

Digital Masterclass Series

The importance of going digital in a post COVID world

Social media and
ecommerce platforms

Collaboration, Respect, Service Excellence,
Integrity, Innovation



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Agenda

1. What is ecommerce?
2. The relevance of ecommerce.
3. Types of social ecommerce channels.
4. Marketing your product online.
5. Customer service.



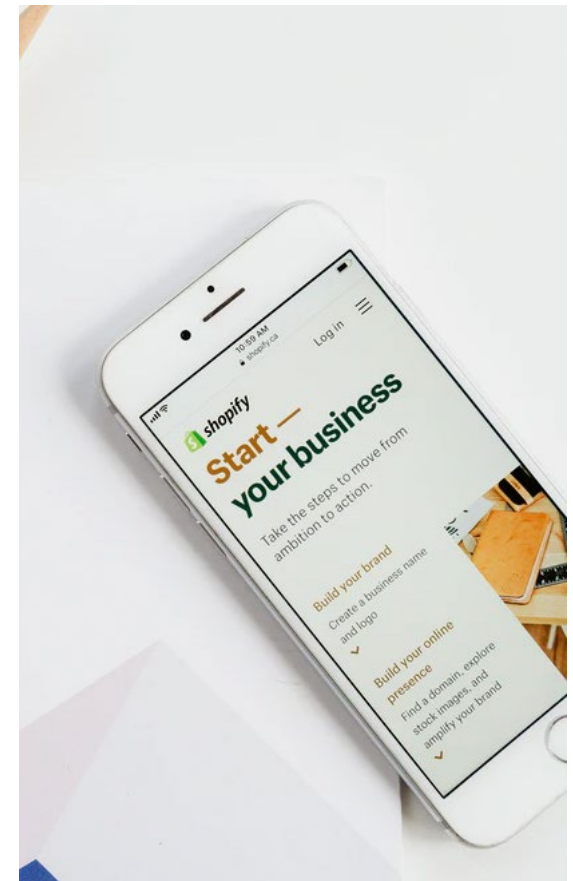
What is ecommerce?

Main purpose of ecommerce

Facilitating the purchase of goods or services via the internet.

- Buyers
- Sellers

You just need a computer and a smartphone with internet connection.



Ecommerce participation in Australia

Sustained household online participation January 2021

- 11th largest ecommerce market in the world.
- Reach USD32 billion by 2024.
- Ecommerce comprises 9% of all retail trade in Australia.
- **Participants:** eBay, Amazon, Woolworths, JB HiFi, Big W, Coles, Kogan, Officeworks, Catch, etc.

5.2+
million

The number of households that
shopped online in January 2021

25%

The percentage increase in
shoppers from January 2020

April & May 2020

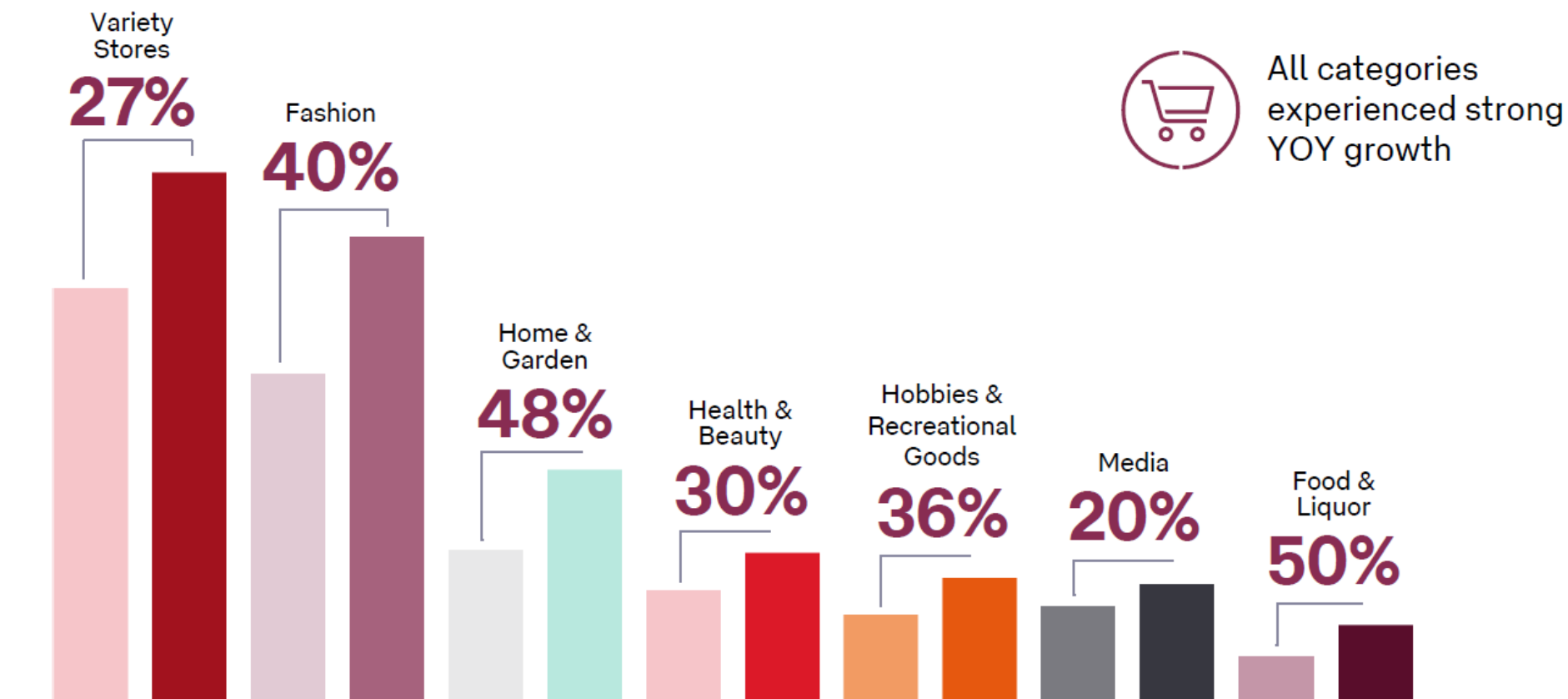
Months that had comparable
numbers of shoppers

