



How Natural Product Brands Can Leverage Online Marketplaces to Sell Around the World



Sell Global - Hamish Conway

Your Global eMarketplace Partner

2021

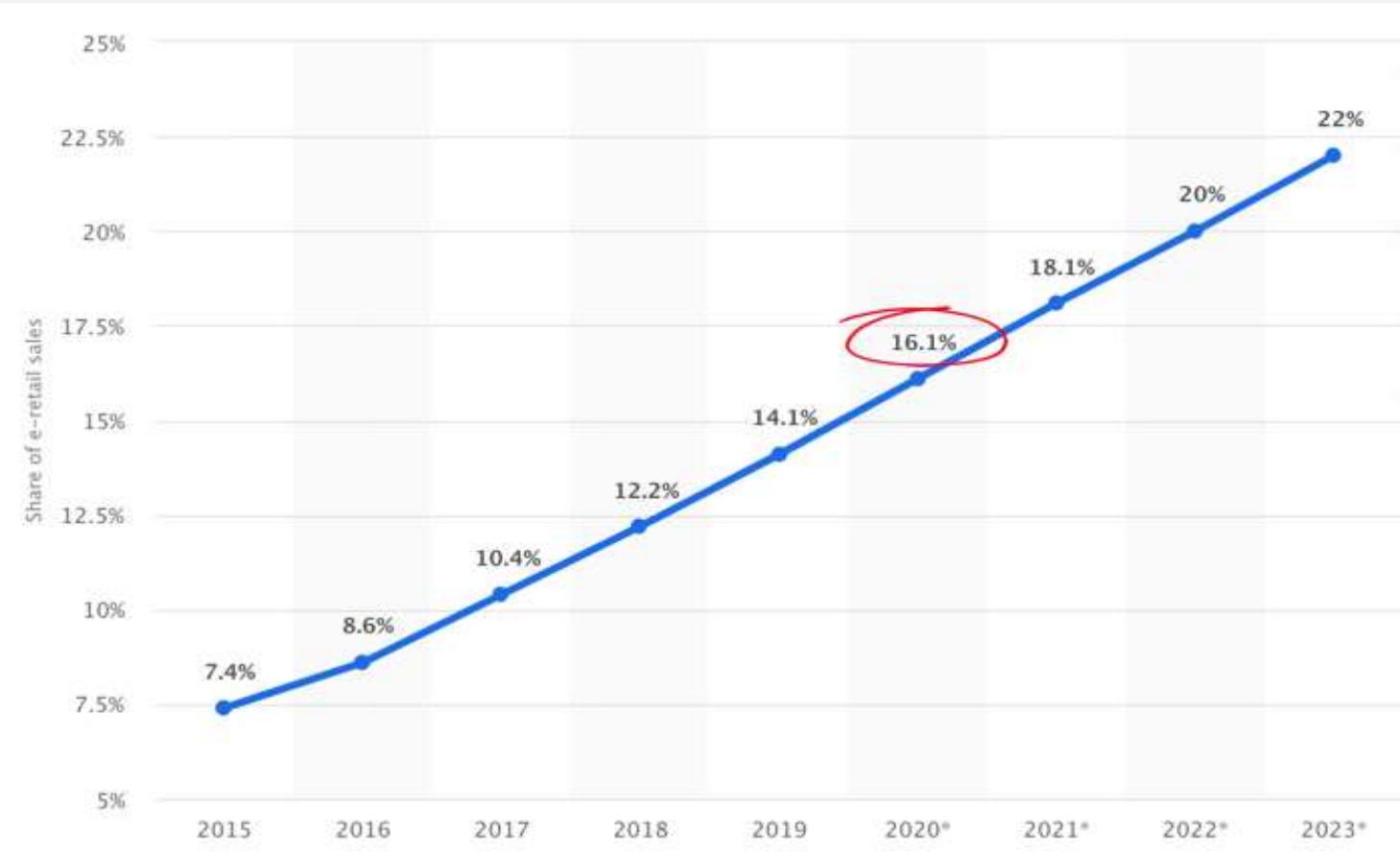


The Quick Back Story

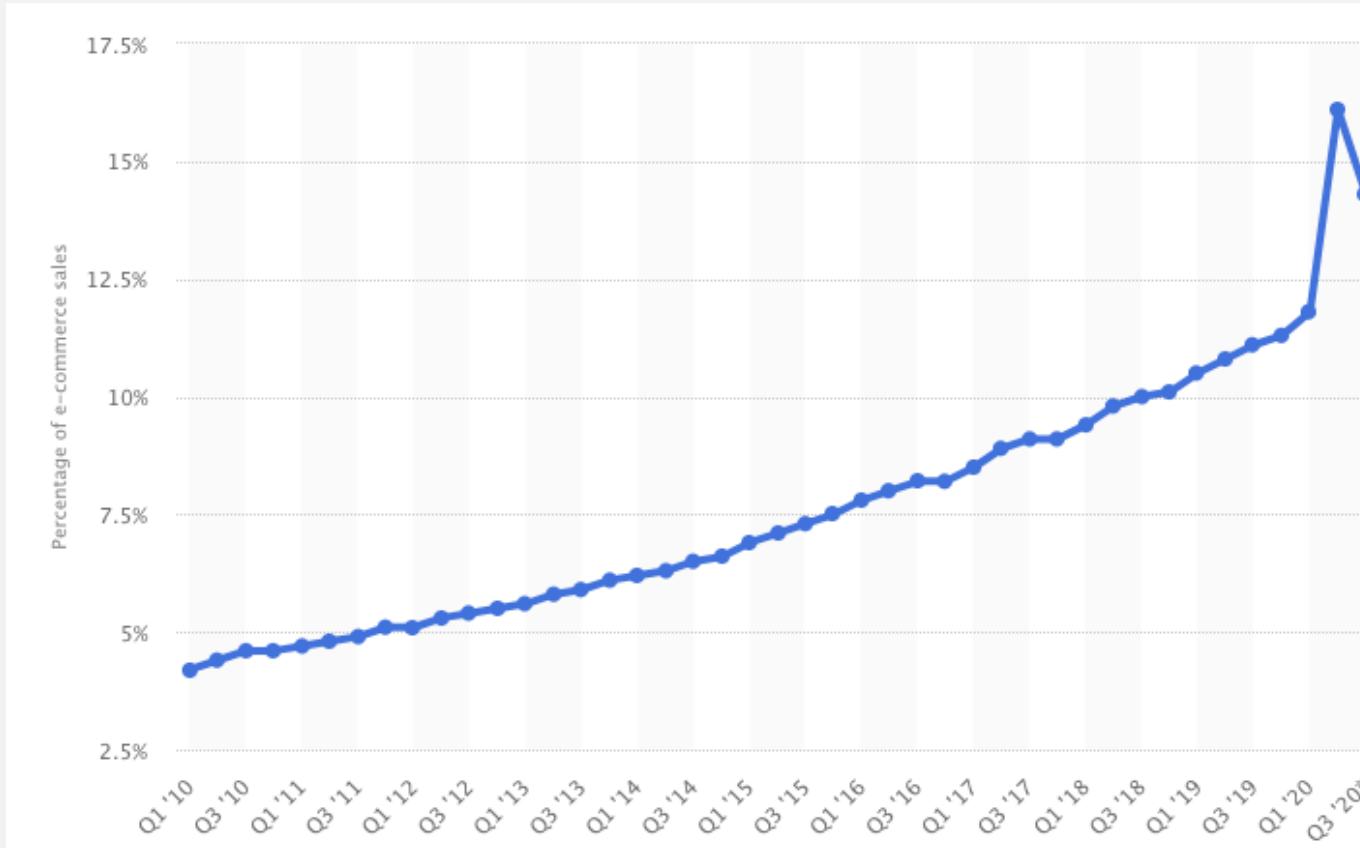


The Way Consumers Buy Has Changed.

