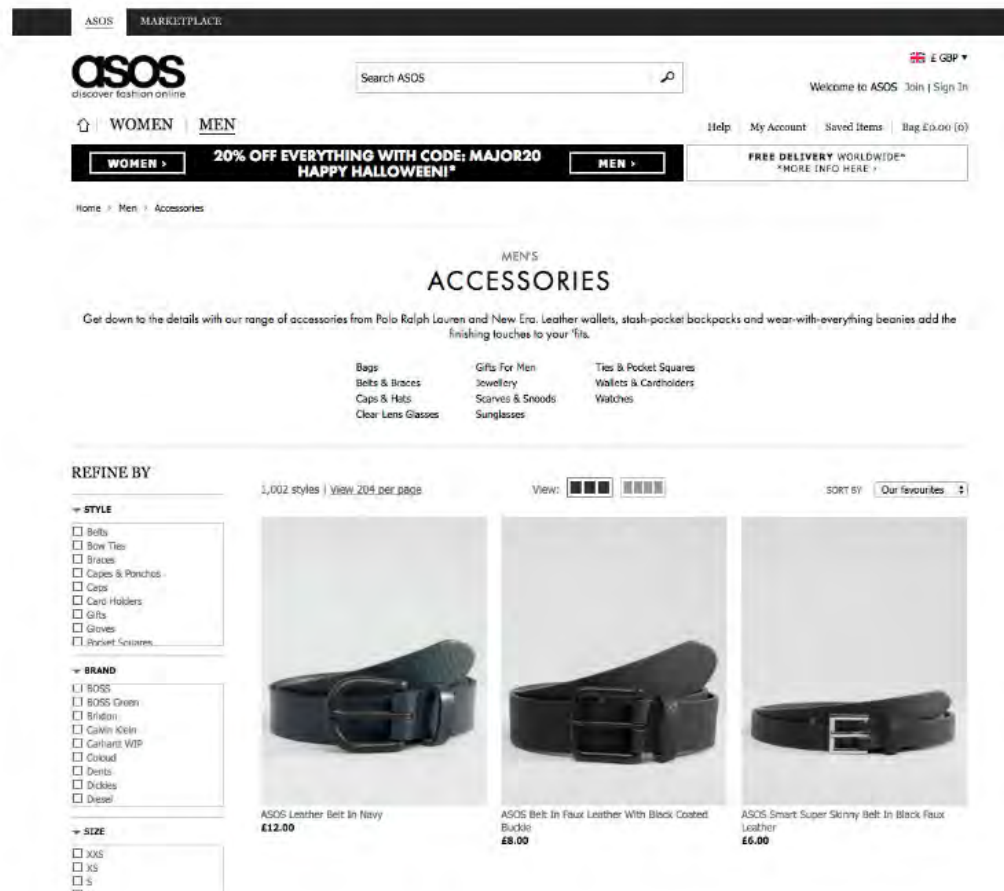
Virgin Atlantic Flying Without Fear



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Your E-Commerce Site



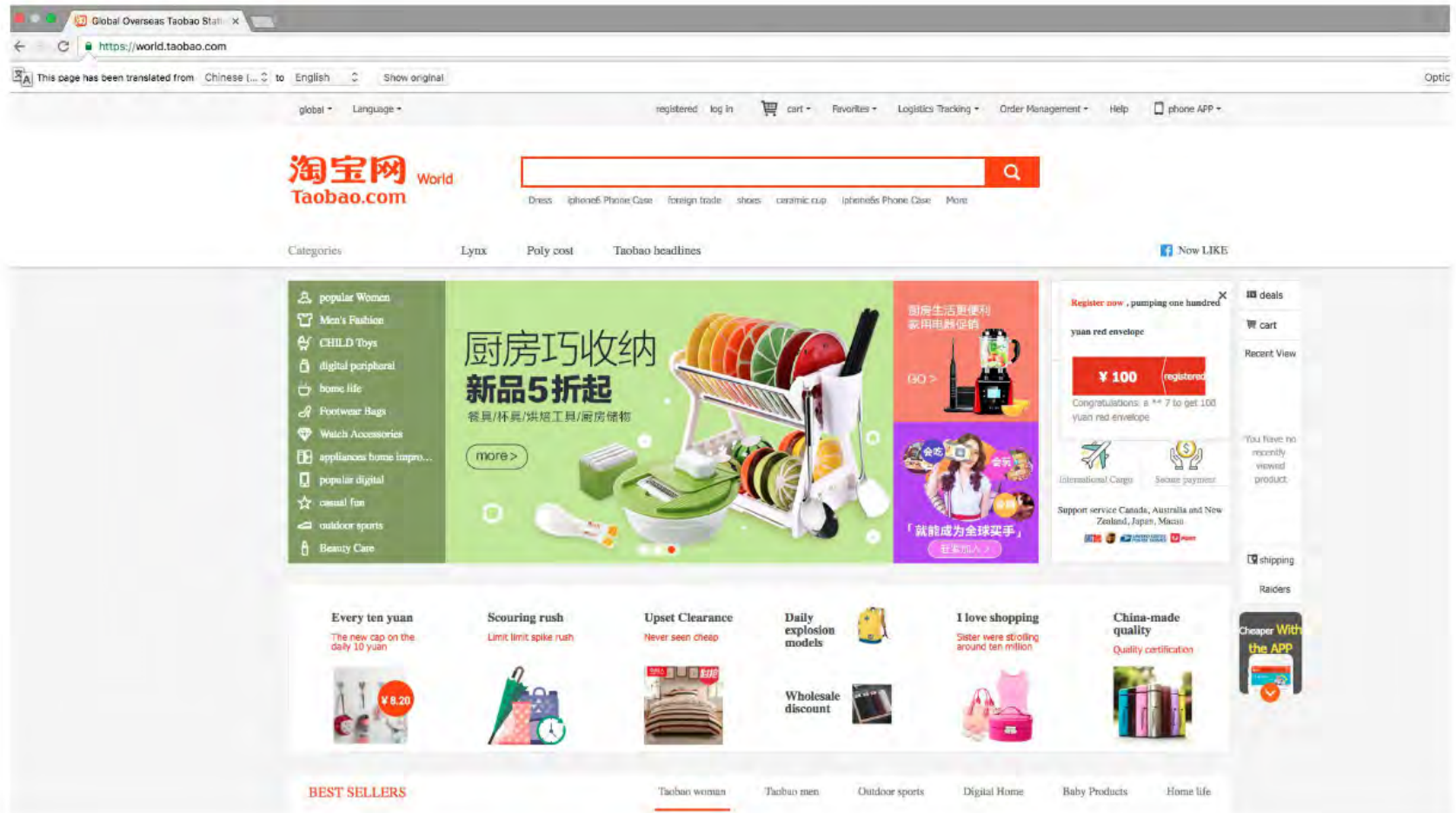
Dr A Shaw

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



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Big Brands on ebay.

The image displays four screenshots of the eBay Shop interface for different retailers:

