

Know Your Audience - Marketing advice for SMEs

Webinar, September of 2020

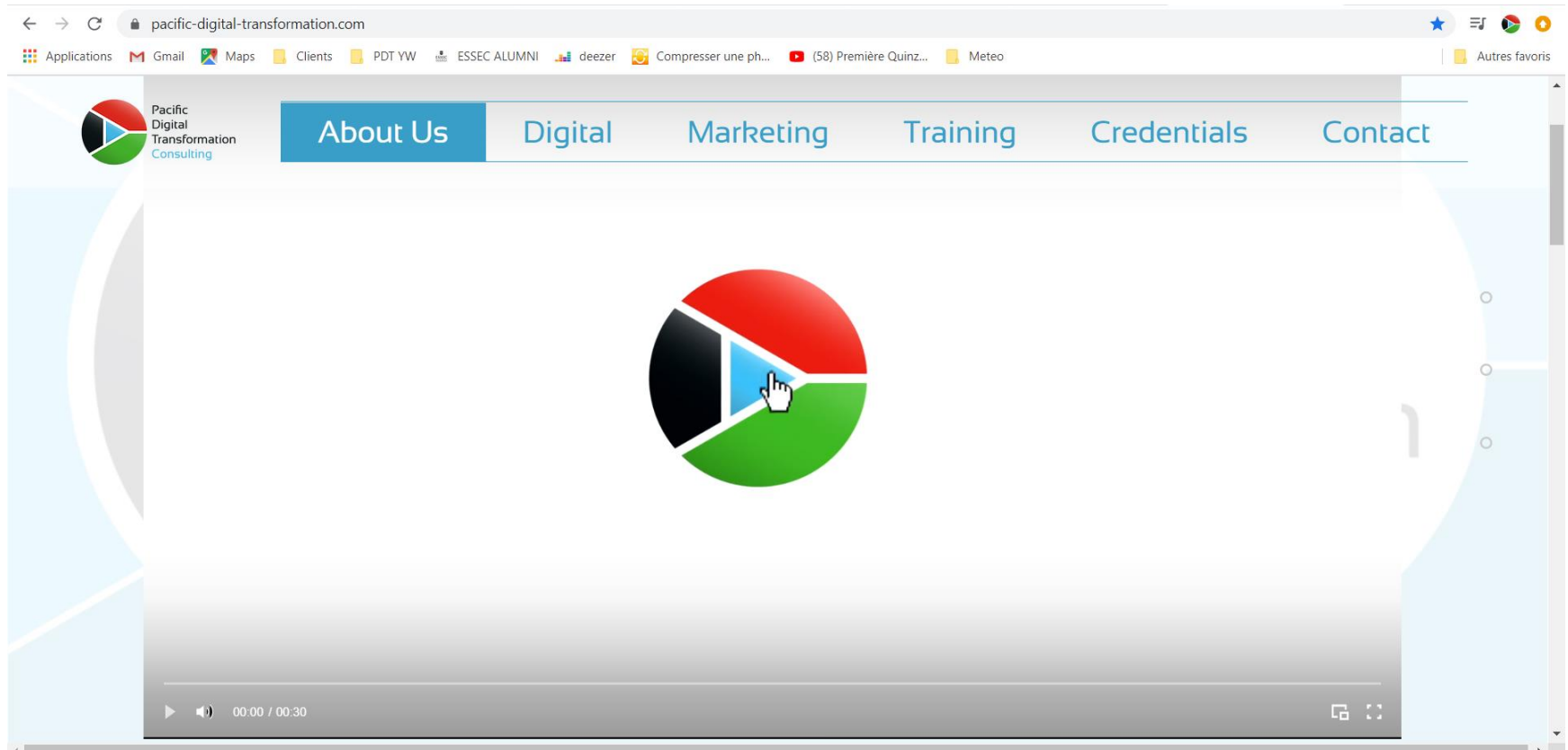


AGENDA



- 1. Introduction: about PDT Consulting**
- 2. Big picture and stakes**
- 3. Best practices**
- 4. Cost-effective marketing tactics and tools**

About PDT Consulting (1/4): **A short video, as an introduction.**



About PDT Consulting (2/4):

In Vanuatu, our team is based at yumiwork, a modern co-working space with a business incubator.



Marc



Arnaud



Vanesa



Marie



Aaron



About PDT Consulting (3/4): **Our services.**

Digital

- Web design
- Community management
- Google services

Marketing

- Branding
- Export / Market analysis
- Marketing Mix

Skills transmission

- Training
- Coaching
- Mentoring

About PDT Consulting (4/4):

PDT leads consultancies in Melanesia, Europe, and South America.



