



Export Capacity Building Programme

**SME Management Skills Development
Programme**

e-Commerce Workshop

Wed 25th January 2017

Graham Merriman

What we'll cover this morning

09:00: Overview, Learning Objectives & Outcomes

09:20: Brief Introductions

09:45: The eCommerce Landscape

10:40: Coffee Break

11:00: Understanding Digital Marketing: The McKinsey Funnel

12:00: Winning the Consumer: Google

12:30: Winning the Consumer: Social Media

13:00: Lunch

What we'll cover this afternoon

13:30: Winning the Consumer: Your Website

14:00: Keeping the Customer: The Post Purchase Experience

14:30 Pricing Strategy

15:00 Coffee Break

15:15 Distribution Strategy

16:00 Amazon Case Study

16:30 Wrap Up and Next Steps

Introduction: Graham Merriman

Managing Director Carrickane Consulting

- Supporting businesses to sell online
 - Working with Global Brands and SMEs
 - Enterprise Ireland Mentor
- Lecturer in eCommerce in University College Dublin
- Nine Years Developing Online at Philips Consumer Lifestyle
- Four Year Consulting in The Netherlands

Tell Me about Yourself

- Your Name
- Your Company & Position
- What your business does
- The two things you'd like to learn about today

Today's Objectives

- Make you think about the **Digital Consumer** and what online could mean for your business and your clients
- Give you some insights into the **tools** required to connect with the Digital Consumer
- Give practical examples of what and how you can **sell** to the Digital Consumer

Impact of Online at Philips: €500m



- 2008
 - Online low on list of business priorities
 - Focus on traditional channels and customers
 - Key customers undervalued e.g. Amazon
 - Online sales <5%
- 2012
 - Online on the Philips Management Agenda
 - Amazon # 2 Global Customer
 - China #3 online market
 - Online sales >12%
 - Value of Online Sales €500m

You think you know Digital?



1) How many Google searches are made every minute?

- A. 1.1M
- B. 2.1M
- C. 3.1M
- D. Too many to count



There's a lot going on online



There are currently 123.78 million registered .com domain names

Site	Domain	Alexa top 100 websites (As of September 4, 2016) ^[3]	SimilarWeb top 100 websites (As of September 4, 2016) ^[4]	Type	Principal country
Google	google.com	1	2	Internet services and products	 U.S.
YouTube	youtube.com	2	3	Video sharing	 U.S.
Facebook	facebook.com	3	1	Social network	 U.S.
Baidu	baidu.com	4	16	Search engine	 China
Yahoo!	yahoo.com	5	5	Portal and media	 U.S.
Amazon	amazon.com	6	10	E-commerce and cloud computing	 U.S.
Wikipedia	wikipedia.org	7	7	Encyclopedia	 U.S.
Tencent QQ	qq.com	8	41	Portal	 China
Google India	google.co.in	9	14	Search engine	 India
Twitter	twitter.com	10	8	Social network	 U.S.

Global traffic is dominated by a small number of sites

Macedonia's Top 10 has some global sites mixed with local favourites

- 1 [Google.com](#)
Enables users to search the world's information, including webpages, images, and videos. Offers...[More](#)
- 2 [Youtube.com](#)
User-submitted videos with rating, comments, and contests.
- 3 [Reklama5.mk](#)
The largest trading platform in Macedonia. Buy and sell: cars, fashion, electronics, sporting g...[More](#)
- 4 [Facebook.com](#)
A social utility that connects people, to keep up with friends, upload photos, share links and ...[More](#)
- 5 [Kurir.mk](#)
Вести во движење
- 6 [Grid.mk](#)
GRID.MK ги организира, групира и рангира содржините од македонските веб сајтови.
- 7 [Motika.com.mk](#)
Humor, Games, Jokes, Relaxing content
- 8 [Press24.mk](#)
Од секој агол - на ничија страна
- 9 [Crnobelo.com](#)
CRNOBELO.com е лајфстајл портал кој нуди вонвременски содржини чија примарна цел е да ги забаву...[More](#)
- 10 [Sitel.com.mk](#)
www.sitel.com.mk



Source: Alexa.com

What does all this mean?

- People have never had more choice
- But the vast majority of eyeballs are looking at the same sites
- So you need to offer something to your customers which is
 - Relevant
 - Informative
 - Unique

2) Amazon is the world's biggest online retail, who is #2?

- A. Some Chinese company we've never heard of
- B. Apple
- C. eBay
- D. Wal-Mart



Top 10 Global Online Retailers

e-50 sales rank FY2014	Top 250 retail revenue rank FY14	Name of company	Country of origin	FY2014 e-commerce retail sales (US\$M)	FY2014 e-commerce retail sales % of total retail revenue	FY2014 e-commerce growth rate	FY2011-2014 e-commerce CAGR ¹	Comments
1	12	Amazon.com Inc.	US	70,080	100.0%	15.1%	18.6%	Net Product Sales figure from income statement (where Amazon is seller of record - excludes third party sales)
2	48	Apple Inc.	US	20,600 ^a	49.0%	12.6%	29.9%	
3	58	JD.com, Inc.	China	17,672	100.0%	62.0%	73.2%	Online direct sales
4	1	Wal-Mart Stores Inc.	US	12,200 ^a	2.5%	22.0%	24.0%	
5	76	Otto (GmbH & Co KG)	Germany	8,397	65.4%	5.6%	6.7%	
6	5	Tesco PLC	UK	6,504 ^a	6.5%	20.0%	14.6%	
7	35	Macy's Inc.	US	5,400 ^a	19.2%	30.1%	34.9%	
8	97	Liberty Interactive Corporation	US	5,198	49.5%	6.4%	9.9%	Includes QVC.com plus company's other e-retail subsidiaries
9	15	Casino Guichard-Perrachon S.A.	France	4,606	7.1%	20.1%	15.8%	Cnova operating segment
10	57	Suning Commerce Group Co., Ltd.	China	4,199 ^a	23.7%	17.8%	63.5%	The value of physical goods transacted on Suning.com

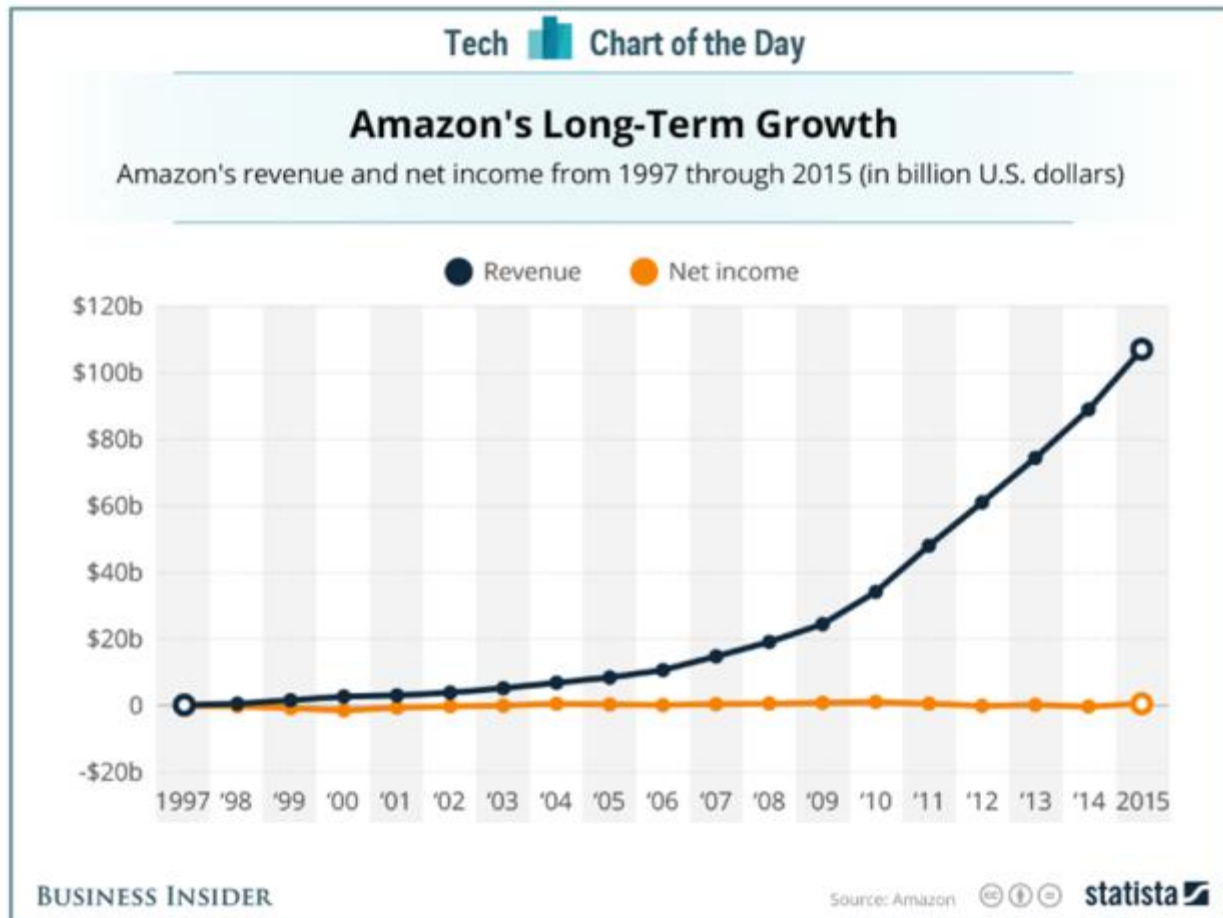
Source: Deloitte, Global Powers of Retailing 2016, Jan 2016

3) How much have Amazon's profits grown in the last 5 years?

- A. Increased by more than 20%
- B. Increased by less than 20%
- C. Decreased
- D. Stayed more or less flat



Amazon have investing to drive growth



4) How much did US Shoppers spend online on Black Friday 2016?

- A. \$1.34B
- B. \$2.34B
- C. \$3.34B
- D. \$4.34B



Some US Black Friday Numbers

- Spending over Thanksgiving Weekend
 - Thanksgiving Online 2016: \$1.93B
 - Black Friday Online 2016: \$3.34B
 - Cyber Monday Online 2016: \$3.45B
 - **Total: \$8.72B**
- 100% of good sold were discounted
- Average discount was 37-58% across top retailers
- 44% shopping online v 40% shopping in-store
- 108.5m online shoppers on Black Friday

Forget Black Friday, it's all about Chinese Singles Day

China's e-shopping festival

China's Singles Day Shopping Festival surpassed Cyber Monday as the world's biggest online shopping day in 2012.

ONLINE SPENDING

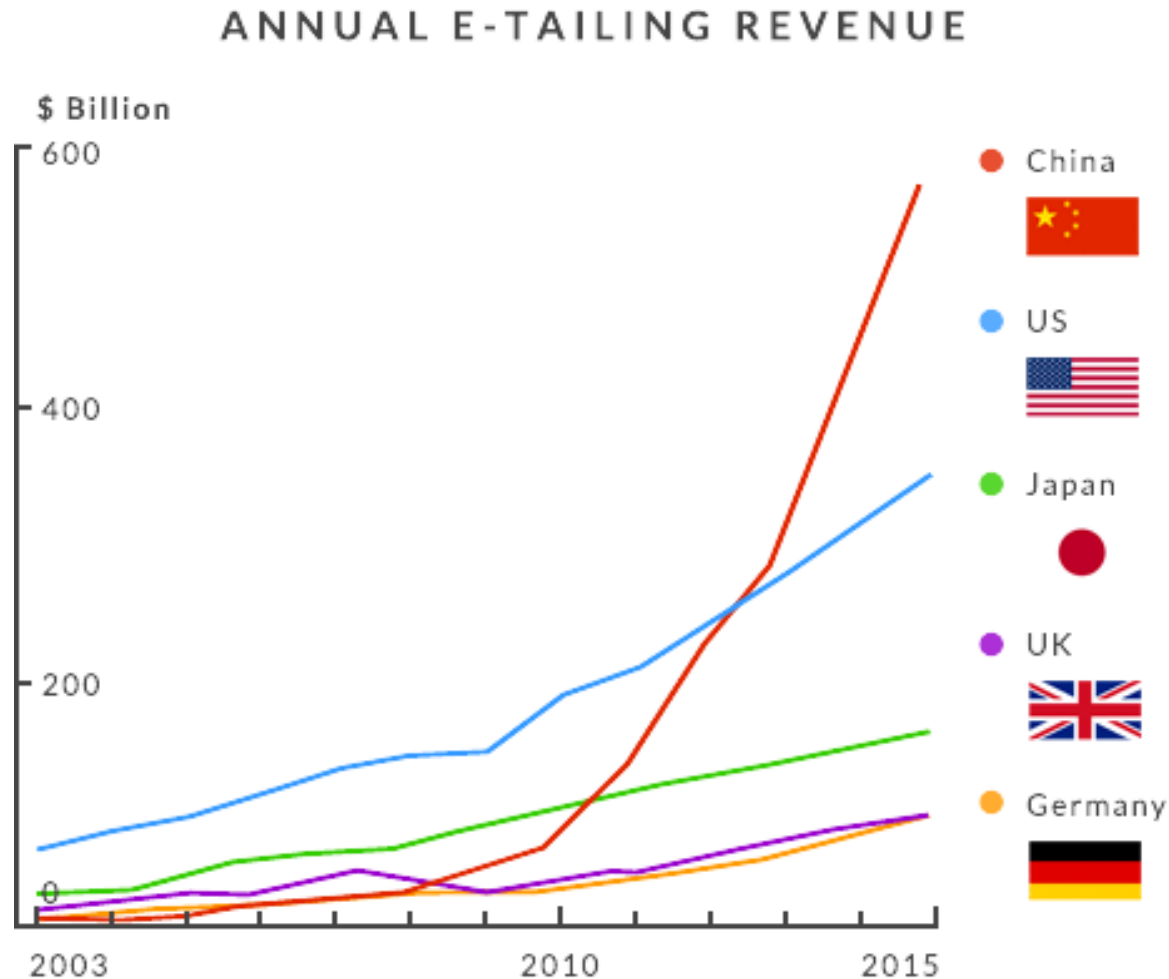
In \$ billions



Sources: Alizila; comScore.

11.11
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Massive growth in China, biggest eCommerce market in the world



SOURCE: McKinsey Global Institute, China e-tail revolution: Online shopping as a catalyst for growth (March 2013); KPMG, E-commerce in China: Driving a new consumer culture (January 2014)

So how big is Single's Day



- Recent phenomenon, started in 1993 as a student event
- First promoted on Ali Baba in 2009 but really took off on 11/11/11
- Online retailer almost solely responsible for its popularity
- In 2016 Alibaba's Singles' Day revenue was over \$17B
- More than double the US sales of Black Friday and Cyber Monday combined
- Alibaba are turning Single's Day into an event
 - Month long build up with offers every day
 - Gala event with Katy Perry and other celebs
- Using virtual reality and "Pokémon Go" technology
- 60-70% of sales are on mobile



5) How many “views” did the John Lewis 2015 Christmas Ad get on You Tube

- A. 17M
- B. 22M
- C. 27M
- D. Who cares, it's just some ad...



Why is the Christmas ad so important?

- John Lewis Christmas Ad “Official Start of Christmas in the UK”
- 2016 Ad has over 24.6m views (7 January)
- Most watched Christmas Ad in the world
- Plays a huge role in the John Lewis brand

6) What Percentage of Irish people are shopping online?

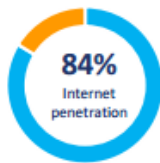
- A. 47%
- B. 57%
- C. 67%
- D. 77%



How does Ireland compare to similar markets?



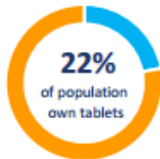
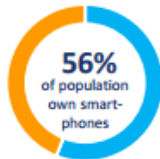
E-commerce basics



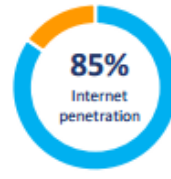
The Shopper



The M-commerce Revolution



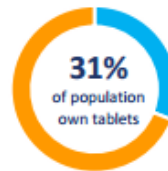
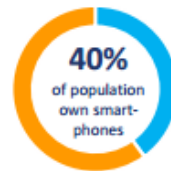
E-commerce basics



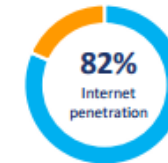
The Shopper



The M-commerce Revolution



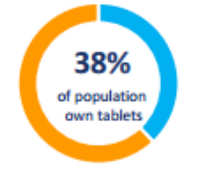
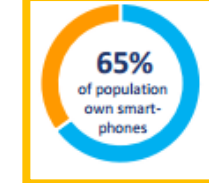
E-commerce basics



The Shopper



The M-commerce Revolution



Source: eCommerce Foundation: European B2C E-commerce Report 2015

7) What Percentage of Irish SMEs don't have a website?

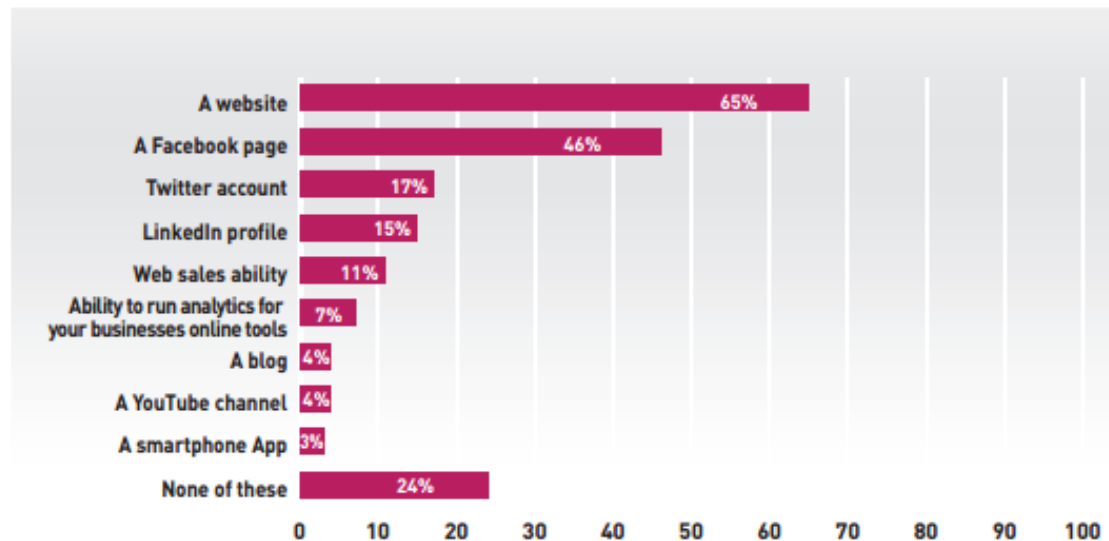
- A. 5%
- B. 10%
- C. 25%
- D. 35%



A lot of SMEs still haven't embraced digital

Breakdown of the digital assets owned by Irish SMEs – total sample across all five research waves

Which of the following does your business have?



Base: 2,511: All companies across five research waves

Source: dot.ie Digital Health Index November 2016

8) What was the score when Macedonia played Ireland in 1997?

- A. 2-0 to Ireland
- B. 3-2 to Ireland
- C. 1-1 Draw
- D. 3-2 to Macedonia



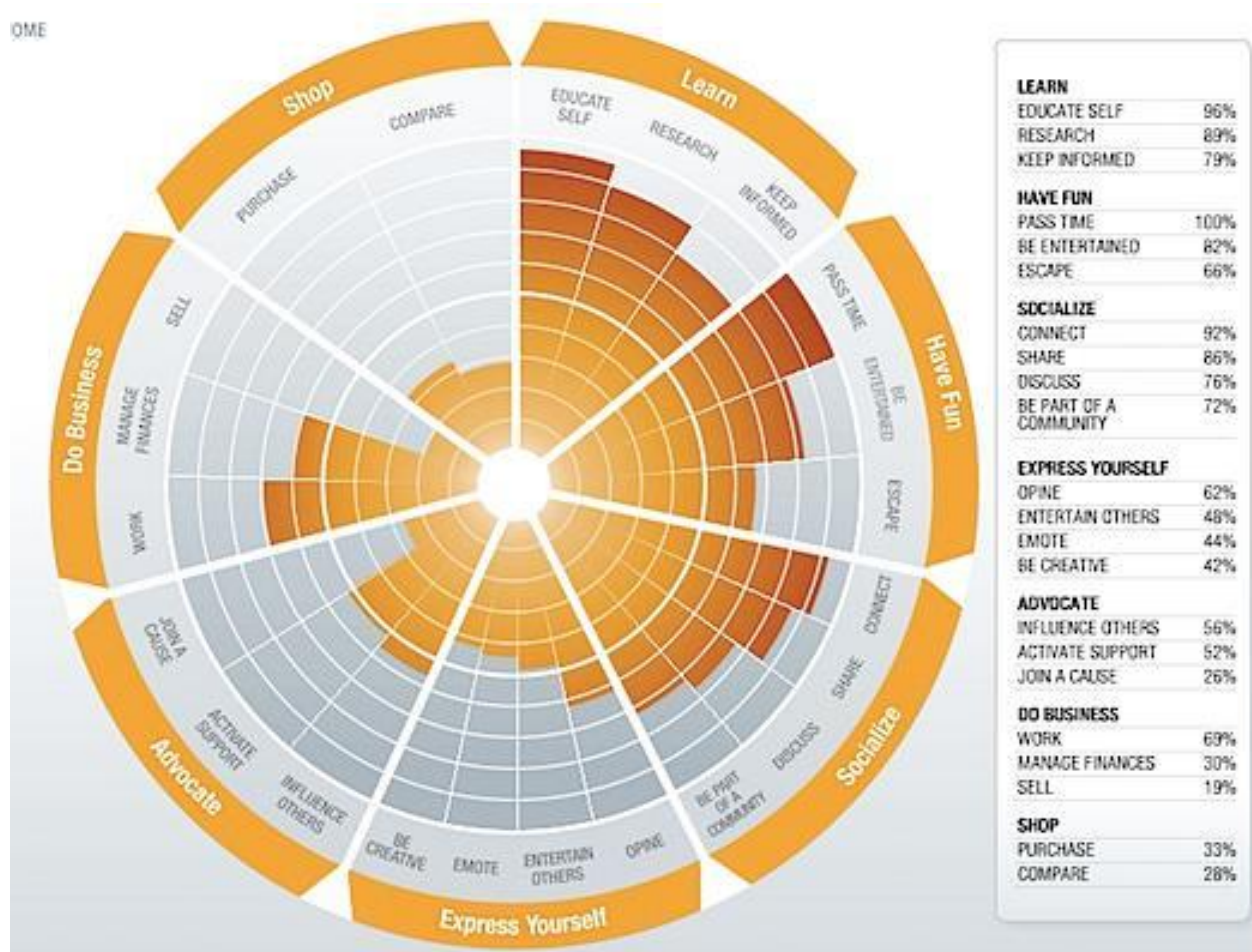
Well done, give yourselves a round of
applause!!!



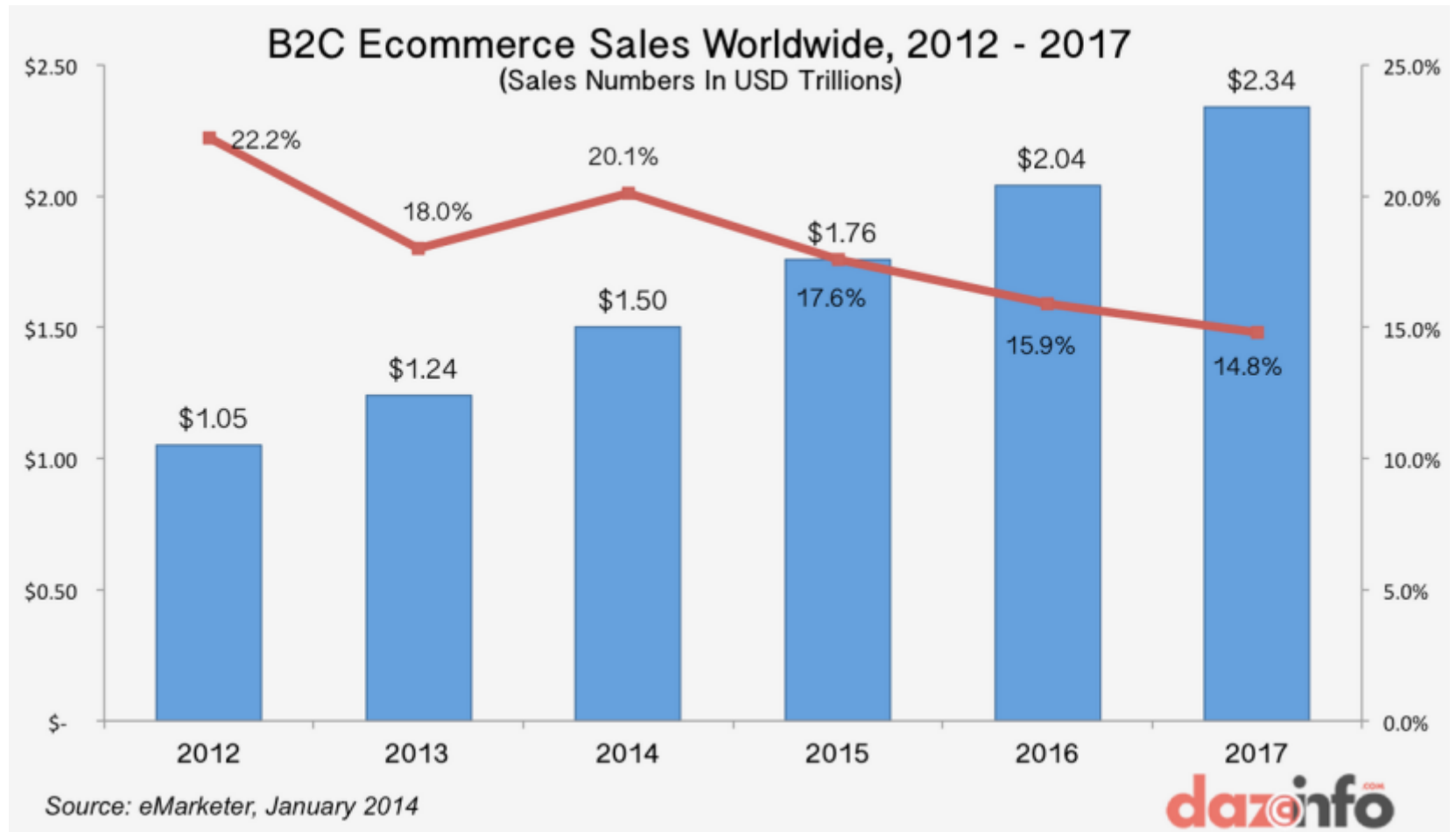
The eCommerce Landscape



Shopping forms a relatively small part of online activity



Global eCommerce Sales Growth



Differing levels of eCommerce maturity across the globe



Source: <http://ecommercenews.eu/ecommerce-europe-e392-billion-2013/>

Asia now the largest eCommerce Market

B2C Ecommerce Sales Worldwide, by Region, 2012-2017

billions

	2012	2013	2014	2015	2016	2017
Asia-Pacific	\$301.2	\$383.9	\$525.2	\$681.2	\$855.7	\$1,052.9
North America	\$379.8	\$431.0	\$482.6	\$538.3	\$597.9	\$660.4
Western Europe	\$276.8	\$308.9	\$342.0	\$374.5	\$404.0	\$432.6
Central & Eastern Europe	\$41.5	\$49.5	\$58.0	\$64.4	\$68.9	\$73.1
Latin America	\$37.6	\$48.1	\$57.7	\$64.9	\$70.6	\$74.6
Middle East & Africa	\$20.6	\$27.0	\$33.8	\$39.6	\$45.5	\$51.4

Worldwide \$1,057.6 \$1,248.4 \$1,499.2 \$1,762.7 \$2,042.5 \$2,345.0

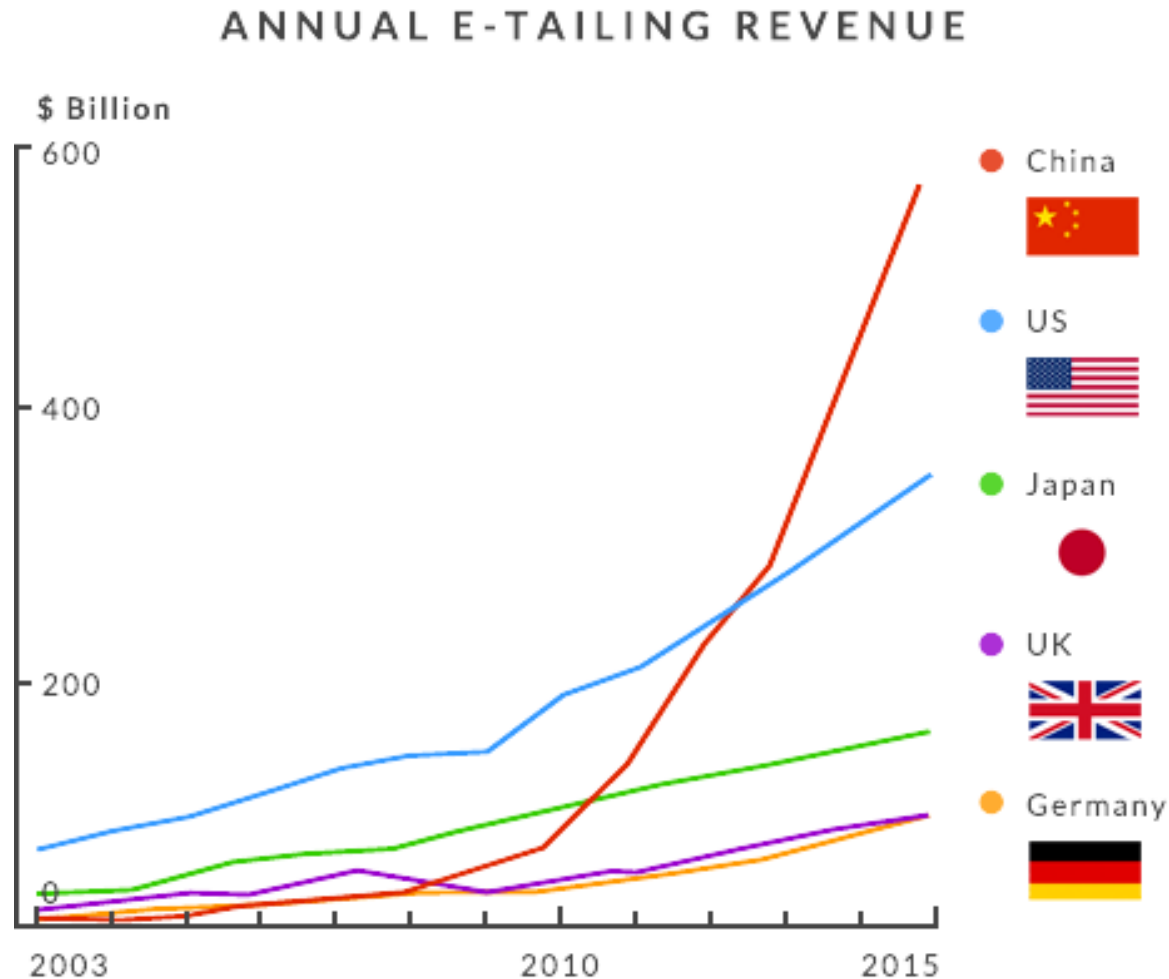
Note: includes products and services ordered and leisure and unmanaged business travel sales booked using the internet via any device, regardless of the method of payment or fulfillment; numbers may not add up to total due to rounding

Source: eMarketer, Jan 2014

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www.eMarketer.com

Massive growth in China, biggest eCommerce market in the world

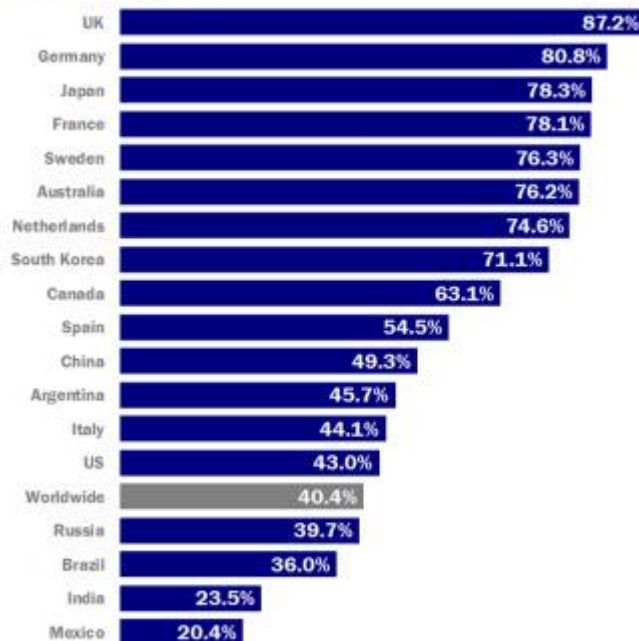


SOURCE: McKinsey Global Institute, China e-tail revolution: Online shopping as a catalyst for growth (March 2013); KPMG, E-commerce in China: Driving a new consumer culture (January 2014)

UK has the highest level of eCommerce penetration

Global ecommerce penetration by country: 2013

This chart shows the percentage of each country's internet population who have bought something online. 40.4% of the worldwide internet population will make a purchase through a digital channel this year. Western Europe's online population is very engaged in terms of online purchases, but countries in the Asia Pacific have significant room for growth in coming years.



www.DigitalStrategyConsulting.com

Source: eMarketer, June 2013.