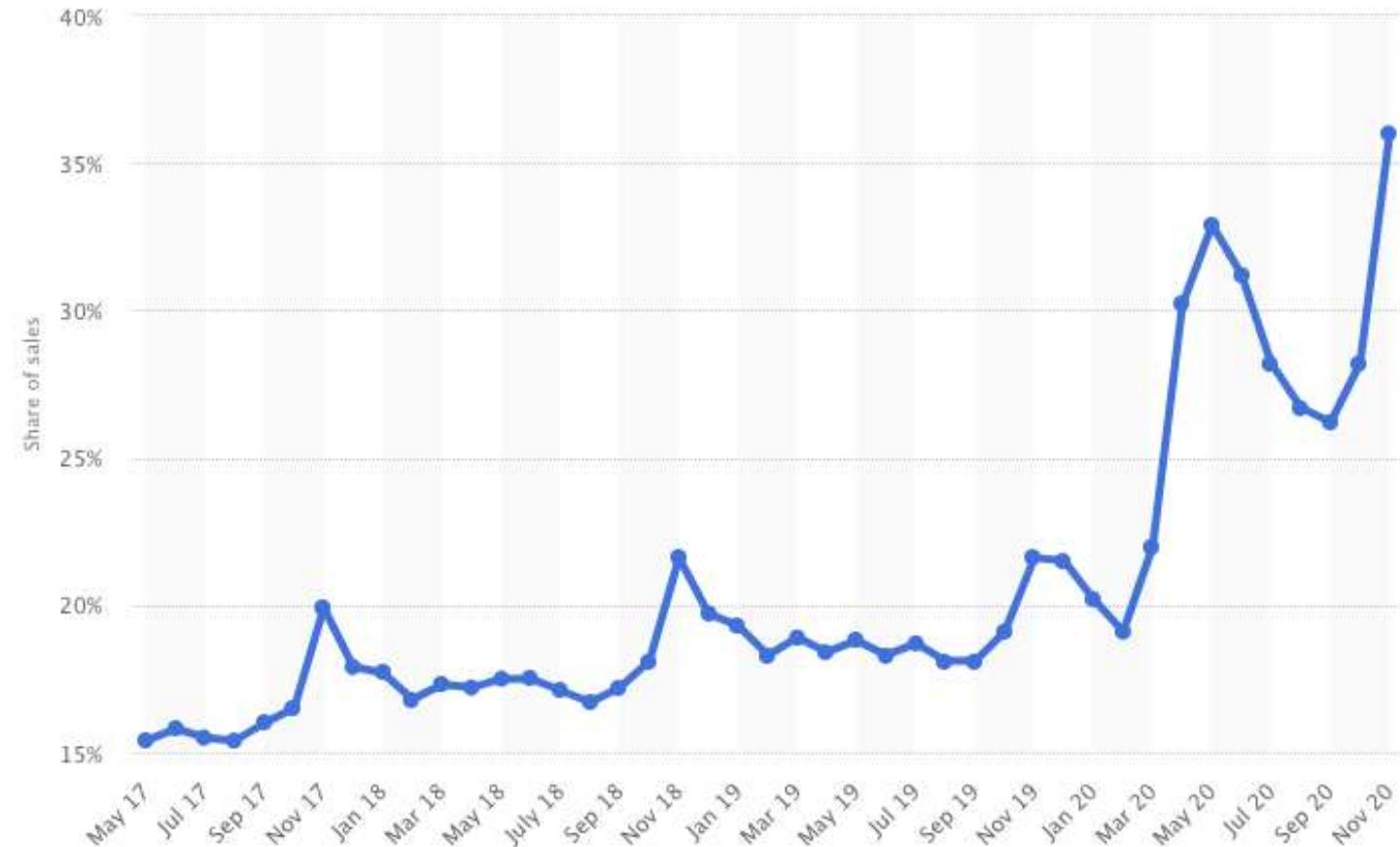
E-commerce share of total retail sales from 2015 -2023