Inside Australian Online Shopping February 2021 eCommerce Update

Australian online shopping

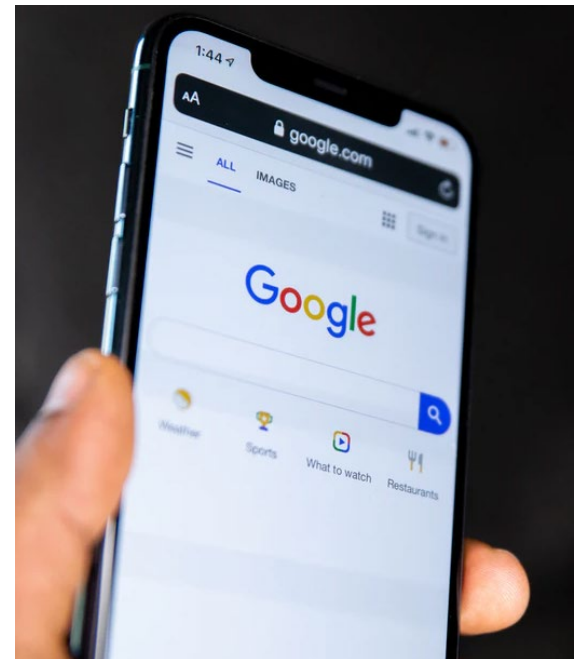
YOY growth by specialty retailers – What people bought

January 2020 versus 2021



Types of ecommerce and social media channels

- **Social media:** Facebook Marketplace, Facebook Shops, Instagram shops.
- **Third party commercial sites:** Amazon, Alibaba, eBay, App Store, etc.
- **Websites with a plugin:** Shopify, Wix, Squarespace, etc.



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Social media channels to set up shop

Facebook: Shops and Marketplace

- Easy for businesses to set up an online store
- List products with description
- Take online payments or in person

Shops on Instagram

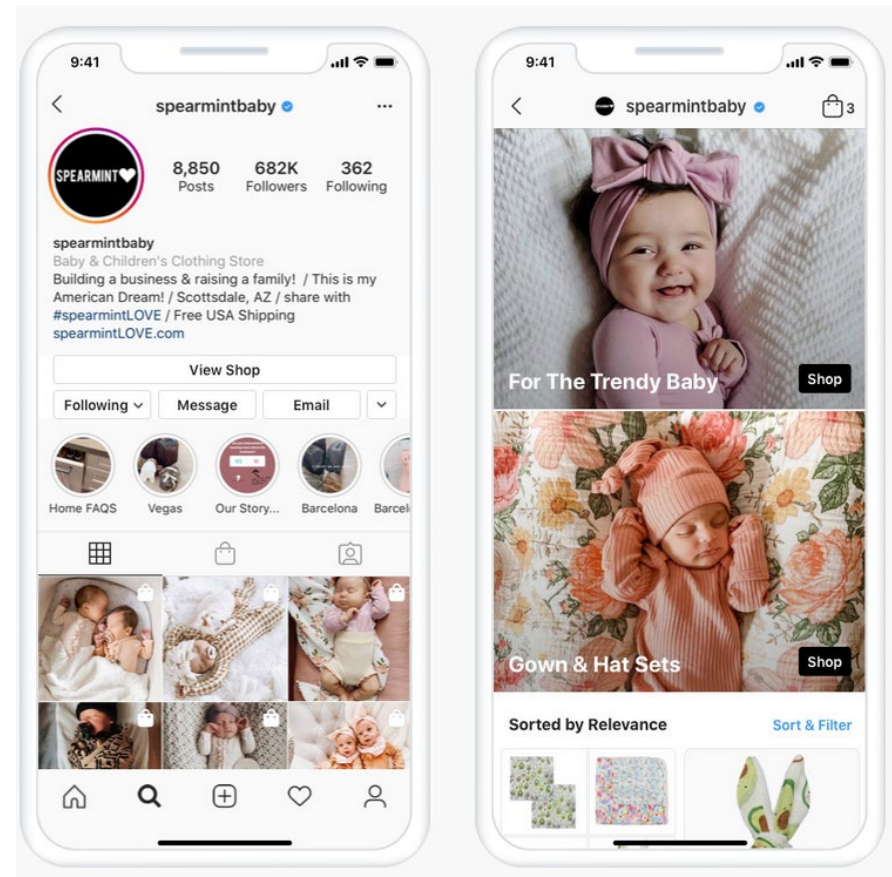
- Visit via Instagram profile
- Browse products and collections

