

Ecommerce

anno 2022...

Jelle Wierdsma - Groeimakers

Koen Vanderweyden - BME

Jong Voka Breakfast Club 22-12-2021





Jelle Wierdsma

deel 1: Ecommerce Marketing



Koen Vanderweyden

deel 2: Ecommerce Finance & Fulfillment



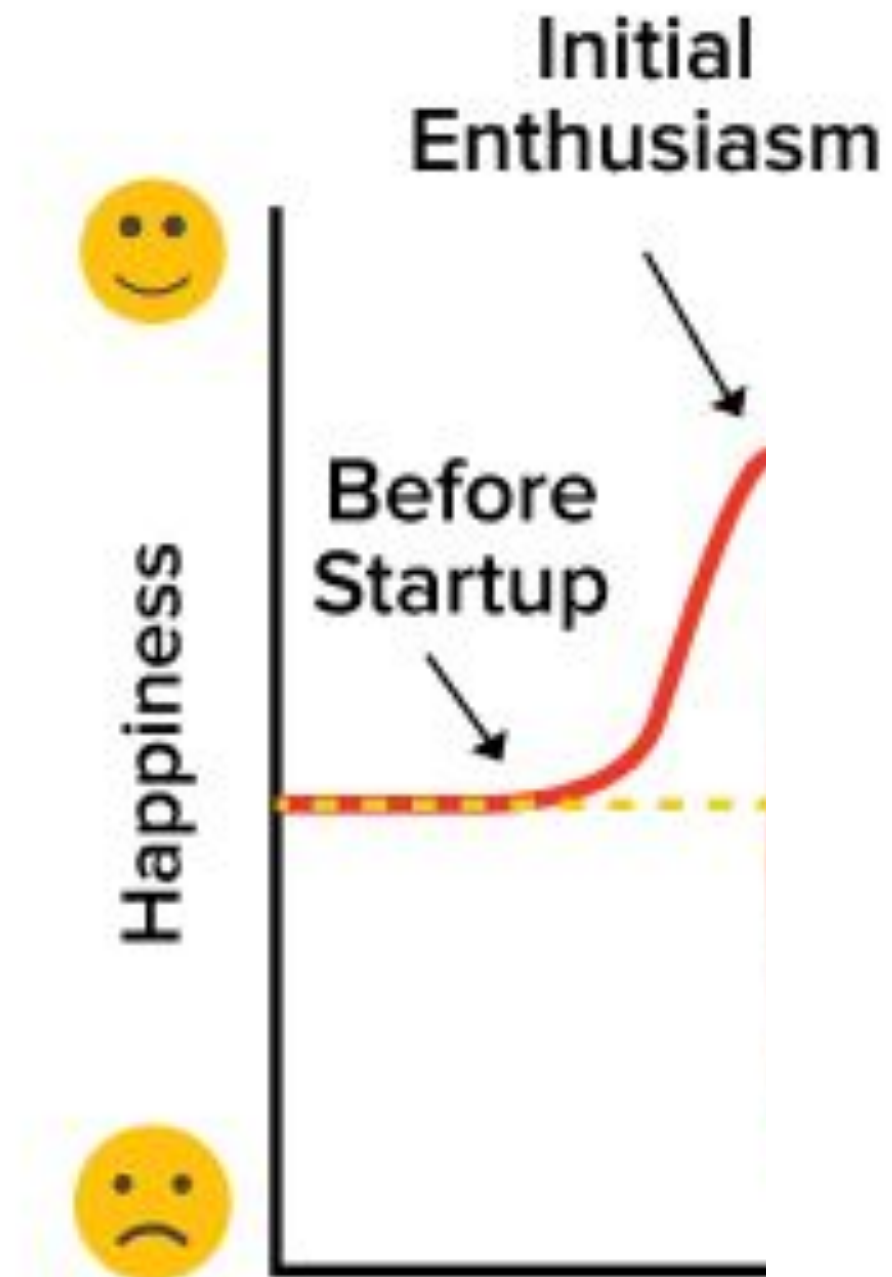
Deel 1: ecommerce marketing

Sterke (LT) strategie + doorzettingsvermogen

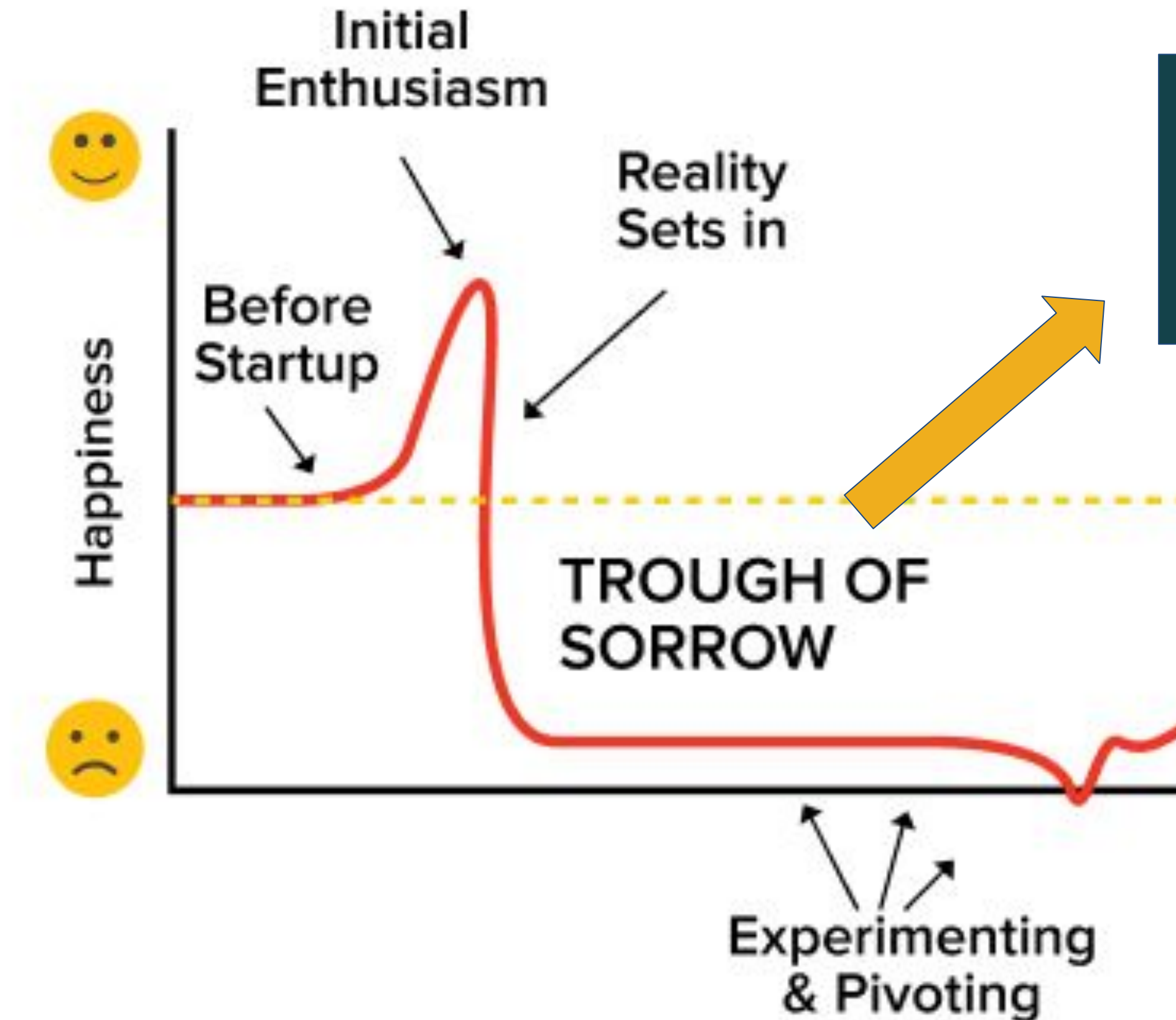


of eCommerce companies fail
within 120 days of starting up