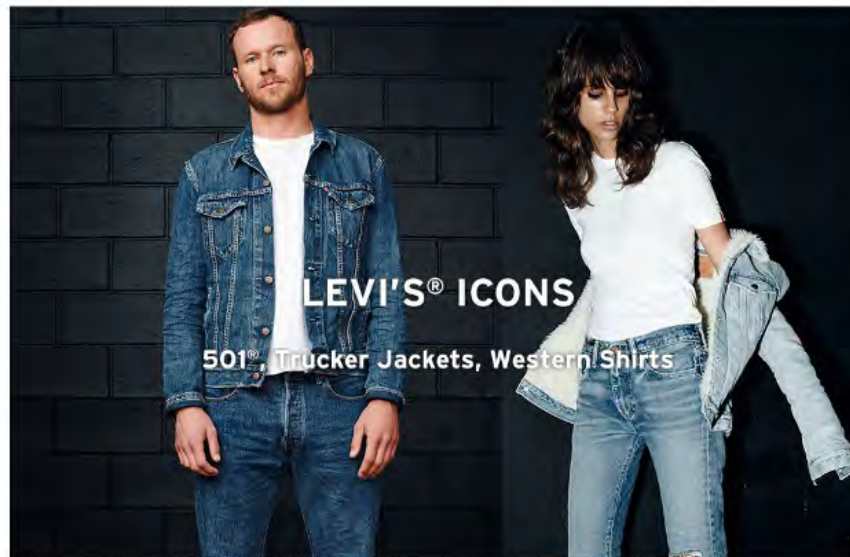
- Argos:** The top screenshot shows the Argos eBay Shop page. It features the Argos logo, a search bar, and navigation links. A prominent banner reads "KIDS TAKE OVER EVER!" with an image of a teddy bear. Below this are smaller banners for "TECH EVENT", "HOME EVENT", "TOYS", and "AS SEEN ON TV".
- Debenhams:** The second screenshot shows the Debenhams eBay Shop page. It features the Debenhams logo, a search bar, and navigation links. A large banner reads "WARDROBE REFRESH" with an image of a woman in a black leather jacket. Below this are smaller images of a bedroom, a child, and a toy car.
- Tesco Outlet:** The third screenshot shows the Tesco Outlet eBay Shop page. It features the Tesco Outlet logo, a search bar, and navigation links. A large banner reads "Fragrances & Gift Set" with an image of a perfume bottle. Below this is a "Special Offers" section with various products like a perfume set, a bicycle, and a game board.
- Volvo:** The fourth screenshot shows the Volvo eBay Shop page. It features the Volvo logo, a search bar, and navigation links. A large banner reads "Fragrances & Gift Set" with an image of a perfume bottle. Below this is a "Special Offers" section with various products like a perfume set, a bicycle, and a game board.

Dr A Shaw

Big Brands on Amazon.



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

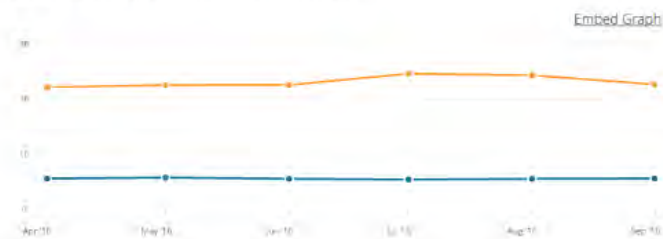


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Actual Visits: Taobo v Amazon v Ebay