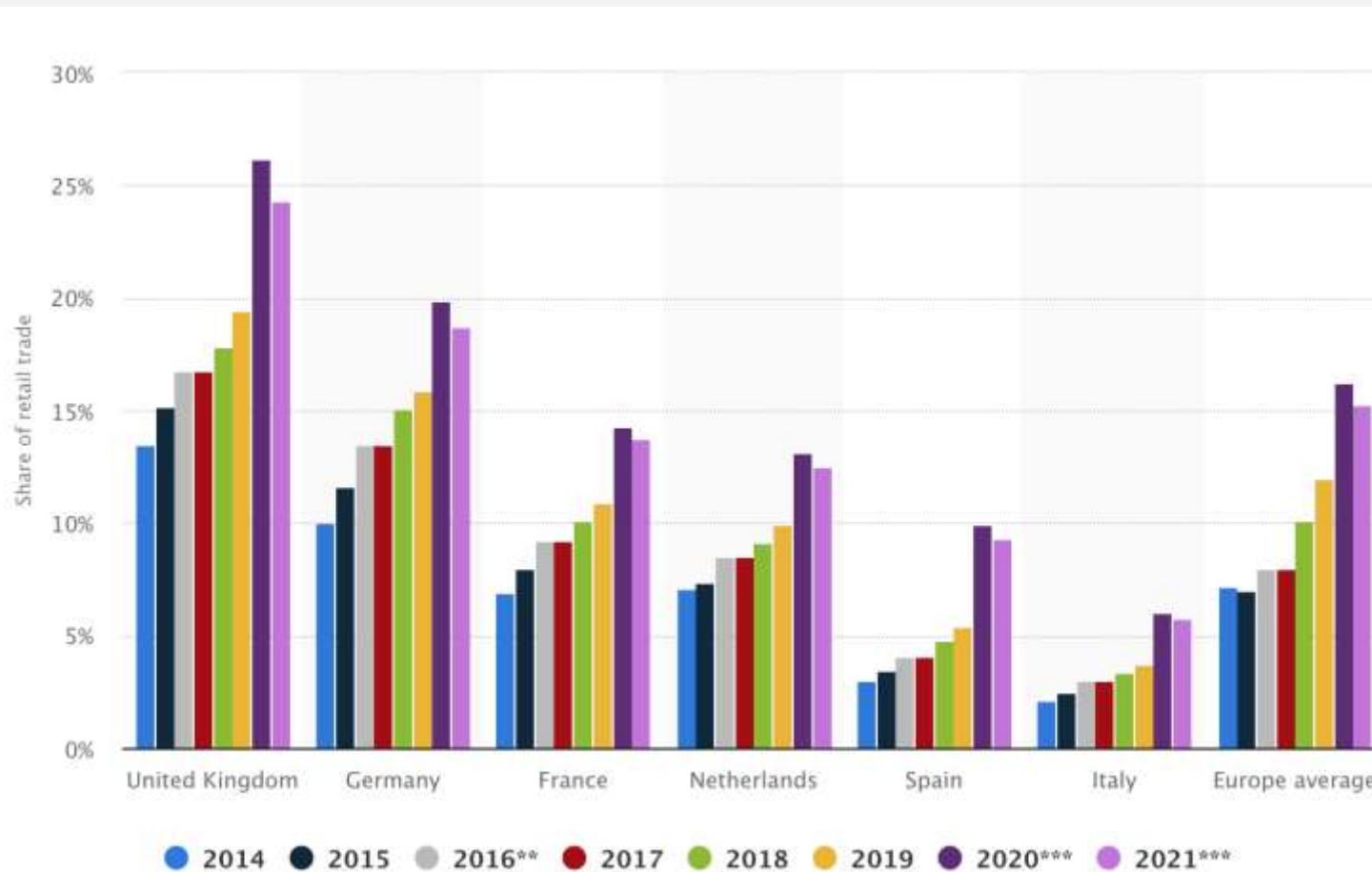
USA E-Commerce Sales – A STEP Change in Online