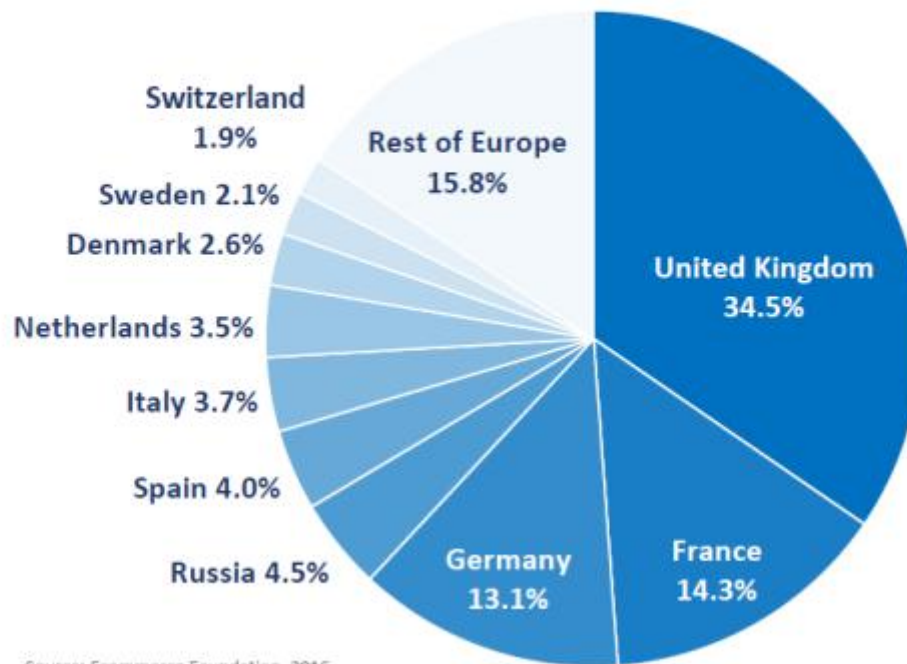
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Notes: Data represents users aged 14+ who have made at least one purchase via digital channel during the calendar year, including online, mobile and tablet.

European eCommerce

TOP 10 COUNTRIES SHARE OF EUROPEAN B2C E-COMMERCE MARKET

Share of European B2C e-commerce market, 2015



Source: Ecommerce Foundation, 2016

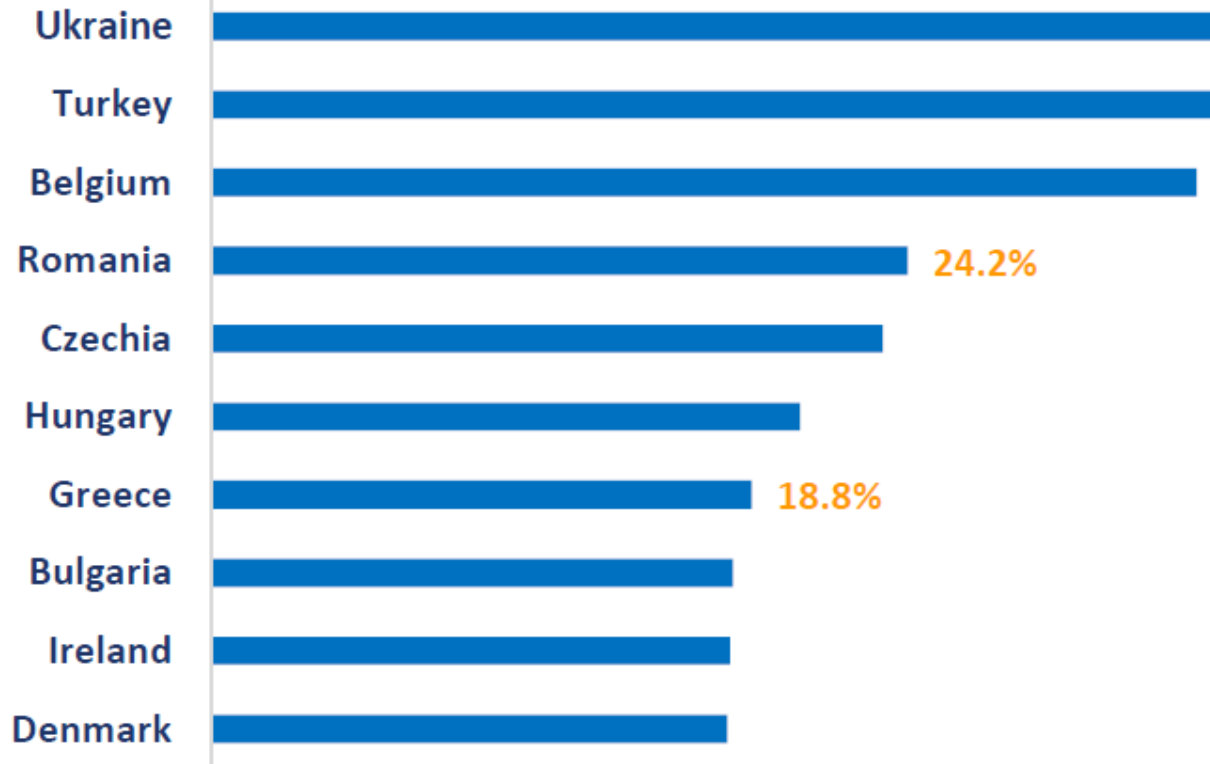
The UK, Germany and France accounted for 61.9% of total online spend in the EU in 2015, up from 60.2% in 2014

Source: eCommerce Foundation: European B2C E-commerce Report 2016

Regional Variations in eCommerce Growth Rates

TOP 10 COUNTRIES IN TERMS OF B2C E-COMMERCE GROWTH RATE

B2C e-commerce growth rate, 2015

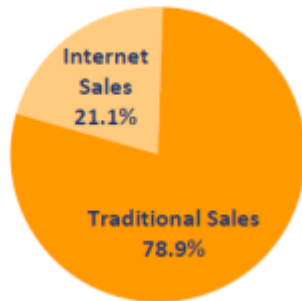


Source: Ecommerce Foundation, 2016

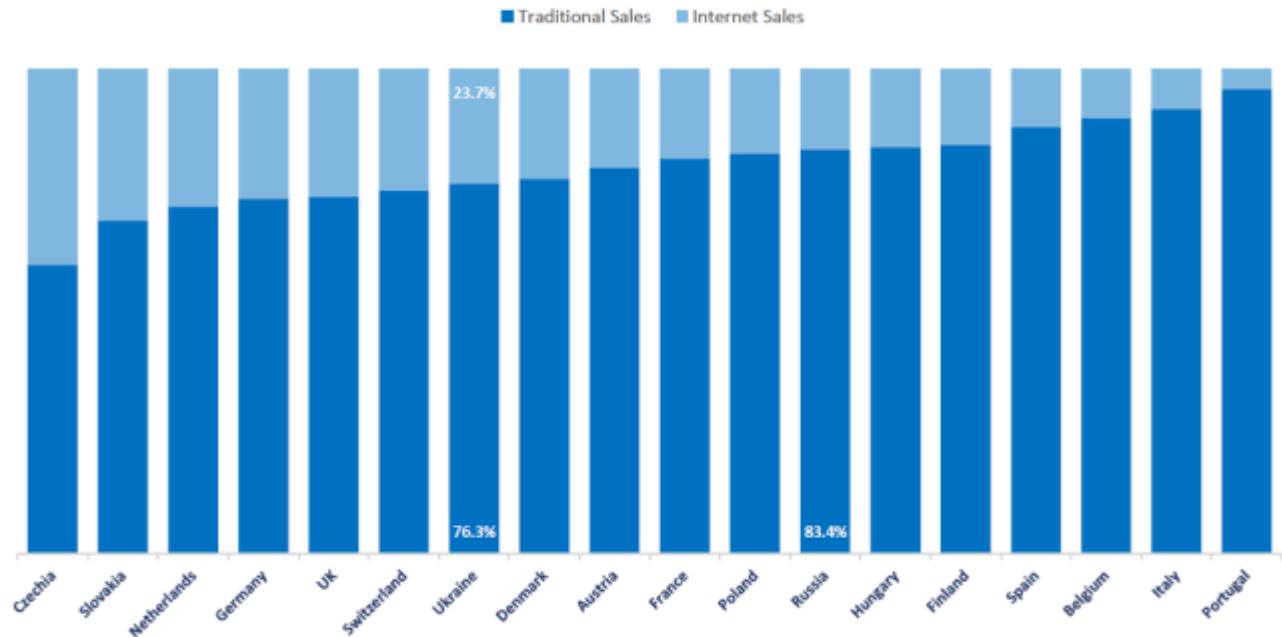
Source: eCommerce Foundation: European B2C E-commerce Report 2016

21.1% of tech goods are bought online in Europe

TECHNICAL CONSUMER GOODS B2C CHANNELS
Jan 15- Dec 15



EUROPEAN CONSUMER CHANNELS
Sales Value %, Jan 15 – Dec 15



Source: GfK Point of Sales Tracking (excl. accessoires)

* Austria, Belgium, Czechia, Denmark, Finland, France, Germany, Hungary, Italy, Netherlands, Poland, Portugal, Russia, Slovakia, Spain, Switzerland, UK and Ukraine

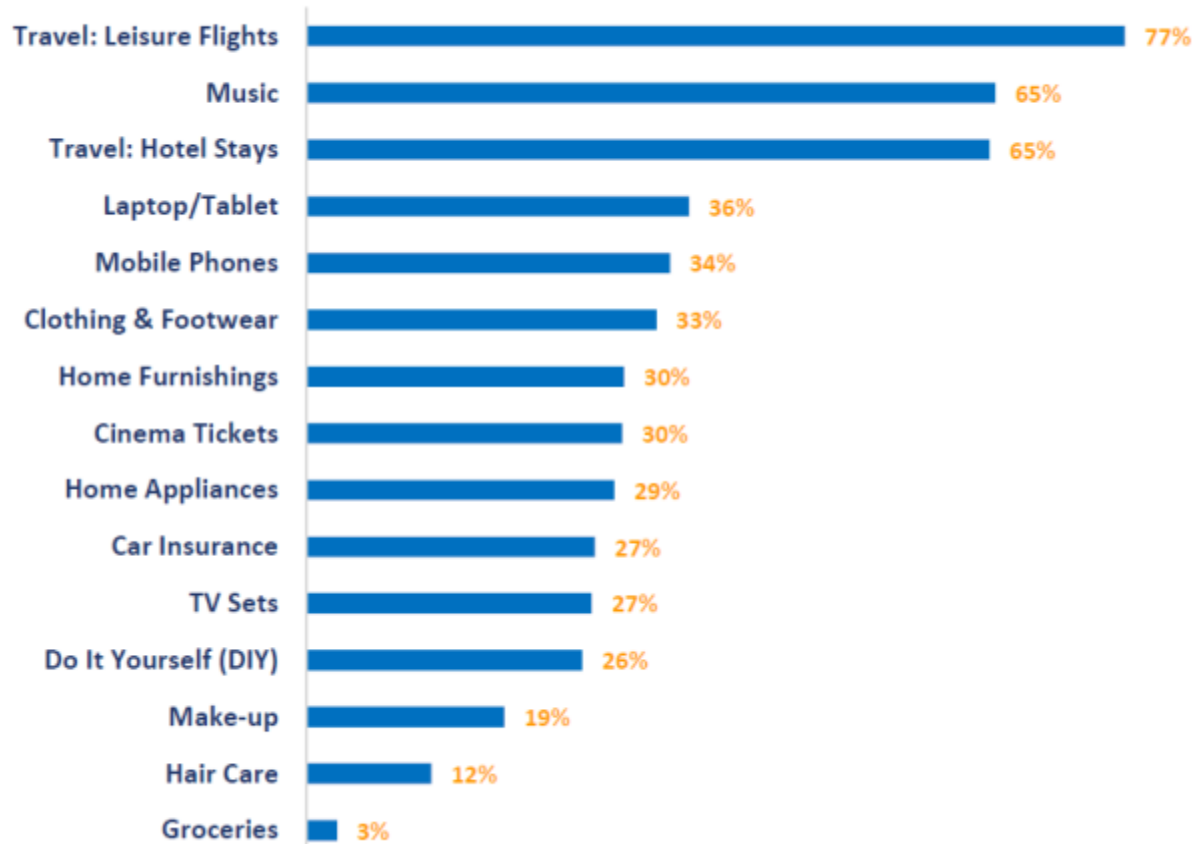


Source: eCommerce Foundation: European B2C E-commerce Report 2016

In Europe online sales account for over 25% of most major categories

ONLINE B2C SALES PER SERVICE/PRODUCT GROUP

The percentage of online B2C sales in each service/product group, 2014-2015



Sources: Ecommerce Foundation and Google Barometer, 2016

Wide variations across categories and markets

Region	Country	Consumer electronics and appliances	Apparel	Media, toys, and games	Food and drink	Furniture and homeware	Beauty and personal care	Home improvement and home care	Other ¹
World	World	25%	19%	12%	5%	4%	3%	2%	30%
North America	United States	21%	18%	13%	3%	4%	2%	1%	39%
Asia	China	52%	27%	3%	1%	1%	6%	0%	10%
	Japan	21%	18%	13%	12%	6%	6%	2%	22%
	South Korea	13%	12%	6%	3%	2%	3%	1%	59%
Western Europe	France	22%	16%	13%	11%	2%	4%	1%	31%
	Germany	27%	32%	16%	2%	7%	2%	2%	11%
	United Kingdom	10%	18%	20%	14%	4%	2%	2%	30%
Latin America	Argentina	31%	3%	4%	15%	2%	2%	1%	42%
	Brazil	50%	6%	10%	3%	2%	4%	1%	23%
	Chile	28%	1%	1%	9%	1%	2%	3%	54%
Eastern Europe	Russia	31%	21%	10%	3%	7%	3%	9%	16%
	Slovakia	35%	13%	3%	3%	1%	1%	0%	43%
	Turkey	22%	2%	9%	1%	3%	2%	2%	60%
Middle East	United Arab Emirates	83%	2%	3%	0%	0%	0%	0%	12%

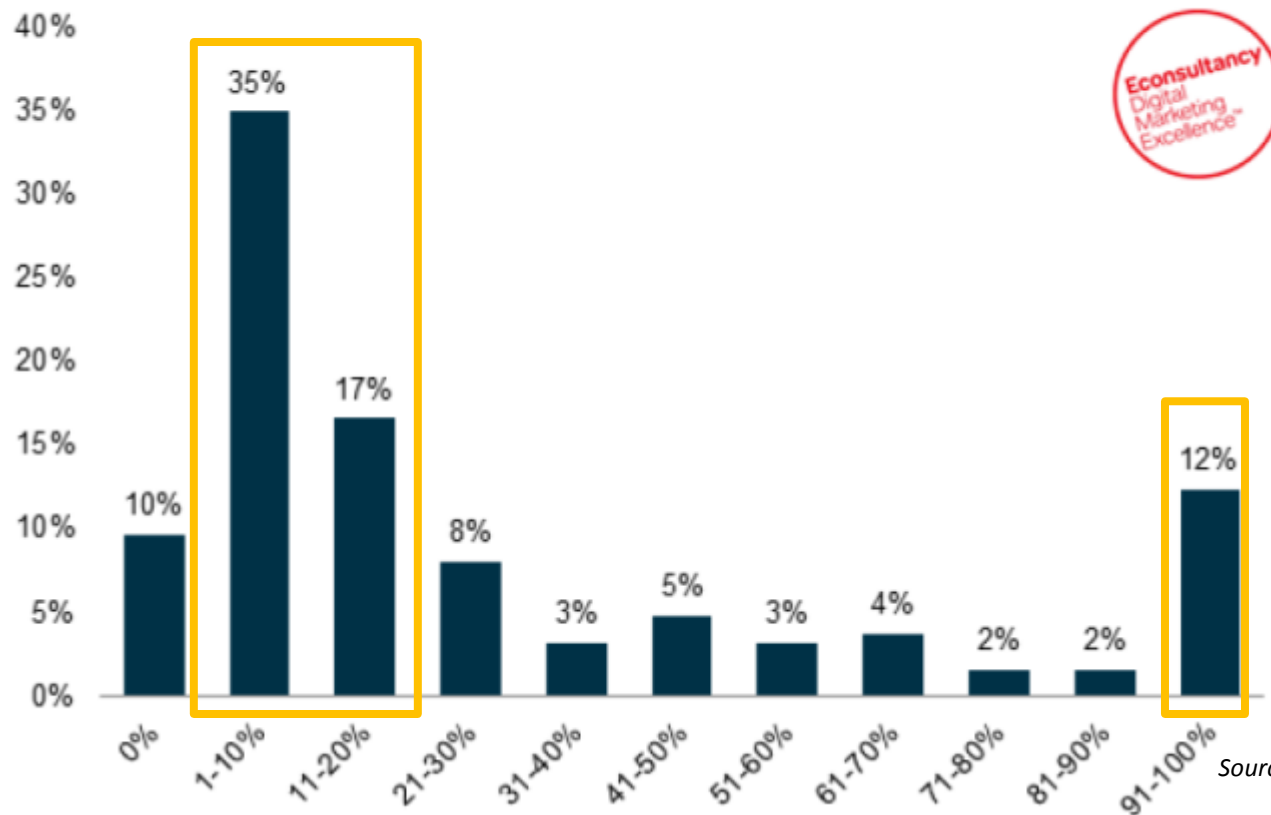
¹Other includes consumer healthcare products, tobacco products, pet food and pet care products, tissue and hygiene products, prescription drugs, sports equipment, watches, sunglasses, handbags, jewelry, antiques, antiques, souvenirs, collectibles, bicycles, candles, vases, picture frames, and pictures. Sales of services, subscriptions, travel and tourism, and tickets are excluded.

Source: Euromonitor

Vast Majority of Business do <10% of their business online

Company respondents

Figure 8: What percentage of your overall revenue is ecommerce generated?



Source: eConsultancy.com

Quick Assignment

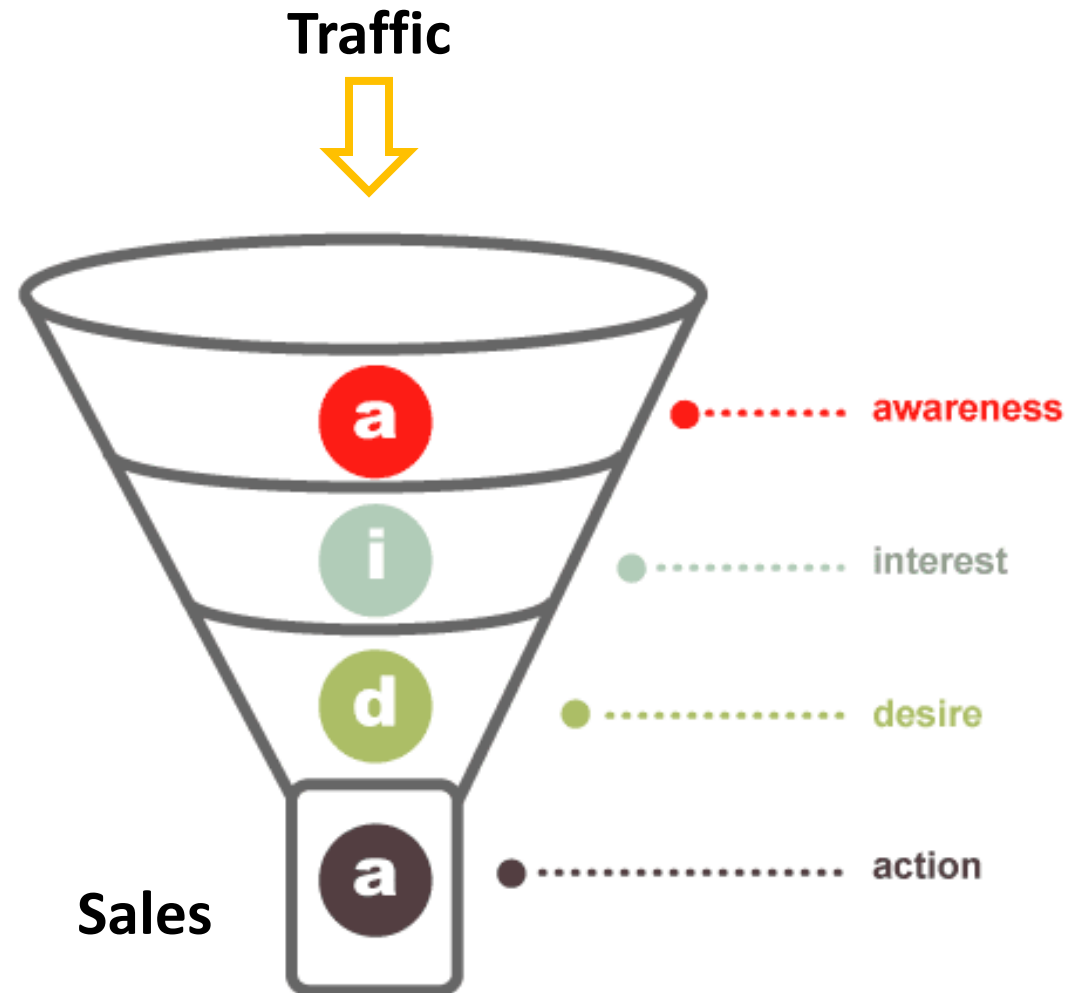
- What percentage of your business is conducted online?
 - Revenues
 - Lead generation
 - Marketing
 - Support
 -
- How much time do you spend on your online business?
- What are you key online activities?
 - Note: Excluding emails!



Winning and Keeping The Digital Consumer



In the past it was easy...

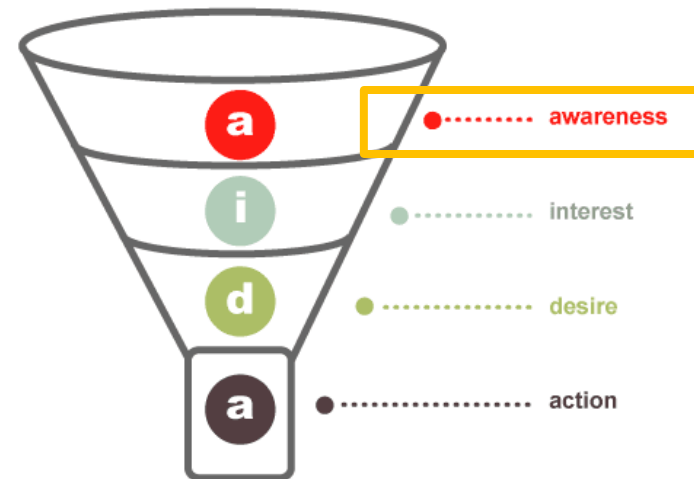


How would Alec Baldwin Explain it?



<https://www.youtube.com/watch?v=wVQPY4LlBJ4&t=14s>

I need a new TV...



So you head to your local store...

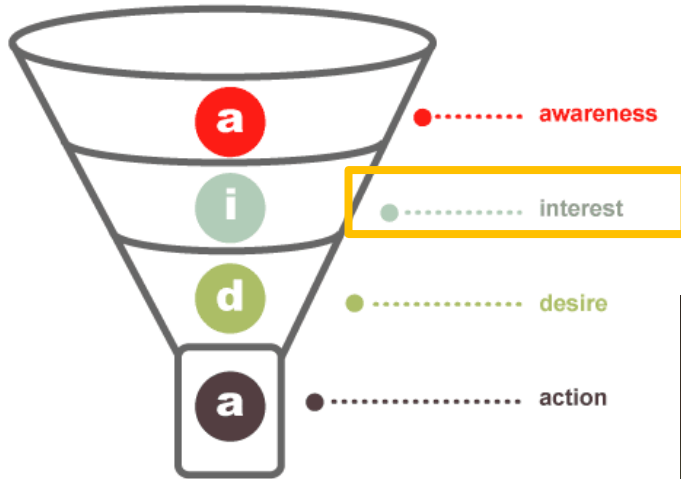


To look at their range & talk to the helpful staff...





“What do you like to watch?”



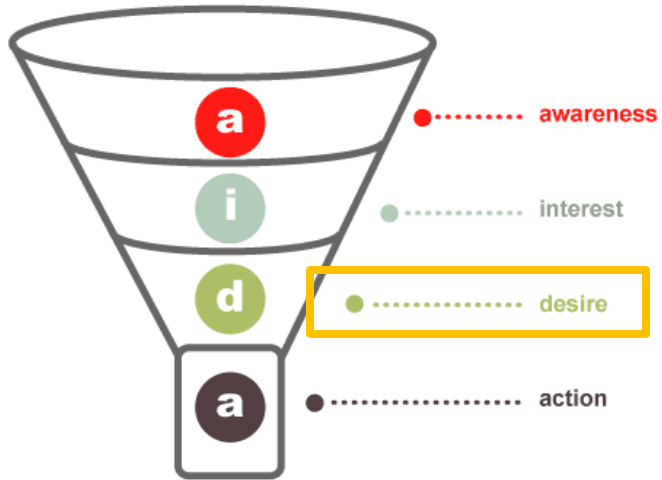


“And the kids?”

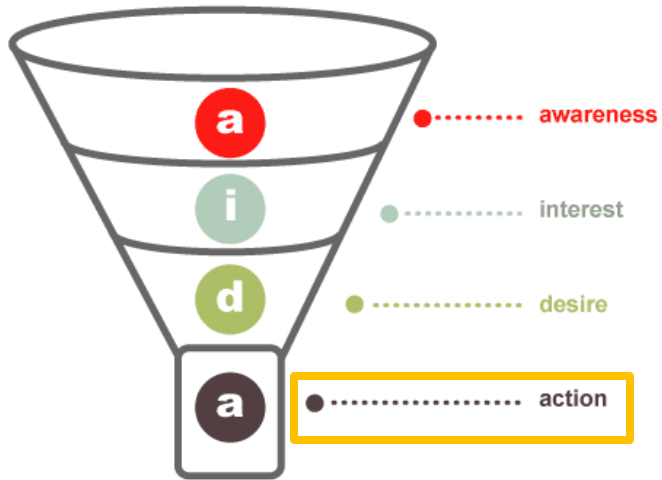




“So you want a TV with these features”



And this is what you end up with



Or this, depending on what the sales
guy wants to sell you



Well at least he's happy...

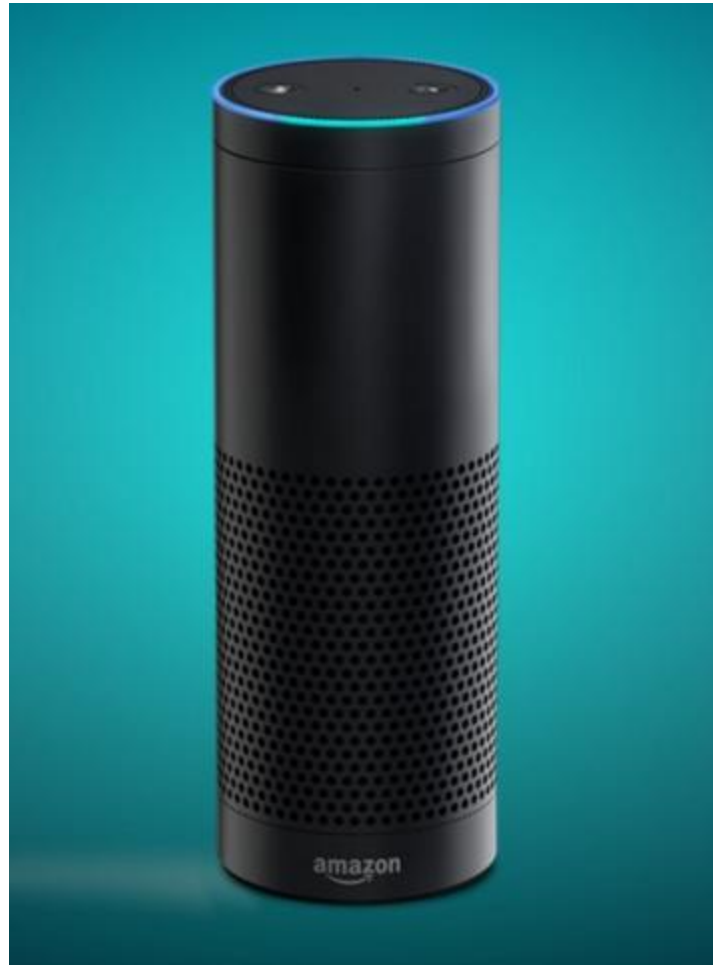
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What device can I use to centrally manage my smart home??



What about an Amazon Echo?



Or maybe Samsung SmartThings?



One App + One Hub + All Your Things

Ready to turn your home into a smart home? Getting started is easy with SmartThings. Simply set up your SmartThings Hub and free app, add in your favourite products, and take control from another room – or another country. It's simple to set up too, meaning you can start making your home smarter in no time.



App

Download the free app to run your home from your smartphone



Hub

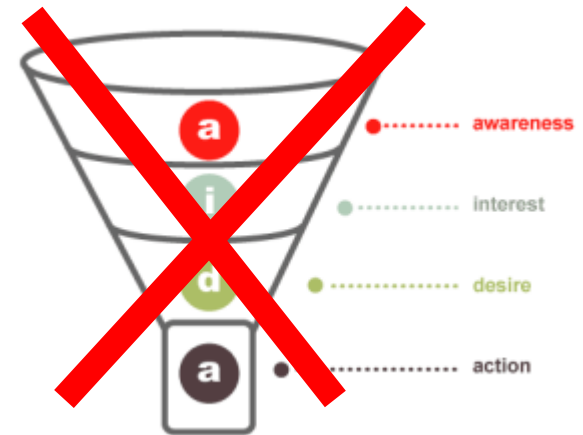
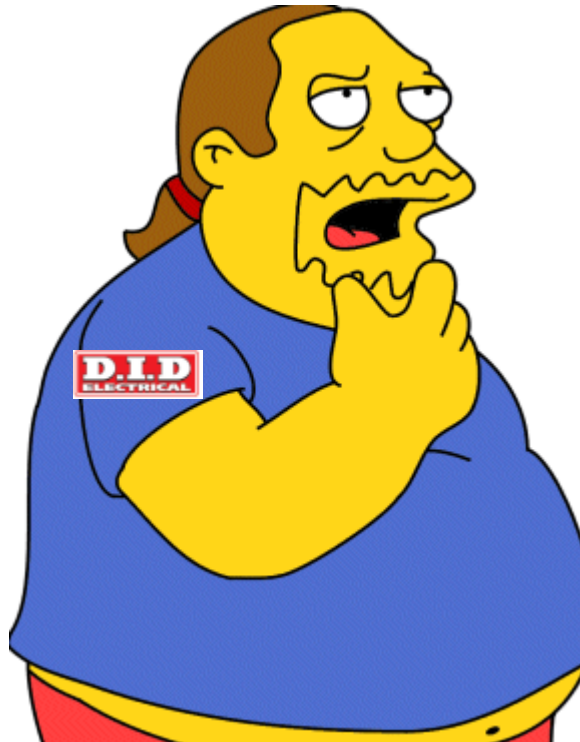
Connect the SmartThings Hub to your internet router



Things

Add as many compatible devices as you'd like to create your smart home

Not easy...



Don't Panic...



The world is changing and so is how people access information, but it's still all about the customer



Who are your target customers?



How do your consumers act online?

