get **ready** WEBINARS

capillary

ACE YOUR ECOMMERCE

Learn from 50 top brands

Logistical Reminders

- All lines are muted

- If you get dropped off due to internet connectivity, you can join back using the same link

- Post your questions in the questions tab as and when you have one

- You will receive the recording of the webinar and other supporting materials within a week from now

Agenda

(1) The 4 Pillars of getting started

(2) Beware of the pitfalls

(3) The 9 Month Revenue & Growth Pointers

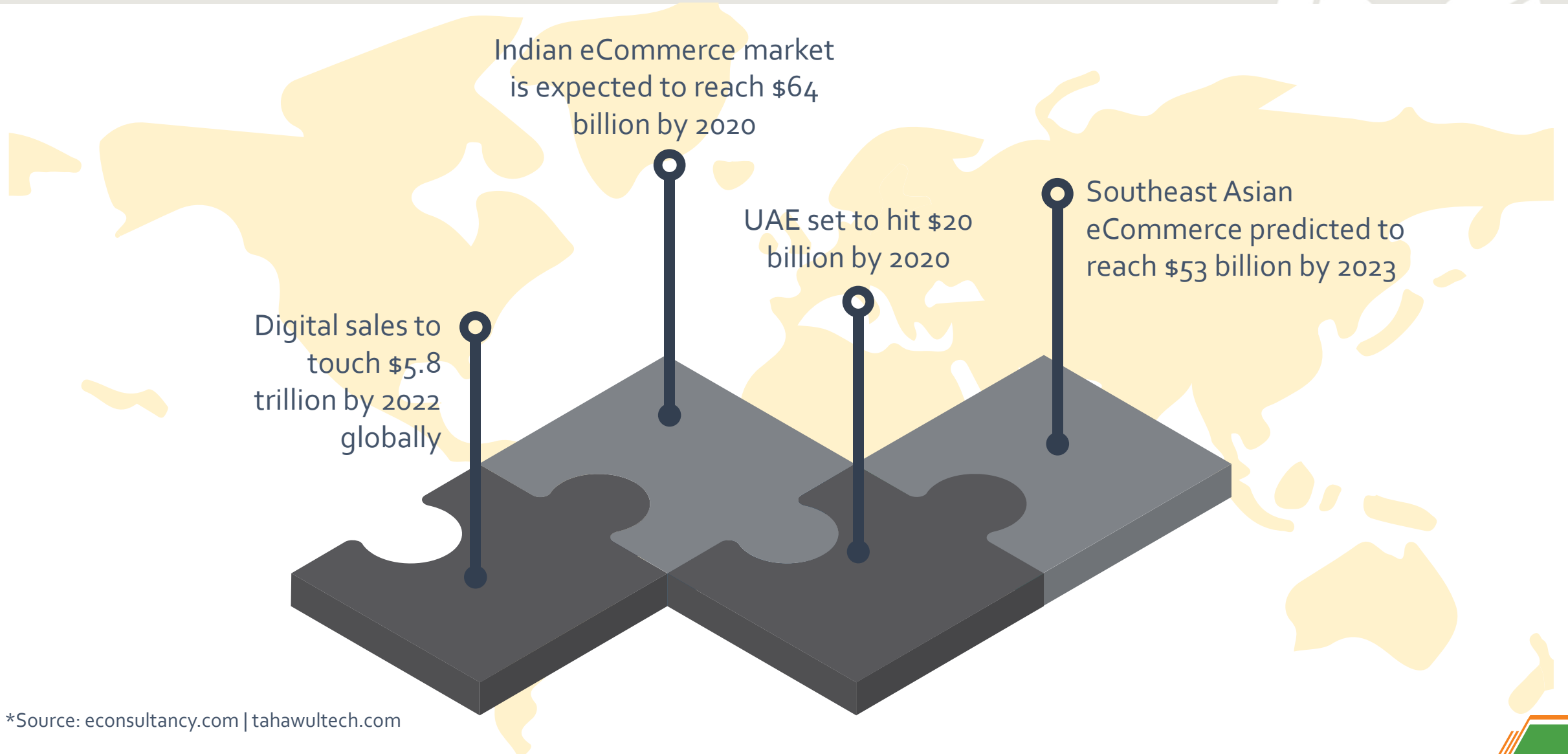**(4) Inspirational success stories**

Speaker Profile

Soumajit Bhowmik

Director eCommerce, Capillary Technologies

A graduate from IIT Kharagpur, he also holds a Senior Diploma in Fine Arts. He has been recognized as one of the Top 100 Digital Marketers by Digi100 and one of the most influential eCommerce professionals by Asia Retail Congress. He's also an IAMAI awardee for the Most Innovative Digital Marketing Leader.