UK E-Commerce Sales at 36% of ALL Retail sales

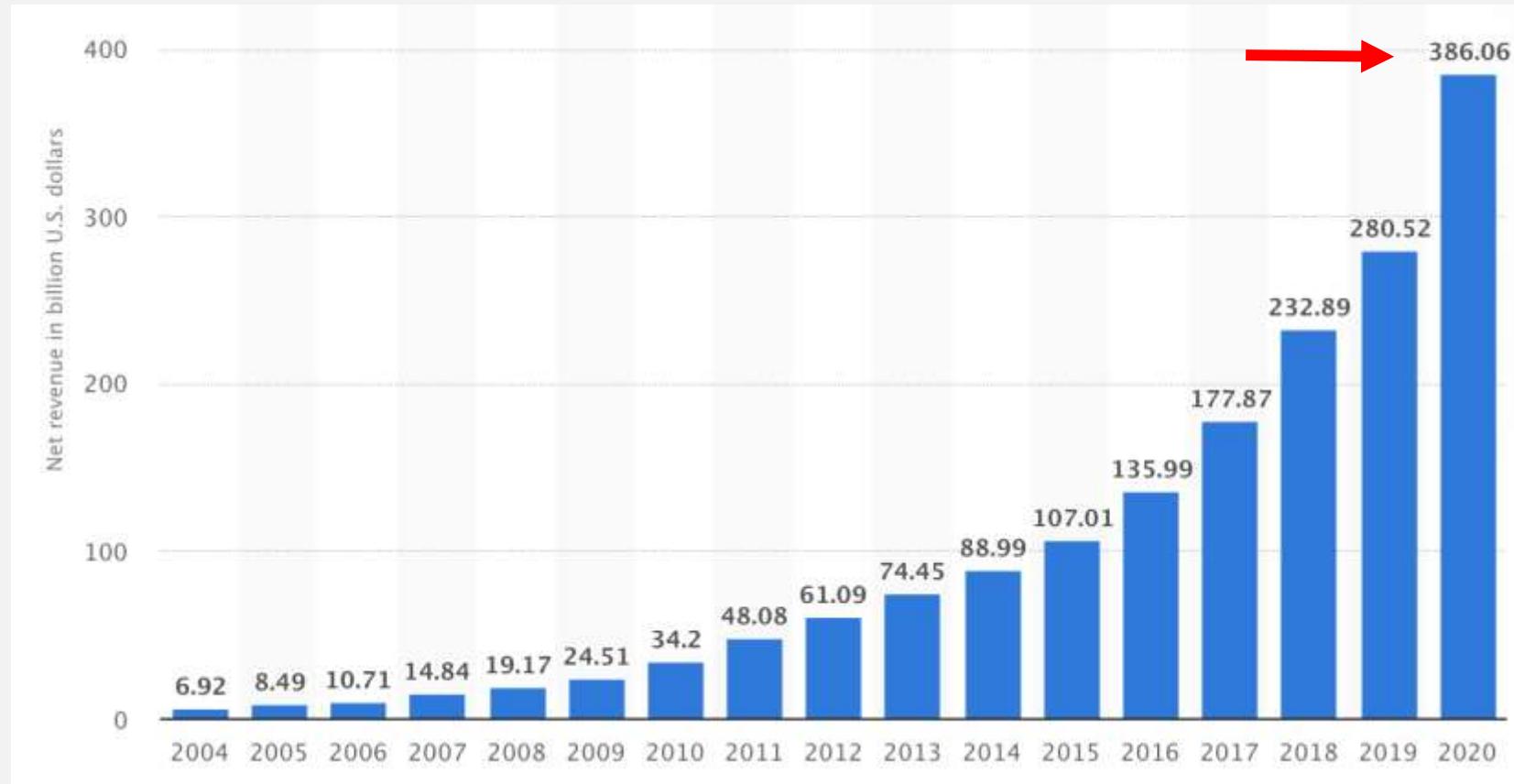


UK/EU E-Commerce Sales as % of ALL Retail sales





Annual Net Revenue of Amazon from 2004-2020 (In Billion USD)





COVID Taught Baby Boomers to Buy Online





The Rise of Marketplaces



ebay



Rakuten



amazon



catch.
.com.au



Walmart



Etsy



How Big Is The eMarketplace Channel?

