

Export Seminar 2021

session 4: eCommerce

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What this series will cover



- Trade data resources
- U.S. Free Trade Agreements
- Regulations and taxes
- eCommerce
- Identifying potential buyers and best practices when entering a new market

Research Center

<https://www.trade.gov/research-center>

Research By Country

<https://www.trade.gov/research-country>

<https://www.trade.gov/country-commercial-guides/france-ecommerce>

Research eCommerce

<https://www.trade.gov/ecommerce>

eCommerce Definitions



eCommerce is a sales channel that crosses all industries that sell or promote brand awareness online. eCommerce as a sales channel is part of a businesses' **digital strategy**.

A digital strategy addresses the basic needs of a business required to succeed in cross-border ecommerce sales channels.

Digital Transformation, the act of positioning your company for long term success in the online virtual environment.

Online metrics allows businesses to understand where their digital efforts are paying off & identify areas for improvement so they can realize their **ROI in the ecommerce sales channels**.

eCommerce Definitions



Business to business (B2B) ecommerce transactions are made between businesses, where a supplier sells in bulk

Business to consumer (B2C) is where a business sells its product directly to a customer, either directly from a company website or an online marketplace

Read more about ecommerce here

<https://www.export.gov/article?id=eCommerce-Definitions>



Why You Need A Digital Strategy

Budget commitment – without a clear digital strategy, it might be difficult to secure the required budget to deliver on objectives.

Stay competitive – Businesses who don't adopt digital in some form are finding that they get left behind.

Improve customer service and retention rates – Digital is one of the tools that will help you improve levels of service and result in better customer retention rates.

4 STEPS TO A DIGITAL STRATEGY



1. Defining your objectives and strategy.



2. Search Engine & Mobile Optimization



3. Examine your internal needs around your backend digital infrastructure.



4. Choose the right channel mix.

Step 1: Defining Your Objectives & Strategy



Objectives: what do you want your website to achieve?

Will it be **informational** to generate sales by promoting corporate awareness?

Will it be **transactional** and able to conduct full end-to-end transactions via the website.

Or will it be on an **Online Marketplace/Auction** platform that brings buyers and sellers together to facilitate transactions?

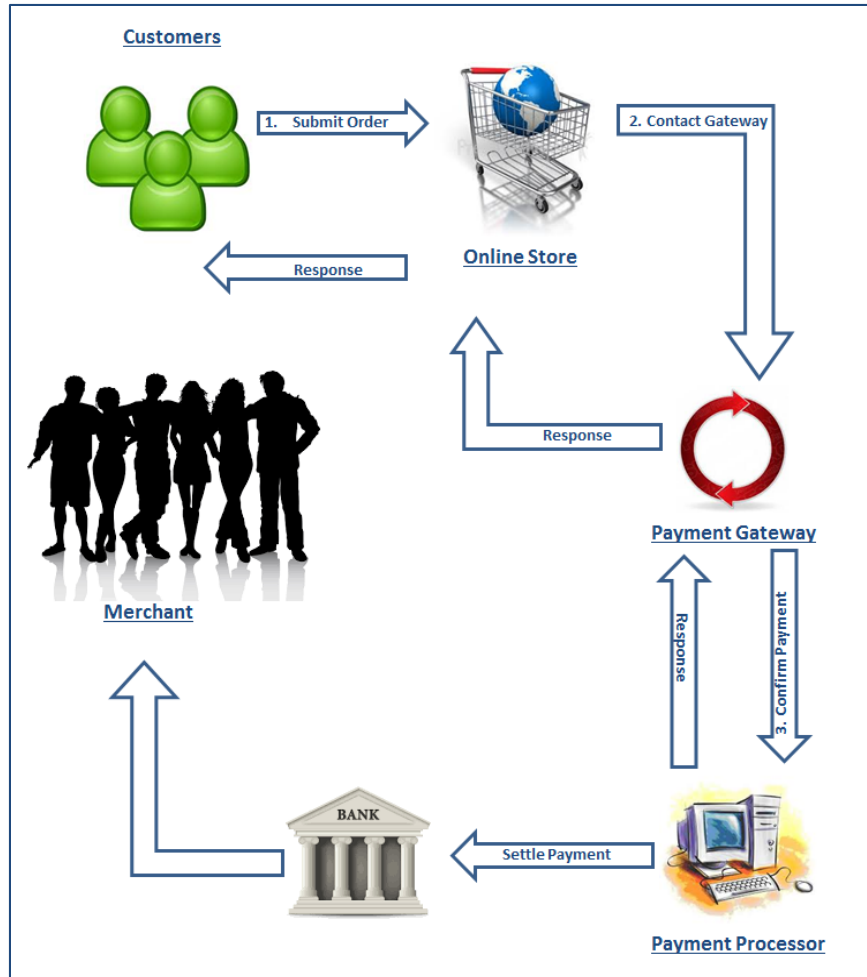
1. Resources: what are your contingency options? ROI may be a while off.