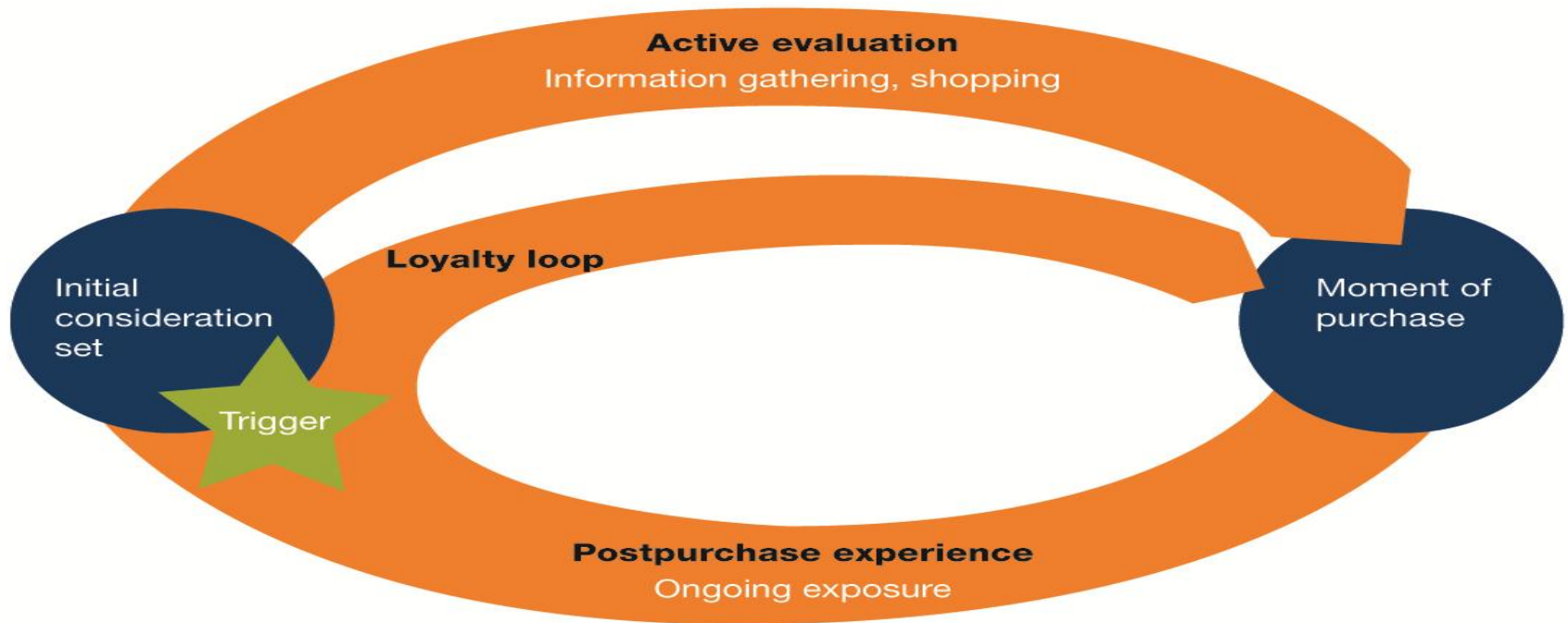


Quick Assignment

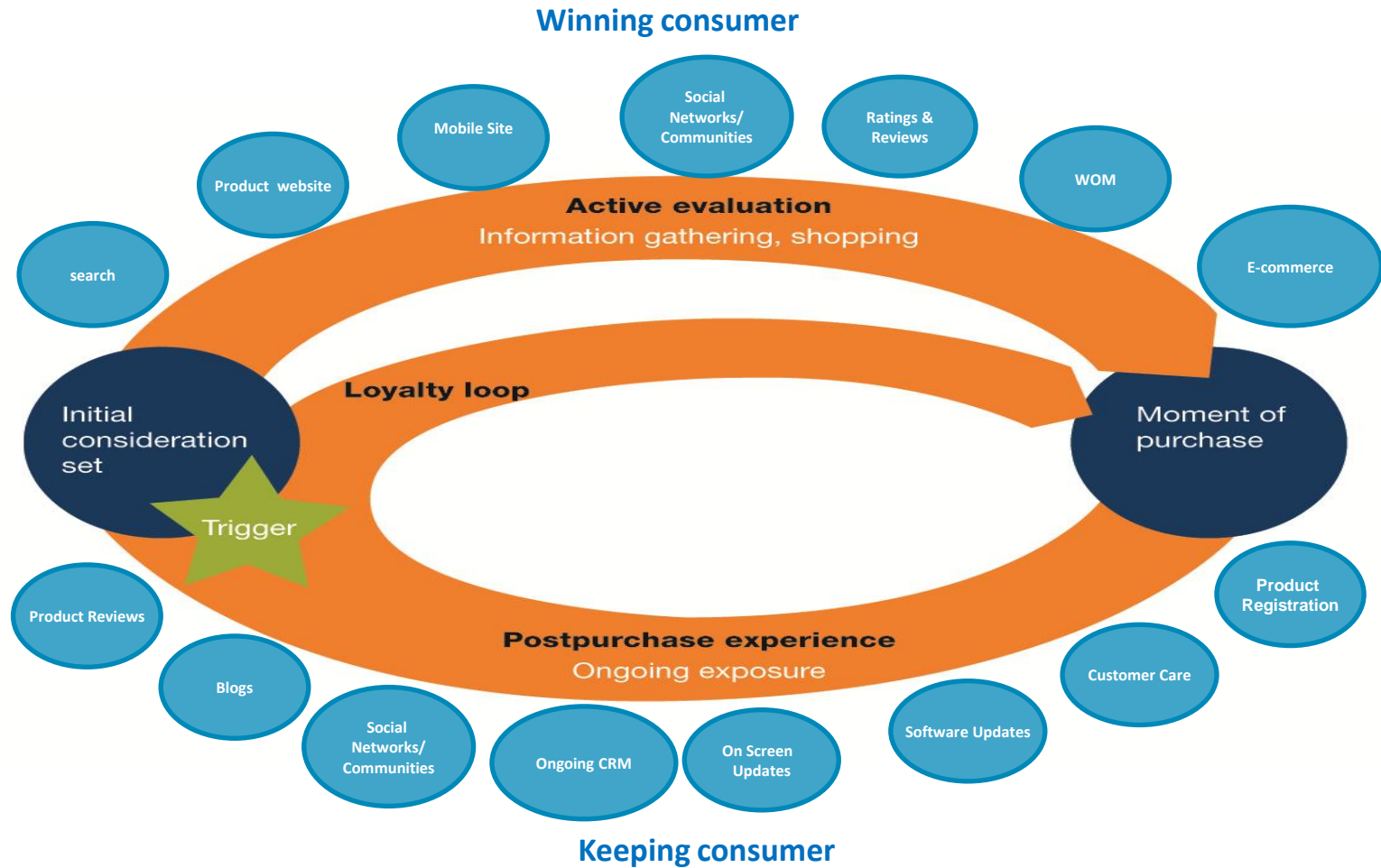
- Who is your digital target consumer?
- How active are they online?
- Where will you “find” them online?



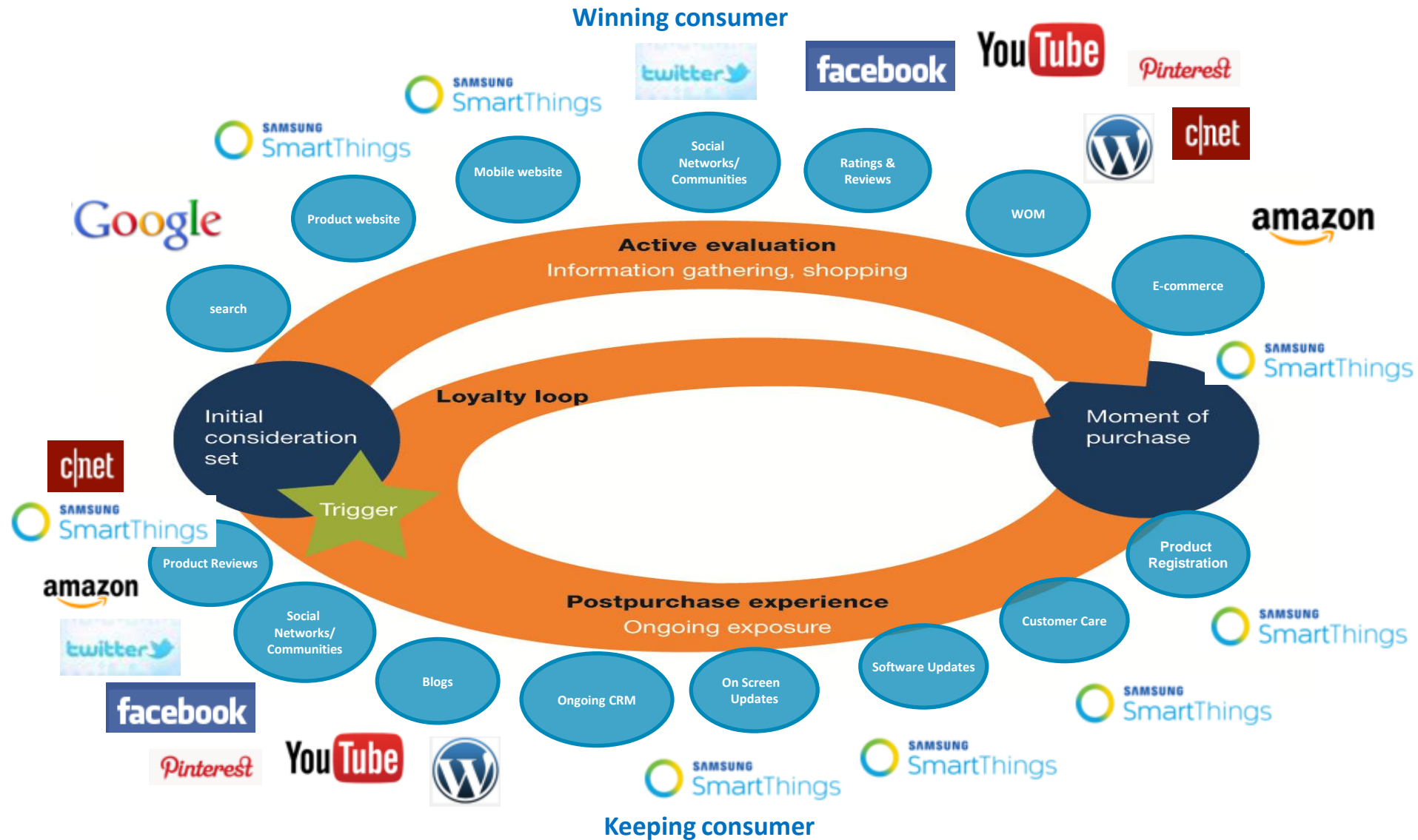
The consumer journey has changed, so how do you win and keep customers



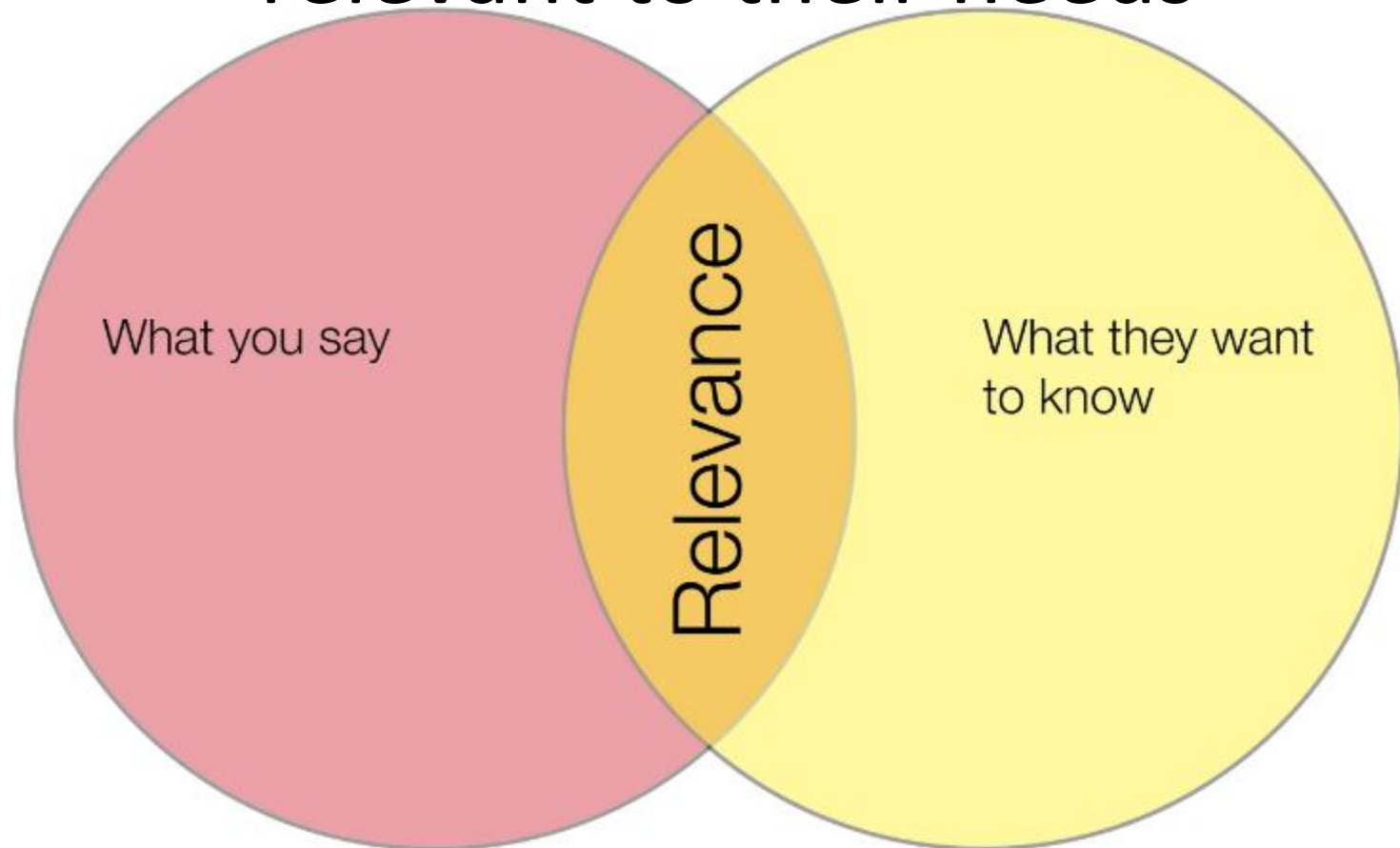
Understand the consumer and the touchpoints



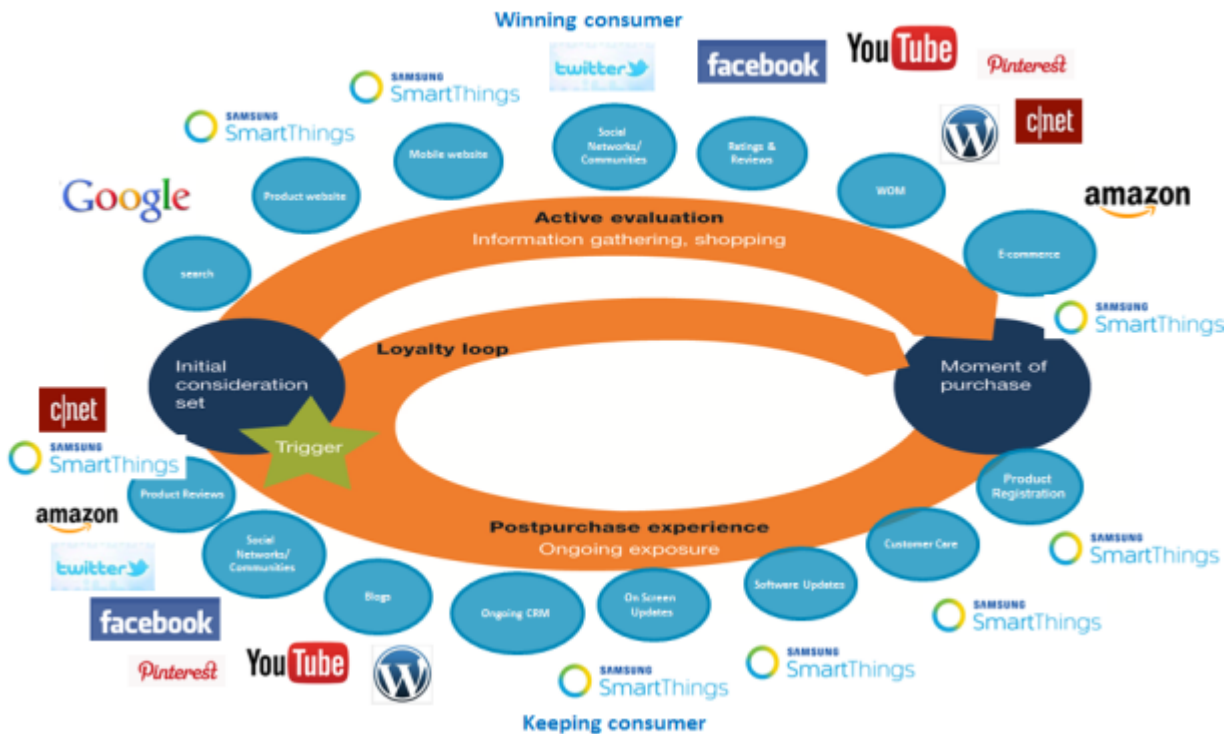
At every step there are ways to interact with the consumer



You need to understand what the consumer is looking for and appear relevant to their needs



Understanding & Managing Five Main Consumer Touchpoints



- Google
- Your Website
- Social Media
 - Facebook
 - Instagram
 - YouTube
 - LinkedIn
 - Twitter
 - ...
- Retailer Websites
- Review & Blog Sites

Quick Assignment

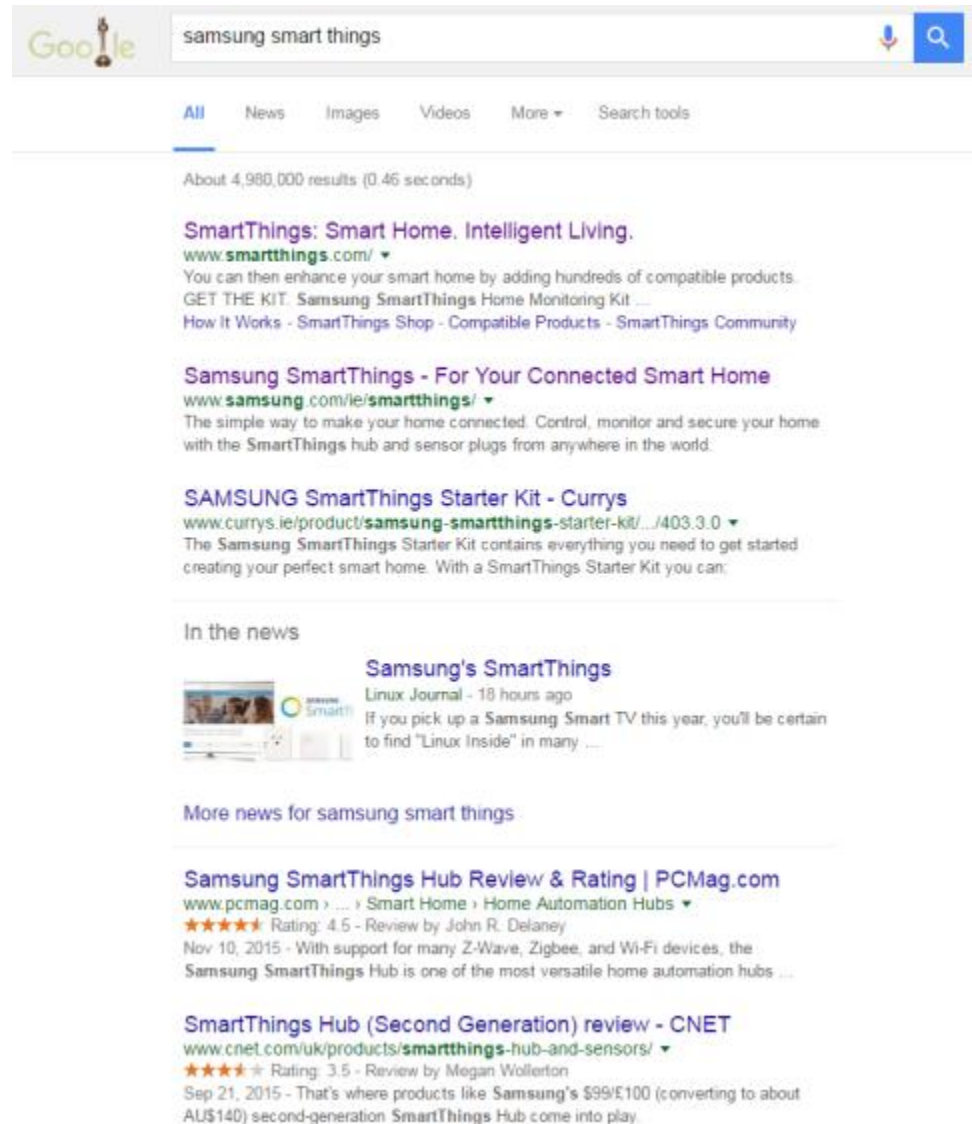
- Identify the three main consumer touchpoints for your business
- Rank yourself “Out of Ten” for each touchpoint
- How relevant is your online communication?



Winning the customer



Google/SEO/SEM



The screenshot shows a Google search interface with the query 'samsung smart things' in the search bar. Below the search bar are tabs for 'All', 'News', 'Images', 'Videos', 'More', and 'Search tools'. The search results are displayed below, showing approximately 4,980,000 results found in 0.46 seconds. The first result is from 'SmartThings: Smart Home. Intelligent Living.' with a link to 'www.smarthings.com/'. The second result is from 'Samsung SmartThings - For Your Connected Smart Home' with a link to 'www.samsung.com/ie/smarthings/'. The third result is from 'SAMSUNG SmartThings Starter Kit - Currys' with a link to 'www.currys.ie/product/samsung-smarthings-starter-kit/.../403.3.0'. Below the search results is a section titled 'In the news' with a sub-header 'Samsung's SmartThings'. It features a small image of a Samsung SmartThings hub and a snippet from 'Linux Journal' dated 18 hours ago, stating 'If you pick up a Samsung Smart TV this year, you'll be certain to find "Linux Inside" in many ...'. Below this is a link 'More news for samsung smart things'. The next section shows two more search results: 'Samsung SmartThings Hub Review & Rating | PCMag.com' and 'SmartThings Hub (Second Generation) review - CNET'. Both results include star ratings, review dates, and brief descriptions of the products.

Google

samsung smart things

All News Images Videos More Search tools

About 4,980,000 results (0.46 seconds)

SmartThings: Smart Home. Intelligent Living.
www.smarthings.com/ ▼
You can then enhance your smart home by adding hundreds of compatible products.
GET THE KIT. Samsung SmartThings Home Monitoring Kit ...
How It Works - SmartThings Shop - Compatible Products - SmartThings Community

Samsung SmartThings - For Your Connected Smart Home
www.samsung.com/ie/smarthings/ ▼
The simple way to make your home connected. Control, monitor and secure your home with the SmartThings hub and sensor plugs from anywhere in the world.

SAMSUNG SmartThings Starter Kit - Currys
www.currys.ie/product/samsung-smarthings-starter-kit/.../403.3.0 ▼
The Samsung SmartThings Starter Kit contains everything you need to get started creating your perfect smart home. With a SmartThings Starter Kit you can:

In the news

Samsung's SmartThings
Linux Journal - 18 hours ago
If you pick up a Samsung Smart TV this year, you'll be certain to find "Linux Inside" in many ...

More news for samsung smart things

Samsung SmartThings Hub Review & Rating | PCMag.com
www.pcmag.com › ... › Smart Home › Home Automation Hubs ▼
★★★★★ Rating: 4.5 - Review by John R. Delaney
Nov 10, 2015 - With support for many Z-Wave, Zigbee, and Wi-Fi devices, the Samsung SmartThings Hub is one of the most versatile home automation hubs ...

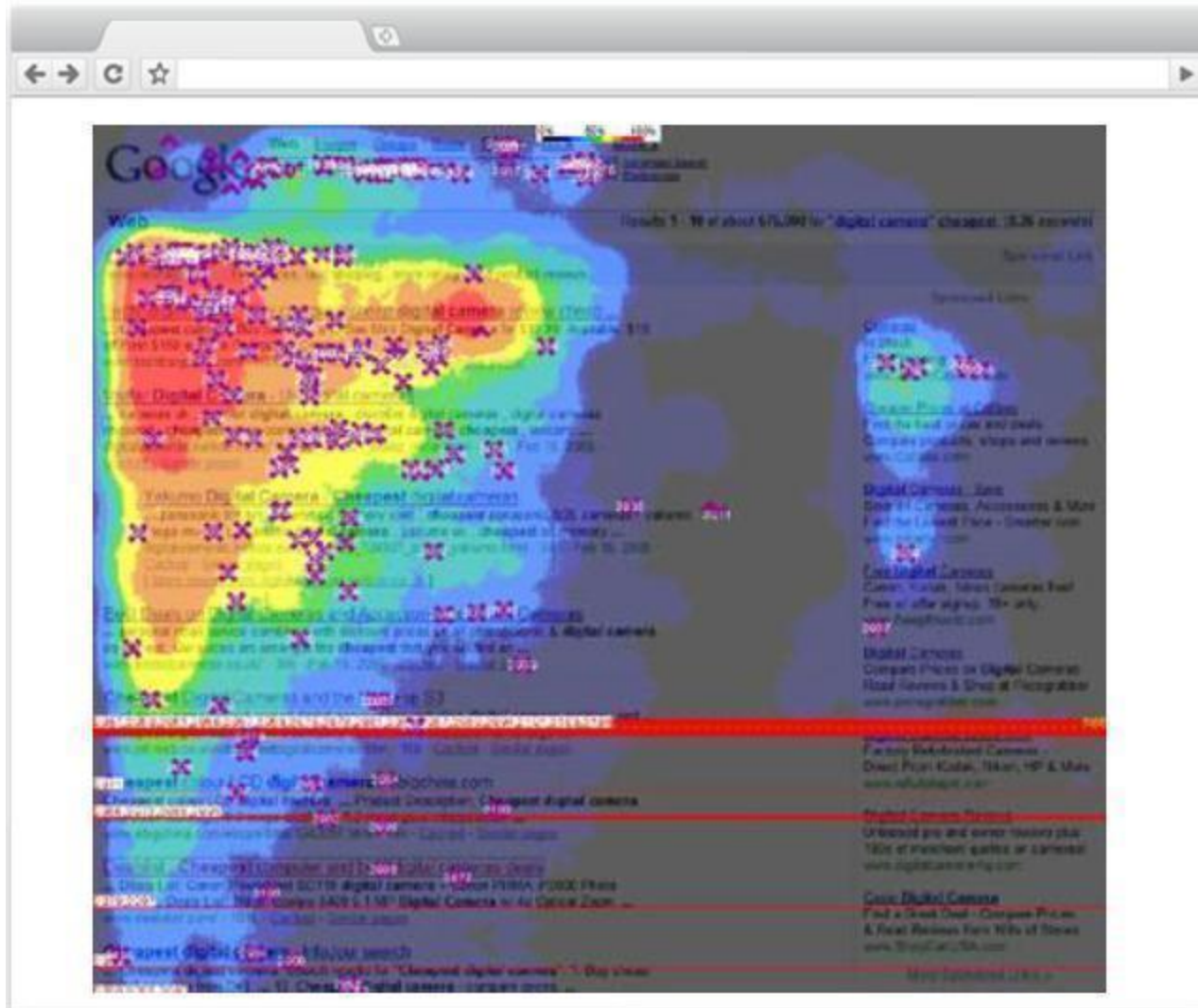
SmartThings Hub (Second Generation) review - CNET
www.cnet.com/uk/products/smarthings-hub-and-sensors/ ▼
★★★★★ Rating: 3.5 - Review by Megan Wollerton
Sep 21, 2015 - That's where products like Samsung's \$99/£100 (converting to about AU\$140) second-generation SmartThings Hub come into play.

What are Google Adwords?

- Search Engine Marketing (**SEM**) = Google Adwords
 - Easiest way to “buy traffic”
- Search Engine Optimisations (**SEO**)= Google Organic Search
 - Shows your site when you’re relevant
 - You need to build content
- Monitor it all with Google **Analytics**



Getting to the “Top Left” of the page is
key



Source: Google Infratest Study 2011

Pay Per Click (PPC) v Organic Search (SEO)

The diagram illustrates a Google search results page for the query "digital marketing jobs". It highlights different types of search results and their placement relative to the search query box.

Search Query Box
Consumers enter search query here

Search
About 371,000,000 results (0.19 seconds)

Top Paid Results (PPC)
For popular searches, top paid ads may appear above the natural listings

Side Paid Results (PPC)
For most search results there will only be a side bar with paid listings

Natural Listings (SEO)
Results for web pages indexed and ranked are displayed below the search query box and top paid listings

The search results page shows a list of results for "digital marketing jobs". The results are categorized into three main sections:

- Top Paid Results (PPC):** These are the first results shown, appearing above the natural listings. They include:
 - Online Marketing Jobs | DigitalMarketingInstitute.ie** (www.digitalmarketinginstitute.ie/Jobs)
 - Diploma in Marketing - Strategy with Digital Marketing | imi.ie** (www.imi.ie/MarketingStrategyDiploma)
 - Digital Marketing Jobs | citycolleges.ie** (www.citycolleges.ie/)
- Side Paid Results (PPC):** These are results shown in a side bar on the right side of the page. They include:
 - Digital Jobs** (www.cranberrypanda.co.uk/Dublin)
 - Digital Marketing Jobs** (www.prosperity.ie/)
 - Jobs in Accounting** (www.monster.ie/Accounting)
 - Digital Strategy & Audit** (www.emarkable.ie/)
 - Digital Marketing jobs** (www.indeed.ie/Digital-Marketing-jobs)
 - Acorn Direct Marketing** (www.acornmarketing.ie/)
 - Online Marketing Jobs** (www.jobrapido.com/online+marketing+jobs)
- Natural Listings (SEO):** These are the results shown below the top paid results. They include:
 - Digital Marketing Jobs** (www.digitalmarketingjobs.ie/)
 - Digital Marketing Executive Internship** (Goldfish Marketing, Grand Canal Dock, Dublin 2)
 - Digital Marketing Jobs | Online Marketing Jobs Ireland** (www.digitalmarketingjobs.ie/about/)
 - Digital Marketing jobs, Developer, Design & Media Jobs and ...** (www.prosperity.ie/)
 - Digital Marketing Jobs, recruitment | Indeed.ie** (www.indeed.ie/Digital-Marketing-jobs)

Consumers Look at PPC but tend to click on Organic

Google

digital marketing jobs

Search

About 371,000,000 results (0.19 seconds)

Web
Images
Videos
News
More

Dublin
Change location

The web
Pages from Ireland
More search tools

Ads related to digital marketing jobs ⓘ

[Online Marketing Jobs | DigitalMarketingInstitute.ie](#)
[www.digitalmarketinginstitute.ie/Jobs](#)
Prepare Yourself for New Career with **Digital Marketing** Institute

[Diploma in Marketing - Strategy with Digital Marketing | imi.ie](#)
[www.imi.ie/MarketingStrategyDiploma](#)
Advance your career today!

[Digital Marketing Jobs | citycolleges.ie](#)
[www.citycolleges.ie/](#)
With **Digital Marketing** Institute Templeogue D6Y

Paid Advertising PPC
20 - 30% clicks

[Digital Marketing Jobs](#)
[www.digitalmarketingjobs.ie/](#)
Digital Marketing Executive Internship Goldfish Marketing. Grand Canal Dock, Dublin 2
internships 14 Sep 2012 - Ad Operations Executive/Trafficker. fulltime 14 ...
About - Login - Contact - Category

[Digital Marketing Jobs | Online Marketing Jobs Ireland](#)
[www.digitalmarketingjobs.ie/about/](#)
Digital Marketing Jobs is a place where employers looking for digital marketing experts
can post their available positions and online marketers can f.

[Digital Marketing jobs, Developer, Design & Media Jobs and ...](#)
[www.prosperty.ie/](#)
Prosperity is Ireland's leading **Digital, Marketing, Media** and Design Recruitment
Company.

[Digital Marketing Jobs, recruitment | Indeed](#)
[www.indeed.ie/Digital-Marketing-jobs](#)
Jobs 1 - 10 of 629 - 629 **Digital Marketing Jobs** available

Non-Paid Listings SEO
70 - 80% clicks

[Digital Jobs](#)
[www.cranberrypanda.co.uk/Dublin](#)
Irish Retailer Building Online Team
Speak to Cranberry PandaToday!

[Digital Marketing Jobs](#)
[www.prosperty.ie/](#)
Digital Marketing Experts -
Work for the Global Brands

[Jobs in Accounting](#)
[www.monster.ie/accounting](#)
Find Your Next **Accounting Job**
Apply with Monster Today!

[Digital Strategy Audit](#)
[www.emarkable.ie/](#)
Uncover the secrets of success
to **Digital Marketing**

[Digital Marketing Jobs](#)
[www.indeed.ie/Digital-Marketing](#)
Find **Digital Marketing Jobs** here,
the most complete **job** site online.

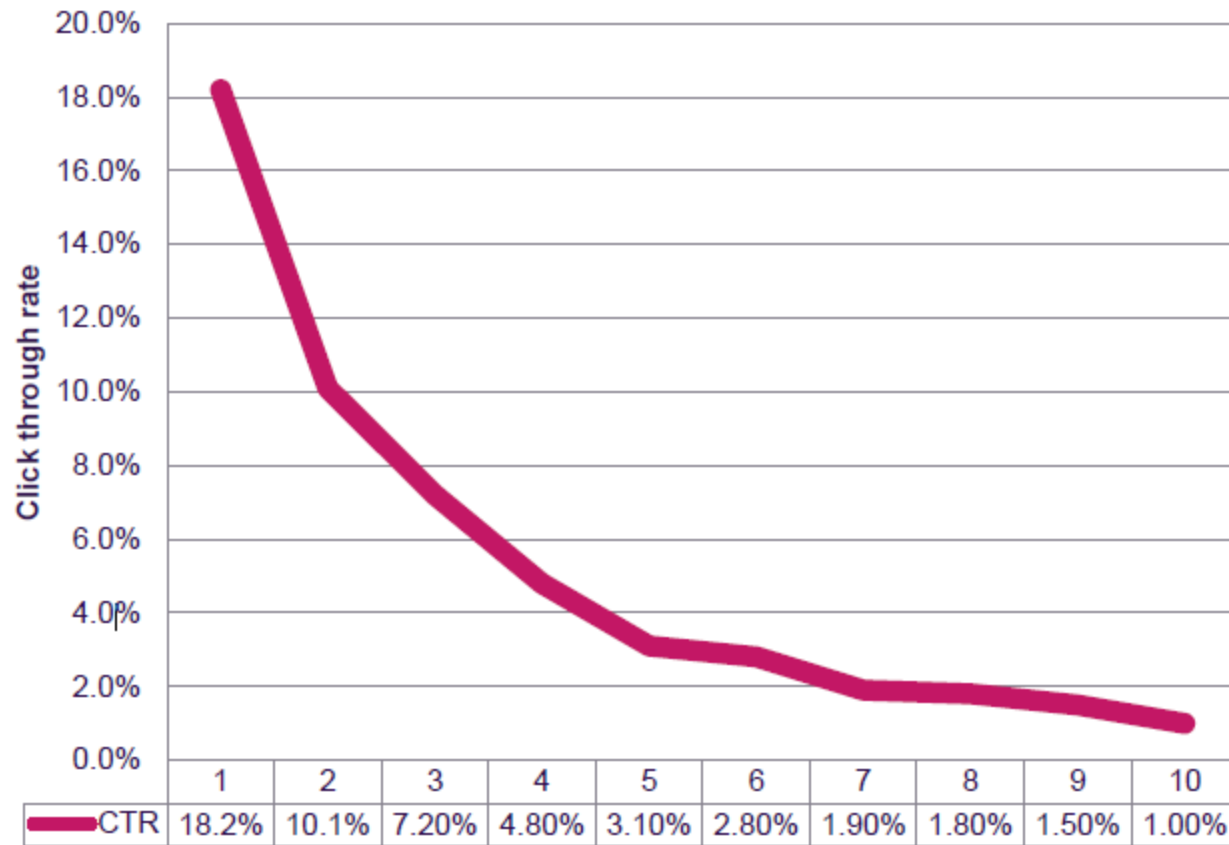
[Acorn Direct Marketing](#)
[www.acornmarketing.ie/freeconsultation](#)
An Positively Integrated Direct **Marketing**
Agency of the Year 2012.