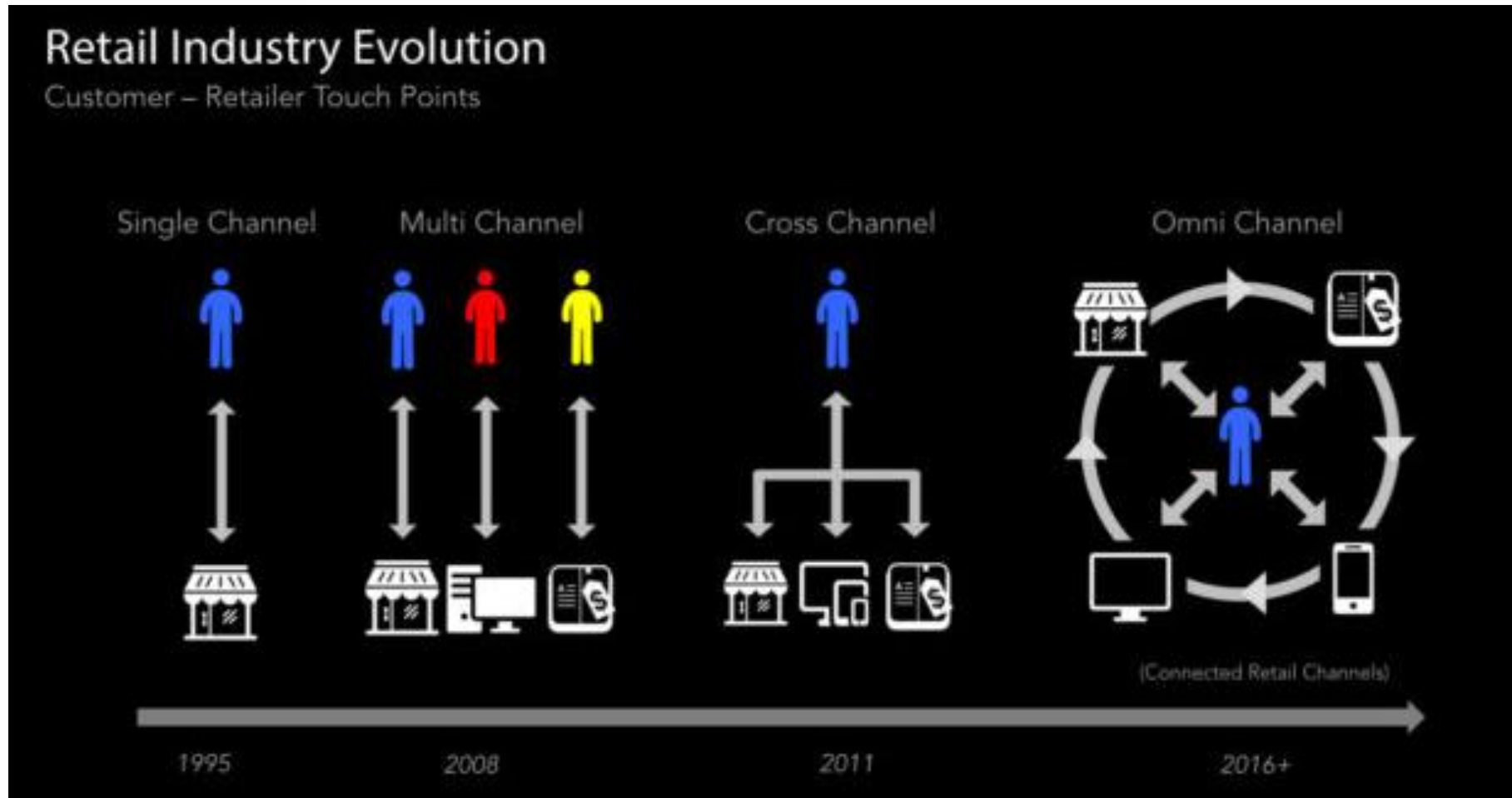
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1. Introduction: about PDT Consulting
2. **Big picture, big stakes**
3. Best practices
4. Cost-effective marketing tactics and tools