- In 2020, marketplace sales accounted for 62% of all web sales globally. Up from 58% in 2019*
- Globally customers spent \$2.67 trillion on the top 100 marketplaces
 - 2/3 of that from Taobao, Tmall and Amazon.

*source - digitalecommerce360



Brands Are Slow to Catch On

- 29% of shoppers reported to have made fewer purchases in retailers own stores in the past year as a result of shopping on online marketplaces.
- 88% of Australian consumers have made a purchase from eBay, yet only 26% of retailers are selling on this platform
- 55% of Australian consumers have made a purchase from Amazon, yet only 10% of retailers are selling on this platform.



Sell Where People Are Buying

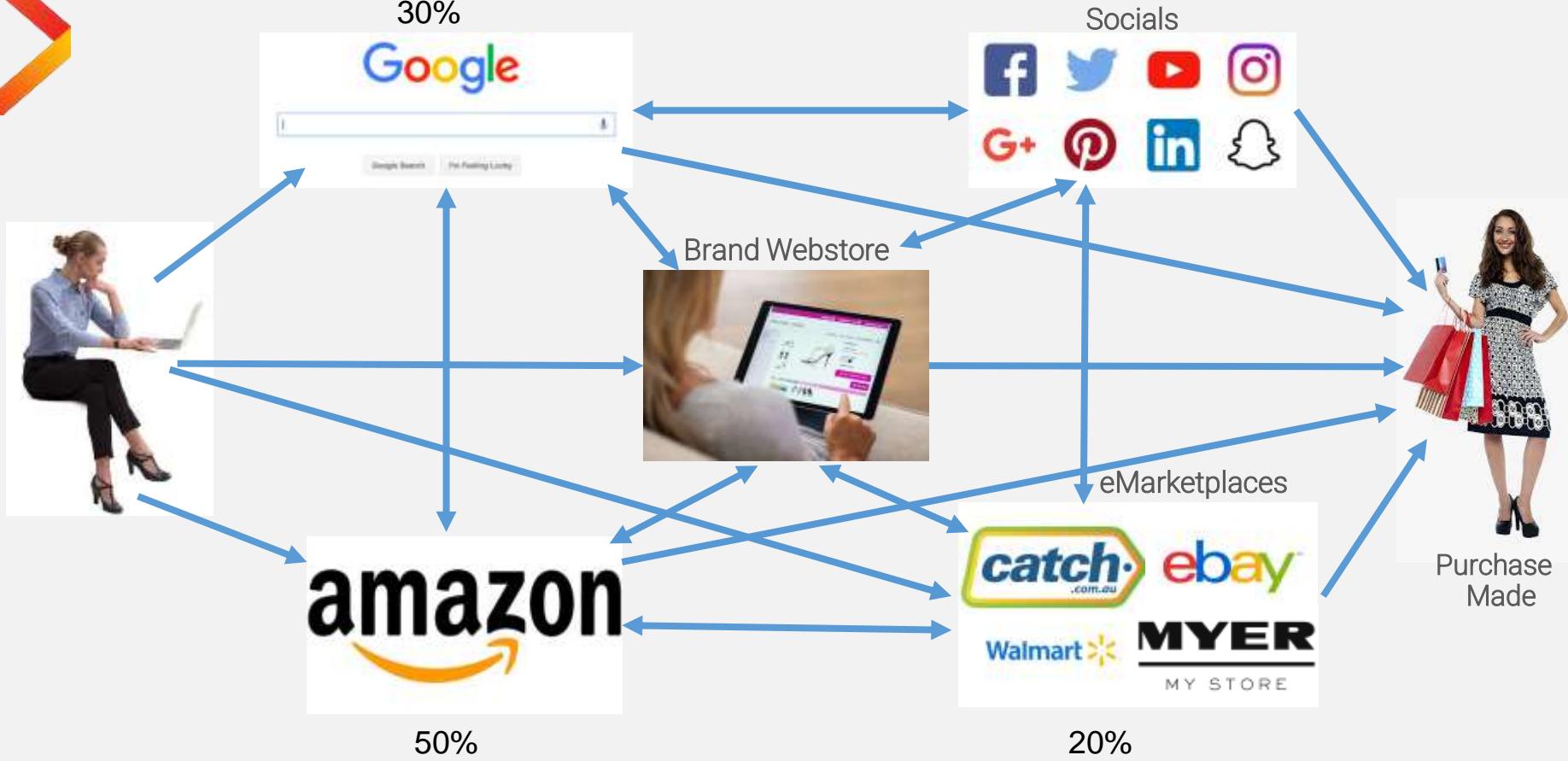


Why Start with eMarketplaces in 2021?

- Exporting without travel
- Be seen by distributors
- Test new markets with real customer feedback, faster for less cost.
- Lay the foundations for 2022 and beyond



The Customer Journey





Why are Consumers Bouncing Around?

The consumer has a mental checklist of concerns they want answered, before they make a buying decision.

Reviews and Social Proof - What do other people say about the brand? Authenticity of the brand - What is the story of the brand and do I resonate with it?

Price - Is this same product somewhere else at a better price? Is this product good value for money compared to other like products?

Delivery Convenience - Who has the fastest delivery time and cost? Is it free shipping on the site, or is it Prime eligible on Amazon, for free shipping.

Trust - What if something goes wrong with my purchase, do I trust this will be resolved easily? Overall from what I have seen across the internet of this brand, do I trust them?



Cross Channel Uplift

Why Brands Win By Being On Marketplaces

- Increased Visibility & Discoverability - Search
- Better Conversion – High Buyer Intent
- Increased Brand Awareness – Advertising Opportunities
- Customer Acquisition & Growth – Drive traffic to your site & Repeat



Marketplace Selection

ebay

Rakuten

amazon

catch.
.com.au

Walmart

Etsy



Marketplace Selection

- Be clear on your objectives
- Will your target audience be there?
- Compliance for the country is covered – FDA, TGA, VAT
- Ecommerce packaging – will it last the journey
- Commercial arrangements
- Price control
- Distribution control
- Can you protect your brand (trademark)



Product Information Integration & Logistics

- Inventory management across marketplaces and your website
- Product information and data control
- Pricing control
- Order Management via 3PL's
- Customer Experience
- The technology now exists to co-ordinate this strategy