[Online Marketing Jobs](#)
[www.jobrapido.com/online+marketing-jobs](#)
5 urgent open positions. Apply now!
Online Marketing Jobs

How to get a good Organic Ranking?



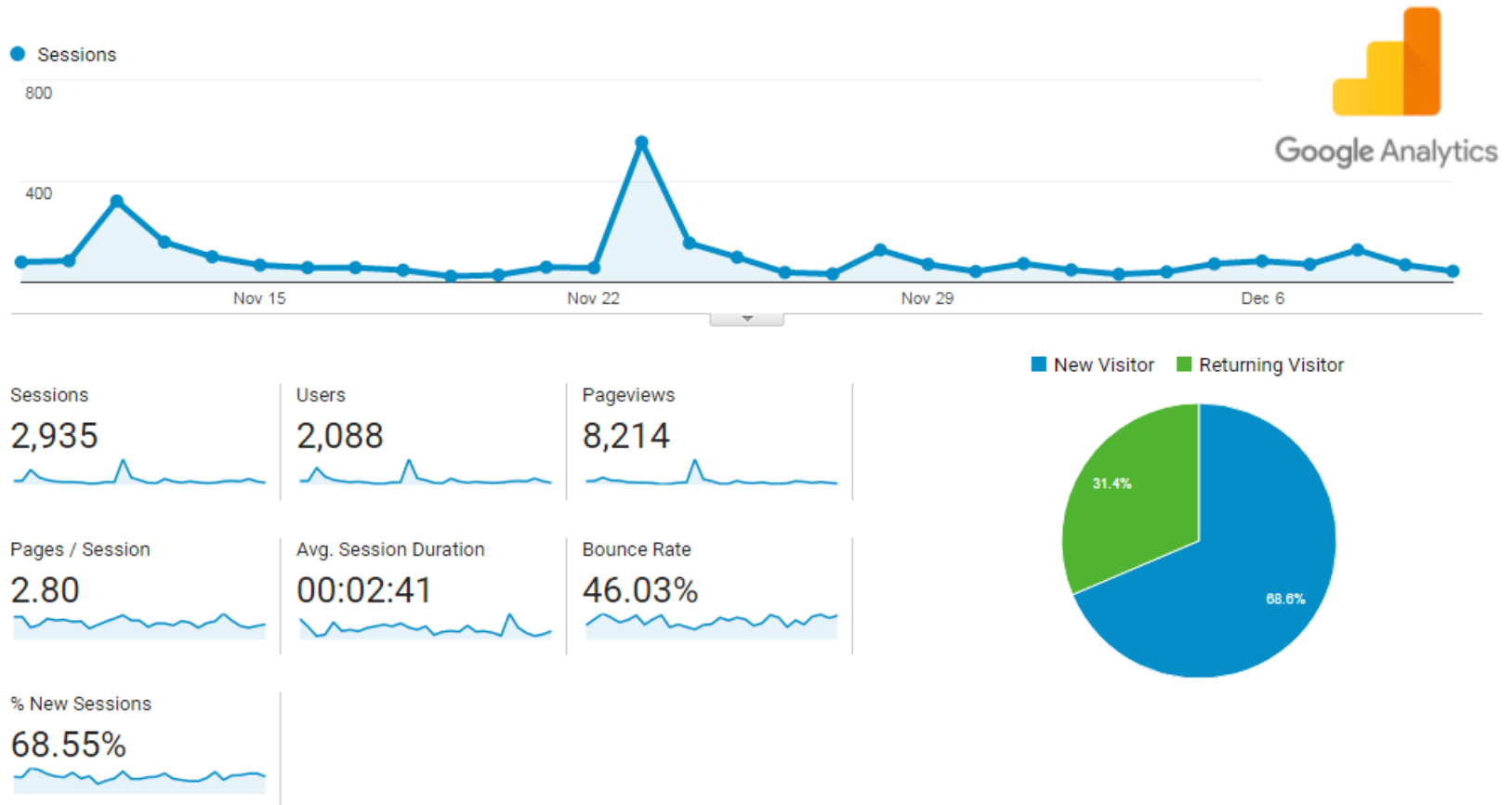
Ranking in Organic Search Really Matters



Organic Click Through Rate

Source: Slingshot Google CTR Study

Google Analytics give insight into site traffic and where it's coming from



Don't get carried away with analytics



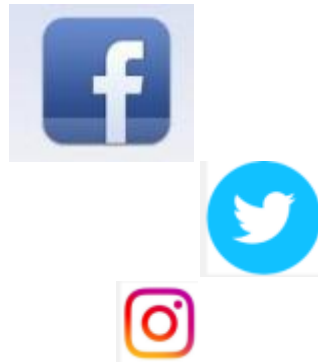
<https://www.youtube.com/watch?v=xAfA3D8VSnk>

Winning the Consumer: Social Media



Winning the Consumer: Build a Social Media Presence

- Leverage your consumers
- Build Communities to generate content
 - Facebook
 - Twitter
 - Instagram
 - ...
- Create content that people will share
- Create Advocates

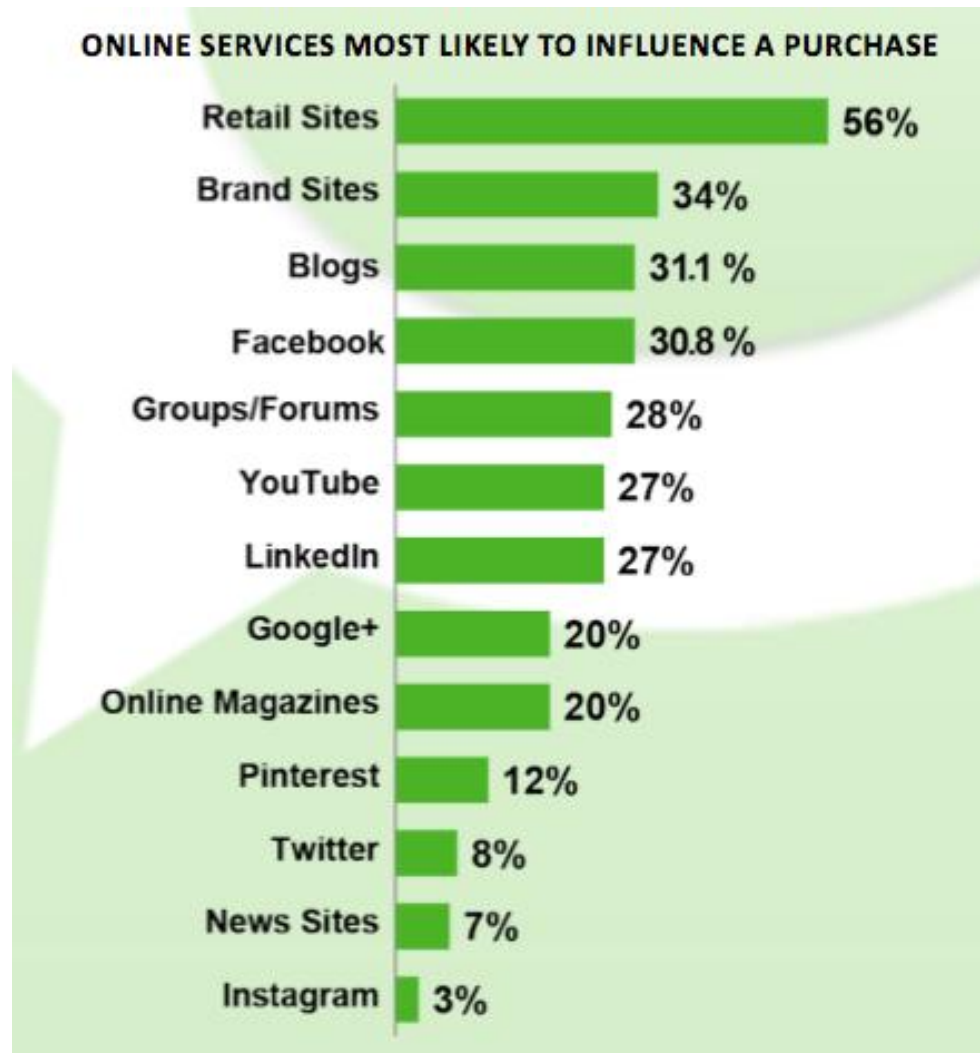


Why do people “follow” brands & retailers online?

Reason	Number of Mentions*
Sales/Discounts/Coupons	56
Don't Know	47
Like The Product	45
Content/Ideas	43
Keep Informed On New Products	35
Favorable Opinion of Company	29
News/Information	28
Humorous/Entertaining	18
Work There	18
Current Customer	17
Other	16

Source: <http://marketing.wtwhmedia.com/study-how-many-people-follow-brands-on-social-media-and-why>

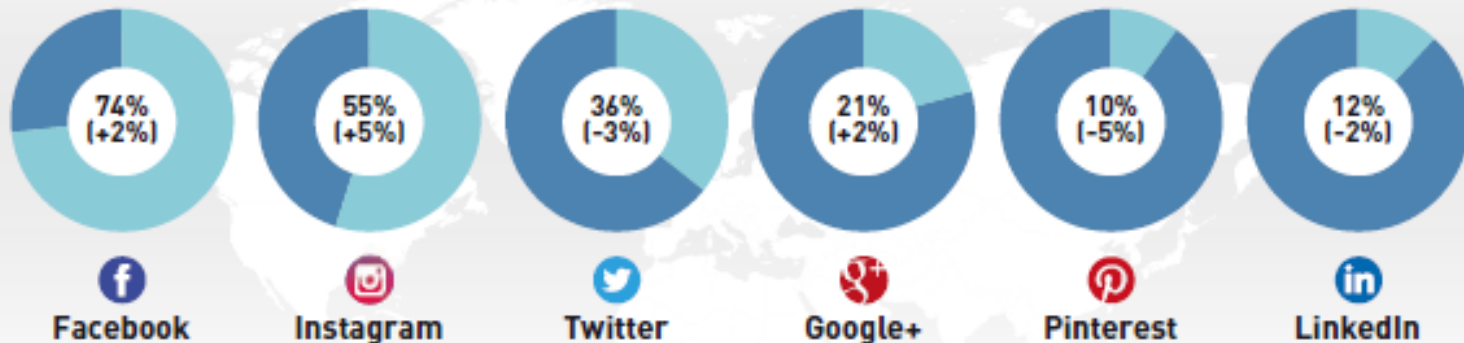
Social Plays a role in influencing purchases



Source: <http://www.socialmediaexaminer.com/blogs-outrank-social-networks-for-consumer-influence-new-research/>

Amongst Irish Businesses Facebook is still king

Of those who have each of the following social networks, what proportion of them use it daily?



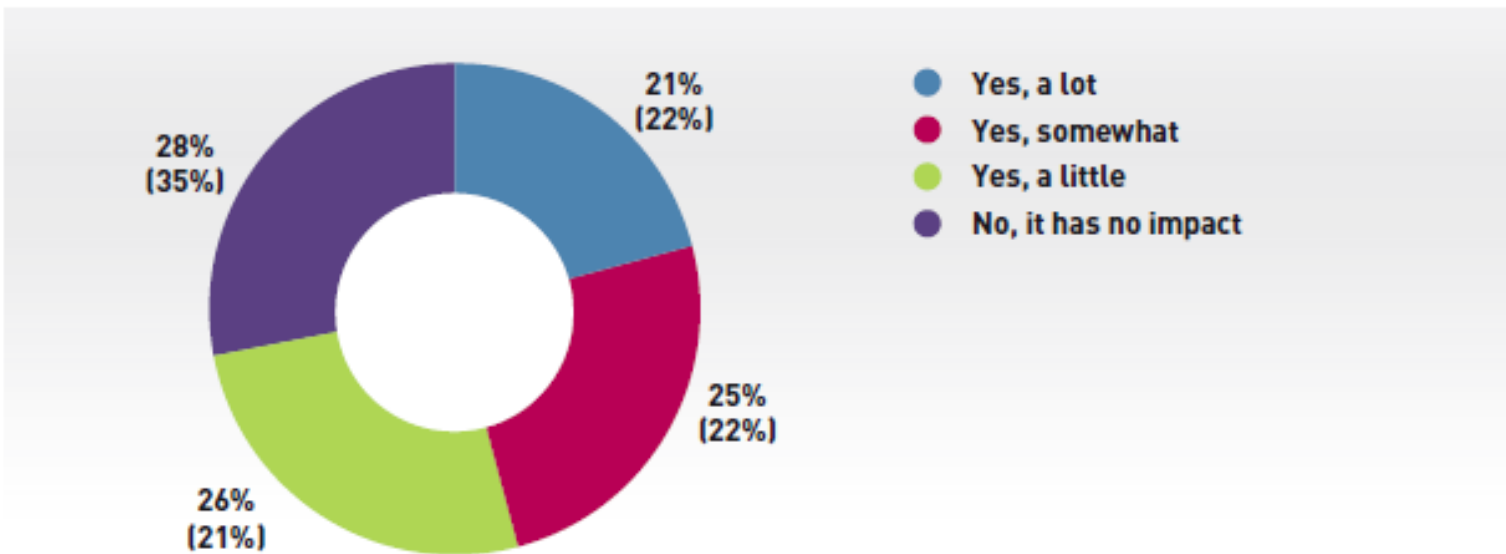
()% Change since April 2016

Source: Ipsos MRBI Social Networking Tracker, July 2016

Mixed feelings about how effective Social Media is for business

Perceived value of social media to business growth

Has social media, such as Facebook or Twitter, contributed to your business' growth?



[%] = data from Apr 2016

Base: 285; All companies that use Social Media [October 2016]

Your Target Consumer will determine the platform you use and the message

Who we wanted to reach...

the **hub** controller™



Busy Mothers



Plumbers and Installers



Who we actually reached!

Other Start Ups & Potential Investors



**We were talking to
people we knew about
all the great things we
were doing**

Tech Nerds



This is where we needed to be talking



Succeeding on Social Media

- Know your customer
- Be relevant
 - What is important to you customers?
 - Why are you important to your customers?
- Don't just talk about yourself
- 80% General Interest
- 20% Yourself, your products and services

Social Media 1: Facebook



Macedonia's Most Popular Brands

Facebook Pages Stats in Macedonia



			Local Fans	Total Fans
1		Texas HoldEm Poker	466 085	66 518 182
2		GRID.mk	322 042	379 106
3		amc.com.mk	258 695	292 169
4		motika.com.mk	240 229	276 534
5		Telekom MK	232 792	275 895
6		MKzabava	223 670	262 232
7		Samsung Makedonija	212 235	233 771
8		Neptun	202 118	216 207
9		Ledikom Mobile Store	196 747	219 940
10		Press24.mk	194 621	220 692








Source: Socialbakers January 2017

Macedonia's Most Popular Retailers

Facebook Pages Stats in Macedonia

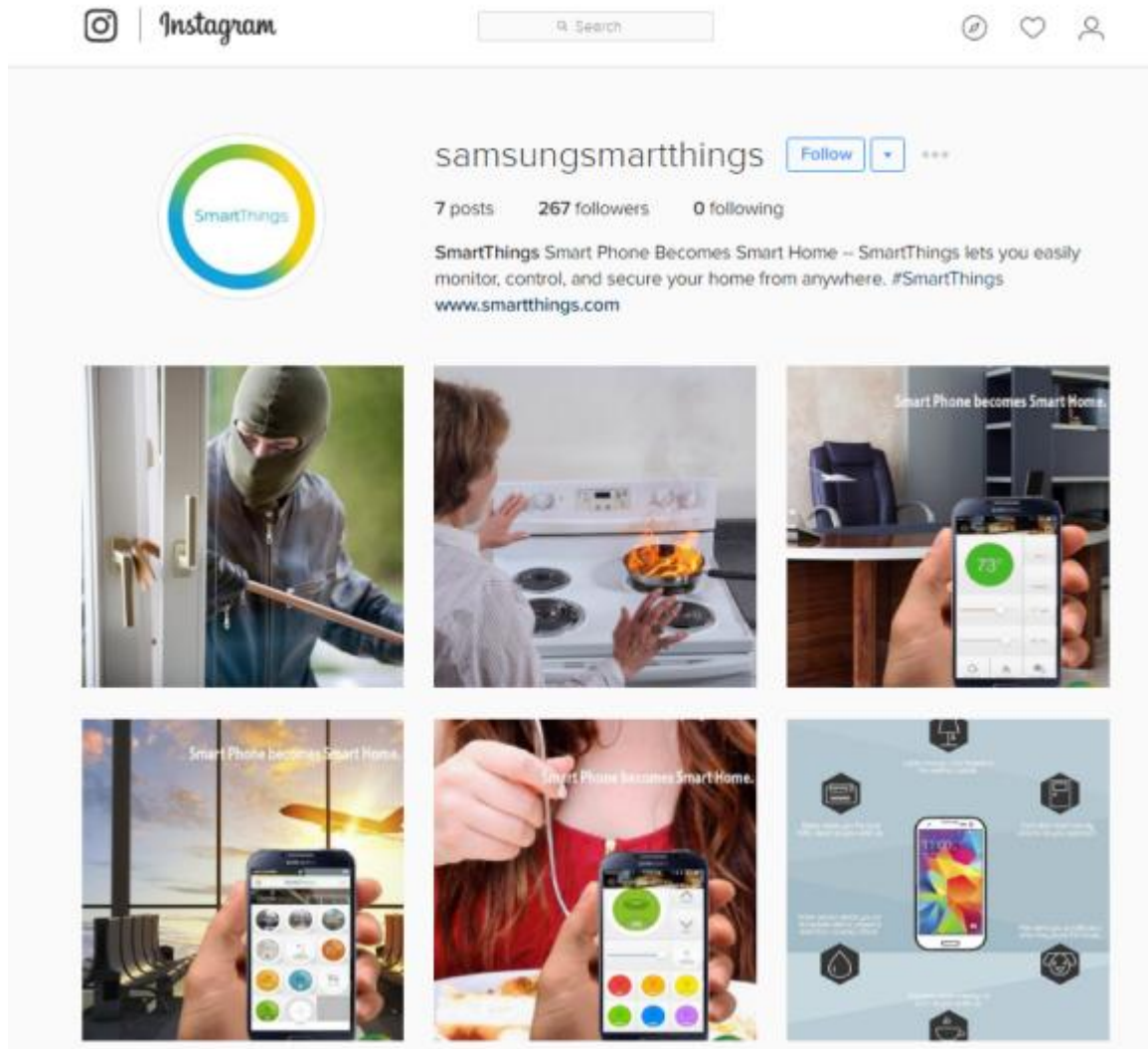


		Total Fans
1	 amc.com.mk	292 169
2	 Ledikom Mobile Store	219 940
3	 Neptun	216 207
4	 KAM MARKET	145 767
5	 Sport M	131 723
6	 dm drogerie markt Makedonija	129 758
7	 Schatze Parfimerii	110 618
8	 JYSK Macedonia	104 826
9	 IButik.MK	71 484
10	 B-Watch	69 033



Source: Socialbakers January 2017

Social Media : Instagram



Works best when you have lots of interesting content



jamieheaslip    

1,503 posts

120k followers

943 following

Jamie Heaslip 🍀🍀FB:jamieheaslip T:jamieheaslip 🗨️:jamieheaslip views are my own. Contact www.ikontalent.com for enquiries. www.jamieheaslip.ie



You don't need to be a celebrity, just visual



Instagram

Search



kerrigansfoods4fitness

Follow



...

700 posts

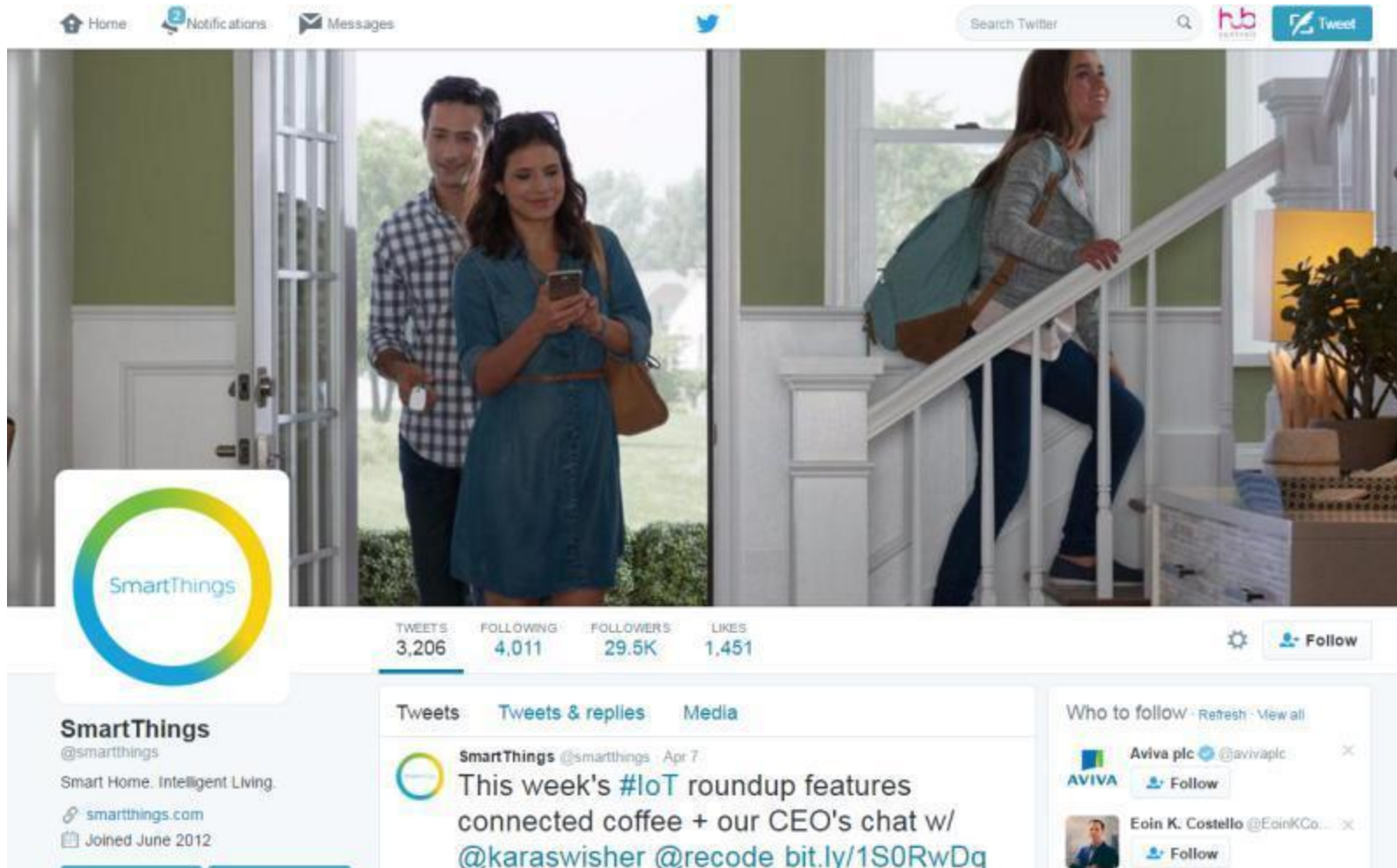
16k followers

622 following

Kerrigans Craft Butchers The Butchers With A Difference Passion ...Pride.....Quality
The Home Of Foods For Fitness The Turkey Burger Kings ... 📷 Snapchat :
food4fitness 🌐 bit.ly/2gzj603



Social Media : Twitter

A screenshot of the Twitter profile page for SmartThings. The header shows navigation links for Home, Notifications, Messages, and the Twitter bird icon, along with a search bar and a "Tweet" button. The main banner image is split into two panels: the left shows a man and a woman looking at a smartphone, and the right shows a woman walking up a staircase. Below the banner, the profile information for SmartThings (@smarthings) is displayed, including a circular logo, bio, website, and join date. To the right of the bio are statistics for tweets, following, followers, and likes. Below this is a tabbed interface for Tweets, Tweets & replies, and Media. The first tweet is from SmartThings, dated April 7, about an IoT roundup. On the right side, there is a "Who to follow" section with suggestions for Aviva plc and Eoin K. Costello.

Twitter: Pre Purchase



SmartThings Retweeted



Samsung USA @Samsungtweets · Mar 14

Now you can literally light up the room when you walk in with Samsung #SmartThings. smsn.us/Smart-Things



GIF



70



204



Twitter: Promotions



SmartThings @smarthings · Feb 19

Sale ends tomorrow night! Add a Home Monitoring Kit to your cart to see the 20% discount: bit.ly/1LxPwxf

A promotional graphic with a red background. On the left, a circular inset shows a white box for the "Home Monitoring Kit" and several white smart home devices. To the right of the inset, the text "20% OFF" is displayed in large white font, followed by "Home Monitoring Kit" and "through Saturday, 2/20!" in smaller white font. A white button with the text "GET THIS DEAL" is located at the bottom right of the graphic.



5



6



Twitter: Post Purchase



SmartThings @smarthings · Mar 17

If you're experiencing service issues with your SmartThings, please visit our Community page for an update: bit.ly/21y7yH8



2



6

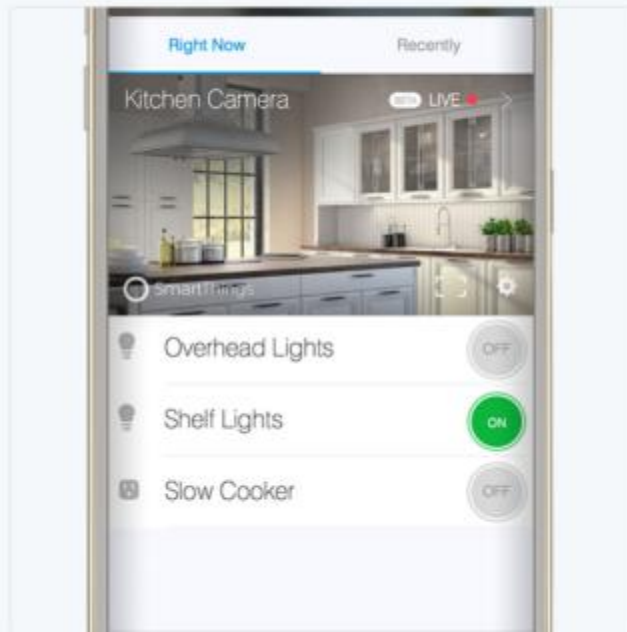


[View summary](#)



SmartThings @smarthings · 17 Dec 2015

A new version of the SmartThings app for Android is now available! bit.ly/19gNFPJ



5



11



SmartThings @smarthings · Jan 27

A new version of the SmartThings app for #iOS is now available for free download! apple.co/1hEI9t3



2



2



[View details](#)



SmartThings @smarthings · Jan 21

A customer writes in to explain how she used #SmartThings to save the day bit.ly/1PrdoU7
#ThinkSmartThings



3













11



What Brands are People Following?



Twitter Profiles Stats in Macedonia

			Followings	Followers
1		Vip (@VipMK)	1 440	20 199
2		Telekom MK (@TelekomMK)	3 233	8 979
3		Златен Даб (@Zlaten_Dab)	2 245	7 436
4		СКОПСКО (@SKOPSKO1924)	2 013	7 433
5		ONE (@ONEmk)	1 881	4 979
6		pozitivo (@pozitivo_net)	2 887	3 367
7		NewMediaMK (@NewMediaMK)	1 067	1 732
8		Битолско Чупе (@BitolskoCupe)	1 398	1 571
9		Dormeo Македонија (@DormeoMK)	1 966	1 413
10		AD Evropa (@AD_Evropa)	862	1 132






Source: Socialbakers January 2017

What Retailers are People Following?



Twitter Profiles Stats in Macedonia

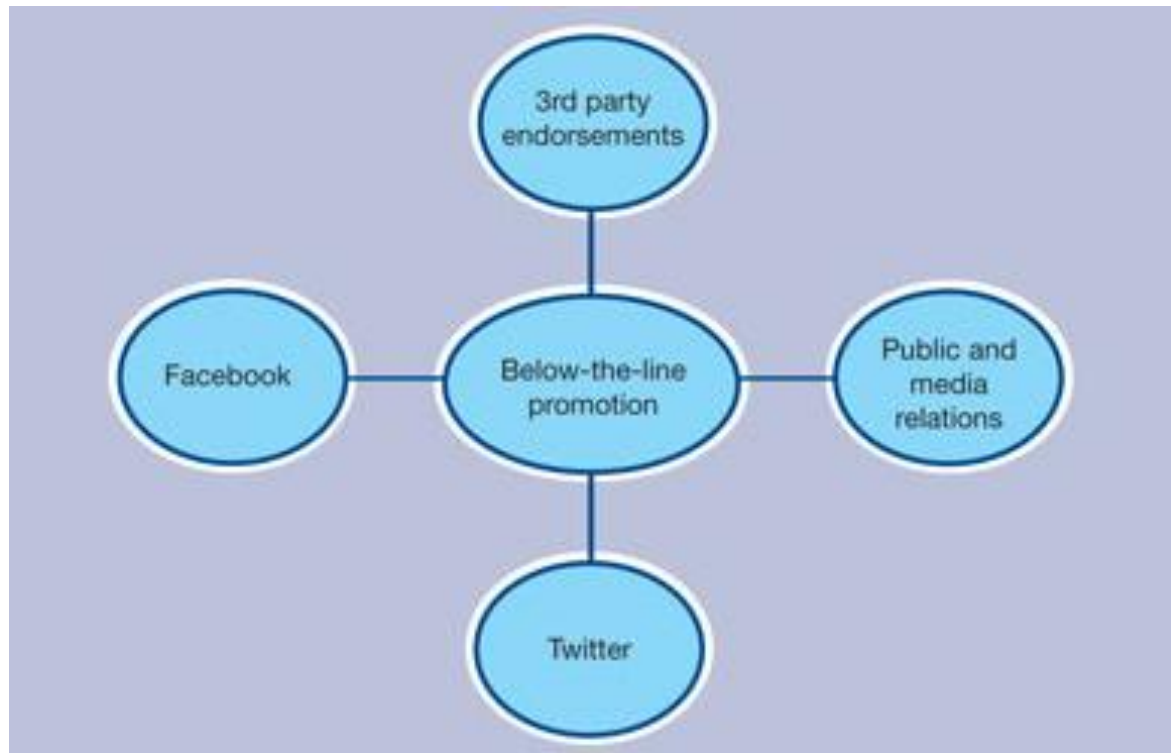
		Followings	Followers
1	 Dormeo Македонија (@DormeoMK)	1 966	1 413
2	 PROMES (@PromesMk)	699	534
3	 NEPTUN (@Neptunmk)	105	203

Source: Socialbakers January 2017

Lidl & Aldi: Success Story



Aldi's Social Media Strategy



Twitter: Aldi lots of Retweets



Twitter Lidl: Social and Community



Lidl Ireland @lidl_ireland · Aug 31
We've donated €170k to @LadiesFootball clubs across the country. Check out our competition winners! #seriousupport



Lidl Ireland Retweeted
BreakfastRepublic2fm @Republic2fm · Aug 30
Homemade protein balls!!! You wouldn't get that in Newbridge!!
@lidl_ireland #BackToSchool @RTE2fm



Lidl Ireland @lidl_ireland · Aug 14
Dinner inspo? Check out this tasty Beef Satay recipe
lidl.ie/en/recipes.htm



Best in class Retailer? John Lewis





Visual, Product Lead and Links to Pinterest



Social Media : You Tube







SmartThings

Welcome to a Smarter Home


Samsung SmartThings
by SmartThings
5 months ago • 10,708 views
No matter how you live, SmartThings brings your home to life.