Sterke (LT) strategie + doorzettingsvermogen



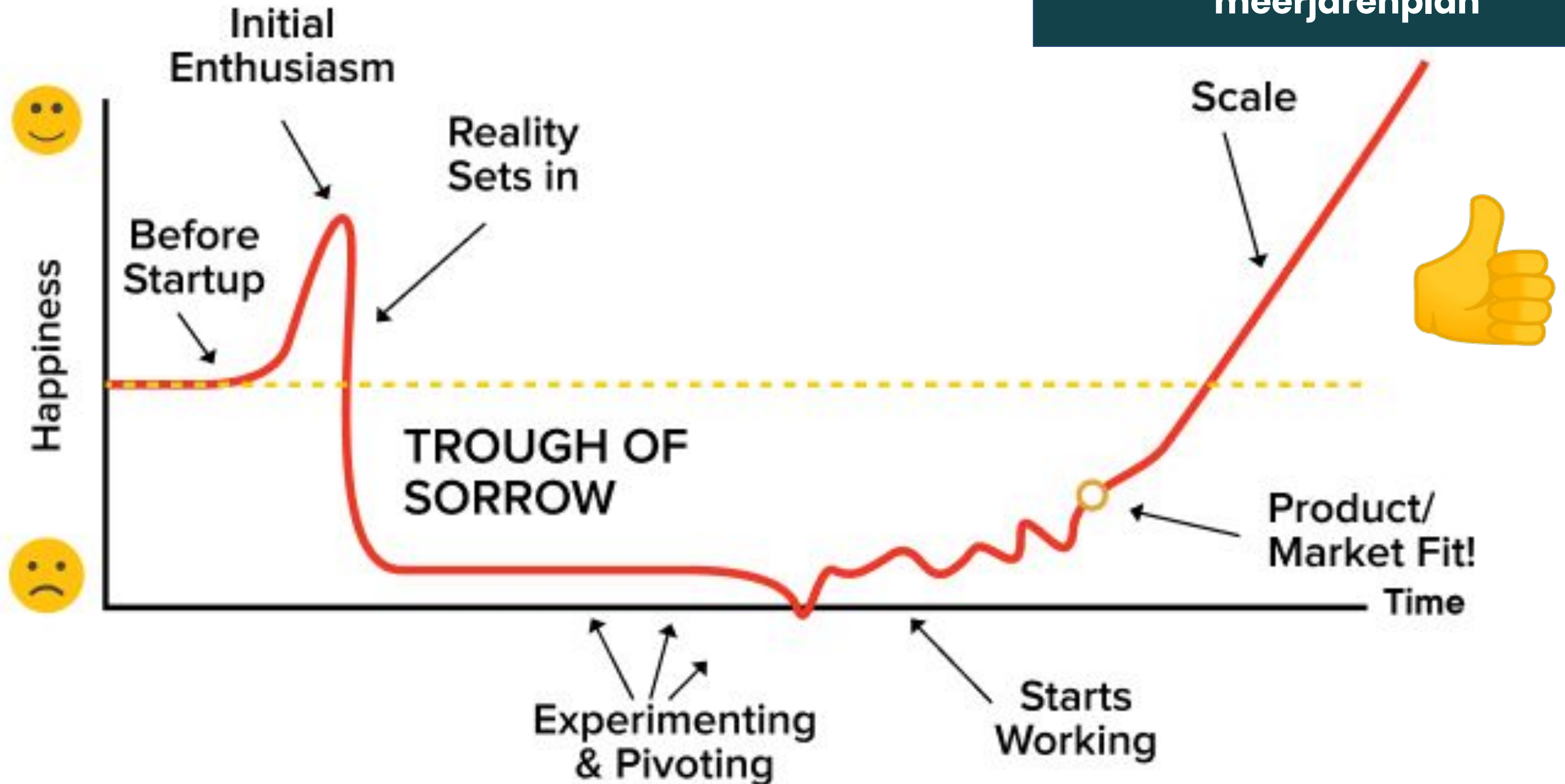
Sterke (LT) strategie + doorzettingsvermogen

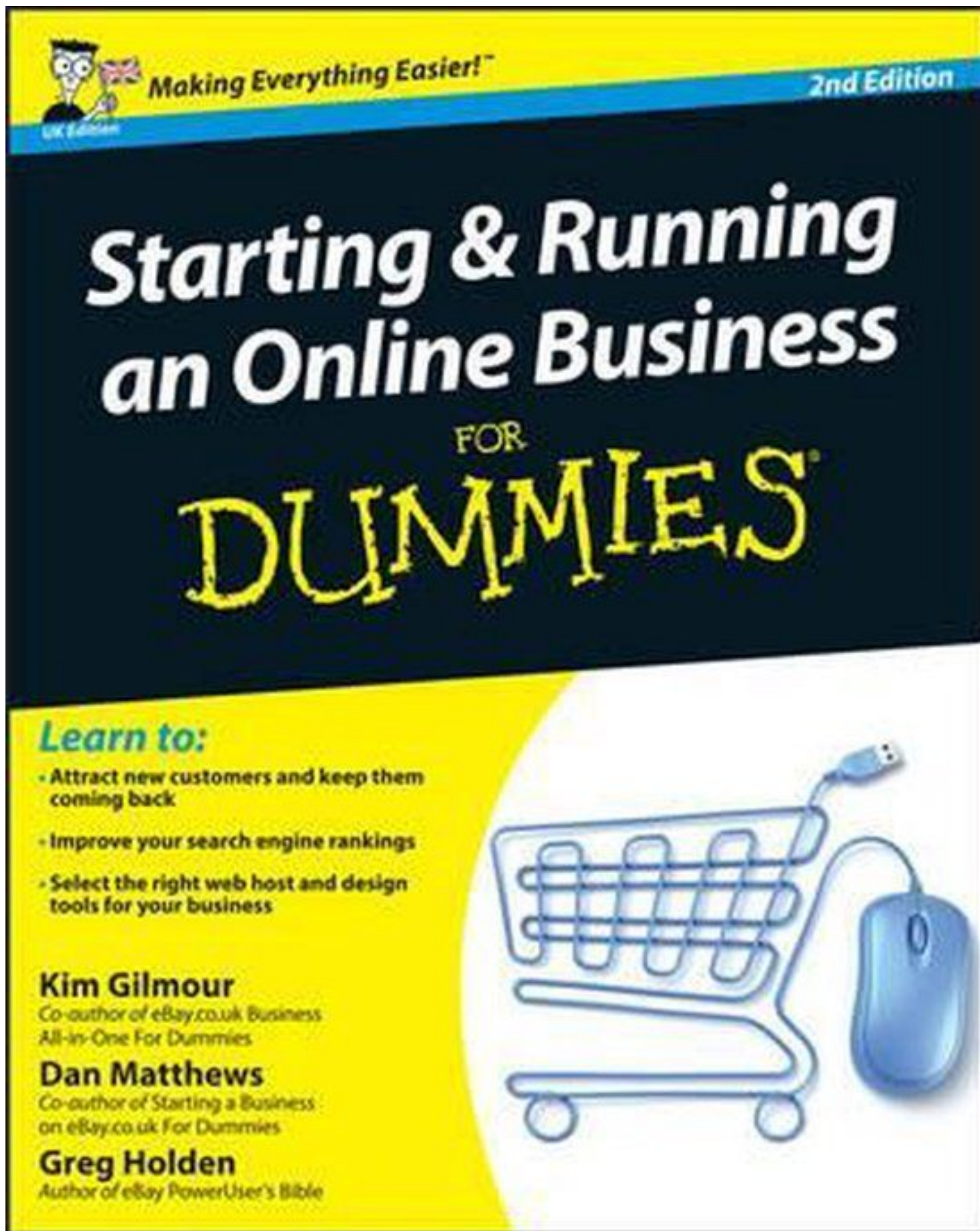


**Veel dromers moeten hier afhaken
wegens geen LT strategie of
onvoldoende funding**

Sterke (LT) strategie + doorzettingsvermogen

In meeste gevallen een
meerjarenplan





B2C e-commerce

Schoenmaker blijf bij uw niche

Think global (start local)