2. Target Market and Audience: key audiences that would like to visit your site.

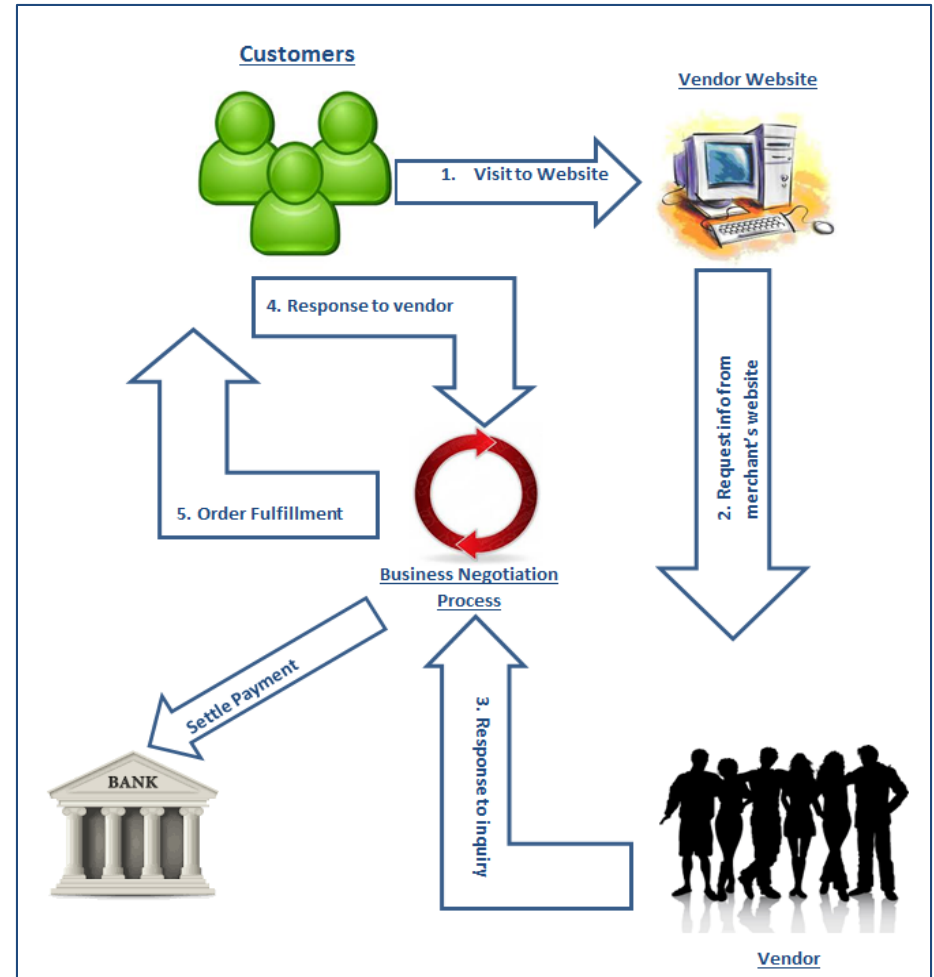
3. Competitor Analysis: list your closest competitors, what makes their website successful? Borrow ideas.

eCommerce Transaction Process

Transactional/Marketplace



Informational



Step 2: Search Engine Optimization (SEO)... Your Digital Cornerstone



SEO Strategies are based on:

- SEO audit
- Link building
- Content/Keywords
- Social Media/Marketplace/YouTube
- Optimize for voice *command search*