Getting Started with SmartThings



SmartThings Home Monitoring Kit
by SmartThings
17,784 views • 5 months ago




An Overview of the New SmartThings App
by SmartThings
4,774 views • 5 months ago




SmartThings + The Samsung SmartCam HD Pro
by SmartThings
8,660 views • 5 months ago

Developer Discussions


Join us for the SmartThings Developer Discussion every other Wednesday at 1pm PDT / 3pm CDT / 4pm EDT. Previously called Developer Office Hour, this one hour discussion is where members of our




Developer Discussion - 04/06/16
by SmartThings
195 views • 4 days ago




Developer Discussion - 3/23/16
by SmartThings
277 views • 1 week ago



Developer Discussion - 3/9/16
by SmartThings
271 views • 3 months ago








Developer Discussion - 2/24/16
by SmartThings
195 views • 3 months ago



SmartThings Developer Discussion - 2/10/16
by SmartThings
430 views • 1 month ago

Wouldn't it be smart if...



This was the start of a \$1B business



Unilever Buys Dollar Shave Club for \$1 Billion

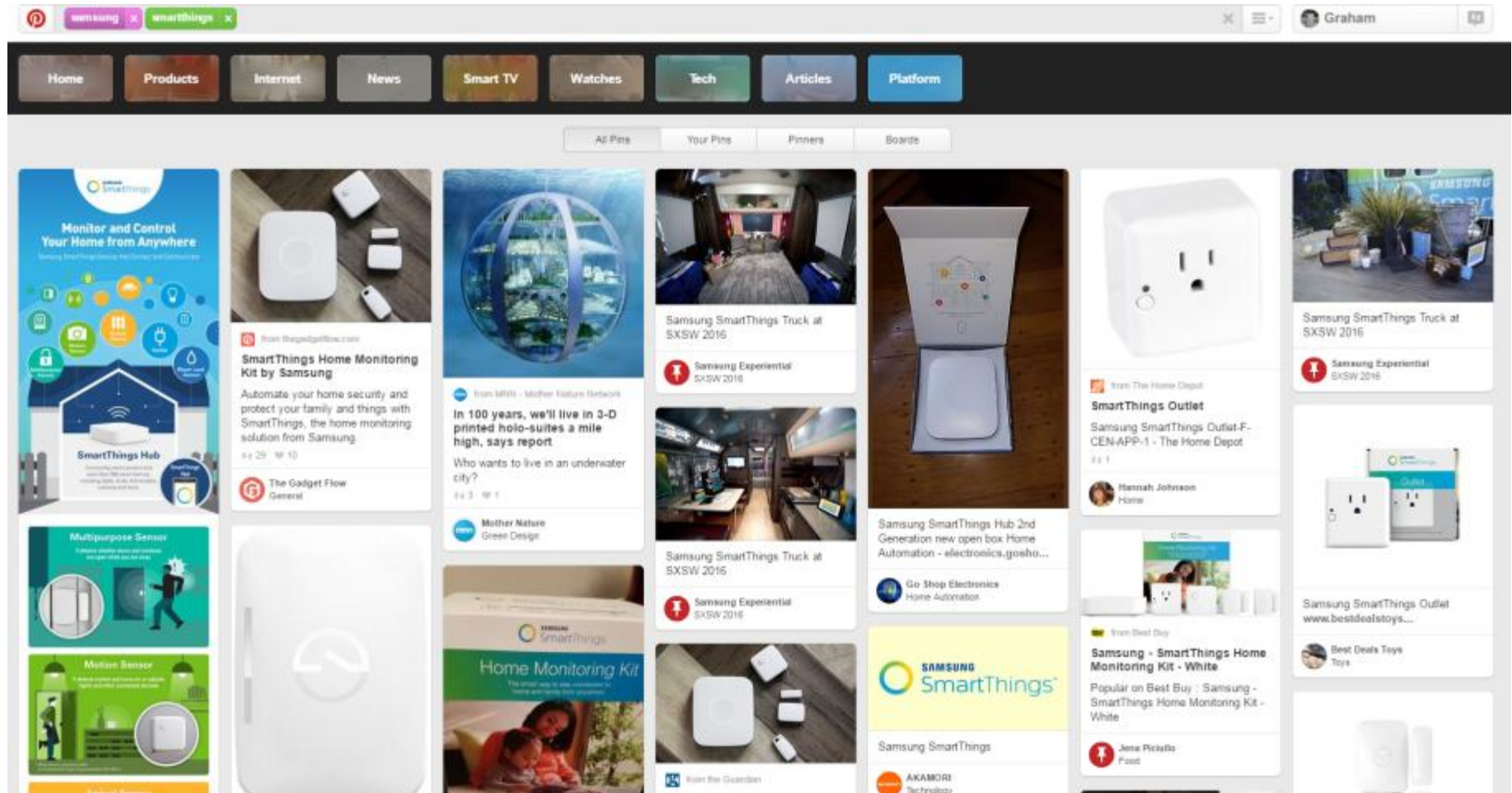
<https://www.youtube.com/watch?v=ZUG9qYTJMsI>

You don't need a big budget to make an impact



<https://www.youtube.com/watch?v=JZ0BkQCyQTs>

Social Media : Pinterest



Ratings & Reviews



PC NEWS / OPINIONS / FEATURES / DEALS / HOW-TO / BUSINESS / VIDEO / SUBSCRIBE

ALL REVIEWS LAPTOPS / TABLETS / PHONES / APPS / SOFTWARE / SECURITY

EUROPEAN RUGBY CHAMPIONS CUP IS TAKING OFF WITH TURKISH AIRLINES

Home / Reviews / Consumer Electronics / Smart Home / Home Automation Hubs / Samsung SmartThings Hub

Samsung SmartThings Hub

★★★★★ EDITOR RATING: EXCELLENT 6 COMMENTS NOVEMBER 10, 2015

418 SHARES

REVIEW 6 COMMENTS SPECS COMPARE

MSRP \$99.00 LOWEST PRICE £79.99

Currys +FREE SHIPPING SEE IT

Amazon +FREE SHIPPING SEE IT

View All 5 Photos in Gallery

PROS	CONS	BOTTOM LINE
Works with multiple wireless protocols. Easy to install. Excellent user tips and advice.	Requires a wired Ethernet connection. Live video is laggy.	With support for many Z-Wave, Zigbee, and Wi-Fi devices, the Samsung SmartThings Hub is one of the most versatile home

c|net Search CNET

SmartThings Hub (Second Generation) review:

Streamline your connected home with SmartThings 2.0

By Megan Wolerton / Reviewed: 21 September 2015

Blog Reviews and Posts



The image is a screenshot of a forum post on the website 'boards.ie'. The forum's header is dark blue with the site name 'BOARDS.IE' and a search bar. Below the header, there are navigation links and a banner for 'onlinegolf'. The main content area shows a forum thread titled 'These are the final SmartThings challenge winners' by user 'c.hanratty'. The post is dated '04-04-2016, 17:16' and is the first in the thread. The post text discusses the end of a Samsung SmartThings challenge campaign and thanks participants. The forum interface includes buttons for 'Post Reply', 'Follow Thread', 'Share', and 'Tweet'. A 'Thread Tools' dropdown menu is visible on the right. The user profile for 'c.hanratty' is shown on the left, indicating they are a 'Registered User' with a join date of 'Apr 2016' and 3 posts.

Generating a Content Calendar

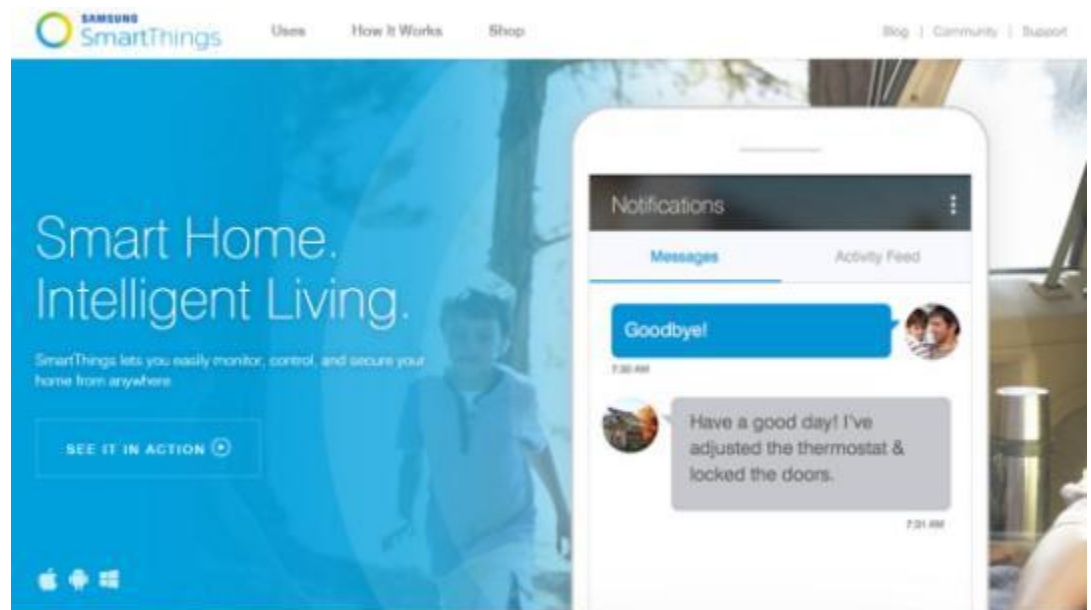
- Customers Personas
- Platform Utilisation Strategy
- Contact Strategy
- Key Communication Opportunities
 - Consumer Events e.g. Back to School, Summer Holidays
 - Gifting Moments e.g. Christmas, Mothers' Day
 - Social Events e.g. Public Holidays
- Promotional Calendar

Quick Assignment

- Select one platform e.g. Twitter
- Identify 1 Consumer Persona
- Generate a Content Plan for February



Winning The Consumer: Your Website



Role of your website: Marketing, Sales & Customer Care

- Pre-Purchase Marketing
 - Proposition and Reason to Believe
 - Product Content
 - Detailed Description & Images
 - Video
 - FAQs
 - Blogs
 - Testimonials
 - News
 - Mobile Enabled

What you need to sell on your website

1. Strong Branding
2. Clear Promotional Messaging
3. New & Most Popular Products
4. Give Prominence to Branded Goods
5. Shopping Cart, Login Box and Search Box
6. Payment Systems Icons
7. Social Media Links
8. Phone numbers and online chats
9. Store Finder
10. Trustmarks
11. How-to guides

[Store](#)[Mac](#)[iPhone](#)[Watch](#)[iPad](#)[iPod](#)[iTunes](#)[Support](#)

Strong Branding

Strong Messaging

WATCH

The Watch is coming.

[Pre-order now >](#) [Watch the Guided Tours](#)



Shot on iPhone 6
[View the World Gallery >](#)



WWDC15
June 8-12



WATCH
CHRISTY TURLINGTON BURNS

The new MacBook
Now available.





Shop Mac



Shop iPhone



Shop Watch



Shop iPad



Shop iPod



Shop Apple TV



Shop Accessories

Hot Products

Apple WATCH

Pre-order is now available exclusively online.



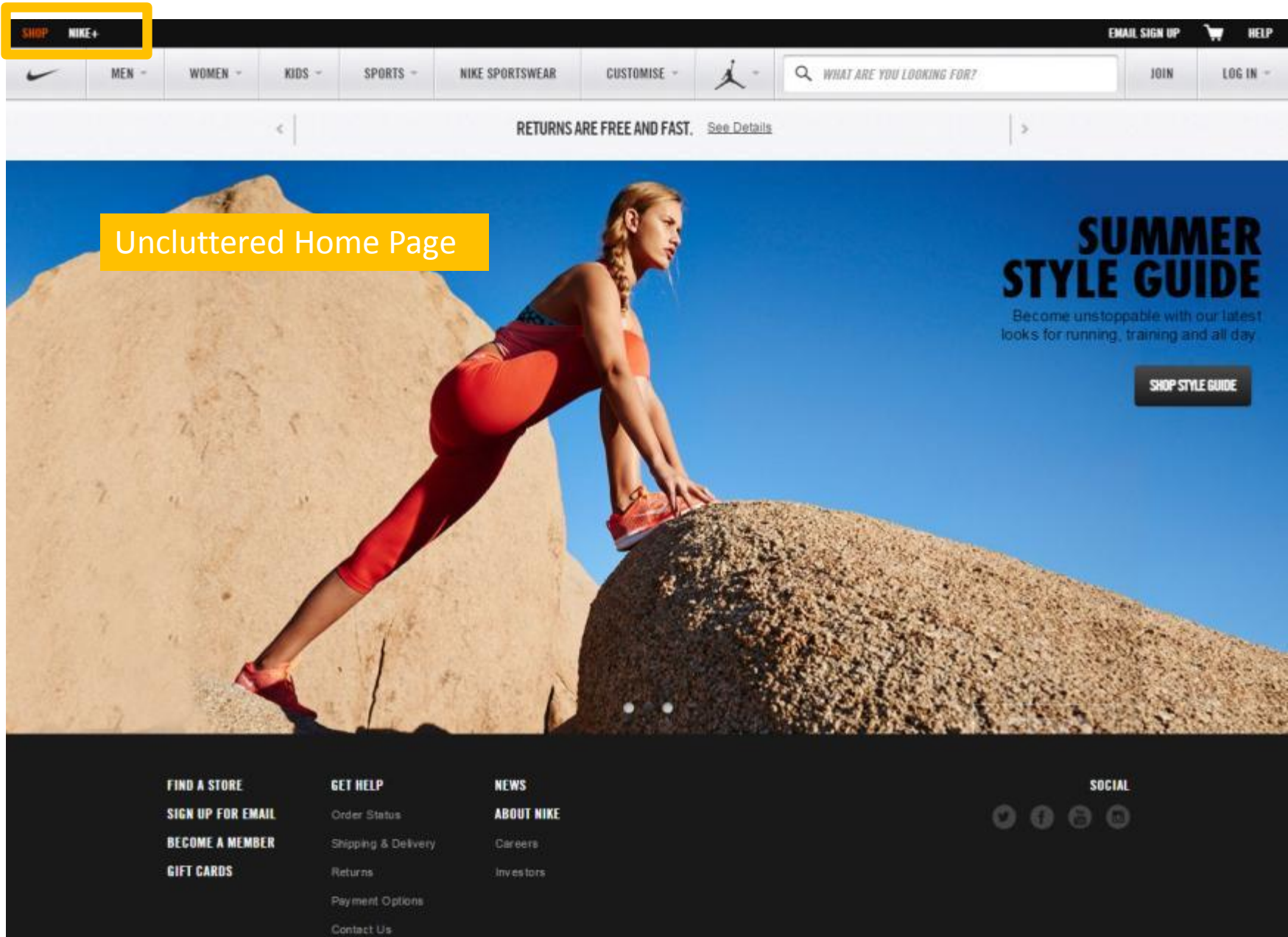
Apple WATCH SPORT



Apple WATCH



Apple WATCH EDITION



Promotional Slider



PRODUCT OF THE MONTH
TORC CANDLE

Cocoa & Raspberry Tumbler
WAS €9.95
NOW €5.97 - 40% OFF



FREE WORLDWIDE DELIVERY
ON ALL ORDERS*
*minimum spend required

New Season Bags



Product Slider



Fossil Erin Crossbody
Lipstick
€139.00



Orla Kiely Little Sweetpea
Print Zip Shopper in
Liquorice
€89.00



Fossil Sydney Shopper in
Bone
€129.00



Fossil Preston Flap Bag
Espresso
€179.00



Calvin Klein Jade Clutch in
Frappe
€100.00

fields

Top Navigation

HOME | ABOUT | LOGIN / REGISTRATION |

Euro

SHOP SEARCH

CHECKOUT | WISHLIST | MY BAG | (0) ITEMS

WHAT'S NEW

CHILDREN

RINGS

WEDDING

EARRINGS

NECKLACES

BRACELETS

WATCHES

BRANDS

OFFERS

INSPIRE

FREE DELIVERY WITHIN IRELAND
on orders over €75

ALL BEAUTIFULLY PACKAGED
the perfect finishing touch

WORLDWIDE DELIVERY AVAILABLE
bringing great brands to you

Promotional Slider



Product Slider



Account and Cart Information

Deep Navigation

Hot Products

The screenshot shows the Chain Reaction Cycles website. At the top, the logo 'Chain Reaction Cycles.com' is on the left. The main header contains the tagline 'The World's Largest Online Bike Store', a search bar with the placeholder 'Search by product name or brand', and a shopping cart icon showing '0 ITEMS'. Below the header is a navigation menu with links: 'SHOP ALL CATEGORIES', 'ALL BRANDS', 'MTB', 'ROAD', 'CITY', 'TRI', 'BMX', and 'RUN'. A 'CLEARANCE' button is on the right. A banner below the navigation menu states 'FREE DELIVERY on all orders over €9 - 365 day returns' and 'Up to 55% off Clearance products'. The main content area features a large 'Footwear' section with the text 'Get the perfect pair for spring' and 'Up to 50% off cycle & run footwear', accompanied by an image of three sneakers. Below this are three smaller promotional tiles: 'Deals For... the enduro rider' with a mountain biker, '2015 Royal clothing' with a blue t-shirt, and 'The Lab' featuring a Garmin Vivo Active smartwatch.

Chain Reaction Cycles.com

The World's Largest Online Bike Store

Search by product name or brand

0 ITEMS

SHOP ALL CATEGORIES ALL BRANDS MTB ROAD CITY TRI BMX RUN

CLEARANCE

FREE DELIVERY on all orders over €9 - 365 day returns

Up to 55% off Clearance products

Footwear

Get the perfect pair for spring

Up to 50% off cycle & run footwear

Deals For...

...the enduro rider

Handpicked weekly offers

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Buying Guides

TV buying guide

Watch your favourite programmes on a [television](#) which is just right for you with the help of this useful guide. John Lewis offers a wide range of TVs from the latest [4K Ultra HD curved screen](#) to the more compact sets. All our televisions are delivered for free and include a 5-year guarantee for your peace of mind.

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Screen type



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Story Telling





Story Telling

“ We help fairies relocate into homes and gardens all over the world by producing high quality handmade Irish fairy doors; our aim is to create memorable family moments and a little magic all year round - all YOU need to do is believe! ”

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Web Design - Digital Eire | SEO - Digital Strategy



Keep the
consumer
engaged

The image is a collage of three parchment-style cards with a fairy door theme. The top card is titled "Register Your Fairy" and contains instructions for naming a fairy. The middle card is titled "Registration is FREE" and lists benefits of registration. The bottom card is titled "Need Some help with magic?" and provides information about the Official Fairy Lease Agreement. A yellow warning sign with the text "ACCESS ALL MAGICAL MATTERS" is pinned to the middle card. The cards are decorated with brown ribbons and a small black clip.

Register Your Fairy

Now that you have chosen your door, you need to name your fairy!

(Not chosen a door yet? [Choose here >>](#))

- With registration you can name your fairy and you will immediately receive an email with your Official Fairy Lease Agreement
 - household rules for your fairy and little human friend to follow!
- You will need the **Secret Code** from inside your Irish fairy door box to complete your registration.

Register Below!

Registration should be carried out by a parent or guardian

Registration is FREE

You get you **UNLIMITED** access to Magical Matters
Receive **PRIORITY** notifications of new stories & activities
Be the **FIRST** to hear important fairy news from Queen Kate and The National Fairy Council.

Need Some help with magic?

Registering your fairy name and using the Official Fairy Lease Agreement is as important as leaving out the Magic Key overnight - it is another magical way to confirm that your fairy has moved in!

Reading and sharing the enchanting stories sent to us from Fairy Valley and published in Magical Matters will describe the goings on that have fairies talking and how

**ACCESS
ALL MAGICAL
MATTERS**



Welcome to Topline

We are Ireland's largest buying group for hardware, DIY and building materials, supplying over 150 affiliated stores nationwide.

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Story Telling

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Garden Project Idea



Lawn Care & Maintenance Tips

A rich green and healthy lawn sets off a home beautifully and can be a source of great pride. Grass like other plants needs care and maintenance to thrive. Follow our handy guide to help you achieve the perfect lawn.

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Key Take Aways

- Get the Basics Right
 - Navigation
 - Look and Feel
- Build Trust with the Consumer
 - Company Info
 - Trustmarks
- Tell Your Brand Story
- Give your customers what they're looking for

Snap Shot of eCommerce Websites

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- Digital Music >
- Appstore for Android >
Get a paid app for free every day
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- Kindle E-readers & Books >
- Fire Tablets >
- Amazon Fire TV >
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- Sports & Outdoors >
- Beauty, Health & Grocery >
- Car & Motorbike >
- Full Shop Directory

Digital Music

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Audible
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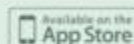
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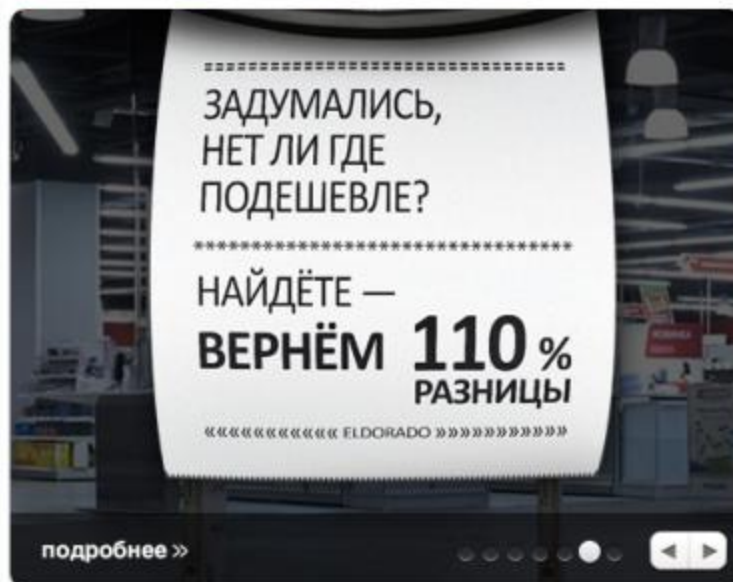
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"We kind of co-mingle and become one screaming idiot..." hmv.com talks to the cast of Horrible Bosses 2

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March 24, 2015

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Top 5...
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Five Reasons You'll Love It
March 18, 2015

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by Interstellar

Sci-fi feature written and



Penguins of Madagascar
by Penguins of Madagascar

Simon J. Smith directs this



The Imitation Game
by The Imitation Game

Academy Award-winning



The Hunger Games:
Mockingjay - Part 1
by The Hunger Games:
Mockingjay - Part 1



The Drop
by The Drop

A taught and supremely well-

Downloads



Loudness Of Violence is an Italian Death Metalcore band which has released its debut album entitled "Code 301". It's available for free download under Creative Commons license 4.0 (BY-NC-ND). Click free download button and enjoy Loudness Of Violence!

LOUDNESS OF VIOLENCE – Wish (VIDEO).

[FREE DOWNLOAD](#)

Burning Circle is a Progressive Metal band from Ruma (Serbia) and this is Ruins Of Mankind EP, a promo 2012 from the full debut album Ruins Of Mankind. This EP is under Creative Commons license 3.0 (BY-SA). You can download it by clicking free download button. Enjoy Burning Circle! BURNING CIRCLE – Dies Irae (VIDEO).

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FIREPROVEN – As Above, So Below
by Metal Horse

Fireproven is great Finnish Progressive



LOUDNESS OF VIOLENCE – Wish
by Metal Horse

Loudness Of Violence is an Italian Death



KILMARA – Usual Strangers
by Metal Horse

Kilmara is a Spanish Heavy Metal band, which



CICONIA – The Moon Sessions (Preview)
by Metal Horse

Ciconia is an amazing Spanish progressive



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26th April 2015

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NEW

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A promotional banner for Gulla's Arrestling. The background is a collage of images showing various arrest techniques, including takedowns, restraints, and a person using a baton. At the top, the text "Gulla's Arrestling™" is prominently displayed in a large, white, serif font. Below it, the phrase "Train Weekly or Fight Weekly" is written in a stylized, colorful font. To the left of the main title is a circular logo featuring a stick figure in an arrest pose with the text "GULLA'S" and "TM". To the right is another similar logo with the text "Arrestling Advanced Level". Below the main title is a navigation bar with red buttons labeled "HOME", "COURSES", "SCHEDULE", "FOUNDER", "INSTRUCTORS", and "NEWS". A red box in the center contains the text "- Host a Class -" followed by "Email or Call (206) 396-7040 to Host a Class at your location. Ask about the benefits available as the hosting agency". Below this is a large white banner with the text "2015 Arrestling Conference, Richland Washington". At the bottom, a yellow bar contains the text "Click Here For Registration Form".

Gulla's Arrestling™

Train Weekly or Fight Weekly

HOME COURSES SCHEDULE FOUNDER INSTRUCTORS NEWS

- Host a Class -
Email or Call (206) 396-7040 to Host a Class at your location.
Ask about the benefits available as the hosting agency

2015 Arrestling Conference, Richland Washington

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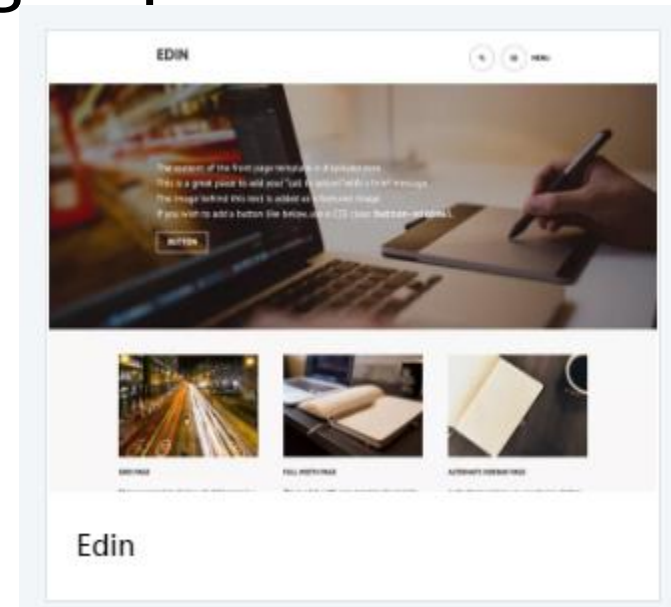
Quick Assignment

- Select a website and browse for a product
- Rank the website out of ten for
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 - Ease of Navigation
 - Product Content
 - Trustworthiness



Building Basic Website

- Use a free platform like WordPress
- Designed for ease of use
- Drop & Drag, no programming required
- Gives you all the basic functionality you need to Promote your business



Website is a crucial source of information to execute a sale, online or offline

The screenshot displays the CPA Ireland website. At the top left is the CPA Ireland logo. To its right are input fields for 'Username' and 'Password', followed by 'LOGIN' and 'FORGOT PASSWORD' buttons. Below these are navigation links: 'Home', 'Contact Us', 'Press Room', 'CPA Member Search', and 'CPA Firm Search'. A search bar with a magnifying glass icon is also present. A dark blue navigation bar contains links: 'HOME', 'STUDY CPA', 'STUDENTS', 'CPD', 'MEMBERS', 'EMPLOYERS', 'CAREERS', 'YOUR BUSINESS', 'MEDIA & PUBLICATIONS', and 'ABOUT US'. Below this bar, a breadcrumb trail reads 'You are here: Home > Members > Member Services'. The main content area is divided into three columns. The left column is a sidebar with a 'MY CPA' section containing links like 'Member Services', 'Member Benefit Schemes', 'Publications', 'CPA Regional Societies', 'Technical Resource', 'Business Resource', 'Members In Practice', 'CPA International', 'Fellowship of CPA Ireland', 'CPA Member Search', 'CPA Firm Search', 'Member E-Bulletin', and 'Budget 2017 Bulletin'. The middle column features a 'MEMBER SERVICES' heading, a paragraph about support, a 'TECHNICAL ADVICE' section, a 'TECHNICAL RESOURCES' section, and an 'ACCOUNTANCY PLUS' section. The right column has a blue banner with a tree image, the heading 'Advising Beyond Numbers Conferences', a paragraph about conferences, and a 'FIND OUT MORE' button.

CPA IRELAND | CERTIFIED PUBLIC ACCOUNTANTS

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You are here: Home > Members > Member Services

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- Budget 2017 Bulletin

MEMBER SERVICES

At the Institute we endeavour to provide support to all our Members on a variety of personal and professional levels at no extra charge to Members.

TECHNICAL ADVICE

We have a dedicated, experienced team available to answer any technical queries you may have and who aim to provide a solution and information on your query within 24 hours.

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You will find a number of pages on our website dedicated to keeping you updated and informed on the key areas of the accounting profession. Including: In Practice, Financial Reporting, Auditing, Law & Regulation, Taxation, Ethics along with an SME and Credit Crunch resource. These pages are constantly updated by our experienced technical team and are available on our website.

ACCOUNTANCY PLUS

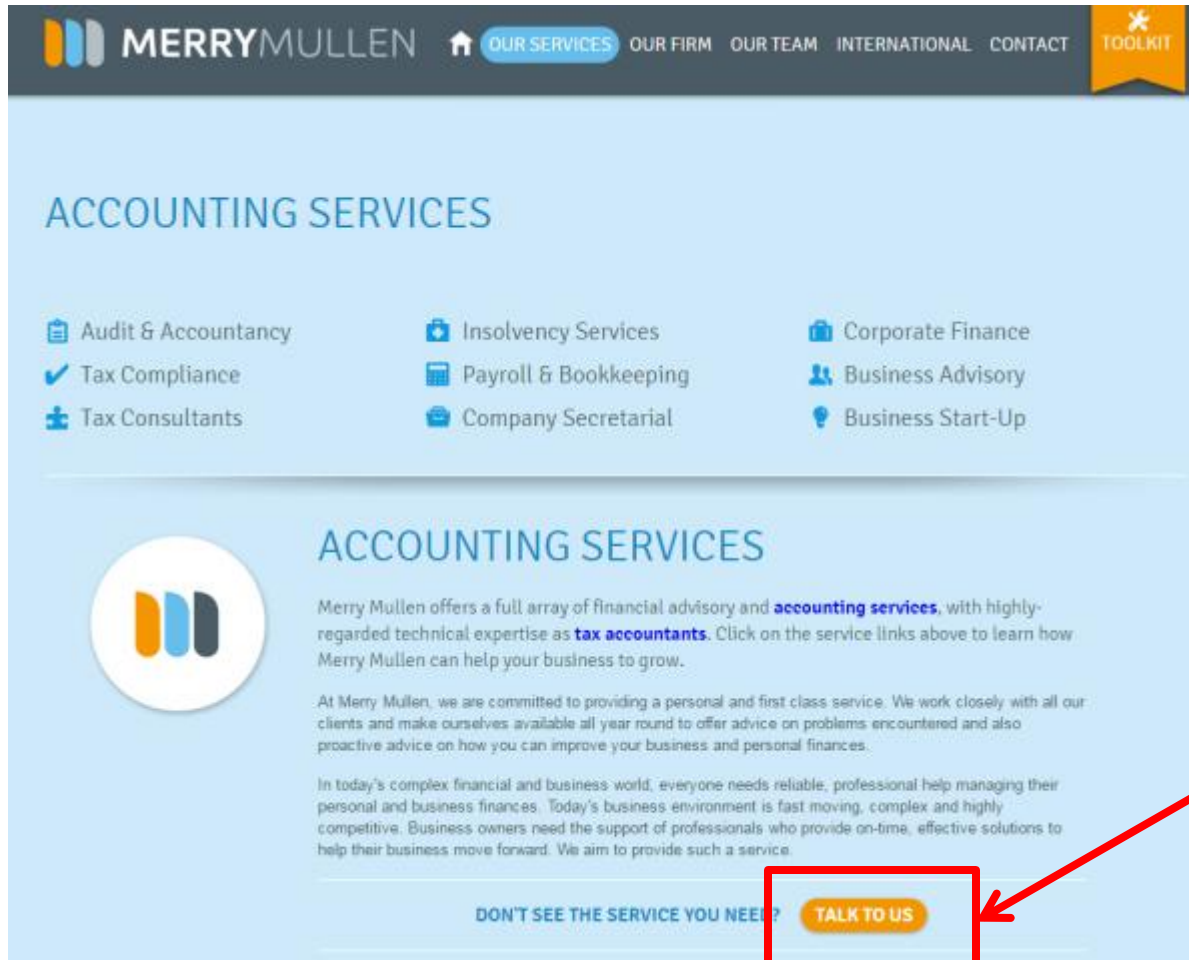
Issued to you every quarter the Accountancy Plus journal provides core technical articles, along with relevant business and professional pieces and keeps you updated on the work

Advising Beyond Numbers Conferences

Today's accountant is expected to be innovative, strategic and forward-thinking. CPA Ireland Skillnet will run 2 conferences on 'Today's Accountant - Advising Beyond Numbers' addressing the many topics accountants today must be familiar with to advise beyond numbers

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- Tax Consultants
- Insolvency Services
- Payroll & Bookkeeping
- Company Secretarial
- Corporate Finance
- Business Advisory
- Business Start-Up

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Merry Mullen offers a full array of financial advisory and **accounting services**, with highly-regarded technical expertise as **tax accountants**. Click on the service links above to learn how Merry Mullen can help your business to grow.

At Merry Mullen, we are committed to providing a personal and first class service. We work closely with all our clients and make ourselves available all year round to offer advice on problems encountered and also proactive advice on how you can improve your business and personal finances.