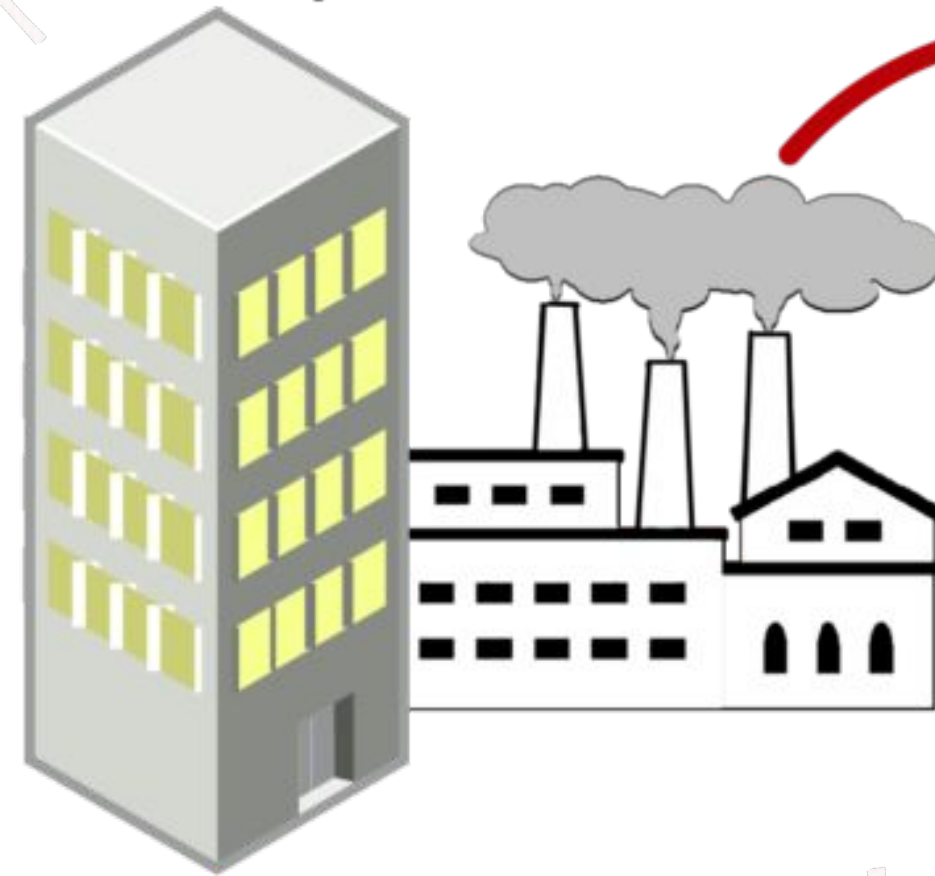
The consumer owns you (niet andersom)

*
Zoals elke verkoper vraagt ook uw ecommerce veel
training & investering

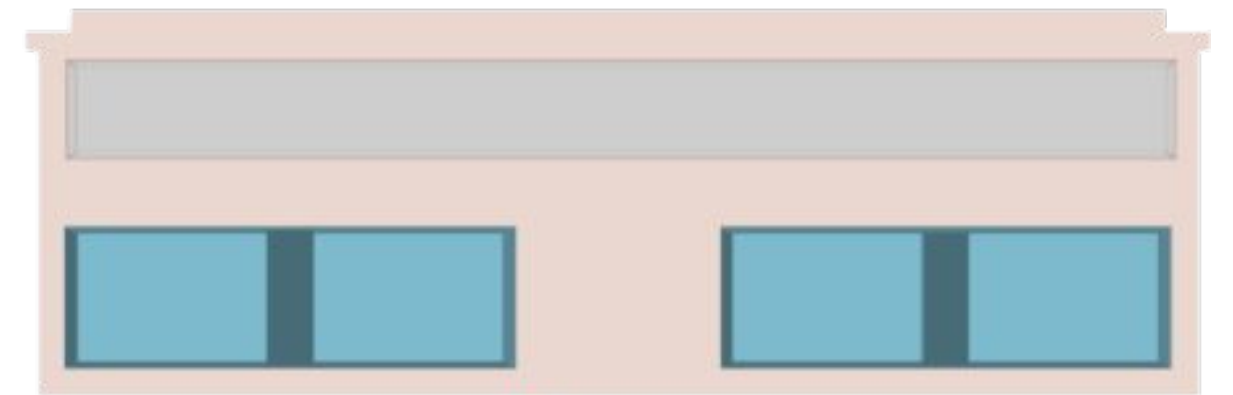
Fysieke beleving valt weg, je klant heeft andere redenen
nodig om bij jou te kopen

BUSINESS-TO-CONSUMER (B2B)

* PRODUCT/SERVICE PROVIDER



RETAILER, WHOLESALER



*
DIRECT-TO-CONSUMER
(DTC)



END CUSTOMER

Service Desk

Knowledge Base

Fulfillment/Logistics/
Warehousing/Handling/
Retour

IT / Webshop

Customer Reviews

Marketing

...



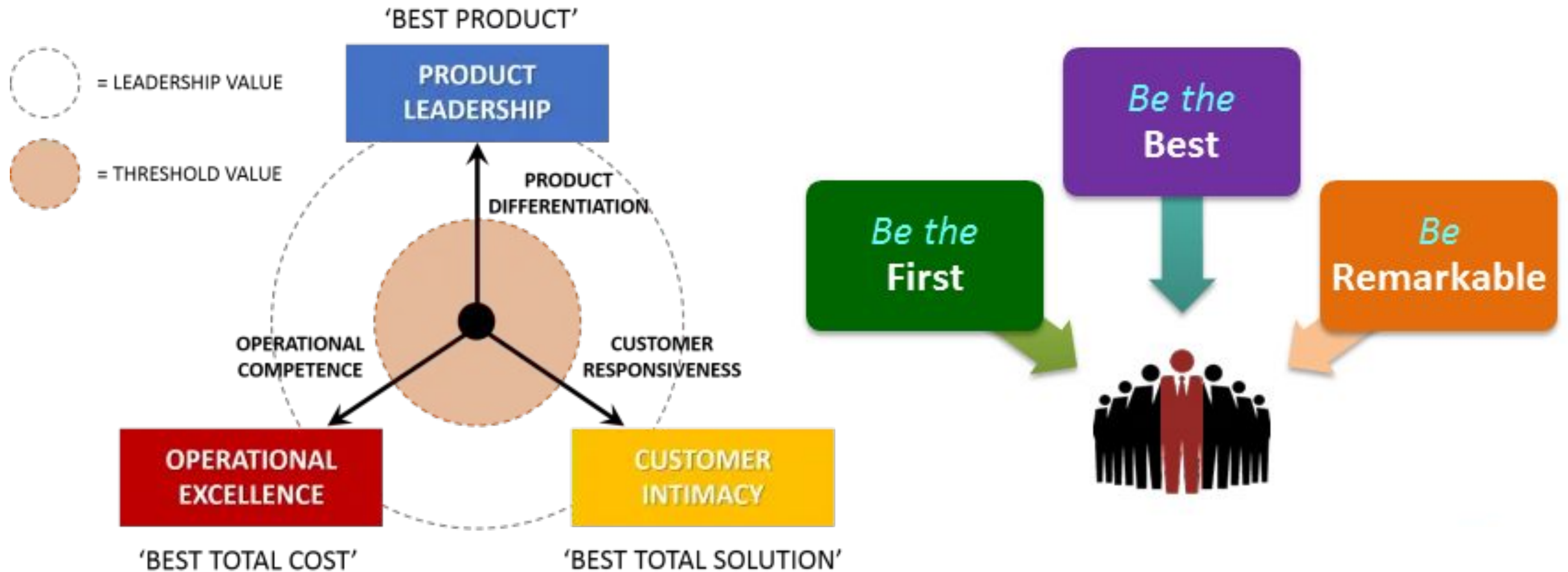
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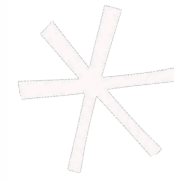
Ecommerce lanceren in 3 stappen