Total Visits

On desktop & mobile web, in the last 6 months

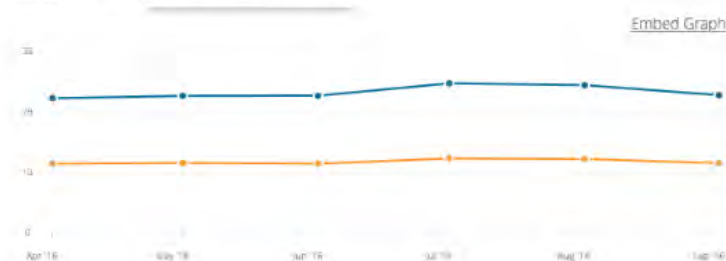


Engagement

Total Visits	559.70M	2.30B
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

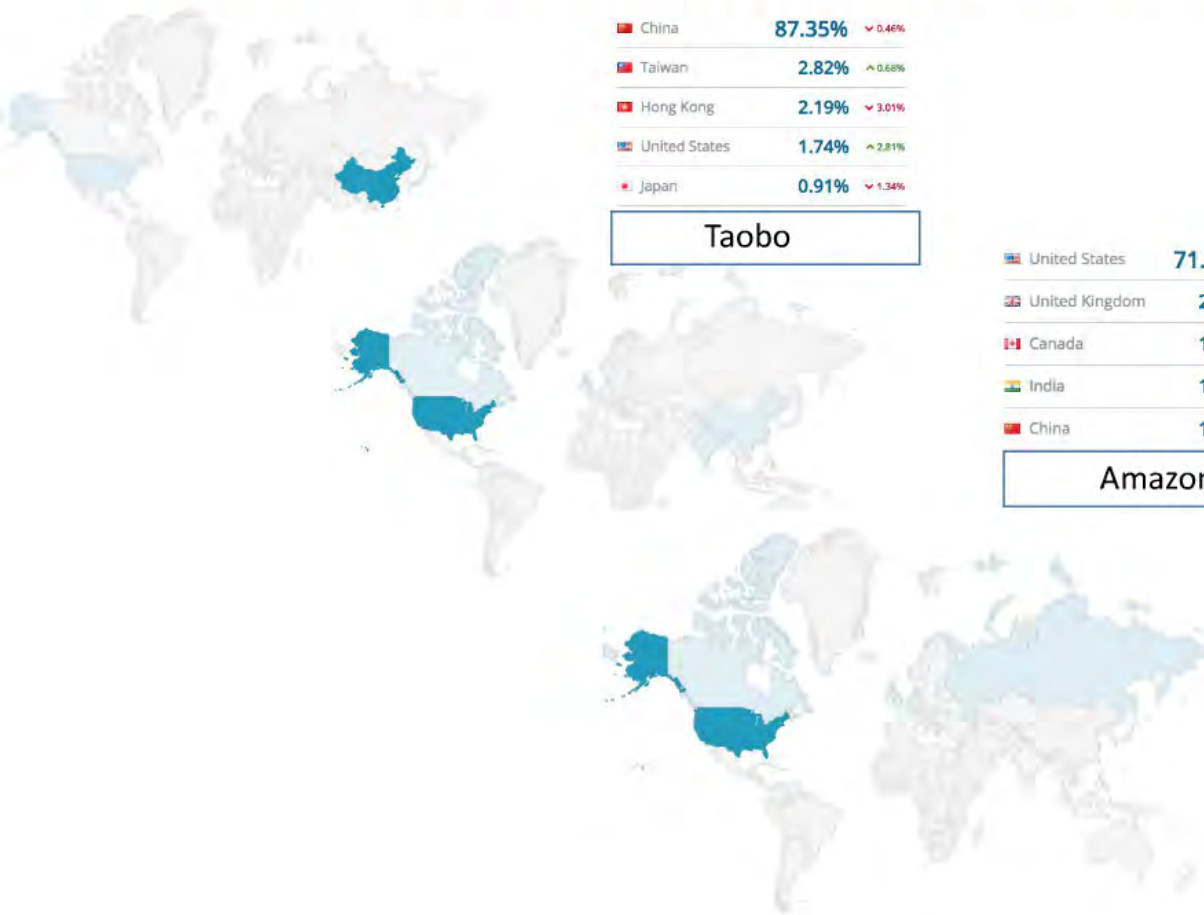


Engagement






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

Dr A Shaw



E-Commerce Site's PreSence.



A world map with a light gray background. The landmasses are outlined in a darker gray. The countries of China, Taiwan, Hong Kong, the United States, and Japan are highlighted in a solid blue color, indicating the presence of the Taobao e-commerce site in these regions.

 China	87.35%	▼ 0.46%
 Taiwan	2.82%	▲ 0.68%
 Hong Kong	2.19%	▼ 3.01%
 United States	1.74%	▲ 2.81%
 Japan	0.91%	▼ 1.34%

Taobo

 United States	71.72%	▼ 6.66%
 United Kingdom	2.06%	▼ 4.98%
 Canada	1.84%	▼ 6.23%
 India	1.56%	▼ 6.07%
 China	1.49%	▼ 3.15%

Amazon

 United States	61.72%	▼ 9.30%
 Russia	2.81%	▼ 2.99%
 United Kingdom	2.55%	▼ 9.91%
 Canada	2.12%	▼ 9.06%
 Germany	1.42%	▼ 8.93%

Ebay


Dr A Shaw

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: 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. Below the icon, the text reads: '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 shows 'Home > Solutions > Customer service'. The section title is 'CUSTOMER SERVICE AS A BOOSTER TO YOUR SALES', preceded by a small orange and blue icon. To the left of the text is a photo of a smiling male customer service agent wearing a headset. The text states: 'Forty-five percent of consumers say that they abandon an order if they are unable to make contact with a representative of the company to solve a problem or answer a question.* Effective customer service management helps develop sales: when your customers can get a clear and fast answer to their questions, their satisfaction increases along with your brand image, and they are more likely to remain loyal to your company. Viapost offers solutions to optimise this relationship as well as a multi-lingual, multi-channel customer relationship centre, which handles incoming and outgoing contacts with your customers (by phone, email, fax or letter).'

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Google Translate

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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 translation, there are icons for star, copy, font size, and voice, along with a 'Suggest an edit' link. At the bottom, there are links for 'Google Translate for Business: Translator Toolkit', 'Website Translator', and 'Global Market Finder'.