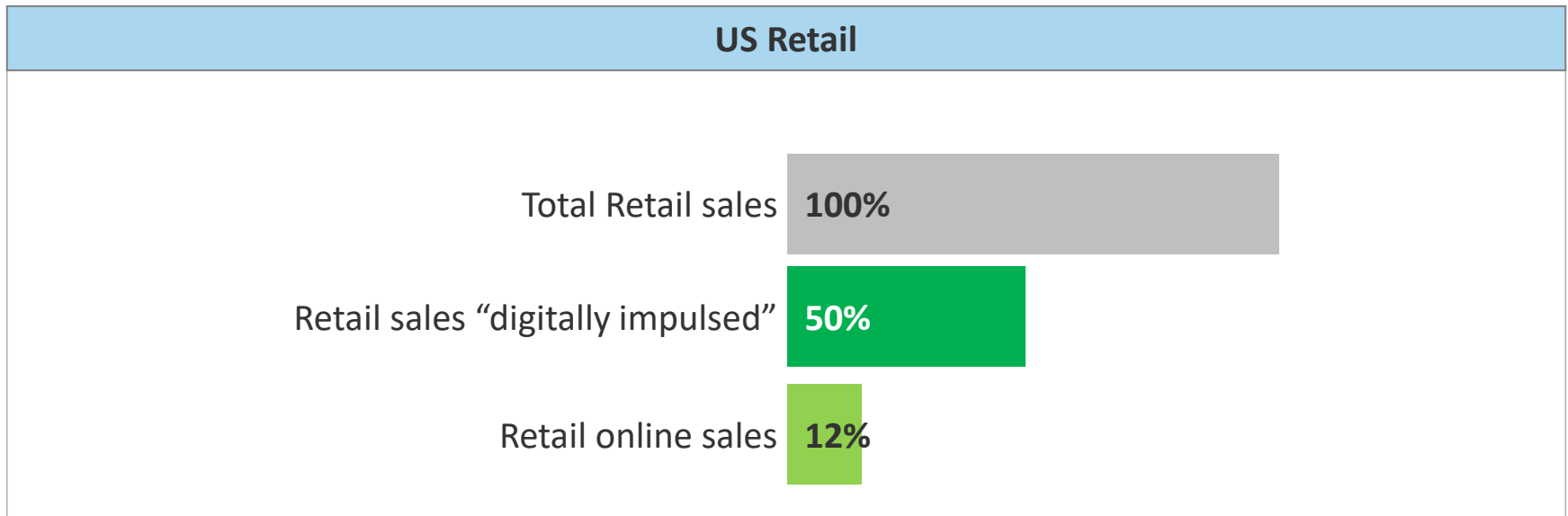
Concepts:

Path to omni channel marketing.



Stakes of the “customer insight”:

Half of the US retail sales are already “digitally impulsed”



New players in the “retail” industry:
**Alibaba is already World #1 (volumes),
selling more than Walmart!**

Here's a table of the world's largest e-commerce companies sorted by GMV:

Company	GMV (TTM)	Type(s) of E-commerce
Alibaba	>\$768 billion	B2B, C2C
Amazon	\$239 billion	B2C, C2C
JD.com	\$215 billion	C2C, B2C
eBay	\$93 billion	C2C, C2B
Shopify	\$33 billion	C2C
Rakuten	>\$31 billion	B2C
Walmart	>\$19 billion	B2C, C2C

DATA SOURCE: ALIBABA, AMAZON, JD.COM, EBAY, SHOPIFY, RAKUTEN, WALMART.

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Best practices (1/4)