1. Onderscheidend vermogen?



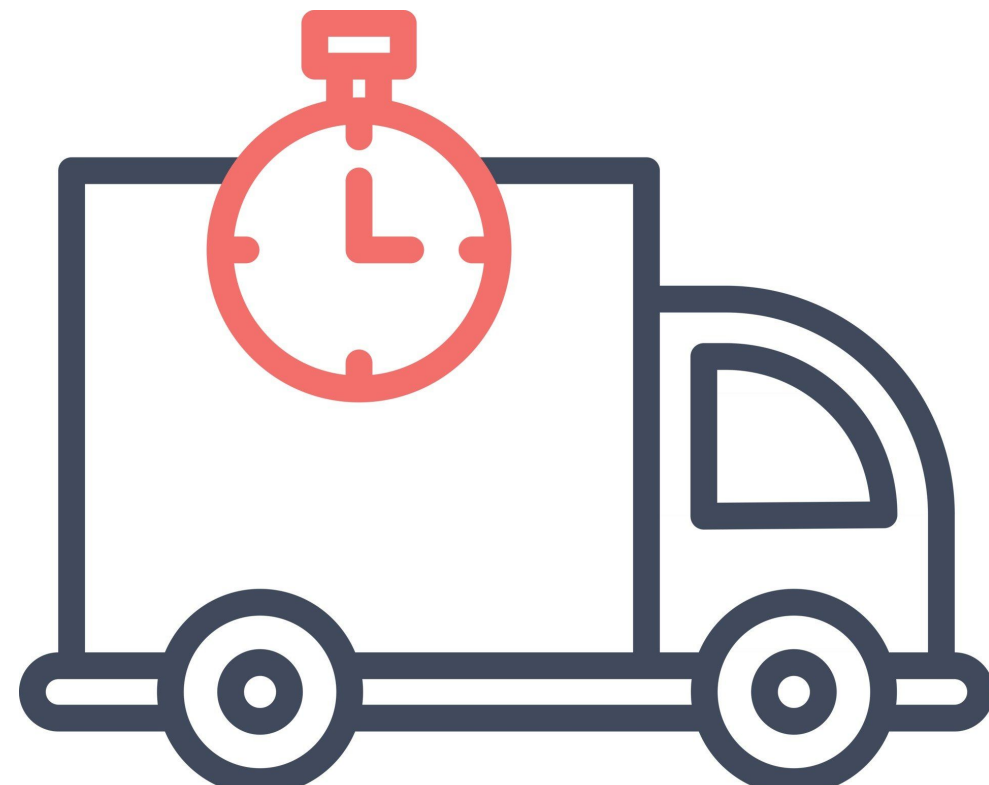
1. Onderscheidend vermogen?





VANDAAG BESTELD,
MORGEN IN HUIS!