Guides to get started:

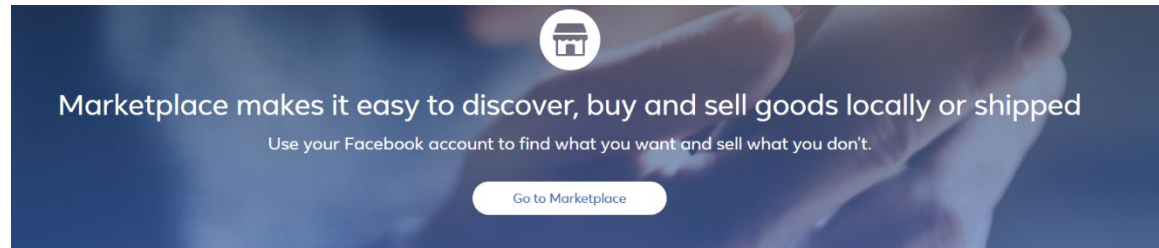
<https://en-gb.facebook.com/business/news/announcing-facebook-shops>

https://business.instagram.com/shopping/setup?igb_blog_shops_launch


<https://www.facebook.com/marketplace/learn-more/>



Social media channels to set up shop



Facebook Marketplace

- Reach 1000s in your community
- List items and find deals directly within Facebook
- Look for the 
- People can only see the information that you publicly share on Facebook

Guides to get started below:

<https://en-gb.facebook.com/business/news/announcing-facebook-shops>

<https://www.facebook.com/marketplace/learn-more/>

Retail store example

A retail clothing store has decided to go online and has a marketing plan to achieve two main goals. (1) Increase brand awareness. (2) Sell more clothes. They decide to set up a Facebook shop and Instagram shop.

Strategy

YouTube Ads, Google Ads, Facebook Ads

Instagram influencer

Process feedback

- Trial and error
- Gain insight into what platform did well



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Pre-launch checklist

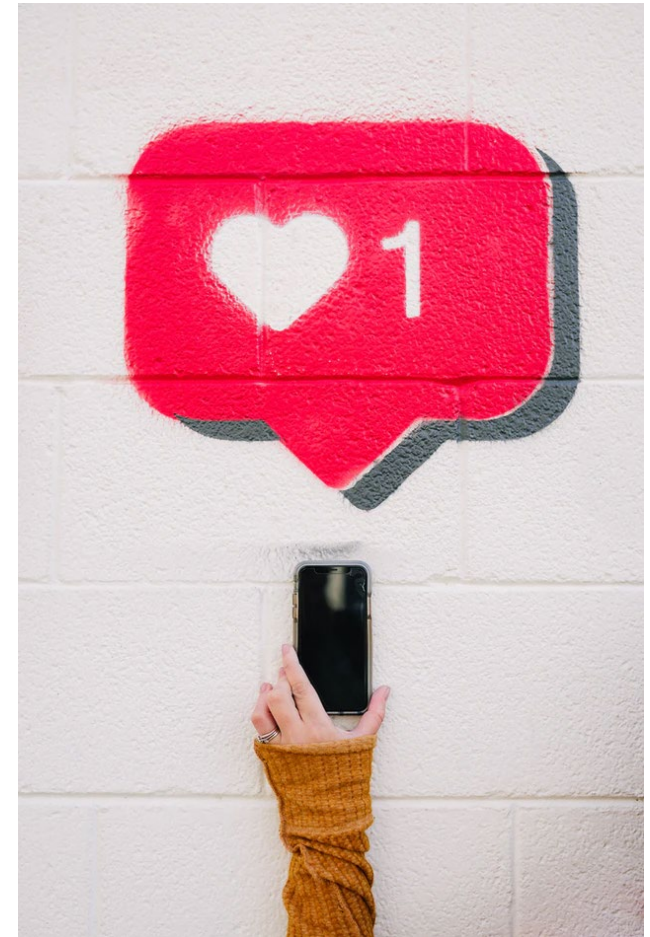
1. Focus on a niche.
2. Find your ideal client.
3. Use personal brand building.
4. Differentiate yourself.
5. Create a story.



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The importance of marketing

1. Pre-launch strategy
2. Visibility is key.
3. Trial and error.
4. More purchases.



Prioritise customer satisfaction

1. Measure customer satisfaction after purchase.
2. Collect online reviews.
3. Have a goal for retaining customers.
4. Measure returning customer purchase.



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THANK YOU

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