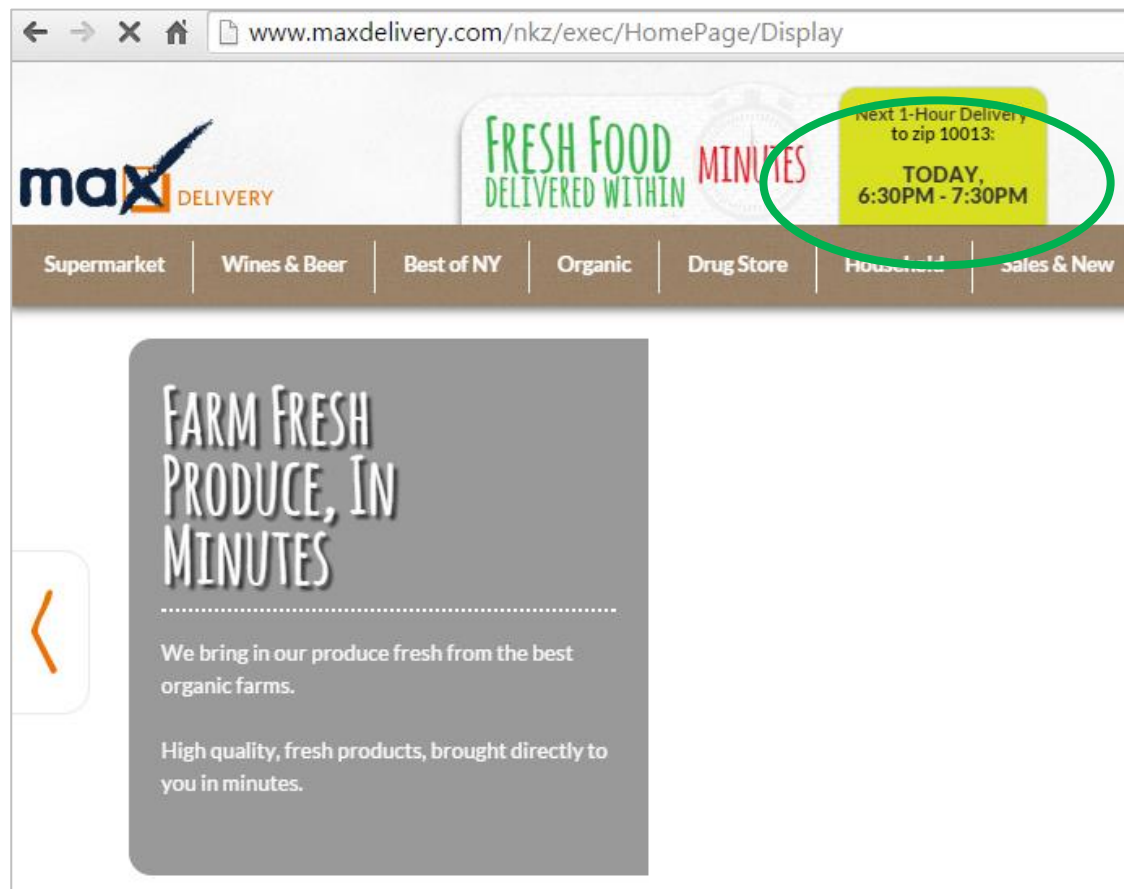
Cross-selling, up-selling.



`35% of Amazon.com's revenue is generated by its recommendation engine`

Best practices (2/4):

Ease the customer experience with (paid!) relevant deliveries.



Best practices (3/4)

Next level: delivery in your fridge while you're not home.



Best practices (4/4)

omni channels initiative: virtual shops.



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Social network:

Easiest way to advertise in Vanuatu for most businesses.

Kava World. 🌱 reconnaissant, à Suva.
18 juillet 2019 · 🌐

What's Good Kava Lovers!
Amongst all now who would be our best Kava Ambassador?

Today Kava World would like to do the honors and nominate: his excellency, the all time Kava King our Fijian [Prime Minister Frank Bainimarama](#)
Let's be clear no political interference here! But how awesome is this Kava King representing our kava tribes from all around the world, first of drinking kava with celebrities like Arnold Schwarzenegger and following with super power leaders like Modi and Xi.
Talk about a kava crowd-pleaser of media coverage, by all means this is great exposure in all forms for our Kava Roots! Our Green Gold!
So yes, thanks again to one of our greatest kava ambassador! 🙌🇻🇺




143 133
Personnes touchées

34 586
Interactions

[Booster à nouveau](#)