In today's complex financial and business world, everyone needs reliable, professional help managing their personal and business finances. Today's business environment is fast moving, complex and highly competitive. Business owners need the support of professionals who provide on-time, effective solutions to help their business move forward. We aim to provide such a service.





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action

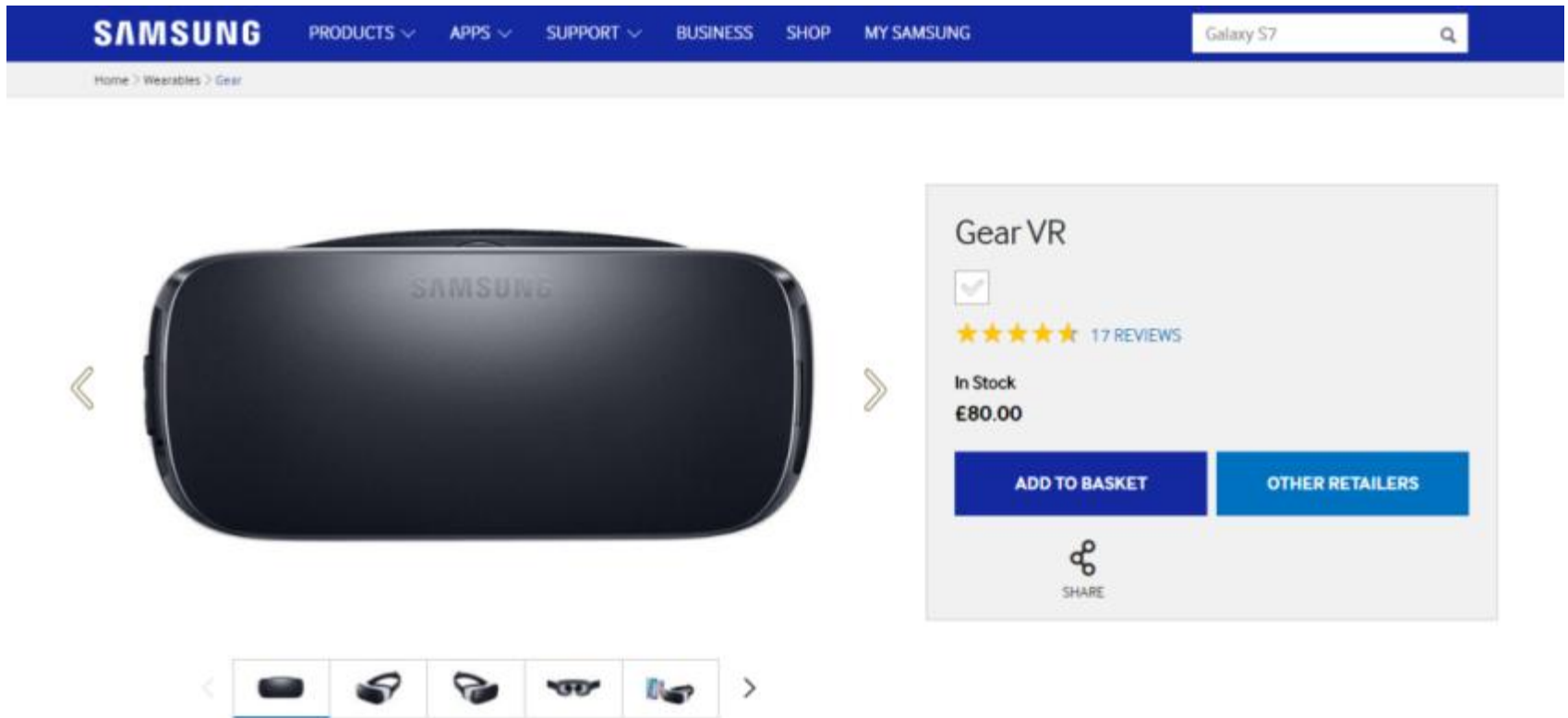
People are becoming more comfortable conducting business online

The screenshot displays the Revenue.ie website interface. At the top, the Revenue logo is on the left, and navigation links for 'GAEILGE', 'ENGLISH', and 'ROS HELP' are on the right. Below the logo, the text 'Cáin agus Cártaí na Míreann' and 'Irish Tax and Customs' is visible. The main navigation bar includes 'MY SERVICES', 'REVENUE RECORD', 'PROFILE', 'WORK IN PROGRESS', 'ADMIN SERVICES', and 'PAYE'. The 'MY SERVICES' section is expanded, showing a list of services: 'Open Revenue Record', 'Manage Tax Registrations', 'Manage Reporting Obligations', 'Download Pre-populated Returns', 'Manage Financial Statements', 'Secure Upload/Download Service', 'Mobile Access', 'Manage LPT / HC arrears', 'View Property History', 'Manage Tax Clearance', and 'Verify Tax Clearance'. The 'Revenue Record' section shows a message: 'You have no new documents in your Revenue Record.' The 'Returns and Payments' section is divided into three main areas: 'File a Return' (with sub-sections 'Complete a Form On-line' and 'Upload Form(s) Completed Off-line'), 'Payments & Refunds' (with sub-sections 'Submit a Payment' and 'Payment Details'), and 'Other Services' (with icons for 'Home Renovation Incentive (HomeOwner)', 'Jobs and Pensions', 'PAYE Form 12', 'MyEnquiries', and 'Drivers & Passengers with Disabilities'). A status message at the top right of the 'Returns and Payments' section reads: 'No current tax clearance certificate.'

Building an eCommerce Website

- Costs vary from self build for free up to €20k-30k for a very robust system
- Select a platform
 - **Shopify**: Basic version is free, build it yourself 
 - **WooCommerce**: Designed to work with WordPress, basic version is free 
 - **OpenCart**: Open Source platform, typical implementation will cost €10k-€20k 
 - **Magento**: Suited to major retail operations, lots of functionality but costs €15k-€30k 

Selling on your Website



ASOS Mens' Landing Page

asos
discover fashion online

Search ASOS

EUR ▼

Welcome to ASOS. [Join](#) | [Sign In](#)

WOMEN | MEN

[Help](#) | [Saved items](#) | [Bag](#) €0.00 (0)

WOMEN >

FURTHER REDUCTIONS:
UP TO 70% OFF SALE*

MEN >

FREE DELIVERY WORLDWIDE*
*MORE INFO HERE >

Left Hand
Navigation

SHOP BY CATEGORY

ACCESSORIES
BAGS
HOODIES & SWEATSHIRTS
JACKETS & COATS
JEANS
JEWELLERY & WATCHES
JUMPERS & CARDIGANS
POLOS
PREMIUM BRANDS
SHIRTS
SHOES, BOOTS & TRAINERS
SHORTS
SUITS & TAILORING
SUNGLASSES
SWIMWEAR
TROUSERS & CHINOS
T-SHIRTS & VESTS
UNDERWEAR & SOCKS

FAVOURITE BRANDS

BASE-LONDON
CHEAP MONDAY
DIESEL
FIRETRAP
G-STAR
RELIGION
SELECTED

A TO Z OF BRANDS

Further reductions
Up to 70% off

SALE



T-SHIRTS & VESTS >



JEANS & TROUSERS >




SHOES, BOOTS
& TRAINERS >



FURTHER
REDUCTIONS
Up to
70% off
SHOP >



ASOS "Onesies" Landing Page



discover fashion online

€EUR ▼

Welcome to ASOS. [Join](#) | [Sign In](#)

[Home](#) | [WOMEN](#) | [MEN](#)

[Help](#) | [Saved items](#) | [Bag](#) €0.00 (0)

[WOMEN >](#) [20% OFF BRILLIANT BRANDS*](#) [MEN >](#)

[FREE DELIVERY WORLDWIDE*](#)
[*MORE INFO HERE >](#)

[Home](#) > [Men](#) > [Underwear & Socks](#) > [Onesies](#)

[Back to Underwear & Socks](#)

REFINE BY

SIZE

- ☐ XXS
- ☐ XS
- ☐ S
- ☐ M
- ☐ L
- ☐ XL
- ☐ XXL
- ☐ One Size

PRICE RANGE

€35 — €145

COLOUR

<input type="checkbox"/> Black	<input type="checkbox"/> Blue
<input type="checkbox"/> Brown	<input type="checkbox"/> Grey
<input type="checkbox"/> Multi	<input type="checkbox"/> Navy



BRAND

- ☐ ASOS
- ☐ Kigu
- ☐ OnePiece
- ☐ River Island


MEN'S ONESIES

The ultimate comfort blanket with added cool credentials, the onesie may be one step away from wearing your duvet but also make for perfect lazy day attire. The baby grow grows-up courtesy of Nordic patterns, varsity prints and camo.


17 styles found

View:  


SORT BY [Select](#) ▼



ASOS Zebra Onesie
€49.29

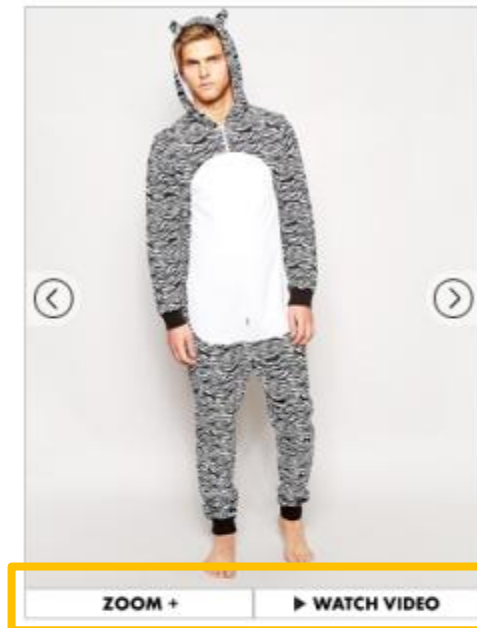


ASOS Onesie With Tuxedo Print
€45.07



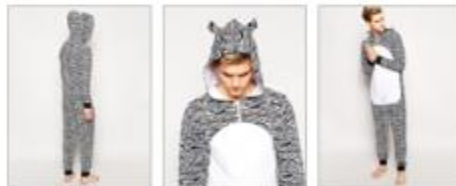
ASOS Onesie With Contrast Sleeves
€39.44

Zebra Onesie Product Page



ZOOM +

▶ WATCH VIDEO



MORE FROM

Men > New In: Clothing, Shoes & Accs

ASOS Zebra Onesie

€49.29

FREE SHIPPING WORLDWIDE* »

Onesie by ASOS

- Made from pure 100% cotton
- Zebra design
- Hood with ear detailing
- Zip through front
- Ribbed cuffs and ankles
- Regular fit

ABOUT ASOS BRAND

Designed in-house in our London studio by our dedicated menswear team, **ASOS** offer a range of men's clothing designed and created exclusively for **ASOS**.

Black / white

Select Size

SIZE GUIDE

ADD TO BAG

SAVE FOR LATER

INFO & CARE

DELIVERY

RETURNS

ABOUT ME

Body: 100% Cotton.

SIZE & FIT

Model's height: 6'3"/191 cm
Model is wearing: Size Medium

This style comes in a regular fit which fits true to size.

LOOK AFTER ME

Machine Wash: According To Instructions On Care Label

Product Code: 305480

WE RECOMMEND

1-8 of 16



ASOS
€45.07



ASOS
€56.34



ASOS
€45.07
Now €26.76



ASOS
€56.34




ASOS
€49.29



ASOS
€45.07



Simple Sign Up is Key



discover fashion online

ABOUT YOU



1

2

3

4

5

[About you](#)[Billing](#)[Delivery](#)[Payment](#)[Confirm & Pay](#)

First Name

Last Name

Email

We'll send your order confirmation here

Password

6 characters or longer with at least 1 number

Date Of Birth

January

Gender

Please select your gender

We'll tailor your experience for you

NEXT STEP

☒ I'd like to receive exclusive discounts and style advice by email, post and SMS from ASOS.

☐ I'd like to receive updates by email, post and SMS from carefully selected ASOS Partners. See our [Privacy Policy](#).


By creating your account you agree to our [Terms and Conditions](#)

View your basket and prepare to check-out

SHOPPING BAG

Stock reserved for 60 minutes only

PAY SECURELY NOW

ITEM DESCRIPTION	YOUR OPTIONS	PRICE
 <p>ASOS Zebra Onesie</p> <p>SAVE FOR LATER REMOVE</p>	<p>Colour: Black / white</p> <p>Size: L</p> <p>Quantity: 1</p> <p>CHANGE DETAILS</p>	€49.29

SAVE BAG | EMPTY BAG (Bag items are saved for later on expiry)



Subtotal before Delivery Charges €49.29

UK - Standard (spend over £15) €0.00

[View international rates](#)

Total Cost €49.29

CONTINUE SHOPPING

PAY SECURELY NOW

Billing & Shipping Addresses



BILLING ADDRESS



This must match your card statement address

First Name

Last Name

Telephone Daytime

Telephone Evening (Optional)

Mobile (Optional)

Country

House name or number (Optional)

Postcode

Don't know your postcode? [Click here](#)

FIND ADDRESS



BILLING ADDRESS



This must match your card statement address

First Name

Last Name

Telephone Daytime

Telephone Evening (Optional)

Mobile (Optional)

Country

Address 1

Address 2 (Optional)

City

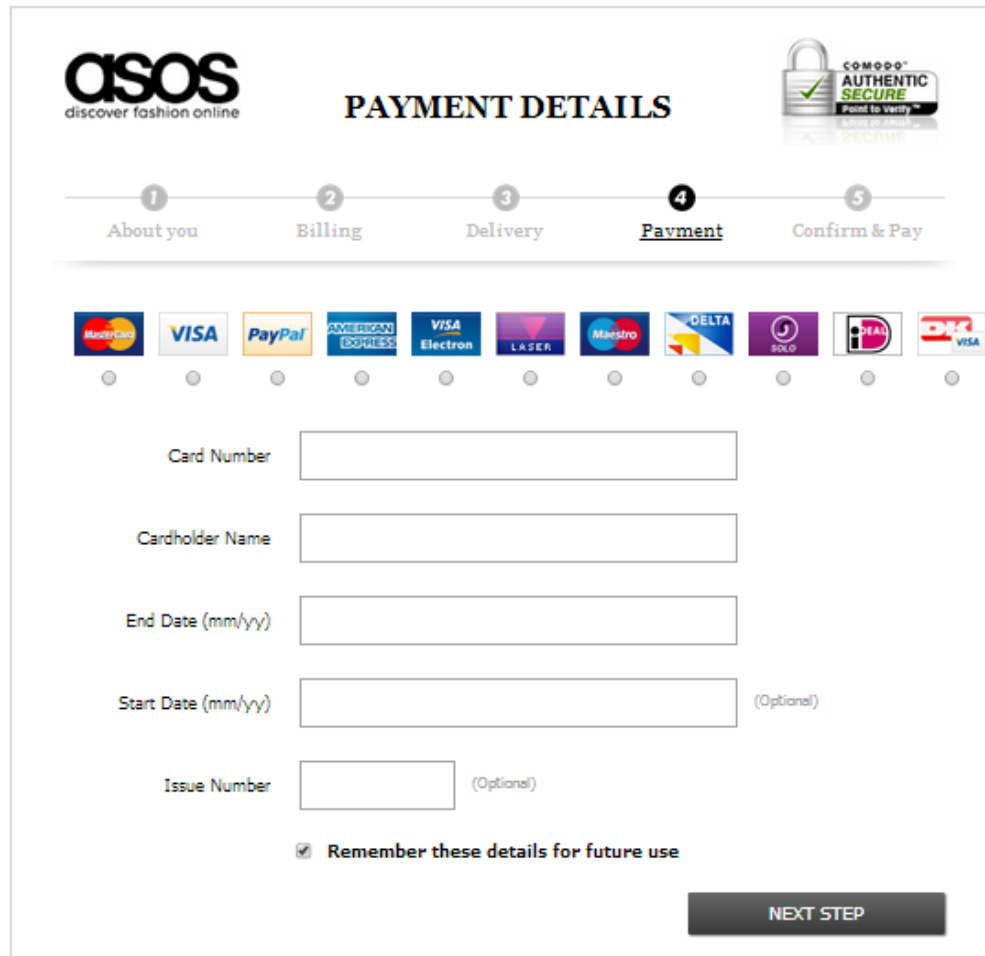
County (Optional)

Postcode

☒ Deliver to this address also

NEXT STEP

Enter Credit Card Details, Confirm and Pay



The image shows a screenshot of the ASOS payment page. At the top left is the ASOS logo with the tagline 'discover fashion online'. In the center is the title 'PAYMENT DETAILS'. On the top right is a 'COMODO AUTHENTIC SECURE' badge with a lock icon and the text 'Point to Verify'. Below the title is a progress bar with five steps: 1. About you, 2. Billing, 3. Delivery, 4. Payment (highlighted), and 5. Confirm & Pay. Below the progress bar is a row of payment method logos: MasterCard, VISA, PayPal, AMERICAN EXPRESS, VISA Electron, LASER, Maestro, DELTA, SOLO, iDEAL, and DKB VISA. Each logo has a small circle below it. Below the logos are five input fields: Card Number, Cardholder Name, End Date (mm/yy), Start Date (mm/yy) (Optional), and Issue Number (Optional). At the bottom left is a checkbox labeled 'Remember these details for future use'. At the bottom right is a 'NEXT STEP' button.

ASOS
discover fashion online

PAYMENT DETAILS

COMODO[®]
AUTHENTIC
SECURE
Point to Verify™

1 About you 2 Billing 3 Delivery 4 Payment 5 Confirm & Pay

MasterCard VISA PayPal AMERICAN EXPRESS VISA Electron LASER Maestro DELTA SOLO iDEAL DKB VISA

Card Number

Cardholder Name

End Date (mm/yy)

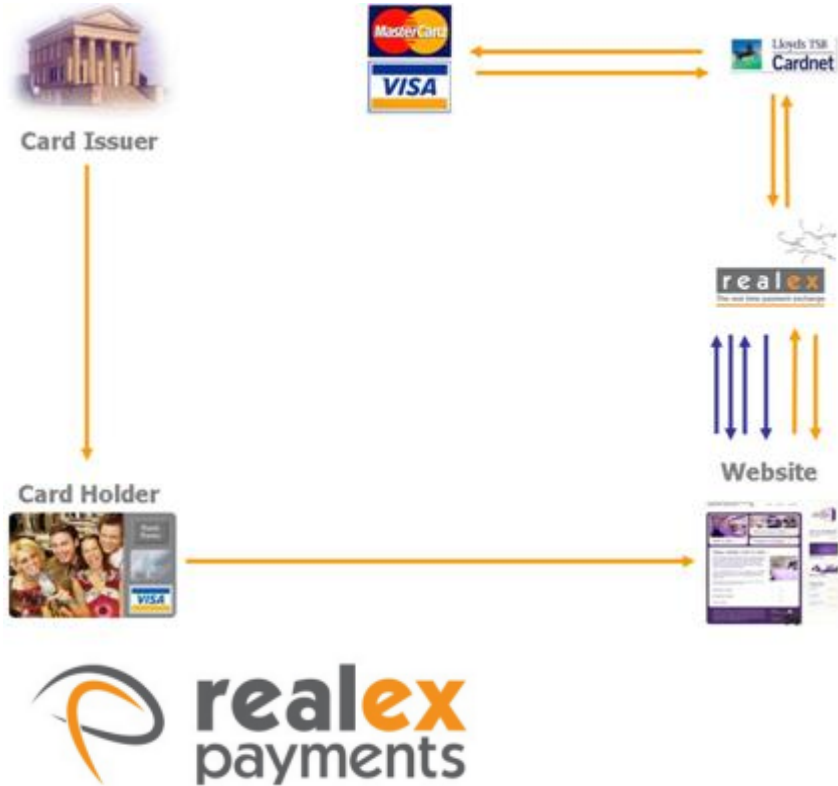
Start Date (mm/yy) (Optional)

Issue Number (Optional)

☒ Remember these details for future use

NEXT STEP

Processing Payments Online



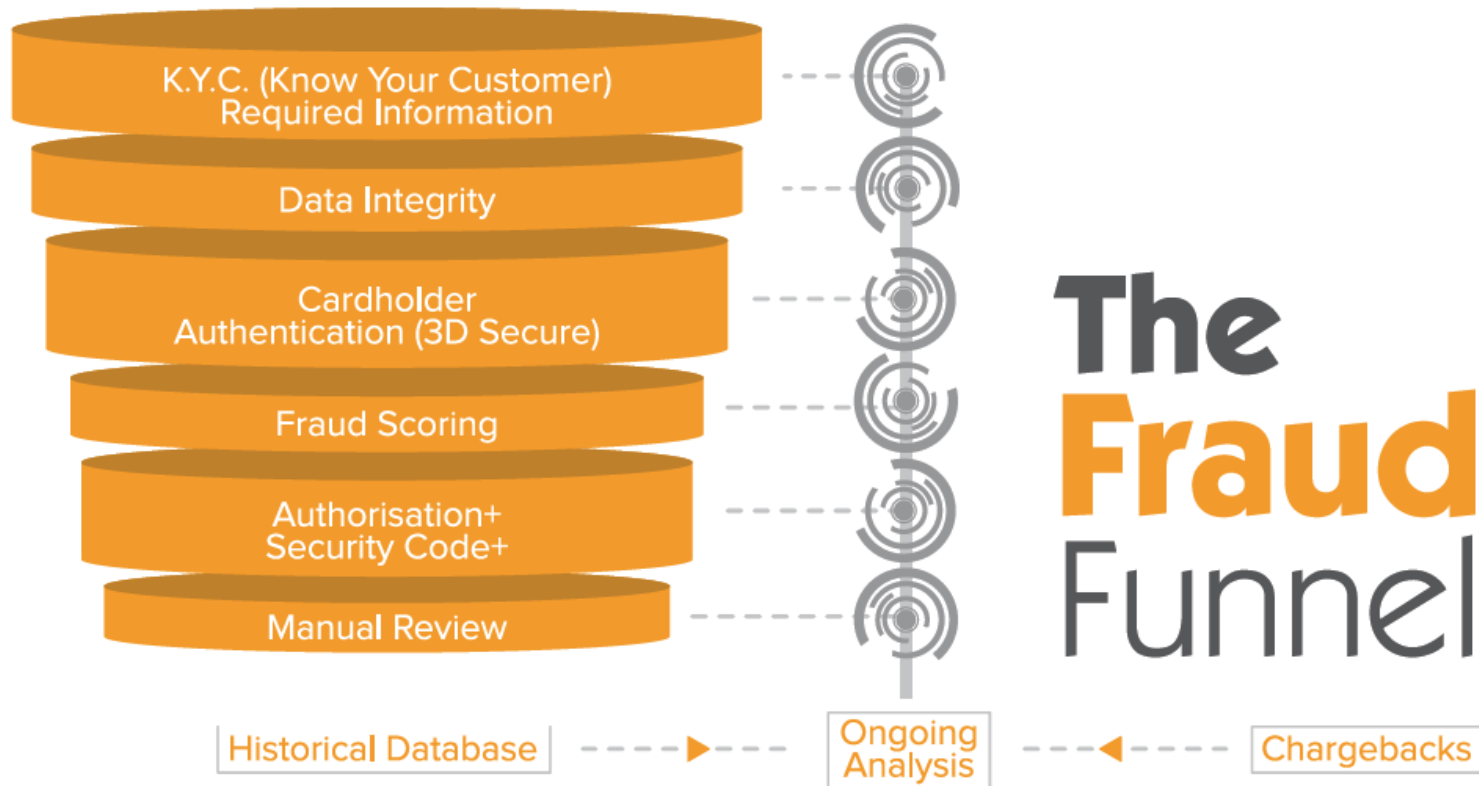
1. Cardholder enters information on merchant's payment page.
2. Card details are passed securely to Payment Gateway.
3. Payment Gateway sends the Payment to Access Control Server of the Issuing Bank of the Cardholder
4. Transaction continues back to Payment Gateway for standard authorisation, authorisation occurs in 2-3 seconds.
5. Hold put on funds in cardholder account.
6. Batch file created in Payment Gateway Payments of all day's transactions.
7. Batch file sent to Acquiring Bank for settlement, funds typically settled in 24 to 48 hours.

PayPal & Stripe

- Potential alternatives to a Payment Gateway
- Allow customers to pay with credit cards
- Easier to set up
- Suitable for smaller operations
- Fees are higher
- Shop around to see what's best for your client



Project Your Business: Managing Online Fraud



3D Secure: “Terrified by Visa”

Verified by VISA **Your Bank**

Please submit your Verified by Visa password.

Merchant: Online Retailer Ltd.

Amount: **GBP 9.99**

Date: 01:01:10

Card number: XXXX XXXX XXXX 1234

Personal Message: A personal greeting

Password:

[Forgot your password?](#)

Your bank's logo

The name of the retailer that you are shopping with

The value of the purchase

Today's date

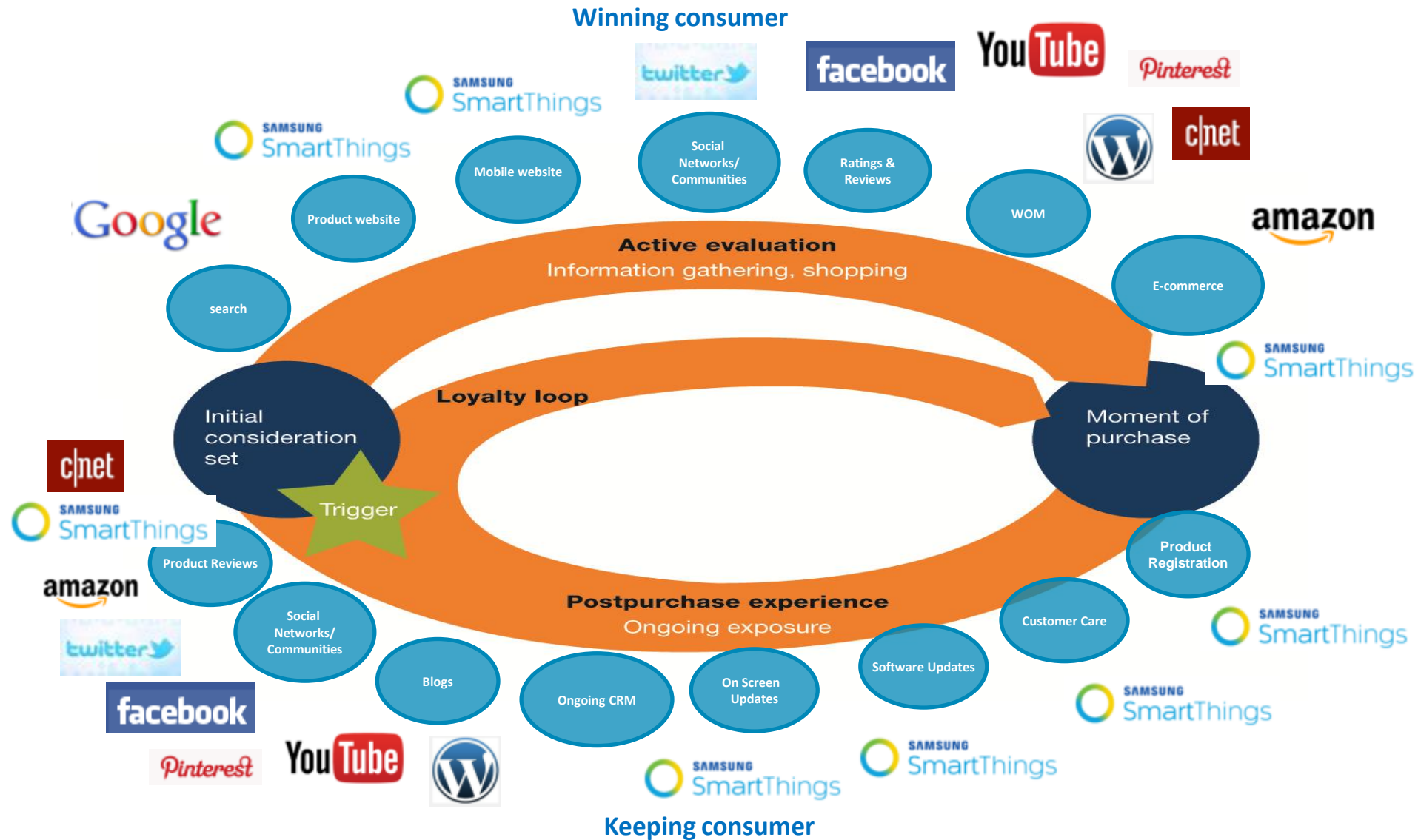
The last four digits of your card number

The personal message that you set when registering

Keeping the Customer



Focus now switches to keeping the consumer



Apple do this better than anyone else



apple unpack experience



- Home
- My channel
- Trending
- Subscriptions
- History
- Watch Later

Filters ▼

About 4,410,000 results



The Apple Experience

TechnoBuffalo ✓

8 months ago • 202,734 views

Get a behind the scenes look at what it's like to attend an Apple event. Read more on TechnoBuffalo.com: <http://bit.ly/1RIUF08> ...

Your Website: Post Purchase



FAQ

Visit the App, Hub, and Things categories for FAQs specific to those topics. For everything else, look here! Or, use the Search bar above.

General questions

- Does SmartThings work in my country?
- Will SmartThings work with my router?
- Is there a phone number I can call?
- My time-based events fail, what should I do?
- How can I check SmartThings platform status?
- What if my Things break?
- See all 13 articles

Account management

- Account sharing FAQ
- How do I share my account and manage users?
- How do I reset my password?
- Can I change the email address associated with my SmartThings account?



SmartThings Community

Welcome. These forums are a place for learning, helping, and sharing experiences with SmartThings, SmartApps, the Internet of Things, and home automation. This is a public forum. Anyone can view these discussions.

Get started: [Forum Overview](#), [Devices Forum](#), [SmartApps Forum](#), [Projects & Stories](#)

Additional Resources

- [Support Site & Knowledge Base](#)
- [Developer Documentation](#)
- [Developer Tools](#)
- [Platform Status](#)
- [Compatible Device List](#)

all categories ▾ Categories Latest Top		
Category	Latest	Topics
Announcements General announcements from the SmartThings Team. Mobile Release Notes Platform Updates Device Integrations Documentation Updates Full Platform Release Notes	Welcome to the SmartThings Community Forums · Oct 18 UPDATE: Recent SmartThings User Experience & Platform Performance · 3h New scheduler (Codename: Towner) being rolled out · 3h	2 · new 97 · new
Projects & Stories Have something you are working on that you want to share? You can do it here. Code, hardware, whatever. Share it! Community Created SmartApps Community Created Device Types Ideas and Suggestions	SmartThings and Alexa can play Grand Piano · 4h Ira Smart Fan S430L (2nd generation) · 11h SmartThings Dashboard Theming (Custom CSS) and Mounting Hardware Ideas · 8h	2 · new 27 · new
Devices & Integrations This is where we can discuss any number of things that can connect to the Internet, and thus SmartThings. This is the parent category for all such device discussions. Custom Apps Connected Things FAQ News	Suggest a Device · 1h GitHub integration to my UK V2 Hub · 18h Flareo Dimmer 2 - years but no function · 8h	11 · new 80 · new

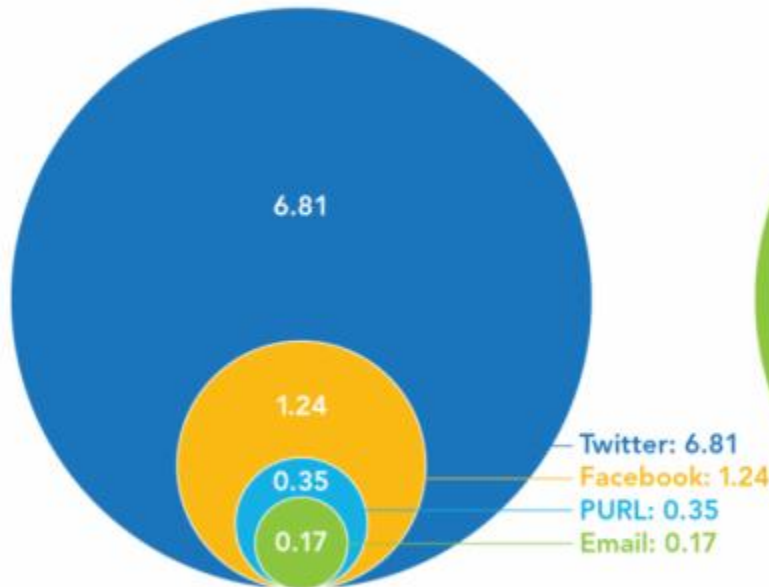
Leverage Customer base through Social Media

- eMail Marketing
 - What can you blog about?
 - What does your “Content Calendar” look like?
- How can you get customers to talk about what you do?
- What’s the best platform to reach your customers on?