2. E-business opzetten



3. Opduiken in de Buyer's Journey van je klant

• CONSIDERATION

BUYERS
JOURNEY

• AWARENESS

• DECISION

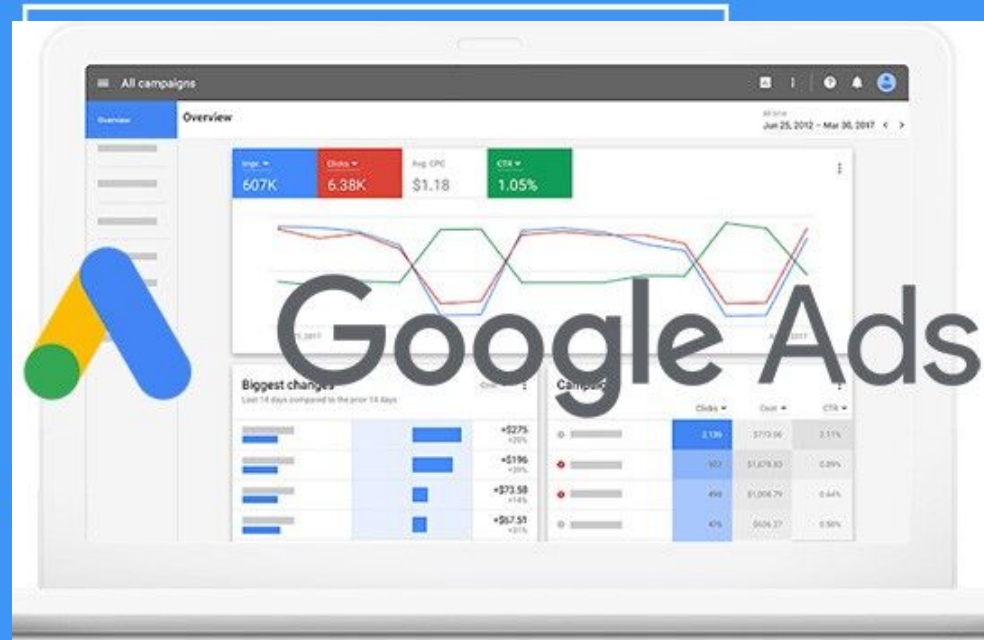
• PURCHASE

SHOP



3. Opduiken in de Buyer's Journey van je klant

• CONSIDERATION



• AWARENESS



• DECISION



• PURCHASE



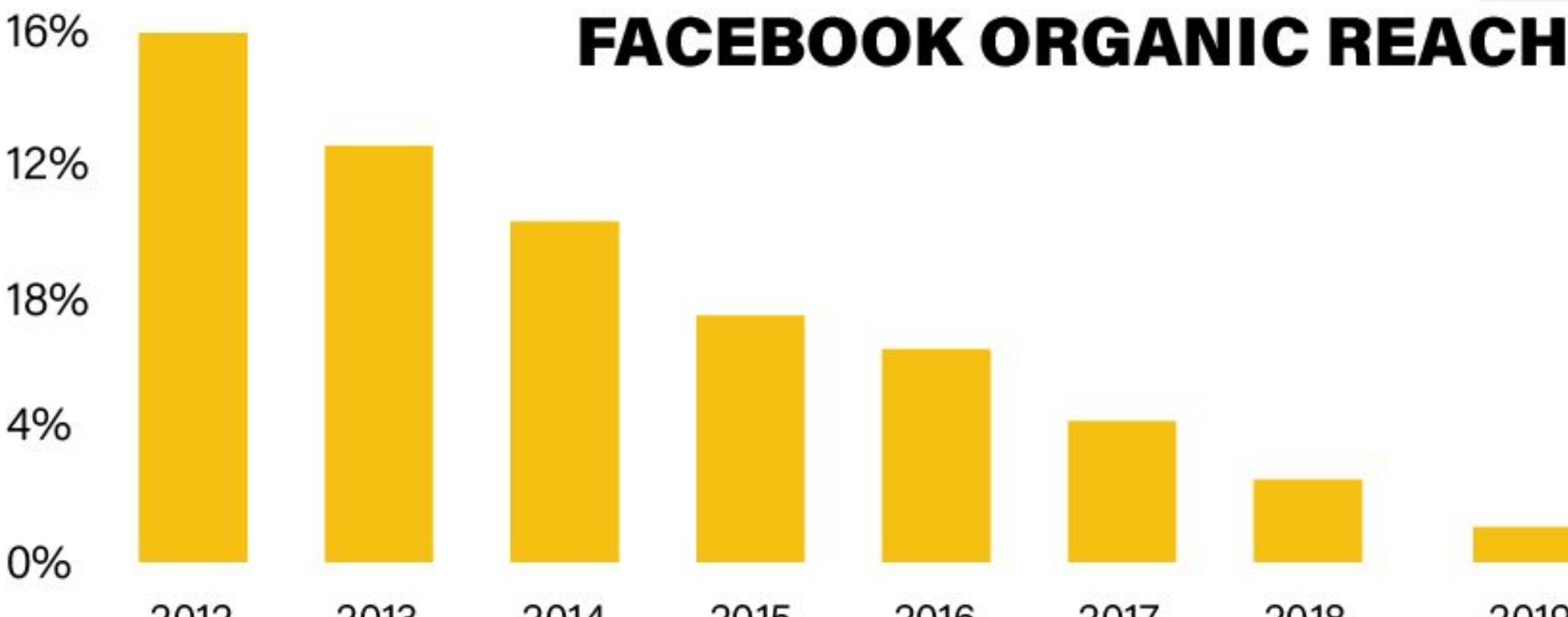
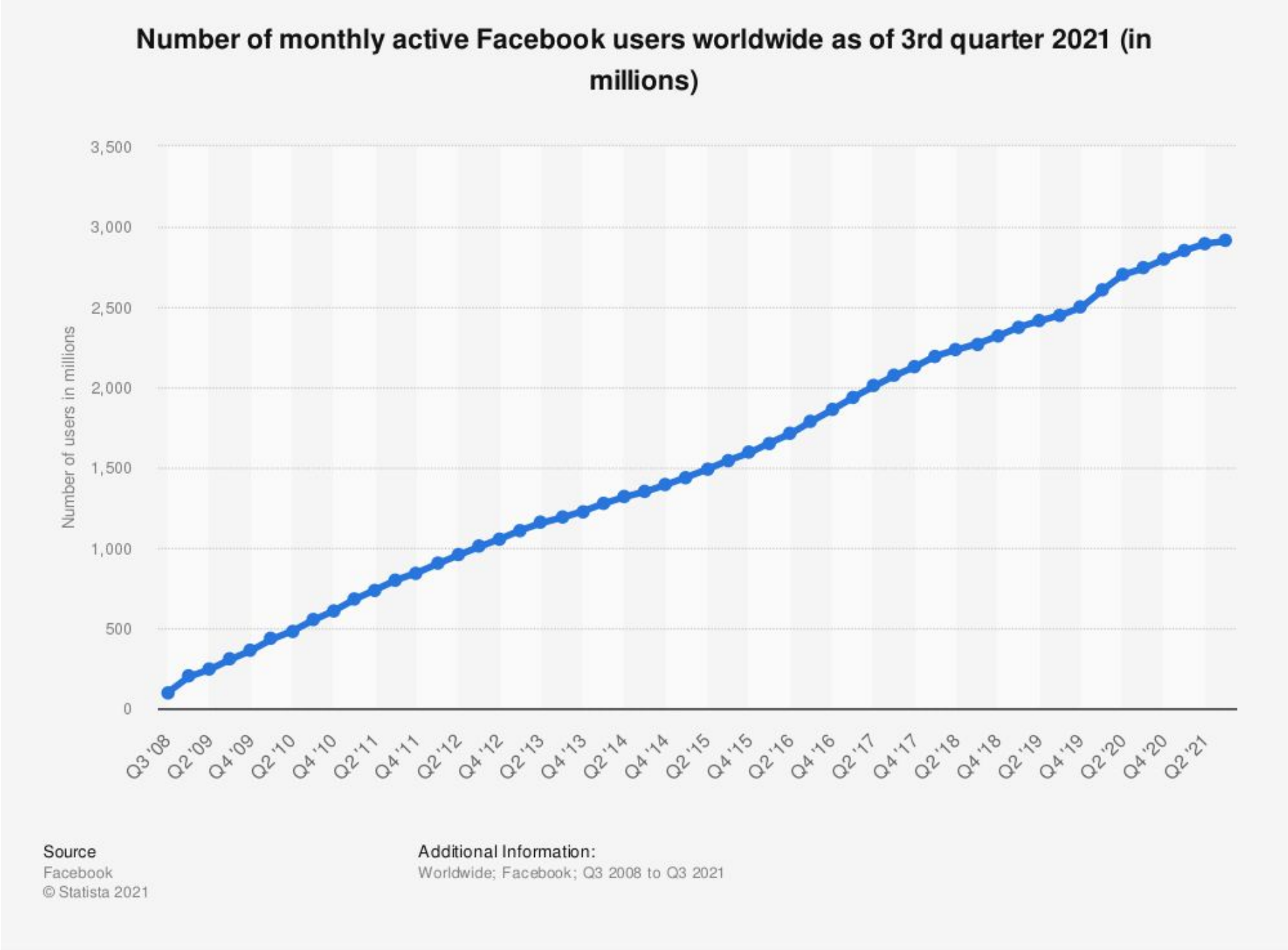
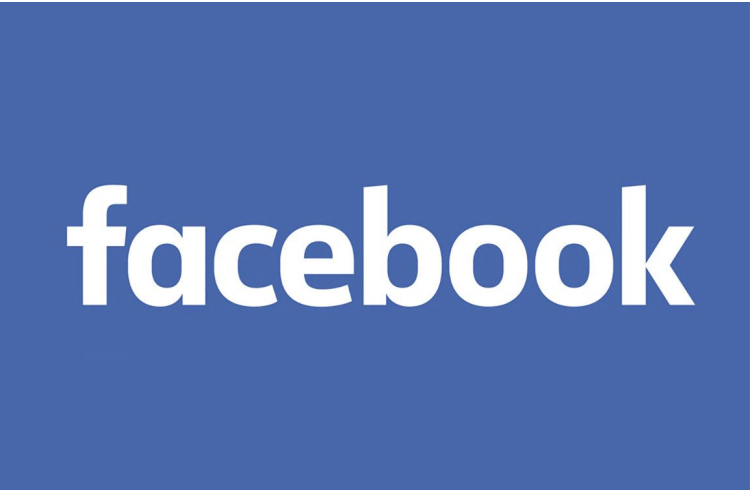
EMAIL MARKETING

facebook Ads
Twitter Ads
YouTube Advertising
Instagram Ads
TikTok Ads
Pinterest
LinkedIn ads
Snapchat ads

Google Ads ?