Boostée le 2 septembre 2019
Par Marco Gérard

Terminée

Personnes touchées 6,7 K Interactions avec la... 879

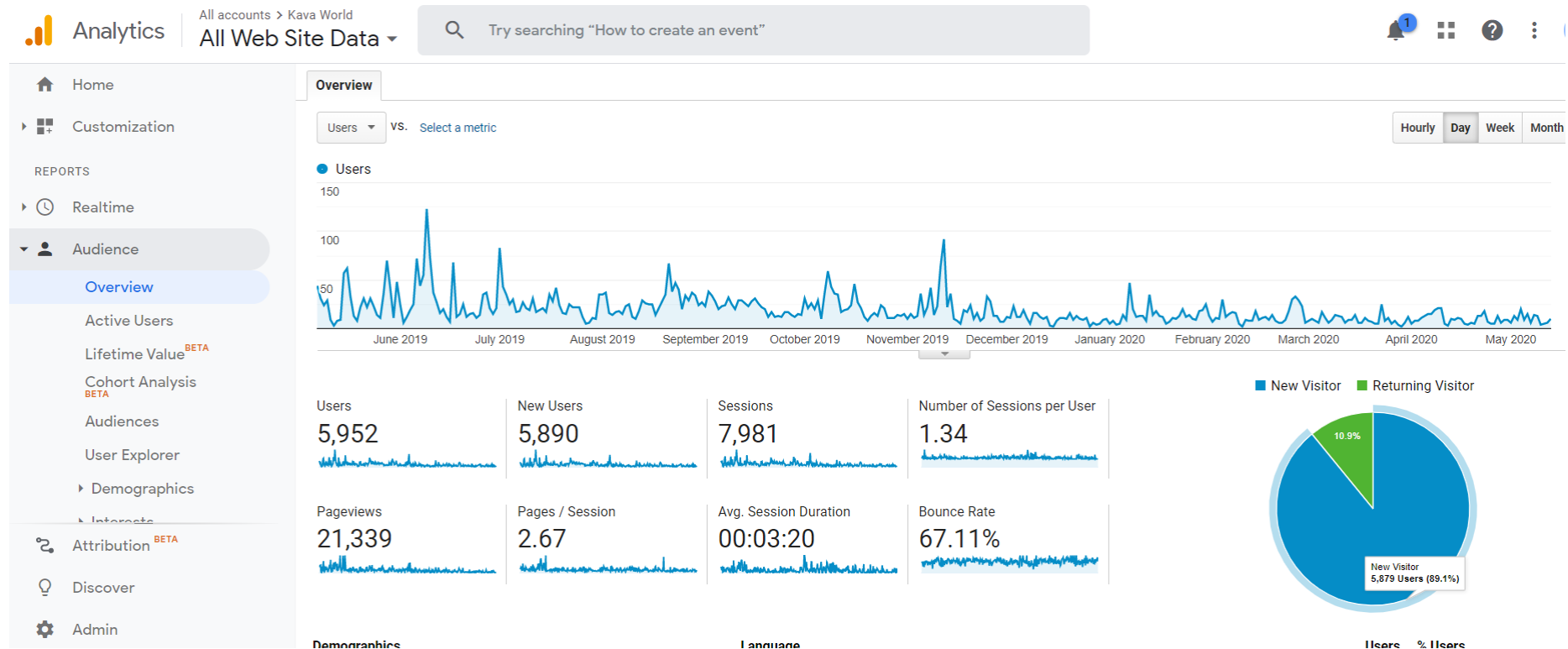
Boostée le 11 août 2019
Par Marco Gérard

Terminée

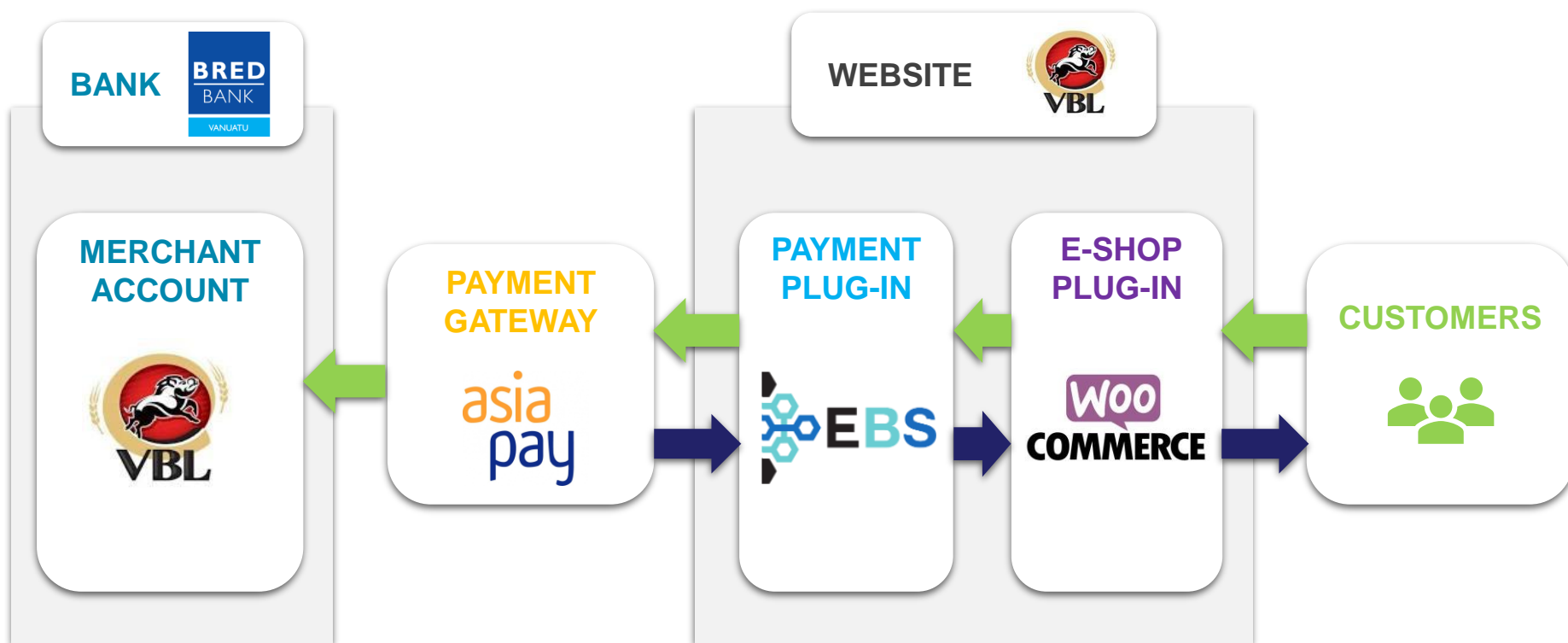
Personnes touchées 5 K Interactions avec la... > 3