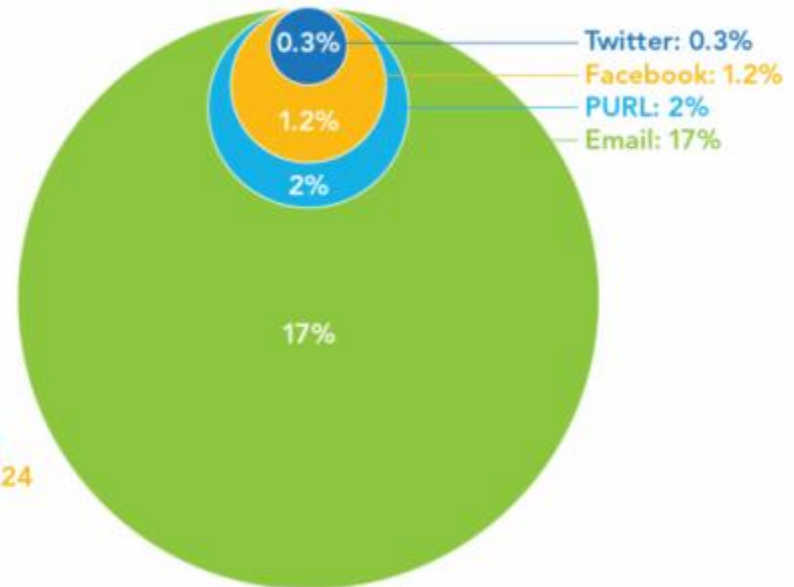


eMail offers the highest level of conversion

Clicks/Share by Channel
Based on Average Monthly Results



Conversion Rate by Channel
Based on Average Monthly Results



Numbers based on averages across a representative subset of Extol's 200+ customers

Source: Marketing Sherpa, November 2013

<http://sherpablog.marketingsherpa.com/page/13/?s=social+media>

Quick Assignment

- Rank your business out of ten for
 - Contact Details
 - Contact Response Times
 - Contact Channels
 - Other post purchase customer interaction



Selling Online and Developing a Pricing Strategy




Selling Online Through Retailer Sites

amazon.co.uk
Electronics & Photo - **samsung smart things**

Shop by Department - Graham's Amazon Today's Deals Gift Cards Sell Help

Electronics Best Sellers Deals Phones & Accessories TV's & Home Cinema Camera & Photo Audio & HIFI Computers Wearable Technology Accessories Car Electronics

Back to search results for "samsung smart things"



Roll over image to zoom in

Samsung Smart Home Camera: Full HD 1080P Indoor Security Camera, CCTV, Baby Monitor, Night Vision, Two-Way Audio, Motion Detect (SNH-P-6410/UK)
by Samsung
★★★★★ 91 customer reviews | 39 answered questions

RRP: £139.99
Price: **£124.99** & **FREE Delivery** in the UK. [Details](#)
You Save: £15.00 (11%)

In stock.

Want it delivered to Ireland - by Thursday, 14 Apr.? Order within 22 hrs 28 mins and choose **Priority Delivery** at checkout. [Details](#)

Dispatched from and sold by Amazon. Gift-wrap available.

Note: This item is eligible for **click and collect**. [Details](#)

10 new from £124.99 3 used from £111.60

Style Name: **HD Indoor Pro**

HD Indoor £82.99	HD Indoor Mini £97.92	HD Indoor Pro £124.99	HD Outdoor £144.99
---------------------	--------------------------	----------------------------------	-----------------------

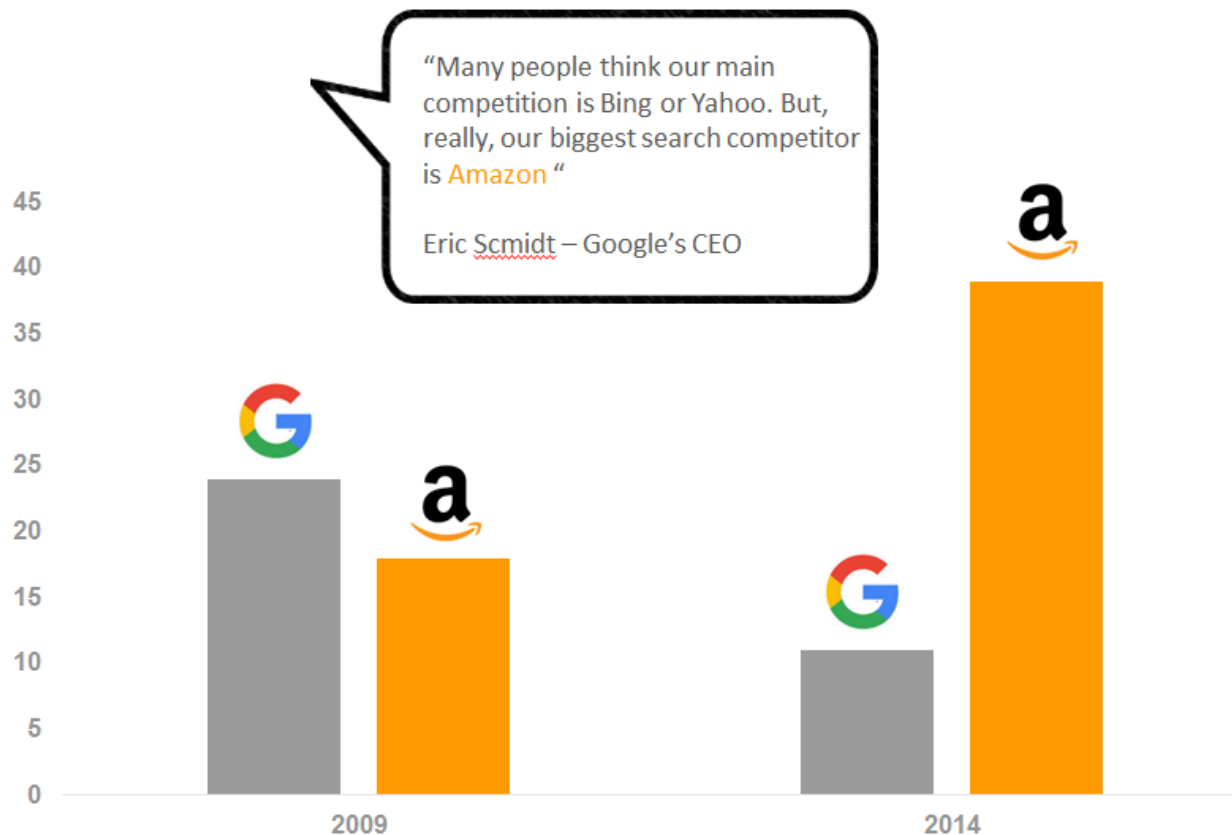
- Quick and Simple Setup
- Intuitive Operation
- 1080p Full HD Video Streaming
- Customized Push Notifications

[See more product details](#)

Looking for Gaming Gear?
Check out our new PC Gaming store for the latest desktops, laptops, monitors, keyboards, mice, headsets and much more. [Learn more](#)

Amazon Bigger than Google???

Marketing Online: Where do consumers start researching their purchases



Source: Forrester

Well maybe...

► Where do consumers start product searches?



Source: Bloomreach.com: October 6th, 2015

Retailer Sites: Rich Content

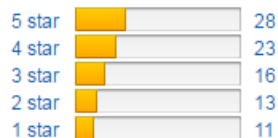


Retailer Sites: Reviews

Customer Reviews



3.5 out of 5 stars



Share your thoughts with other customers

[Write a customer review](#)

[See all 91 customer reviews](#)

Top Customer Reviews

★★★★☆ Great webcam for a technophobe!

By Sue on 14 Feb. 2015

Style Name: HD Indoor Pro | **Verified Purchase**

When I realised this camera had two-way communication, I knew it was the one for me. I bought another brand initially, from QVC, but the picture quality was poor and suffered terrible 'lag' when something moved in front of it. Not only was this dead easy to set up (I can use a computer to surf the net and that's about it), but the picture quality is brilliant, even in the dark. I wanted it to watch my dogs and to try to stop one of them howling when I leave the house. I downloaded the app on my phone (just a little Samsung S3 Mini), connected to the camera and did all the initial set up - which was a really simple step-by-step process. I normally connect to the camera via the 3G network and watch the dogs from my desk at work. Just make sure you have an unlimited data plan if you're planning on using it a lot on 3G since webcams eat data.

I plug the camera in and it takes about 30 seconds to boot up. Then I go to work but within 5 minutes of me leaving the house, the dog starts to howl. So I open the mic and tell him to be quiet! Works a treat - he looks a little confused but it at least stops the howling. If you're in a quiet office and don't fancy yelling at the dog in front of your co-workers, you can pre-record lots of different messages so you just press a button and it plays your chosen missive to the still confused dog! The speakers are perfectly adequate for the intended job but you can, if you wish, plug in an external speaker via the audio-out socket.

I've only used this on live feed rather than saving to a micro-SD card so I can't comment on that aspect of it. All in all, I'm very pleased with this webcam, even though it wasn't the cheapest on the market. But ultimately, you get what you pay for.. The only reason I've given it 4 stars instead of 5 is that it has no 'off' switch so you have to unplug it to turn off. A minor irritation really and one that I can easily live with.

[Comment](#) | 16 people found this helpful. Was this review helpful to you? [Yes](#) [No](#) [Report abuse](#)

Retailer Sites: FAQs

Customer Questions & Answers

🔍 Have a question? Search for answers

▲
0
votes
▼

Question: [Can you fix this camera high up on a wall or does it have to stand on a table? Also can anyone tell me how it is powered i.e. Is it battery or mains?](#)

Answer: A wall/ceiling mount is included in the box. Its powered through mains
By Alan DK on 25 April 2015
[↗ See more answers \(1\)](#)

▲
0
votes
▼

Question: [Can you save files to network locations? Or can you only save screenshots/videos to the onboard SD card?](#)

Answer: Screenshots can be saved automatically to a google picassa account but videos only store to the SD card
By Alan Parsons on 14 January 2015
[↗ See more answers \(1\)](#)

▲
0
votes
▼

Question: [Can you use more than 1 of these cameras at a time. Will the app let you monitor 2 cameras?](#)

Answer: Yes
By Mr. M. A. ALI on 26 April 2015
[↗ See more answers \(7\)](#)

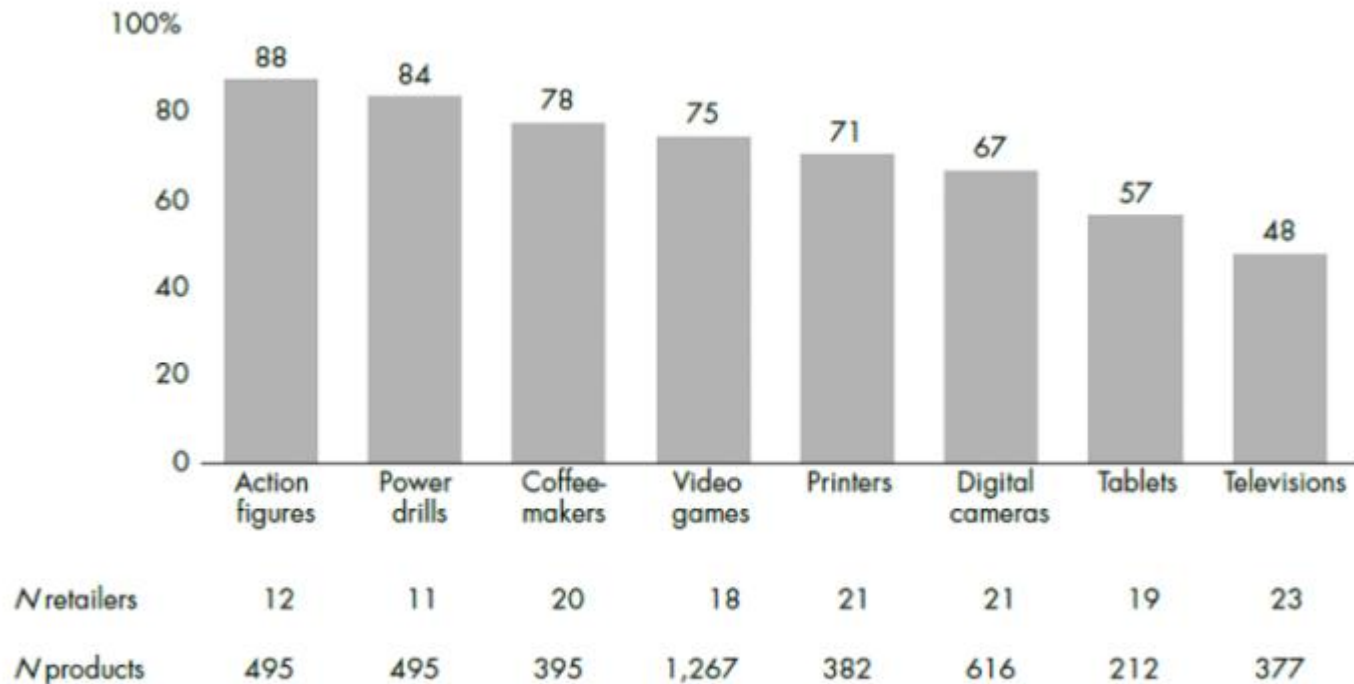
▲
0
votes
▼

Question: [i need to know if can be linked with dropbox or google drive to store images or videos triggered by sensors](#)

Answer: Im not sure mate as I didnt even get that far. To be honest your better off paying abit more and getting something more solid.
By lipstick palette on 10 July 2015
[↗ See more answers \(2\)](#)

Is Online Always Cheaper?

Figure 4: Percentage of Amazon.com's product assortment where Amazon.com had the lowest online price (data shown for Black Friday, November 29, 2013)

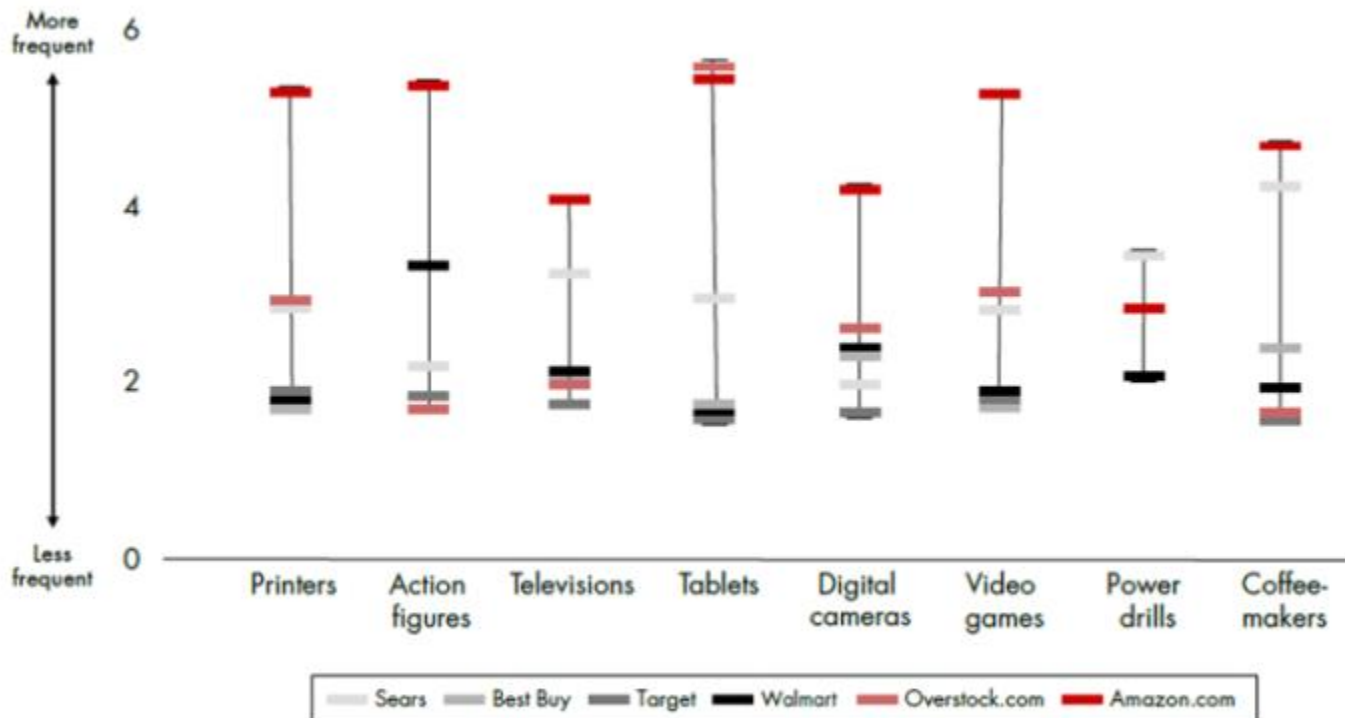


Note: We compared Amazon.com's product assortment in each category to all other retailers offering those same products. Retailers used for comparison included Walmart, Target, Best Buy, Staples, Costco, Sears, Toys "R" Us, J&R, Office Depot, Sam's Club, The Home Depot, Lowe's, Office Max, B&H, Adorama, h.h.gregg, Fry's Electronics, Buy.com, TigerDirect.com, Newegg, and Overstock.com. Amazon products used in 360pi analysis do not include 3rd party "Amazon marketplace" items

Source: 360pi

Understanding and reacting to the market is only way to be the cheapest

Figure 5: Average days with an online price change per month, by product category and retailer, November 1–30, 2013



Note: Calculated the average number of days a retailers changed price across all products in its assortment for each category. Amazon products used in 360pi analysis do not include 3rd party "Amazon marketplace" items

Source: 360pi; Bain analysis

Amazon.co.uk makes up to 400,000 prices changes per day



Retailers are responding to keep price conscious consumers



Our price promise to you
We won't be beaten on price

Find the same product and offer for less, we'll match the price and beat it by 10% of the difference.

Our online price promise

We're always confident about our pricing, but in the unlikely event that you find one of the competitors listed below has the same product cheaper please email us at websales@currys.ie. Please insert 'Price Promise' in your email subject line. We'll not only match the price, but we'll even beat it by 10% of the difference. The competitor must be an online retailer listed below.

We'll beat:

harveynorman.ie, did.ie, argos.ie, powercity.ie, expert.ie

Our in store price promise

In the unlikely event that you find a cheaper price, for the same product and offer, we'll not only match the price but also beat it by 10% of the difference. Our price promise even applies up to 7 days after purchase. Single unit purchases only. The competitor must be a retail store within 50km and have stock ready for delivery.

But when is a price promise not a price promise?

John Lewis

Never Knowingly Undersold

Conditions for price matching

We don't expect you to find a lower price at another high street competitor for the same individual product, sold with the same service conditions - but if you can, we'll match the price when you buy, or refund the difference for **up to 28 days** after you've purchased from us when you make a price match claim.

What we mean by 'High Street competitor'

High street competitors trade on the same basis as us, with premises on a high street or comparable shopping destination freely open to the public in the UK mainland. They should carry a reasonable range of goods in stock for you to buy and take away, with clearly displayed prices. Their websites need to trade under the same brand and on the same basis as their high street shops.

Outlets which trade on a different basis to us, such as those that operate only on the internet or through mail-order, showrooms attached to internet-only companies, collection points, auction sites, factory outlets, membership clubs, duty-free shops, market stalls or home shopping channels, are not deemed equivalent high street competitors. We also don't match competitors who are in administration or closing down.

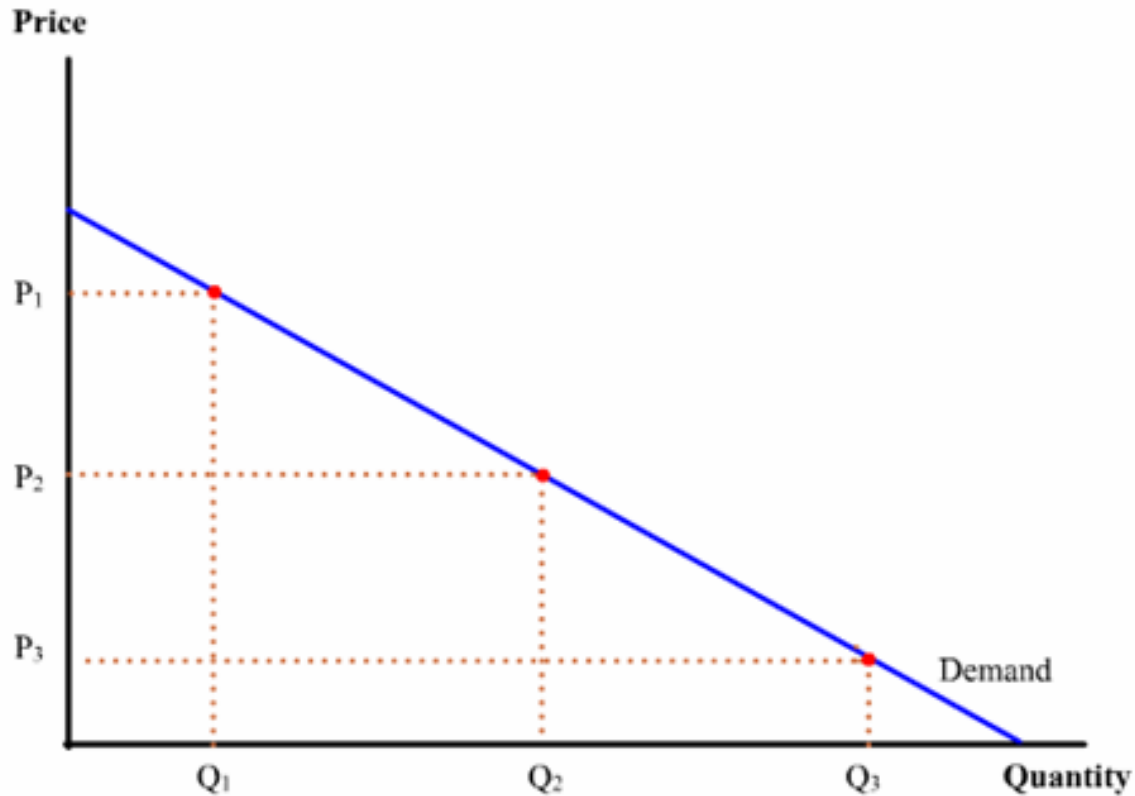
Price Elasticity

- Elastic: A price increase will reduce demand and a price decrease will increase demand (Applies to most products)
- Unit Elastic: Changing the price will not impact demand (Utilities, Transport, other essentials)
- Inelastic: A price increase will increase demand and a price decrease will decrease demand (Certain luxury products)

Value Based Pricing

- Step One: Identify the “Next Best Alternative” & use as Base Price
- Step Two: Determine Product Differences
- Step Three: Create a Demand Curve
- Step Four: Profit Maximizer Analysis

Downward Sloping Demand Curve



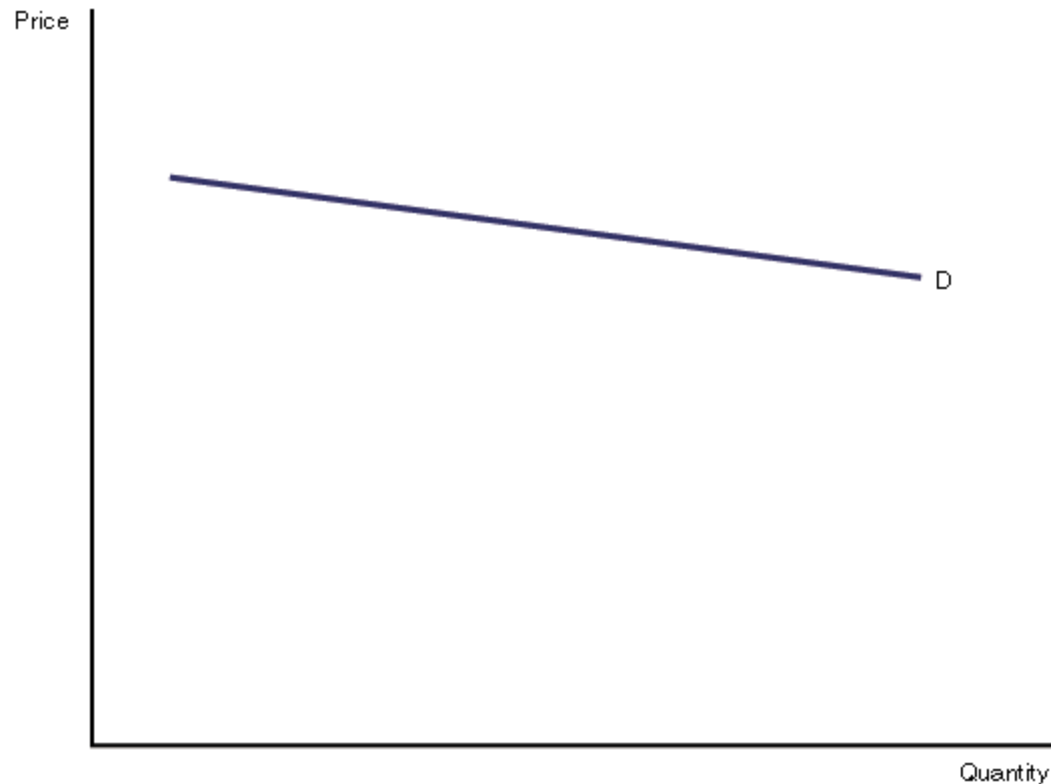
Profit Maximizer Analysis

Price Per Unit	Units Sold	Total Revenue	Total Costs	Profits
€5	20	€100	€40	€60
€4	40	€160	€80	€80
€3	60	€180	€120	€60
€2	80	€160	€160	€0
€1	100	€100	€200	(€100)

Value Based Pricing: Highly Elastic Products Online

- Step One: Identify the “Next Best Alternative” & use as Base Price
 - Products are identical, so any competitor who will deliver to your consumer can provide a “Next Best Alternative”
- Step Two: Determine Product Differences
- Step Three: Create a Demand Curve
- Step Four: Profit Maximizer Analysis

Online: Highly Elastic Demand Curve



Consumers are price sensitive, so small changes can have a major impact on price

Profit Maximizer Analysis: Online

Price Per Unit	Units Sold	Total Revenue	Total Costs	Profits
€5	0	€0	€10	(€10)
€4	0	€0	€10	(€10)
€3	20	€60	€50	€10
€2	500	€1000	€1020	(€20)
€1	N/A	N/A	N/A	N/A

Profit Maximizer Analysis: Brick & Click v Pure Player

Price Per Unit	Units Sold	Total Revenue	Total Costs PP	Total Cost B&C	Profits PP	Profits B&C
€5	0	€0	€10	€50	(€10)	(€50)
€4	0	€0	€10	€50	(€10)	(€50)
€3	20	€60	€50	€90	€10	(€30)
€2	500	€1000	€1050	€1090	(€50)	(€90)
€1	N/A	N/A	N/A	N/A	N/A	N/A

If presented with an online price the retailer has a number of factors to consider

- Is the offer genuine?
- Is the product/offer really comparable?
- What is the immediate value of the sale?
 - Margin on the product
 - Margins on any Add-ons or Accessories
- What is the potential value of the sale?
 - Customer Life time Value

How can the sale be about more than price?

- What added value can the retailer offer?
 - Immediate Fulfilment
 - Flexible Payments
 - Returns Policy
 - After Sales Service
- Can the lost margin be (partially) retrieved?
 - Accessory Sales (Bundles)
 - Warranty Sales

Quick Assignment

- What is price stability like for your product service?
- What steps can you take to protect your margin?



Online Distribution



Broker Model has required businesses to change where they sell products



More
Control

Less
Control

Multi-sided Platform: Brings together two or more distinct but interdependent groups of customers

- Price: Who really sets the price on eBay or Amazon MarketPlace
- Range: What will be sold on a Broker's Platform?

How does Amazon's Market Place work?

amazon.co.uk



Bosch TAS2002GB Tassimo T20 Hot Beverage Machine, Gloss Black

by BSHAE

★★★★★ (338 customer reviews)

#1 Best Seller in Coffee Capsule Machines

RRP: ~~£99.99~~

Price: **£67.11**

You Save: **£32.88 (33%)**

Only 6 left in stock.

Dispatched from and sold by **Powerbuy24, Preise inkl. MwSt., Impressum und AGB finden Sie unter Verkäufer-Hilfe.**

- Capable of brewing 12 varieties including filter coffee, caffè crema, cappuccino, Latte Macchiato, Espresso, Hot Chocolate and Tea at the touch of a button
- One button operation
- Barcode technology ensures a perfect drink every time
- Highly energy efficient
- Manual adjustment of drinks possible
- Sachets not included.

> [See more product details](#)

16 new from £63.00

Multiple Sellers offer the same product on Amazon (including Amazon!)

All New from £63.00 (Save 36%) Used			
Show Sorted by: Price + Delivery			
Price + Delivery	Condition	Seller Information	Buying Options
£67.11 FREE Delivery	New	Powerbuy24 ★★★★★ 82% positive over the past 12 months. (121 total ratings) In stock. Dispatched from Germany. International & domestic delivery rates and return policy.	Add to Basket or Sign in to turn on 1-Click ordering.
£63.00 + £6.12 UK delivery	New New from store, without open.	nonutopia ★★★★★ 100% positive. (3 total ratings) In stock. Domestic delivery rates and return policy.	Add to Basket or Sign in to turn on 1-Click ordering.
£69.99 & FREE Delivery in the UK Details	New	amazon.co.uk In stock. Want delivery by Tuesday, 25 March? Order it in the next 21 hours and 3 minutes, and choose One-Day Delivery at checkout. See details. Domestic delivery rates and return policy.	Add to Basket or Sign in to turn on 1-Click ordering.
Learn more			
£68.00 + £6.12 UK delivery	New	Eugdhezi Just Launched (Seller Profile) In stock. Domestic delivery rates and return policy.	Add to Basket or Sign in to turn on 1-Click ordering.
£72.84 + £6.12 UK delivery	New BRAND NEW **Dispatched within 2 working days	gamernoio ★★★★★ 100% positive over the past 12 months. (1,860 total ratings) In stock. Dispatched from United Kingdom. Domestic delivery rates and return policy.	Add to Basket or Sign in to turn on 1-Click ordering.
£79.00 FREE Delivery	New	RV ★★★★★ 86% positive over the past 12 months. (22 total ratings) In stock. Dispatched from Germany. Domestic delivery rates and return policy.	Add to Basket or Sign in to turn on 1-Click ordering.

Dacia Duster 2010



If I'm searching for a Wind Deflector...

Google

Dacia Duster 2010 On Wind Deflectors 2pc set Clip On - Easy Fit Kit

Web Images Videos News More Search tools

About 103 results (0.78 seconds)

Cookies help us deliver our services. By using our services, you agree to our use of cookies.
[OK](#) [Learn more](#)

Wind Deflectors Ireland - Quality Deflectors Online From €29
Ad www.micksgarage.com/Wind-Deflectors (01) 440 6603
Best Prices in Ireland! Order Now

Car Wind Deflectors from €49 - Best Prices, All Car Makes
Ad www.easybuycarparts.ie/Wind-Deflectors (01) 416 4352
100% Free Delivery - Buy Now!
[Car Mats - Wind Deflectors - Car Security - Car Seat Covers](#)

Wind Deflectors at Amazon - amazon.co.uk
Ad www.amazon.co.uk/wind-deflectors
Low Prices on Wind Deflectors. Free Delivery on Orders over £25.

Dacia Duster 2010 On Wind Deflectors 2pc set Clip On - Easy Fit Kit
www.amazon.co.uk/Dacia-Duster-2010-Wind-Deflectors/.../B007TNHB...
Dacia Duster 2010 On Wind Deflectors 2pc set Clip On - Easy Fit Kit: Amazon.co.uk: Car & Motorbike.

Amazon.co.uk: 1 Star & Up - Wind Deflectors / Car Accessories
www.amazon.co.uk/Automotive/Car-Accessories/Wind-Deflectors
Results 1 - 24 of 75 - ... 96 On Wind Deflectors 2pc set Easy Clip On - Easy Fit Kit
4 Product Details HEKO-25368 VAUXHALL VECTRA C 2002-2008 HTB Heko ...
5 Product Details HEKO-27154 (2 Pieces) Wind Deflectors Fits Renault CLIO ...

Amazon.co.uk: 3 Stars & Up - Wind Deflectors / Car Accessories
www.amazon.co.uk/Automotive/Car-Accessories/Wind-Deflectors
Results 1 - 24 of 76 - Front Tinted Wind Deflectors DACIA DUSTER 1.6 4x4 2010 On ... Vauxhall Corsa 3-Door 01-06 Wind Deflectors 2pc set Clip On - Easy Fit Kit.

items in wind deflectors store on eBay!
stores.ebay.co.uk/eBay-Shops/UK_Micks_Garage/Car-Accessories
25+ items - Hyundai IX20 5-Door 2011 On Wind Deflectors 2pc set Clip On
G3 Front Wind Deflectors Set Dacia SANDERO 2008 On [5-D
G3 Front Wind Deflectors Set Hyundai ACCENT Saloon 1999

MICKS GARAGE.COM
THE CAR PARTS EXPERTS

SEARCH OUR MASSIVE RANGE!

0 ITEMS IN YOUR BASKET

CAR PARTS CAR ACCESSORIES CAR CARE CAR TOOLS/DIY CAR TRAVEL AND LEISURE SPECIAL OFFERS ABOUT US

WIND DEFLECTORS

WIND DEFLECTORS
SAVE UP TO 39%
OFFER ENDS 31ST MARCH 2014

MicksGarage.com > Wind Deflectors

amazon.co.uk Your Amazon.co.uk Today's Deals Gift Cards Sell Help

Shop by Department - Search Car & Motorbike - Go Hello, Sign in Your Account -

Car Best Sellers Motorbike Sat Nav & Car Electronics Tools & Equipment Tyres & Wheels Travel & Touring Styling & Tuning Car Care Special Offers

Dacia Duster 2010 On Wind Deflectors 2pc set Clip On - Easy Fit Kit
by MicksGarage
www.amazon.co.uk/Dacia-Duster-2010-Wind-Deflectors/.../B007TNHB...