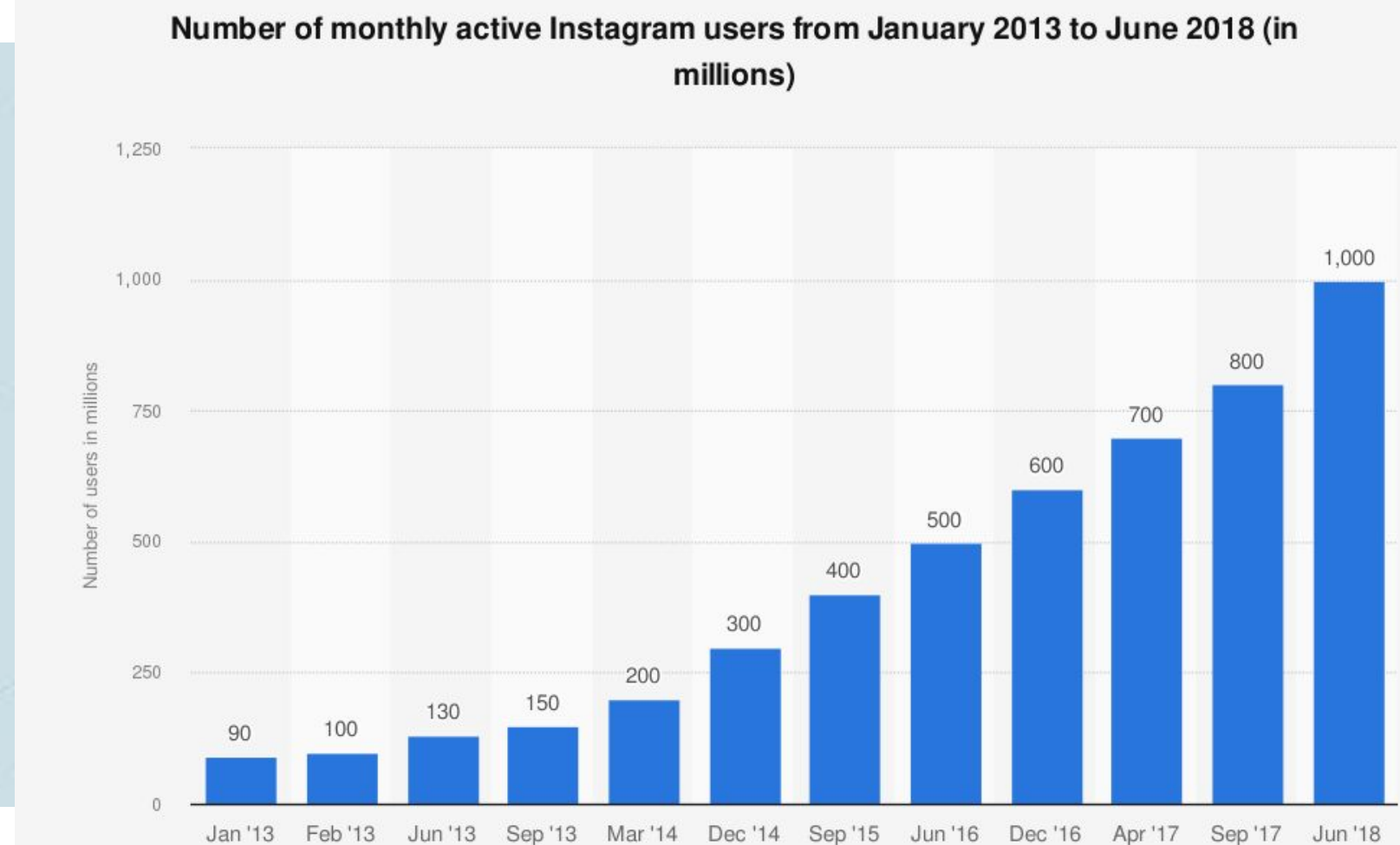
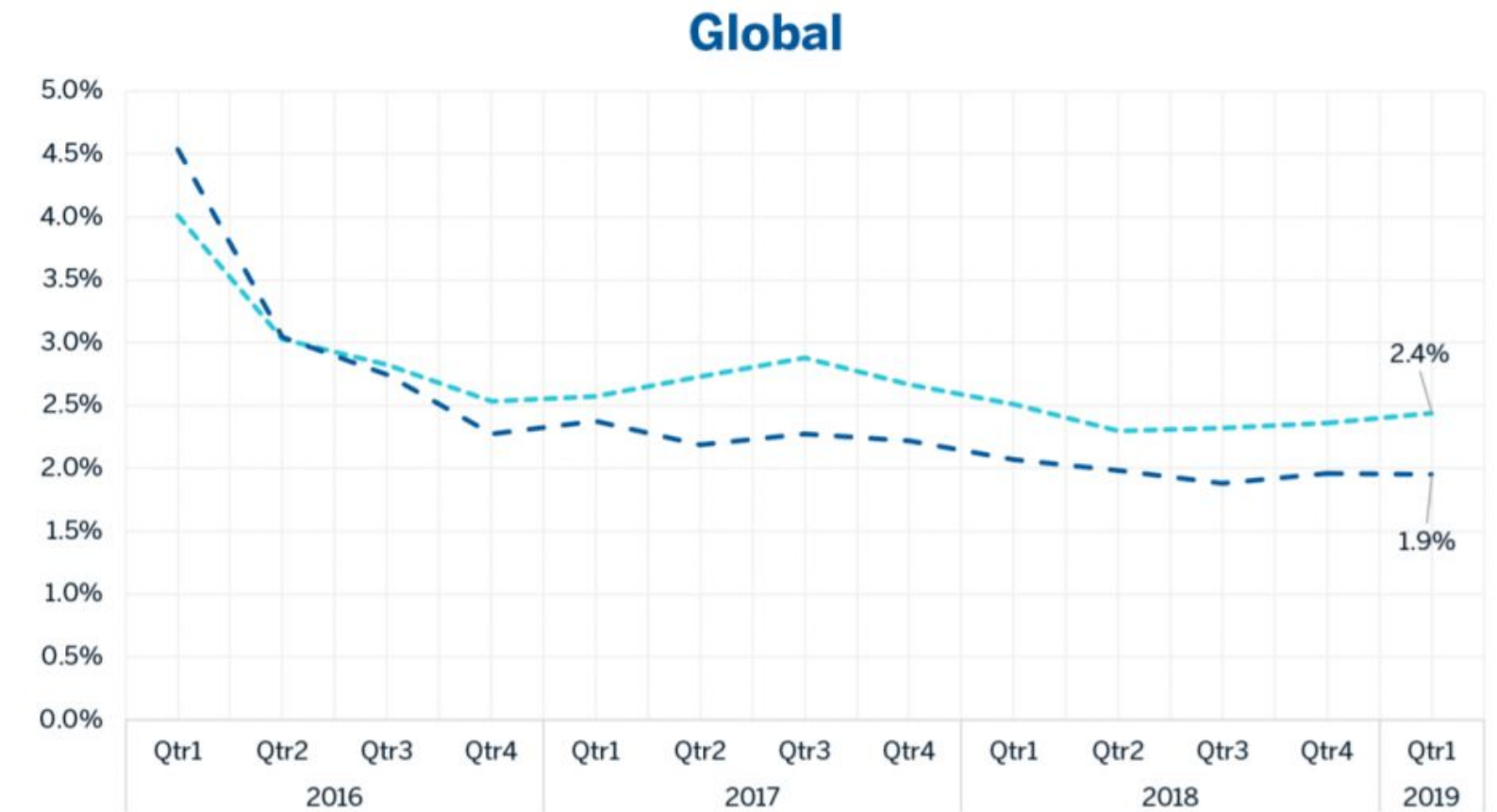
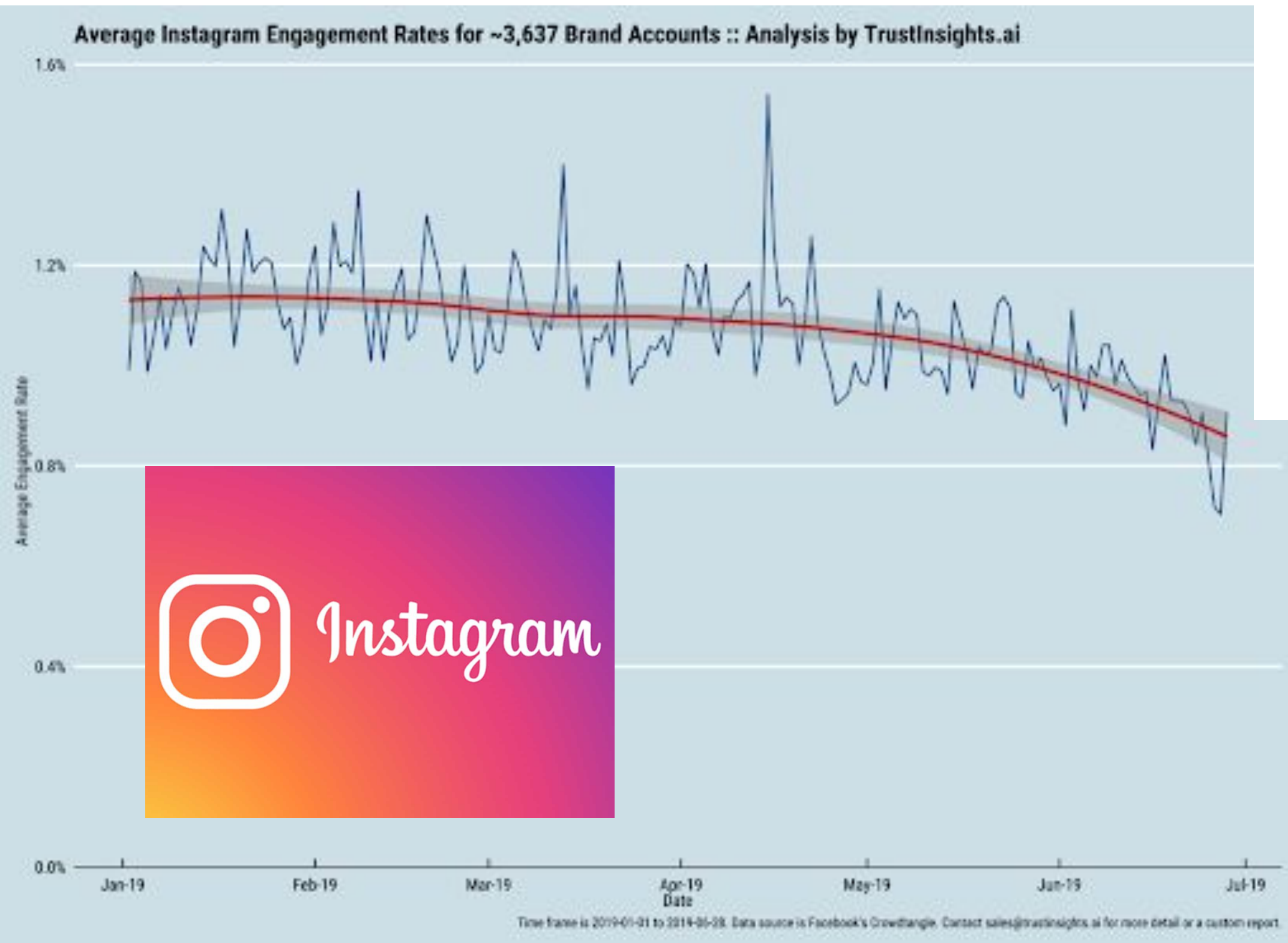


Facebook Ads?