- Cheap advertisement. From 1usd per day
- Easy to reach your target (location, gender, etc.)
- Example: Kava World's Facebook page has 6.000 followers after 1 year

Improvement of traffic and conversion: Google Analytics is a simple, powerful, free tool.




Payment gateway:
How does it Work in Vanuatu?
Example of VBL's eshop.



Mailchimp:

Improve your communication.

- >> Control: opened, clicked, bounced?
- >> Accurate: automated mails, segmented target,...
- >> Design: Dynamic, GIF,...



Create ▾

Audience ▾

Campaigns ▾

Automations ▾

Website ▾

Content Studio

Integrations

Y

yumiwork
yumiwork ▾


Help

🔍

Find a campaign by name or type

Sort by

Last updated ▾



Yumizen on Friday 3rd September

Regular · yumiwork

Tags: YMW

Sent **jeu., septembre 3rd 2:41 AM** to 45 recipients by you


Sent

77.8%
Opens

8.9%
Clicks

View Report

▾



La Touque à Poissons @ Yumiwork

Regular · yumiwork

Tags: YMW

Sent **mer., septembre 2nd 4:45 PM** to 45 recipients by you

Sent


77.8%
Opens

0.0%
Clicks

View Report

▾

This Month (1)



Announcement

Regular · yumiwork

Tags: YMW

Sent **dim., août 30th 4:59 PM** to 43 recipients by you

Sent

81.4%
Opens

4.7%
Clicks

View Report

▾

Example of automated email: customer's birthday.

We activate up to 5% of the clients the week of their birthday.



Client segmentation is key:

Segment your clients and campaigns, to boost sales.

Who they are

- Gender
- Age
- Birth date
- ...

What or where they
buy

- (Favorite) products category
- (Favorite) store
- (Favorite) style / fashion
- ...

How they buy

- Price sensitive
- Discount sensitive
- VIP client
- Inactive customers
- ...

Business Intelligence; Customer relationship Management:

How to reactivate customers?

HINWEISS
← VOLVER

AGREGAR INDICADOR

COMPARAR

CONTRA
AÑO ANTERIOR (52 SEMANAS)

AGRUPAR POR

PRIMERO POR
CLIENTE

LUEGO POR

FILTROS

PERÍODO
ÚLTIMOS 6 MESES

☐ HOY
☐ AYER
☐ ESTA SEMANA
☐ LA SEMANA PASADA
☐ ÚLTIMOS 7 DÍAS
☐ ÚLTIMAS 4 SEMANAS
☐ ESTE MES
☐ EL MES PASADO
☐ ÚLTIMOS 30 DÍAS
☒ ÚLTIMOS 6 MESES
☐ ESTE AÑO
☐ EJERCICIO ACTUAL
☐ AÑO CORRIDO
☐ HISTÓRICO COMPLETO