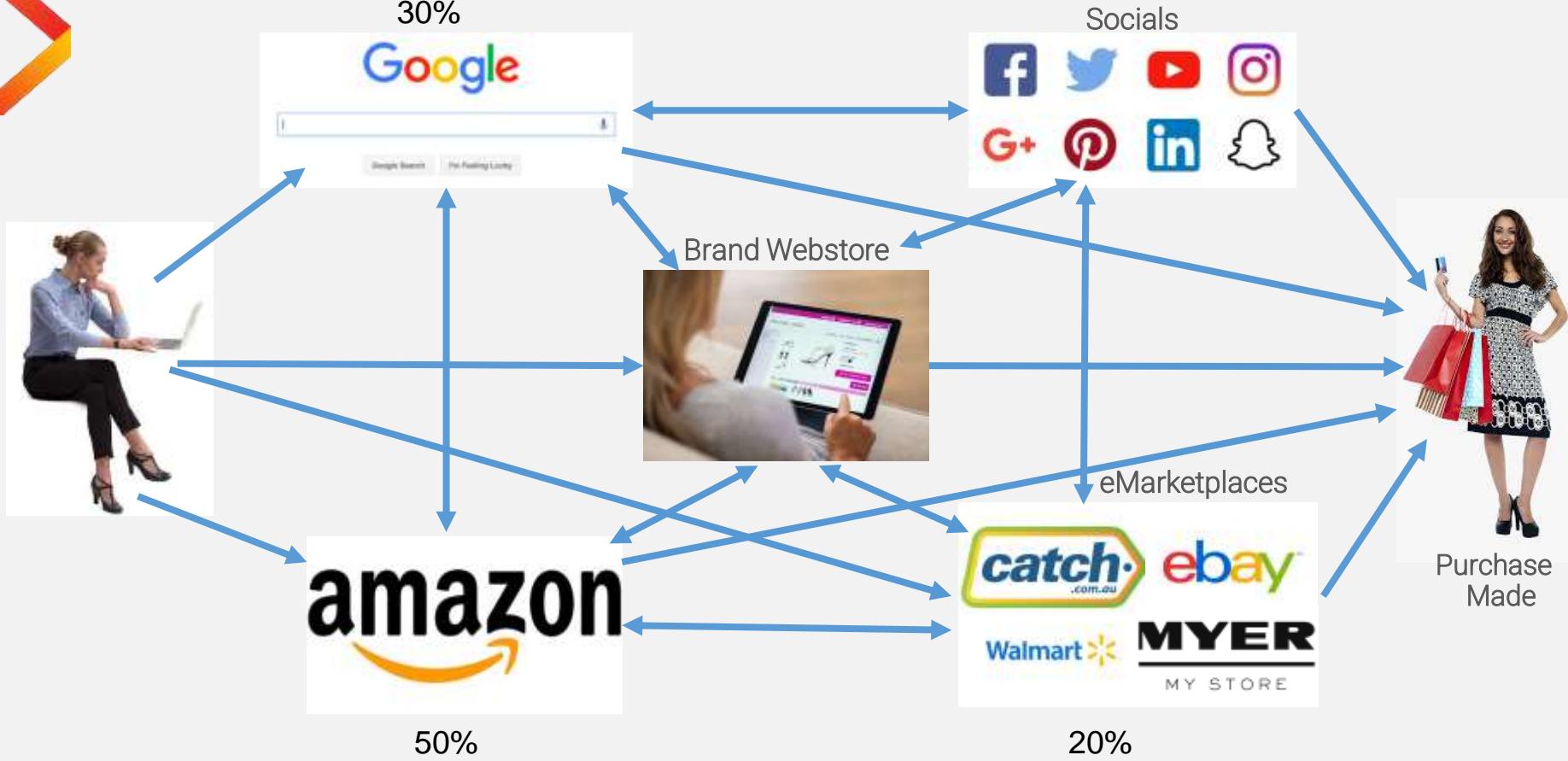


Mistakes Brands Make

1. **Letting distributors and retailers list their products** on marketplaces, or worse not even knowing their brand is already listed very poorly.
2. **Inconsistency of branding** across marketplaces and their own website and socials
3. **Pricing variations** across platforms that are confusing
4. **Not Optimising** their brand presence on marketplaces
5. **Losing control of customer feedback** and not checking what is being said
6. Not being close to the **delivery expectations** of consumers - ie shipping from NZ at a cost of \$15 when the product costs \$20.
7. Not coordinating the **lead generation** for their brand across the marketplaces and how to bring customers into your marketing eco-system.
8. Not thinking about the **customer journey** and how to optimise the process so consumers choose your brand over the competition.

Consumer Buying Journey – Attribution Path







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What Now For Your Brand?

- ✓ Your presence on Marketplaces like Amazon is just as important as your website
- ✓ Be consistent across all marketplaces and your website
- ✓ Assess which marketplaces will work best for your brand and products
- ✓ Book a call www.gosellglobal.com, or amazon@gosellglobal.com
- ✓ eCommerce Event August 17-19 in Queenstown www.retailglobal.co.nz



What Questions do you have?