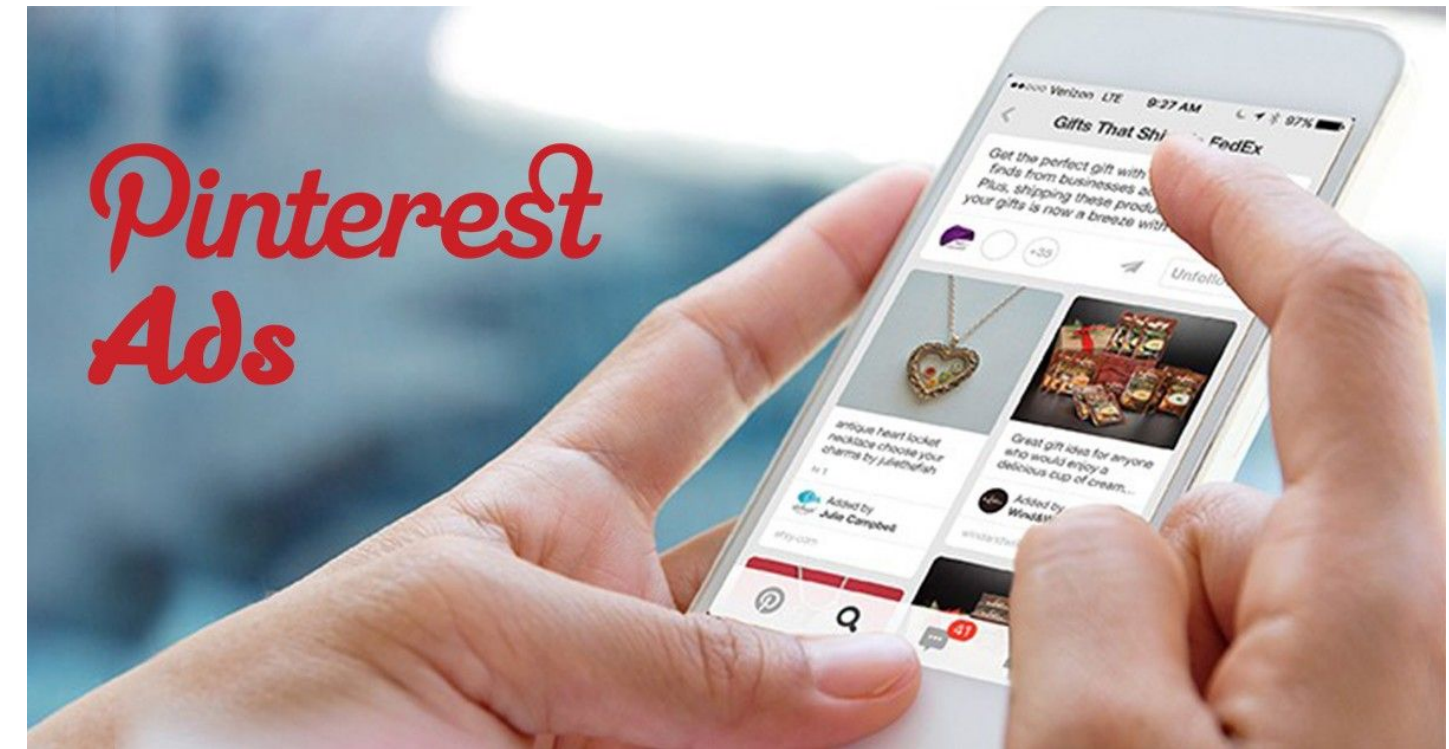
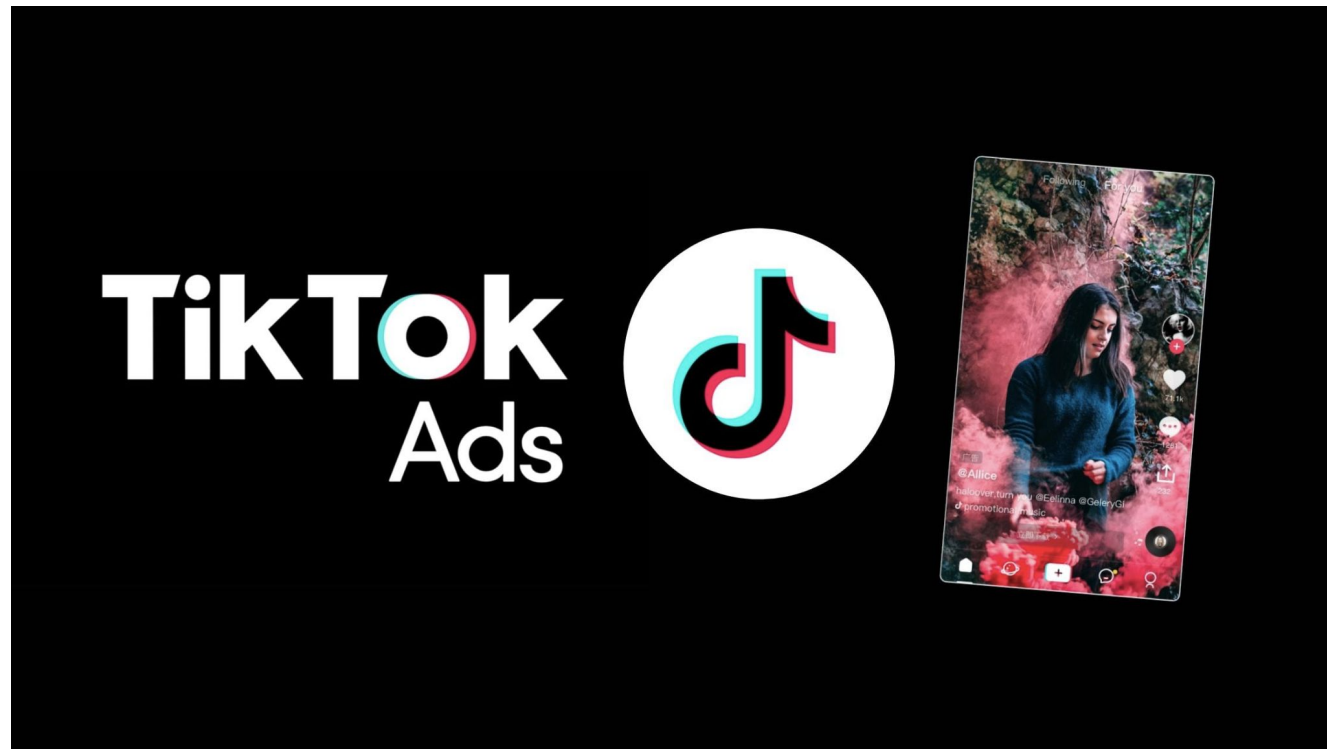
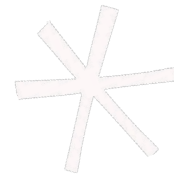


Facebook Ads?

Engagement on Sponsored vs. Non-Sponsored Posts on Instagram - Global Development