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

Dr A Shaw

of a site using Google Translate.

Example of a site using Google Translate.



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



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第1章

私より若いとより脆弱な年間で私の父は私に、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暮れ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、またはそれらが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でき、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軽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。それは一時的に親睦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、ギャツビーの饌食ものです。

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、私たちはバクレ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にここに来た私の祖父の弟は、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。

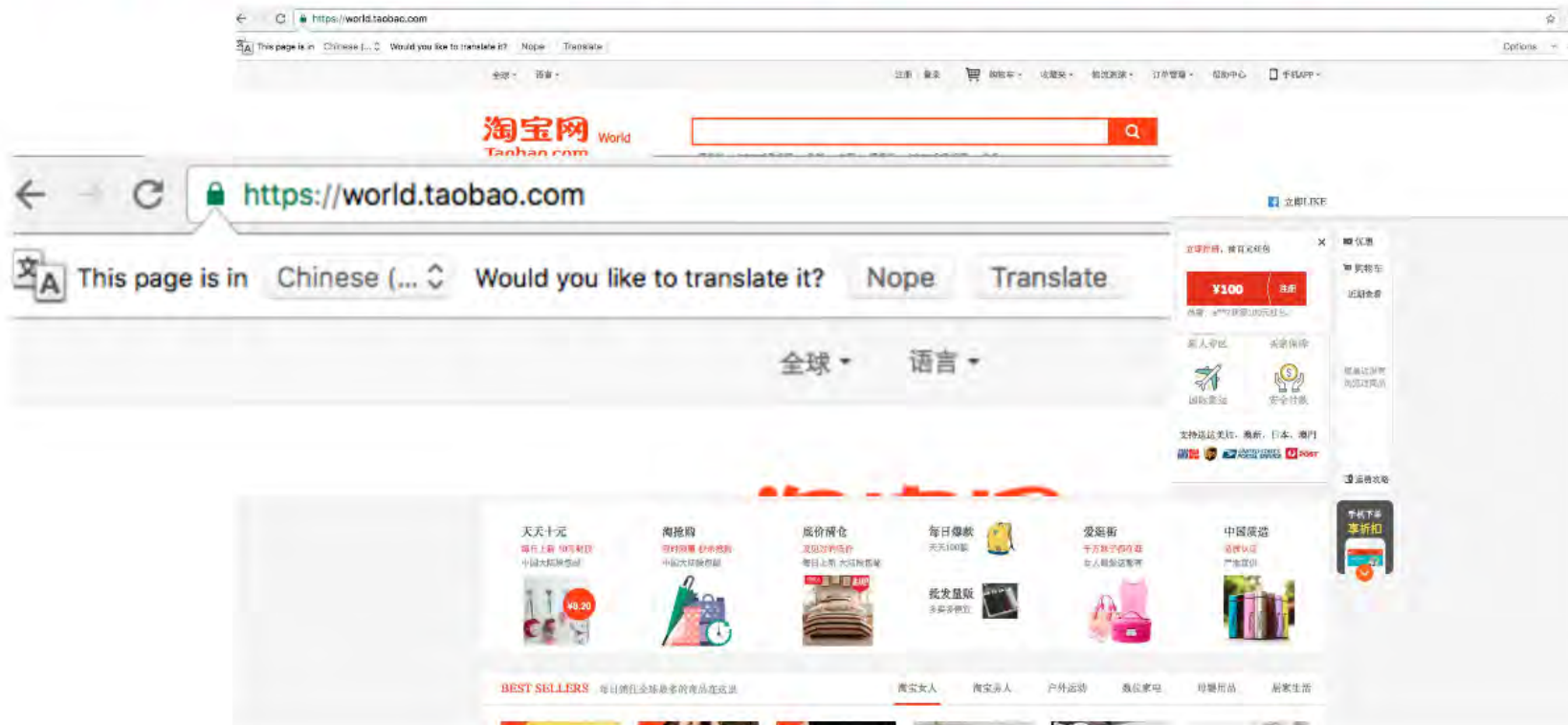
グレート・ギャツビーの続きを読みます



Japanese

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Use it via the Chrome Browser.



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.