MIS CONSULTAS
FEEDBACK

VENTAS

últimos 6 meses - por cliente

la 100 de un total de 7,329 filas

Anterior
1
2
3
4
5
...
74
Siguiente

CLIENTE	VENTAS		
	ANTERIOR	ACTUAL	DIFERENCIA VS ANTERIOR
SIN ASIGNAR	\$ 41.529.128	\$ 25.160.411	\$ -16.368.717
CLUB HOUSE PALTOMER	\$ 140.950	\$ -4.323.663	\$ -4.464.613
BANCO ITAU URUGUAY S.A.	\$ 2.808.810	\$ 1.011.507	\$ -1.797.303
EL PAIS	\$ 1.175.466		\$ -1.175.466
IRMA MARIA	\$ 100.690	\$ 2.002	\$ -98.687
SERGIO MARYNBERG	\$ 98.300		\$ -98.300
FIGORELLA Y CIA.	\$ 67.510		\$ -67.510
HUGO ALONSO	\$ 85.871	\$ 25.240	\$ -60.631
CARLOS FLORES	\$ 59.144		\$ -59.144
MAXIMILIANO SEIZER	\$ 53.554		\$ -53.554
CARLOS DUARTE	\$ 51.808		\$ -51.808
BOB LIMON	\$ 49.573		\$ -49.573
SUSANA GARCIA	\$ 47.447		\$ -47.447
TOTAL	\$ 73.166.556	\$ 41.804.371	\$ -31.362.185

Business Intelligence; Customer relationship Management: How to measure impulsed sales?

REFRESCAR

MIS CONSULTAS

FEEDBACK

MARC GERARD

EM - ENVIADOS, EM - ABIER...

COMPARTIR

2020 - por campaña

Business Intelligence; Customer relationship Management:

How to measure impulsed sales?

Análisis > Portada > Marketing --> Analisis de las Campañas (nuevo)

Análisis de las Campañas (nuevo)

Desde 03 Septiembre 2020

Hasta 10 Septiembre 2020

Campaña VER21 JAZMIN (clientes jaz) ▼

Temporada Todos ▼

Marca Todos ▼

Familia Todos ▼

Campaña: VER21 JAZMIN (clientes jaz) 31/8-7/9	
Fecha: 2020-08-31 > 2020-09-07	
Publico Objetivo 4070	
Con Mail 3524 (% 87)	Sin Mail 546 (% 13)
Mails Abiertos 683.0 (% 31)	
Activos con Mail 407 (% 12) Consumo: \$ 3.998.015	Activos sin Mail 9 (% 2) Consumo: \$ 93.008

Otros activos: 464
Consumo: \$ 6.049.860

Business Intelligence; Customer relationship Management: **Measuring customers' behaviors enables the definition of strategic objectives.**

MIS CONSULTAS

FEEDBACK

MARC GERARD

REFRESCAR

VENTAS (R, %), VENTAS (R), C...

COMPARTIR

mar 01/01/19 a mar 31/12/19 - por local

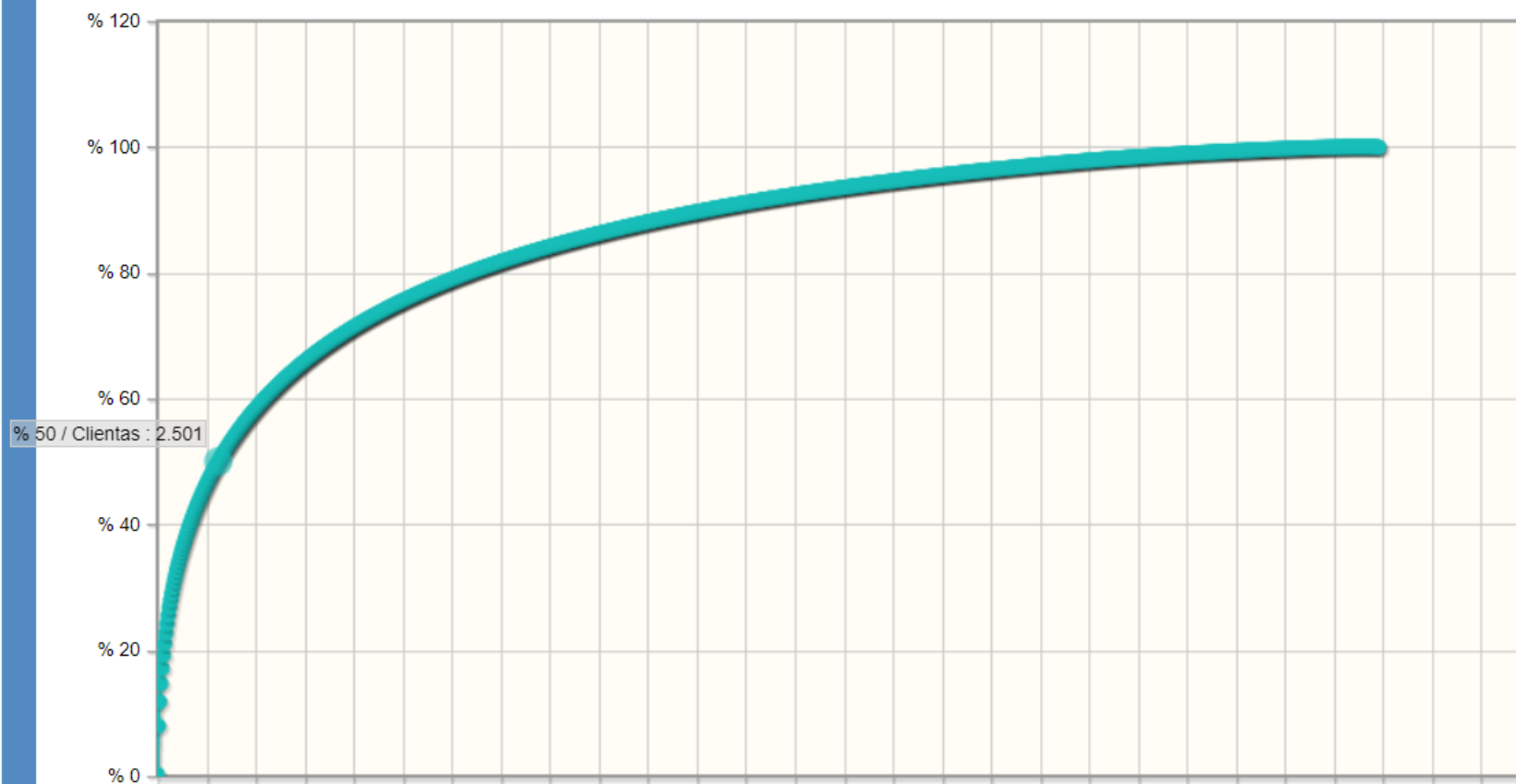
Mostrando filas de la 1 a la 6 de un total de 6 filas