Laat je succes NOOIT afhangen van één third-party platform



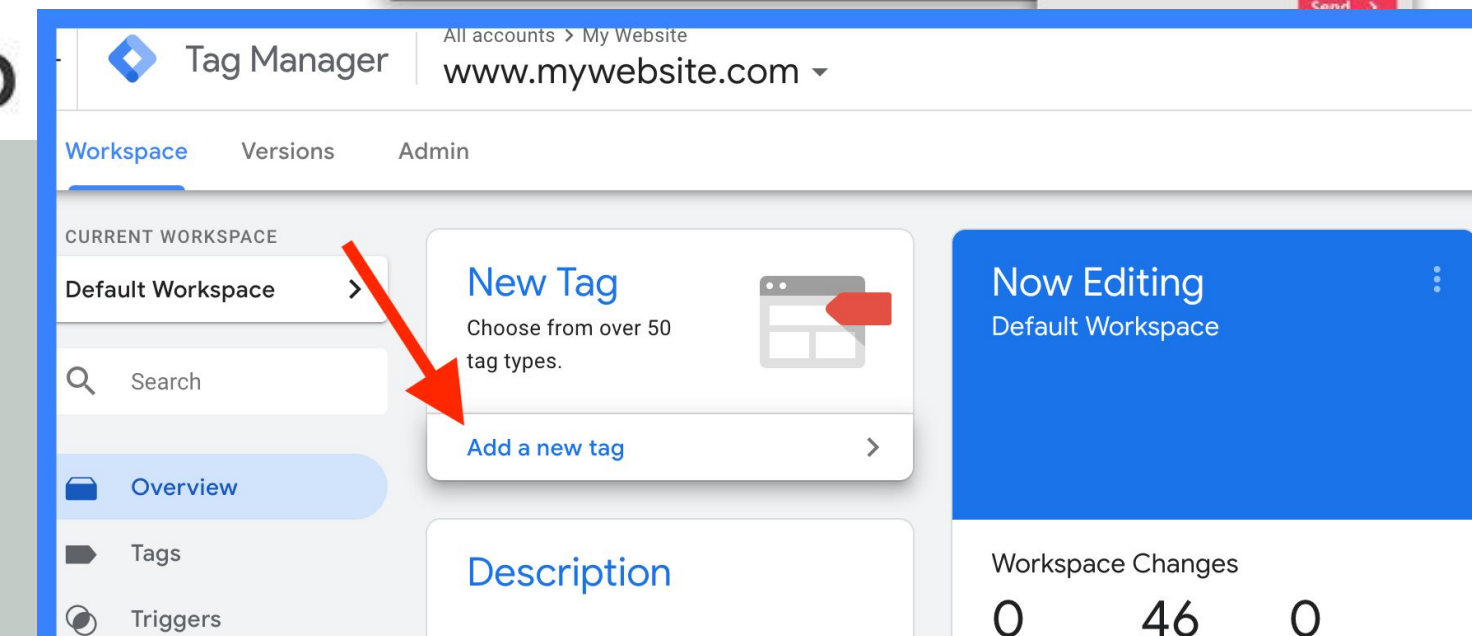
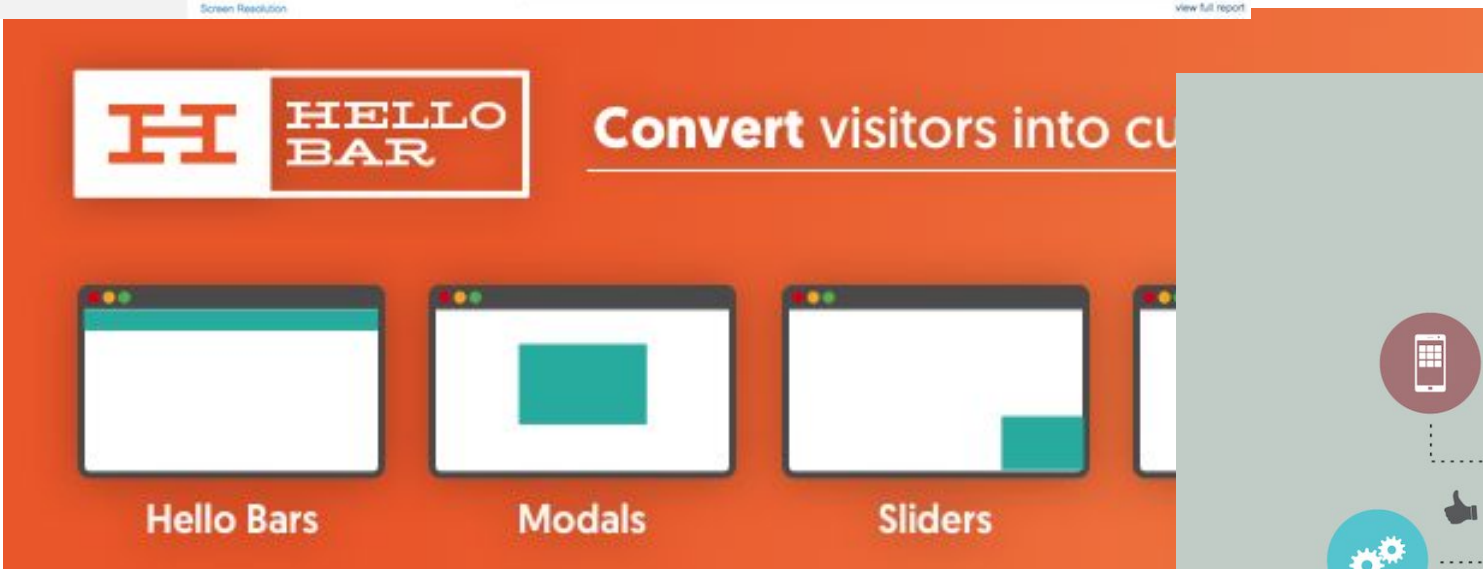


Test & Learn

Maak vele noodzakelijke fouten, maar zorg dat je er data, kennis en inzicht uithaalt en die vertaalt naar steeds minder slechte resultaten

Meten is weten!

Zorg meteen voor gedetailleerde end-to-end tracking & analyse



⇒ End-to-end marketing KPI's



(Ad Impressions / Clicks)

Leads / CPL

Sales / CPS

ROAS

Return Customers

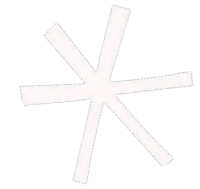
Customer Lifetime value

Cost per new Customer

...

“Marketing Moments”

Wees creatief, durf je te onderscheiden



Bvb. Black Friday: go with the flow vs eigen stempel drukken

!! Added value promo strategieën (→ *escape the discount trap*)

Flexibiliteit nodig in marketingbudget: bij hoogseizoen / hoge ROI budget mee opschalen om maximaal van opportuniteit gebruik te maken!



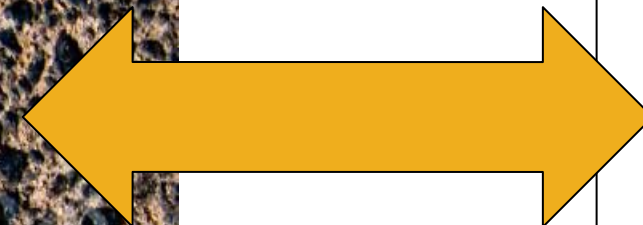
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Deel 2:

Ecommerce Finance & Fulfillment

BUY

**Build
Your
Own
BRAND**



AliExpress™

amazon

bol.com ^{go}
de winkel van ons allemaal

Etsy

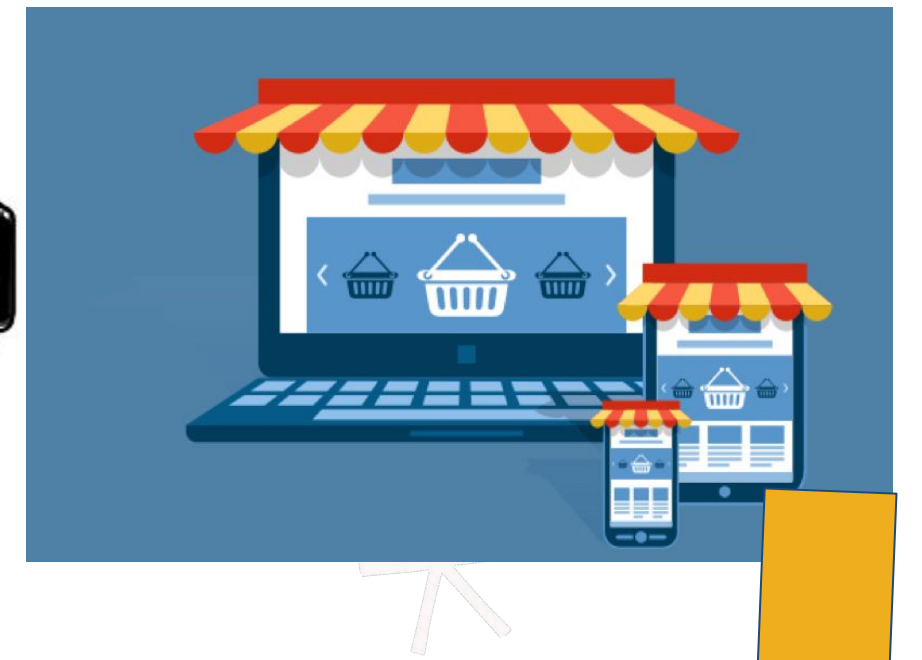
ebay

≥ Marktplaats

beslist.nl



YOUR
BRAND
HERE



1

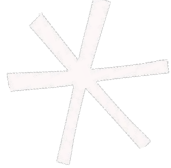


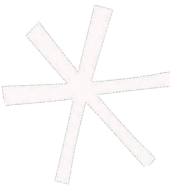
2



3

E-commerce = investeren!



- > Product-investeringen (bulk aankoop/invoer, of ontwikkeling)
 - > Platform/IT
 - > Marketing-investeringen
 - > Infrastructuur, handling, opslag, logistiek, ...
- 

Fase 1 na go live: proefdraaien, testen, data verzamelen, bijsturen, herhalen → Investeren!

Fase 2 na go live: finetunen, optimaliseren, succesvolle processen/campagnes opschalen → Investeren!

Fase 3 na go live: voorbij break-even punt, positieve P&L, optimaliseren en uitbreiden (investeren)

Questions?

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