Price: **£43.02**

Only 2 left in stock.
Dispatched from and sold by [MicksGarage Car Parts & Accessories](#).

Outlet Car & Motorbike Outlet
Great range of automotive products -- all at a great price. [Start saving now.](#)
[See more product promotions](#)

Mick's Garage: Ireland's Biggest Car Parts Site



MICKS GARAGE.CO.UK
THE UK CAR PARTS EXPERTS

[SEARCH BY PRODUCT](#) [SEARCH BY OE NUMBER](#)
SEARCH OUR MASSIVE RANGE! 

 **0 ITEMS**
IN YOUR BASKET

[HOME](#) [OILS](#) [CAR PARTS](#) [CAR ACCESSORIES](#) [CAR CARE](#) [CAR TOOLS/DIY](#) [CAR TRAVEL AND LEISURE](#) [TYRES](#) [SPECIAL OFFERS](#) [ABOUT US](#)

[EUROPEAN ECOMMERCE AWARDS 2015 WINNER](#)  **FREE DELIVERY**
(ON ORDERS OVER £80.00)  **30 DAY RETURNS**  **JOIN OUR MAILING LIST**
(GET £5 OFF YOUR NEXT ORDER)

EXTRA 15% OFF SELECTED CAR PARTS

look out for the **code** on selected departments!

one code per order only | excludes bundles | expires midnight 9th october!



 **ENTER YOUR REG** **> GO**

OR

IF YOU DON'T KNOW YOUR REG USE THESE DROPDOWNS:

MAKE

BASE MODEL

MODEL

> ENGINE

THE BIGGEST & BEST VALUE RANGE OF CAR PARTS AND ACCESSORIES!

FREE FAST DELIVERY
30 DAY NO HASSLE RETURNS
EXPERT ADVICE - 7 DAYS A WEEK



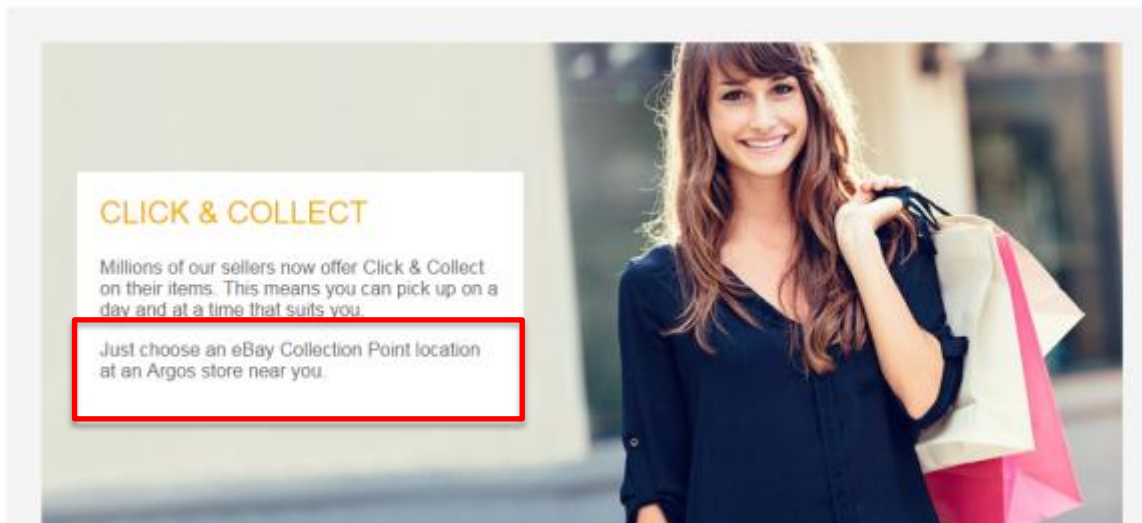
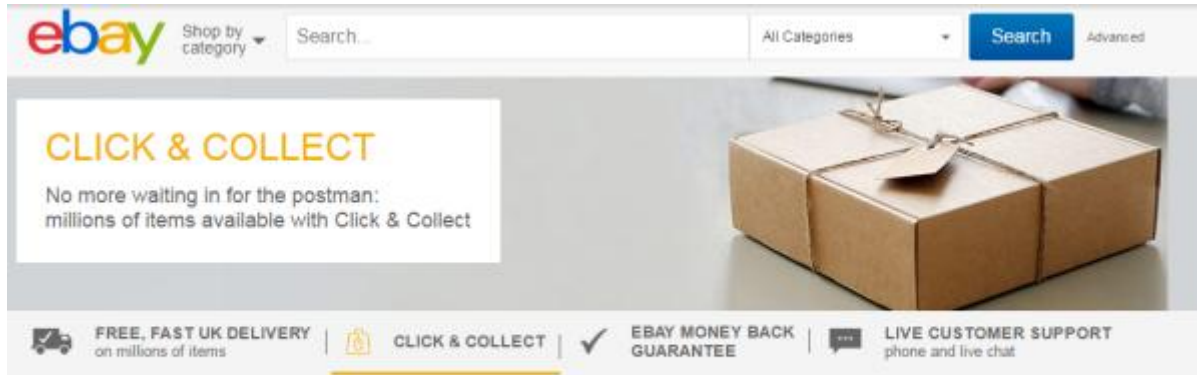
Why Mick's Garage sells on Amazon

- Access to Amazon Consumers
 - MicksGarage
 - .ie/com
 - .co.uk
 - Amazon: Global Reach
- Opportunity to build brand before local launch
- Test operations in other markets
- Improved Organic Search Results
- Develop consumer and competitor insights

How does Amazon Benefit?

- More Products = More Search Results = More Traffic = More Sales
- Commission charged on all transactions
- Amazon focus on mainstream products
- Allows MarketPlace sellers to develop the “Long Tail” niche businesses
- Transaction takes place on Amazon so opportunity to acquire more customers

Argos is a pick-up point for eBay!











Why would Argos sell on eBay?



Argos Click & Collect

127 items items per page: 24 48 96 192 Sort by: Featured items

 SOLD OUT Virgin Zie Blade Q Mini Mobile Phone - Black £49.99	 SOLD OUT Oil Drum Charcoal Bbq With Cover £49.99	 SOLD OUT Canon Powershot SX170 16MP Compact Digital Camera - Black £89.99	 25% off Xhose Expanding Hose - 50FT £37.49 was £49.99
 25% off Kodak AZ521 52X Zoom 16MP Bridge Camera - Black £149.99 was £199.99	 10% off Flymo Power Trim 500XT Grass Trimmer - 500W £44.99 was £49.99	 36% off Kodak AZ361 36 Zoom 16MP Bridge Camera - Black £119.99 was £189.99	 36% off Flymo Easimo Lawnmower 900W and Mini Grass Trimmer £69.99 was £109.99

Leverage eBay's traffic but overcome some of the barriers to buying from a Broker

Philips MCM2150/05 CD Micro Hi-fi System - Black
Brand New With a 12 Month Argos Warranty

Item condition: **New**

Quantity: 3 sold

Price: **£149.99**

[Buy it now](#)

[Add to basket](#)

☐ SquareTrade 3 yr warranty £20.99

17 watchers [Add to Watch list](#)

[Add to collection](#)

Experienced Seller **Free** returns **New** Condition

[Collect 150 Nectar points](#)
[Get Started](#) | [Conditions](#)

Click & Collect: [FREE Click & Collect from Argos Outlet | Select a store](#)

Postage: **£3.95** Express Delivery | [See details](#)
Item location: UK, United Kingdom
Posts to: United Kingdom [See exclusions](#)

Same Product, same price on Argos

Argos Hello (Sign in / Join)

Search by word or catalogue number Find it

Technology | Home & Garden | Baby & Nursery | Toys | Sports & Leisure | Health & Beauty | Cloths

Philips MCM2150/05 CD HiFi Microsystem - Black

Philips MCM2150/05 CD HiFi Microsystem - Black
911/9789

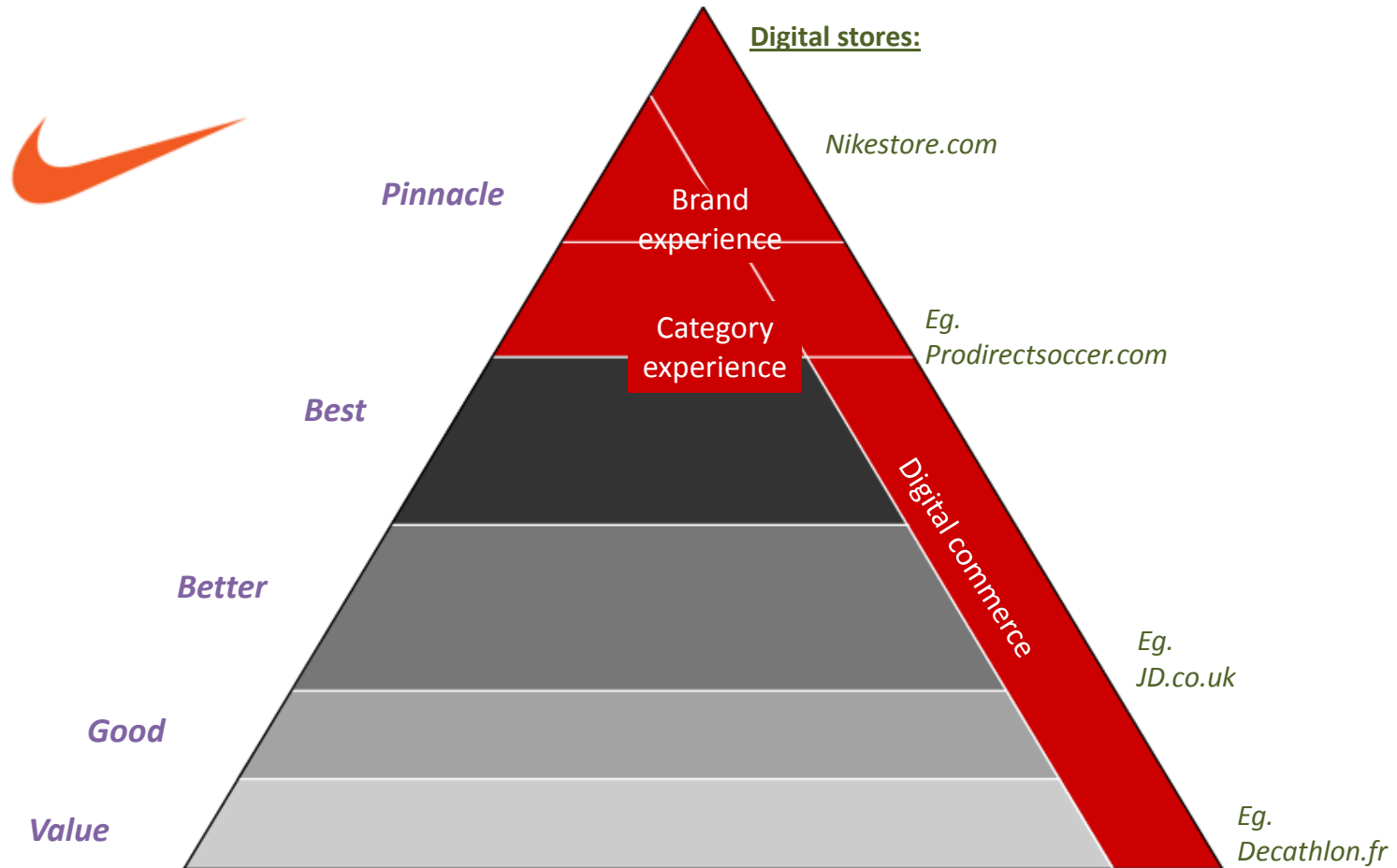
£149.99



What does it mean for Manufactures?

- Impacted by Retailer/Platform's inability to control price
- Focus has to shift to controlling distribution
- Distribution Strategy: Which Retailers/Channels get what products
- Commercial Policy: How can different prices to different retailers/channels be justified

Nike's Distribution Strategy



Quick Assignment

- What does your Distribution Strategy look like?
- Are there ways to expand distribution without negatively impacting your margin?



Why is Amazon Winning?



Amazon has overtaken Walmart in Stock Market Valuation

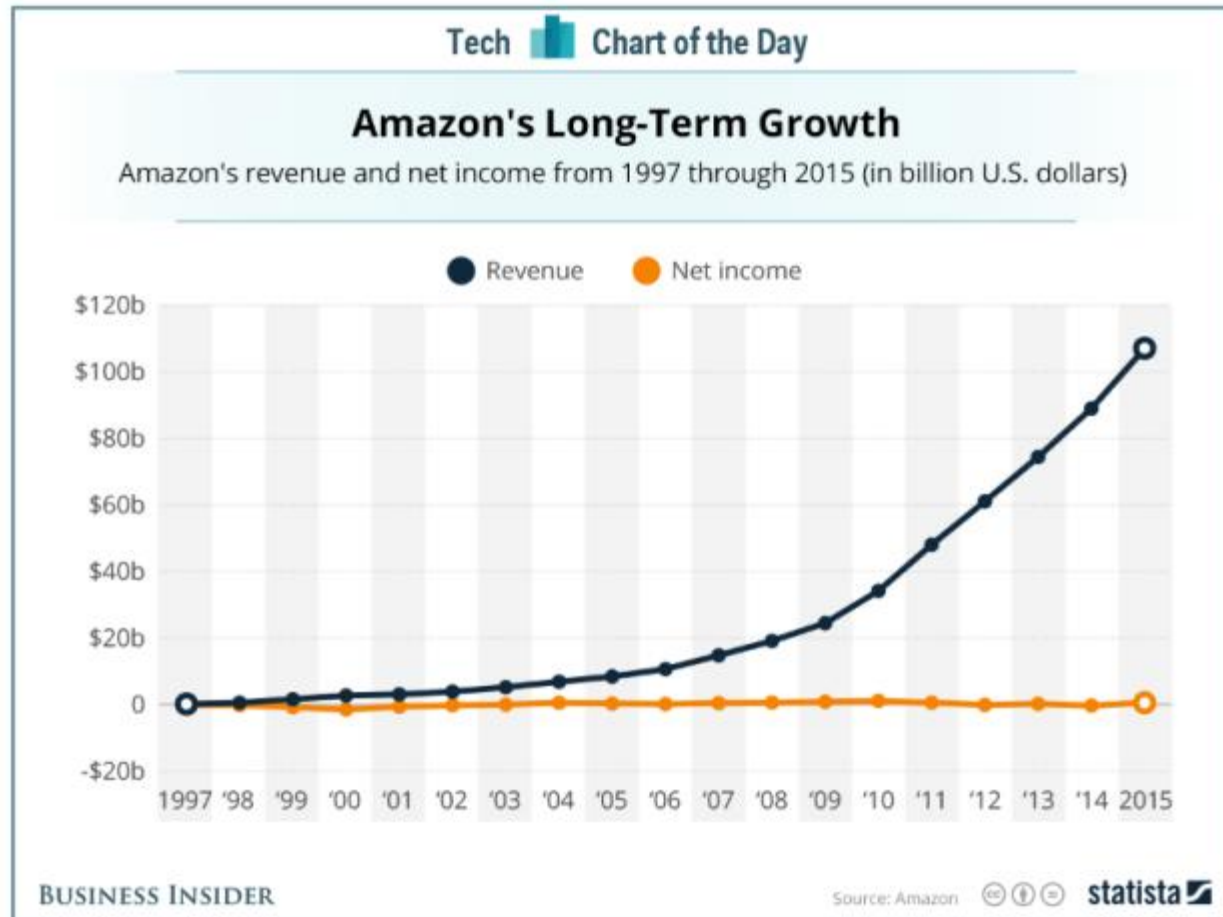


Walmart's online efforts aren't paying off



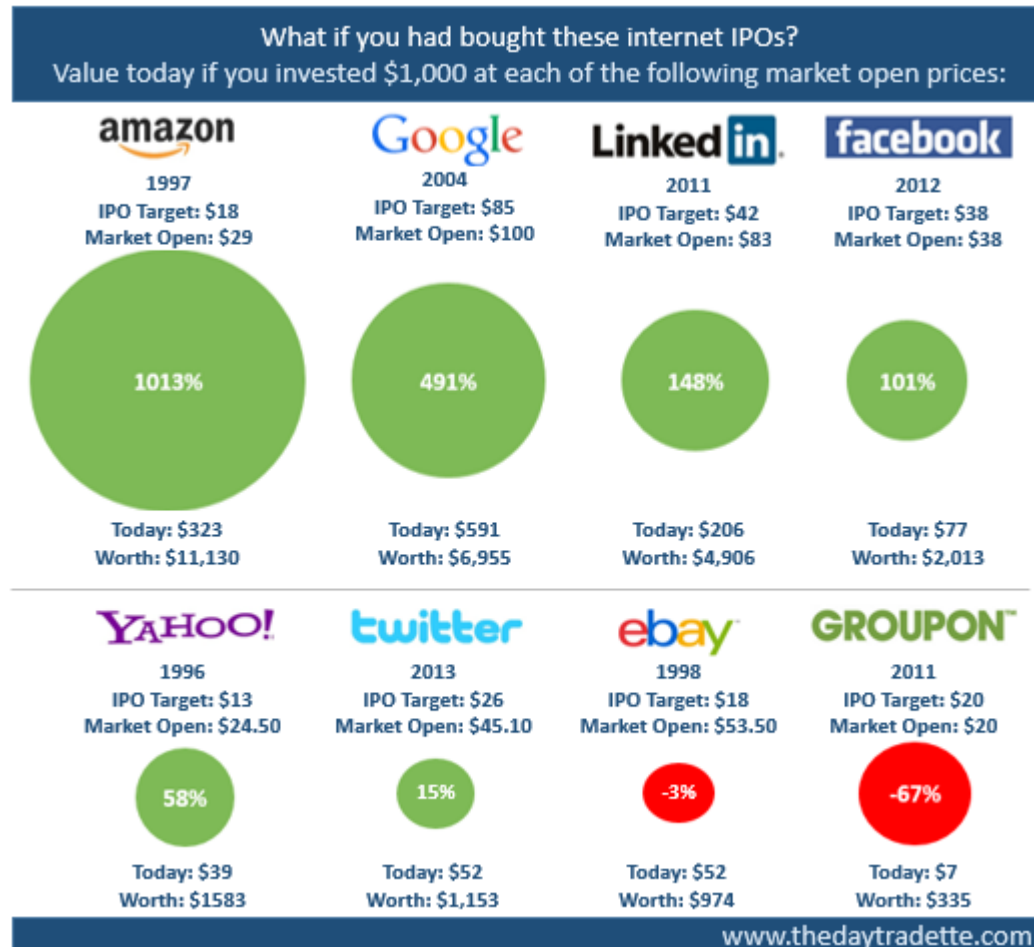
Source: <http://uk.businessinsider.com/amazon-vs-wal-mart-in-one-chart-2015-7?r=US&IR=T>

Foregoing profits to deliver long term growth

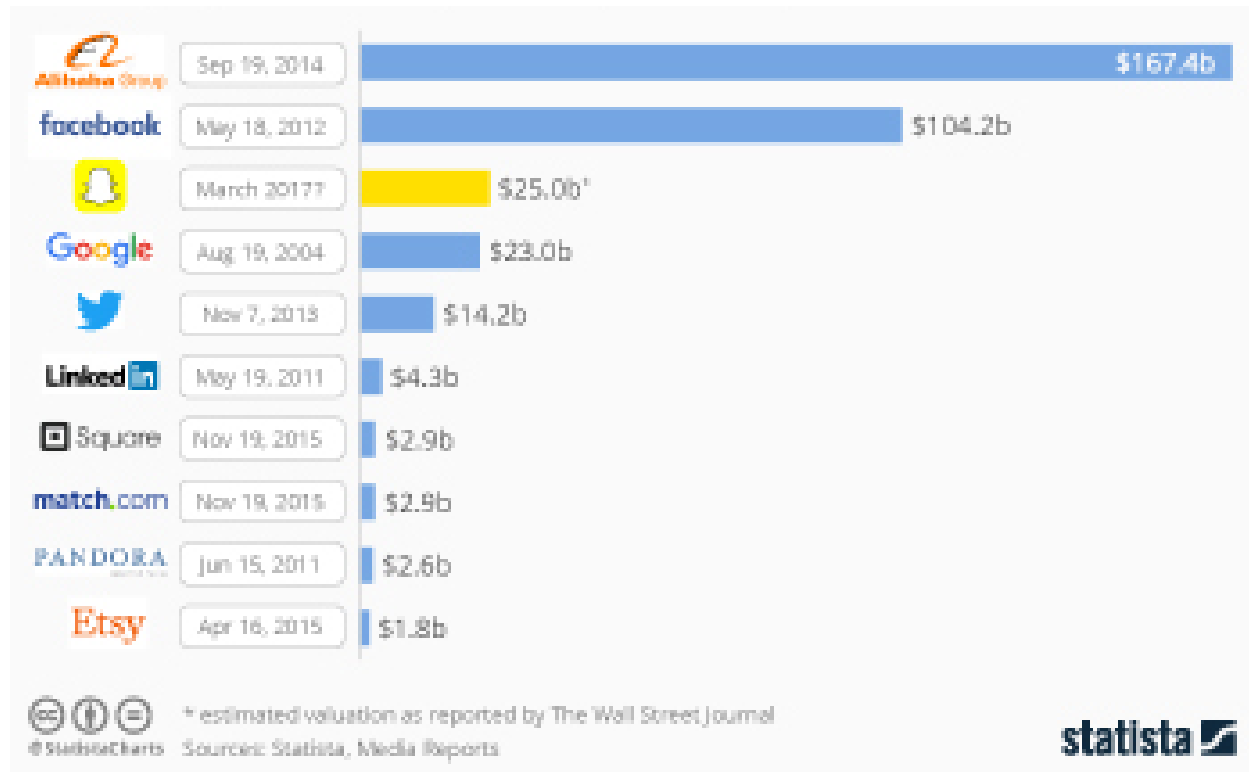


Source: <http://uk.businessinsider.com/amazon-revenue-vs-profit-2016-1?r=US&IR=T>

And investors love it!



At the time Amazon's IPO wasn't such a big deal...



Amazons Competitors

- First Phase

BORDERS

BARNES & NOBLE
BOOKSELLERS

- Second Phase

Walmart

TARGET

- Third Phase

 **Microsoft**

Google

facebook

 **Alibaba.com**

Who said this?

“Yes, we are strong in ecommerce, but we never positioned ourselves as an ecommerce company only, we position ourselves as a data company, too.”

- Ali Baba CEO, Daniel Zhang

June 23rd, 2015

What about Amazon?



“Amazon is not a commerce company. It’s a big data company. And that’s what makes the difference in its success for the past year and the year ahead”

Alex Williams: Techcrunch.com, Dec 2012

Amazon doesn't think like a retailer...

- It thinks like a data company!
- Uses data to get you to buy more...
- More often!
- The more you buy the more data they get!

Amazon use data to present you with more buying choices

Based on other people's purchases

Customers Who Bought This Item Also Bought



Downton Abbey: A Journey to the Highlands ...

Hugh Bonneville

★★★★★ (554)

DVD

£5.75



Downton Abbey - Series 3 [DVD]

Hugh Bonneville

★★★★★ (754)

DVD

£10.00



The Paradise - Series 2 [DVD]

Emun Elliott

★★★★★ (1)

DVD

£17.50



Christmas at Downton Abbey (2011) [DVD]

Hugh Bonneville

★★★★★ (467)

DVD

£5.75

Based on your own browsing

Continue Shopping: Recommended for you



House of Cards - Season 1

★★★★☆ (86)

DVD

£12.71 Prime

[Fix this recommendation](#)



Howards End [1992] [DVD]

★★★★☆ (33)

DVD

£4.25 Prime

[Fix this recommendation](#)



Foiled by Randomness: The Hidden...

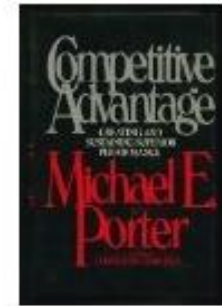
Nassim Nicholas Taleb

★★★★☆ (78)

Paperback

£6.99 Prime

[Fix this recommendation](#)



Competitive Advantage

Michael E. Porter

★★★★☆ (25)

Hardcover

[Fix this recommendation](#)

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[Help](#) | [Close window](#)

Recommended for you



[House of Cards - Season 1 \(DVD + UV Copy\) \[2013\]](#)

DVD ~ Kevin Spacey (10 Jun 2013)

In stock

Price: **£12.71**

[32 used & new](#) from **£10.99**

Rate this item

☒ ☆☆☆☆☆

☐ I own it

☐ Not interested

[Add to Basket](#)

[Add to Wish List](#)

Because you purchased...



[The House of Cards Trilogy \[1990\] \[DVD\]](#) (DVD)

DVD ~ Ian Richardson

☒ ☆☆☆☆☆

☐ Don't use for recommendations



[The Killing - Season 1 \[DVD\] \[2011\]](#) (DVD)

DVD ~ Mireille Enos

☒ ☆☆☆☆☆

☐ Don't use for recommendations

Subscribe and Save



Philips Sonicare HX6063/64 Diamond Clean Replacement Brush Heads, Standard, 3 Count from Philips Sonicare

★★★★★ 462 customer reviews | 34 answered questions



Price: **\$35.10** ~~\$36.95~~ Save \$1.85 (5%)
In Stock. Ships from and sold by Amazon.com.

Subscribe & Save 5% Details

☒ **\$35.10**

Save 15% when you subscribe to 5 or more items

☐ **One-time Purchase**

~~\$36.95~~

Deliver 1 every
4 months (Most common)



Review subscription

Add to Wish List

Share    

Amazon Moms' Programme



Roll over image to zoom in
[Share your own customer images](#)

Pampers Sensitive Wipes

by [Pampers](#)

★★★★★ (418 customer reviews) | [9 answered questions](#)

List Price: ~~\$15.23~~

Price: **\$10.97** **FREE Shipping** on orders over \$35 & FREE Returns. [Details](#)

You Save: **\$4.26 (28%)**

In Stock.

Ships from and sold by **Amazon.com** in [easy-to-open packaging](#). Gift-wrap available.

Want it Friday, Nov. 22? Order within **23 hrs** and choose **AmazonGlobal Priority Shipping** at checkout. [Details](#)

Size: 448 ct

1152 Wipes

448 ct

- Clinically proven mild
- Hypoallergenic and perfume Free
- Pampers Sensitive wipes are dermatologist tested
- #1 Choice of Hospitals based on sales data
- [See more product details](#)

Pay as low as **\$8.78** with Subscribe & Save and Amazon Mom
Amazon Mom Members with Prime Save 20% on regular deliveries of this item with Subscribe & Save. [Learn more](#)
Not an Amazon Mom member? [Join now.](#)

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Quantity:

☐ One-time delivery
\$10.97

☒ **Subscribe & Save: Save 5%**
\$10.42 [Details](#)
Delivery every

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Boston Bella Baby [Add to Cart](#)
\$14.75 + \$6.95 shipping

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\$22.00 + Free Shipping

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\$13.00 + \$9.49 shipping

31 new from **\$9.99**

Pay as low as **\$8.78** with Subscribe & Save and Amazon Mom
Amazon Mom Members with Prime Save 20% on regular deliveries of this item with Subscribe & Save. [Learn more](#)
Not an Amazon Mom member? [Join now.](#)

Amazon Programmes (US)

- Moms (Family outside US)
 - Sign up for discounted “Diapers and Wipes”
 - Free Shipping
- Prime
 - US consumers pay \$99 a year for
 - Delivery discounts
 - Video, music and movie streaming
 - Exclusive Content and Programming
 - Access to Kindle Library
 - Other benefits

Prime Value

- 63 million Prime members in the U.S. in July 2016
- Up 30% from June 2015
- More “Prime” Members than normal subscribers
- Prime members spend an average of \$1,200 a year
- 71 percent more than non-members

Prime Day: July 12 2016

- First was in 2015 to celebrate Amazon's 20th Birthday
- 60% increase on 2015 sales
- 90,000 televisions worldwide
- 200,000 Headphones
- 160,000 Toys and Games in Germany
- Overall best seller in the US was a Pressure Cooker!

US: Instant Pot 7-in-1 Multi-Functional Pressure Cooker

Normal price: \$119.95

Prime Day price: \$69.99



What is a Prime Customer Worth?

- Life Time Customer Value
 - \$1200 p.a.
 - Over 10 years?
 - Targets Students and 1st Time Mothers
- Customer Acquisition Cost
- Customer Retention Cost

Similar Schemes are on the rise



Walmart's ShippingPass

“With ShippingPass, you can enjoy Every Day Low Prices with the convenience of fast, FREE shipping. For just one payment of **\$49**, ShippingPass members receive free, **2-day shipping** for an entire year with no minimum order on eligible items and free return shipping.”

The future of shopping?

amazon dash
BUTTON

Never run out of your favorite products with Amazon Dash Button—exclusively for Prime members. Simply press Dash Button and relax while Amazon reorders and delivers your favorite items.

Buy Dash Button for \$4.99 and get \$4.99 off
your first purchase using Dash Button

Limited time offer



Scope of Amazon Dash

- Twenty-nine brands and a total of 500 products, including
 - Tide Detergent
 - Cottonelle Toilet Rolls etc.
 - Gatorade Sport Drink
 - Kraft Macaroni and Cheese
 - Clorox Wipes
 - Hershey Ice Breaker Mints

Source: <http://digiday.com/brands/brands-flock-amazon-dash-largely-remains-experiment/>

Success of Ice Breakers

- Overall Hershey's second most popular product
- Top-selling e-commerce product
- Amazon orders for the mints up 70% percent year on year
- Repeat order rates are at 31 %, more than double any other Hershey's product.



Source: <http://digiday.com/brands/brands-flock-amazon-dash-largely-remains-experiment/>

Secret of Amazon's Success

- Learn your consumption habits
- Make it easy for you to order
- Build loyalty and increase frequency of (re)ordering

Who are Amazon hiring?



“We are a **technology company** at our core, ...people who are really strong technically and who are **innovators** and can invent great stuff on **behalf of our customers.**”

Susan Harker, Amazon's Director of Global Talent Acquisition.

Source :How Amazon Hires for its 1,000 Open Tech Jobs (www.it-jobs.fins.com)

Why aren't Amazon making money?

- Investing to stay on top
 - Data Centres
 - Data Experts
 - Warehousing
 - Logistics
 - Kindle

Kindle Fire Tablet



fire
UNBELIEVABLE
PRICE
POWERFUL
PERFORMANCE

Fire Tablet, 7" Display, Wi-Fi, 8 GB (Black) - Includes Special Offers

by Amazon



20,415 customer reviews | 1000+ answered questions

#1 Best Seller in Tablets

Price: £49.99 & FREE Delivery in the UK. [Details](#)

In stock.

Was £199 at launch!

This item can be delivered to [Ireland](#) - [Details](#)

Dispatched from and sold by Amazon EU Sarl. Gift-wrap available.

Note: This item is eligible for [click and collect](#). [Details](#)

1 used from £39.59

Digital Storage Capacity: 8 GB

8 GB

16 GB

Colour Name: **Black**



Configuration: **With Special Offers**

With Special Offers

Without Special Offers

Special offers and sponsored screensavers display when your device is in sleep mode. [Learn more](#)

- Beautiful 7" IPS display (171 ppi / 1024 x 600). Available in four colours.
- Fast 1.3 GHz quad-core processor and rear- and front-facing cameras.
- Amazon Underground: All-new, one-of-a-kind app store experience where thousands of apps, unlocked levels, unlimited add-on packs and more

What it offers

- eBooks are cheaper than books
 - Storage
 - Distribution
- People buy more eBooks
- People use their Kindle to browse = data
- People use their Kindle to buy = revenue + data

It's not just Amazon



Ended in Q4
2015



- Tesco Hudl was a “Big Data” play
- Available for just **£60 with Clubcard** points
- **56m Tesco Clubcards** in the UK
- In 2013 Tesco UK spent **\$750m** on websites, mobile apps, digital signage, personalisation in their digital stores
- Tesco has shut down or sold off its streaming and eBook services following departure of CEO Phil Clarke

Source :Data: every little helps at Tesco (compruting.co.uk)

WalMart's Online Strategy driven by Big Data



"By leveraging **big data**, we are developing **predictive capabilities** to automatically generate a shopping list for our customers based on what they and others purchase each week"

Gibu Thomas, Global Head of WalMart's Mobile Division

Source :Wal-Mart Puts Its Faith in Big Data for Mobile Strategy (cnbc.com)

Show me the Money!



- Walmart applies data mining and analytics techniques to its repository of Big Data
- They were able to extract an extra 10%-15% of revenue through increased sales via its ecommerce site
- Delivering an extra **\$1 billion in revenue!**

*Source : Walmart Demonstrates the Value of Big Data
(customercentric.com)*

Amazon: Staying ahead

- Data
- Loyalty
- Service
- And Price...

What we looked at today

- Digital Quiz
- eCommerce Landscape
- Traditional & McKinsey Funnels
- Google
- Social Media Platforms
- Your Website
- Post Purchase Experience
- Online Pricing & Distribution
- Amazon Case Study

In Summary

- The Digital Consumer is becoming more and more important
- Your website and social media tools will be crucial to reach people online
- The most important thing is to be relevant
 - What's important to your customers
 - What makes you important to them

Carrickane Consulting

Graham Merriman

gpmerriman@gmail.com

+353 1 46 23 146

+353 85 83 64 677