Global ecommerce is booming

Indian eCommerce market is expected to reach $64 billion by 2020

Southeast Asian eCommerce predicted to reach $53 billion by 2023

UAE set to hit $20 billion by 2020

Digital sales to touch $5.8 trillion by 2022 globally

*Source: econsultancy.com | tahawultech.com

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Is your brand ready to ride the opportunity wave?

The 4 pillars for getting started

Strategic Pre-requisites	Sales Channel Readiness	Business Requirements	Conversion Strategy

Strategic Pre-Launch Requisites

Casper sold $100 million of mattresses by doing their market and competition research well

Get ready for the perfect launch

Competition Analysis

- Website look & feel
- Pricing
- Channel Strategy

Profit Margin Analysis

- Gross Margin & Net Margin
- Different Costs

Marketing Plan & Budget

- Month on Month spend best practices

Customer Acquisition Cost Projection

- CAC to be 1/3rd of CLV
- Should be based on Repeat Purchase Rate

Customer Retention Funnel

- CRM is the key to low spends
- Remarketing basics

Platform Readiness

India's leading eCommerce marketplace triples time-on-site with Progressive Web App

Flipkart

*Source: developers.google.com

Get ready for the perfect launch

Brand Webstore

Pro: Complete control over store design and user experience

Con: High initial investment involved

Marketplaces

Pro: Test new markets (international) with low investment

Con: Lack of control over brand image and perception

Mobile Apps/PWA

Pro: Highly convenient and accessible

Con: Bad user experience if internet connectivity is bad

Social

Pro: Access to inspired audience with high purchase intent

Con: Failed payments

Hybrid (Omnichannel)

Pro: Easiest for consumers to interact with and buy

Con: Requires flawless tech execution

Business Requirements

Leading B2B retailer manages real-time inventory and pricing for 21,000+ SKUs with Capillary Anywhere Commerce Platform

Put the right foundation for growth

The Platform

- Scalable & Secure?
- Easy to integrate with payment, shipping partners and marketplaces
- Easy to build a webstore with

Operational Efficiencies

- Managing multiple warehouses
- Faster inventory turnaround
- Automate shipping
- Returns

Digital Marketing

- SEO
- Content Marketing
- Social Media Marketing
- SEM
- Affiliate

Analytics

- Marketing pixels on social channels
- Online clickstream tracking
- Right analytics tools

The Team

- Shared team or a new business unit?
- Get the right balance

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Conversion Strategy

KFC improved conversion rate by 15% in 3 months

Are your consumers buying from you?

Product Search

- Intuitive
- Recommendations
- Recently viewed
- People who bought this, also bought

Conversion optimization

- Site speed & weight
- Drop-off rate analysis
- Consistent user experience
- Payment Gateway drop-offs

Promotions

- Normal promotions
- Affiliate based
- Coupon Usage

Beware of the pitfalls

BONOBOS

Bonobos, leading online apparel retailer's site went down due to increased traffic. A result of offering *60% off* promo offer.

*Source: business2community.com

Be a tad bit mindful

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- Easy to integrate
- Fit for future
- Agile and easy to use

Platform Selection

- Get a conceptual understanding of SEO, PPC, Social, Content, etc.
- Don't hire a marketing agency blindly

Online Marketing 101

- Appropriate categorization
- Relevant and complete product info & images
- Customer service info

Product Information

- Shopping cart design and functionality
- Hassle free, minimal clicks based checkout process

Shopping Cart & Checkout

- Never stop testing
- Use recognizable security seals (McAfee, Verisign, etc.)

A/B Testing

- Never depend on a single source of customer acquisition
- Always target a 80:20 existing: new customer ratio

Dependencies

The 9 Month Revenue & Growth Path

Best practices and learnings consolidated from 50 top eCommerce brands

Expect great outcomes, with time

First 4 months

- Focus on creating awareness
- Focus on communicating your USPs
- Understand the correct mix of digital channels that work for you
- Business contributed by new customers: 100%

Month 5 to 8

- Introduce new products into market based on learnings in first 4 months
- Incorporate customer reviews and feedback in your marketing plans
- Online campaign optimization
- Business contributed by repeat customers 10 to 25%

Month 9 onwards

- Start using CRM for marketing
- Reinvent yourself. New content. Fresh marketing material.
- Business contributed by repeat customers: 25 to 50%

Inspirational success stories
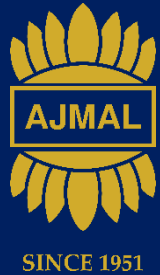
Premium Fragrance Brand in UAE

Leading footwear brand

Leading women apparel brand

41% growth in online revenue in 5 months

240% growth in online sales in 3 months

450% growth in 1 year

Thank You

Got more queries? Send them across to
hello@capillarytech.com

Know more about the
Anywhere Commerce Platform here