	VENTAS (R, %)	VENTAS (R)	CLIENTES (R)	FRECUENCIA DE COMPRA (R)	UNIDADES POR TICKET (R)	VALOR UNIDAD PROMEDIO (R)
TOTAL	41,43 %	\$ 72.774.108	9.940 CLIENTES	1,50	3,23 UN/TIC	\$ 1.511

Business Intelligence; Customer relationship Management: **Pareto analysis is useful to define your client strategy.**

Análisis > Portada > Marketing --> Pareto Clientes

Pareto de las compras de las clientas: Desde 1/8/2013 en U\$\$





Thank you

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www.pacific-digital-transformation.com

Best e-commerce solutions worldwide

Most of them can't be used at this stage in Vanuatu.



BigCommerce Review

- + Flexible and scalable.
- + Excels with multi-channel selling.
- + Strong SEO Performance.
- Inconsistent loading speed.
- High volume stores pay more.
- No 1-Click Selling



WooCommerce Review

- + Best Platform For SEO
- + 1-Click Selling Apps Available
- + Lots of Service Providers
- Hosting Can Be Expensive
- Difficult To Troubleshoot
- Needs Lots of Extensions



Wix Review

- + Tons of Free, Amazing Themes
- + Simple to Use and Set Up
- Poor SEO
- HTTPS Issues
- Lacks Marketing Features and Integrations



Weebly Review

- + Excellent Value For Basic Store
- + Stunning Template Designs
- + Powerful Email Tools
- Transaction Fees On Lower Plans
- Weak SEO
- No Amazon Integration



Shopify Review

- + Fastest Load Time
- + Super Easy Set Up
- + 1-Click Selling Apps Available
- Weak SEO
- Checkout Not Customizable
- Apps Can Become Costly



Volusion Review

- + Great On-boarding / Help Center
- + Subscription/Recurring Payments Included
- + SMB Friendly
- Lacks Up/Cross Selling
- Slower Load Times
- Many Sites Look Dated



SquareSpace Review

- + Easy To Set Up
- + Great For Simple Stores
- + Stunning Template Designs
- Limited Ecommerce Integrations
- Limited Payment Gateways
- No Phone Support



3dcart Review

- + Better Blog Feature Than Shopify
- + Tons Of Integrations
- + Great Business Management Tools
- Templates Feel Dated
- Negative Reviews On Support
- Potential Issues Upgrading



PrestaShop Review

- + Tons Of Apps Available
- + Strong SEO
- + Flexible and Free
- Slower Load Times
- Apps Can Become Costly
- Limited 3rd Party Automation Integration



Magento Review

- + Robust and Feature Rich
- + Strong SEO
- + 1-Click Selling Apps Available
- Pricy Themes
- Easily Slowed Down
- Requires Development Skills