Tools to identify your online business performance

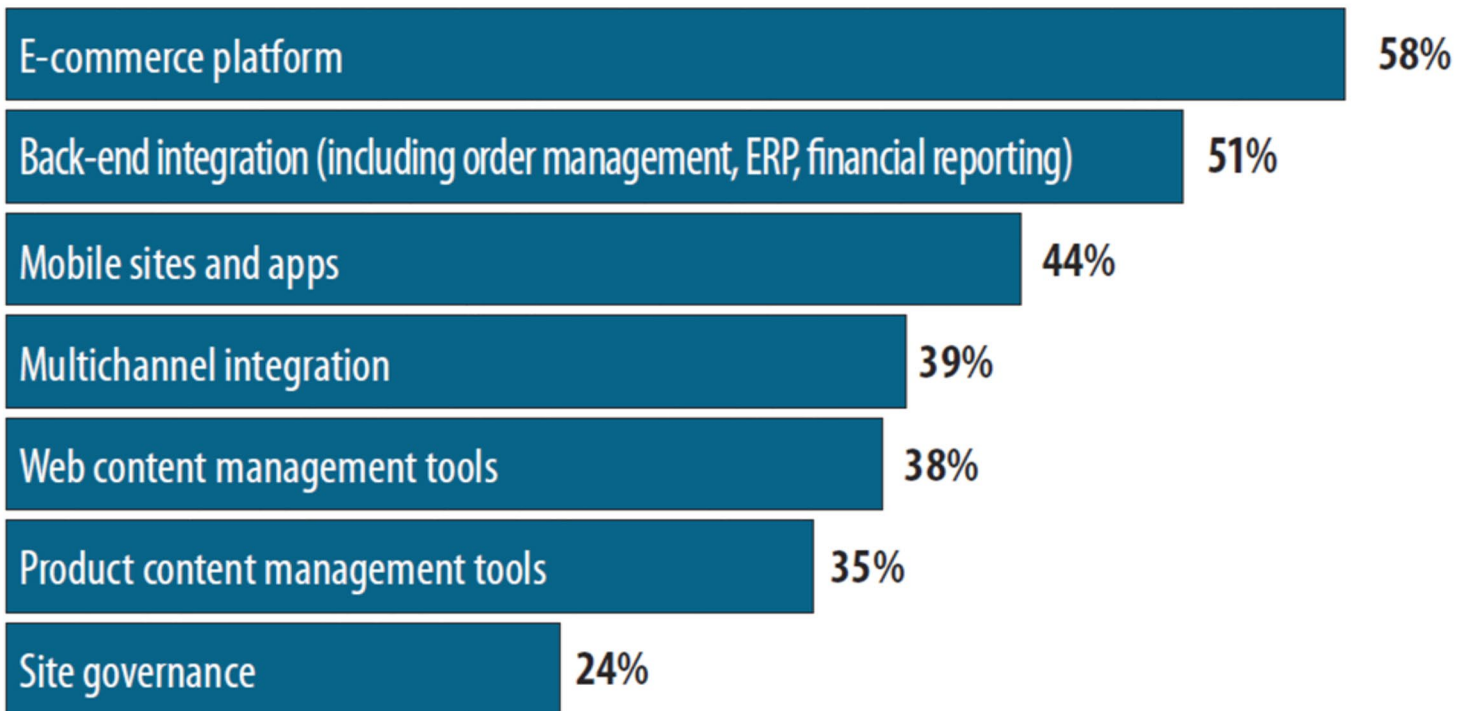
<https://www.trade.gov/explore-ecommerce-resources>

STEP 3: INVESTMENTS IN DIGITAL BACKEND INFRASTRUCTURE



B2B Companies 2016 Technology Investment Plans

"What are your technology investment priorities for 2016"



Base: 120 B2B eBusiness professionals

Source: Forrester/Internet Retailer Q2 Global B2B Sell-Side Survey

Step 4: The eCommerce Sales Channels

Your Website

- Own Data & Design
- Full Content Control
- Full Pricing Control
- **Must Do SEO**
- **Will Require Service Providers**

Thru #SocialMedia

- Build Brand Following
- Connect Directly With Consumers
- Promote Thought Leadership
- Boosts Website SEO
- **Results Vary**
- **Local Social Media Rep Recommended**
- **Requires Constant Monitoring**
- **Sales Dependent On Activity**



Step 4: The eCommerce Sales Channels



On Online Marketplaces

- Reach More Consumers
- Payment Received in Other Currencies
- Can Help With Market Entry
- Boosts Website SEO
- Service Interoperability Varies
- Lots of Competition
- Lack of Control of Customer Data
- Returns & Disputes

Sell to 3rd Party In-Country Distributor

- Quickly and Cheaply Establish Brand Presence
- Immediate Purchase of Product
- Fewer Transactions
- Boosts Website SEO
- Requires Interested Distributor
- Requires Online/SEO Savvy Distributor
- Smaller Margins

Resources- Online Market Research Trade.gov/ecommerce



Find Buyers & Partners

Explore eCommerce Resources ^

eCommerce Resource Videos

eCommerce Video Series

eCommerce Digital Strategy

WGR Gap Analysis Service

Find eCommerce Business Service Providers

Obtain Financing

Negotiate an Export Sale

Navigate Shipping & Logistics

Comply with U.S. and

Focus your online business overseas:

Cross-border ecommerce focuses online sales to overseas consumers and includes promoting your brand awareness in addition to generating sales.

eCommerce is B2B and B2C online sales:

eCommerce has become a term that covers everything a business does online to sell to consumers, both domestically and overseas. It includes:

- the sale through a website



Cross-border ecommerce generates sales for your B2B and B2C business

eCommerce Videos

- [eCommerce Website Optimization \(SEO\)](#)
- [Choosing the Right eCommerce Channel Mix](#)
- [Build Your Digital Brand Abroad](#)
- [How to Get Paid \(eCommerce\)](#)
- [eCommerce International Shipping Options](#)

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thank you!