

# INNOVATION IN ECOMMERCE WORKSHOP



Nowhere have seen more innovation than in ecommerce. Techniques such as geotargeting, virtual reality and droid delivery enable us to provide B2B and B2C service we never thought possible. You learn the latest techniques employed both on and off the website.

## 1. INNOVATION ESSENTIALS

Innovation is an imperative in order to compete in the Marketplace. Innovation is driven by people's desire for Convenience and comes from the Use of New Knowledge to create New Products and New Services. Conventional Organizations and Fear of Failure all inhibit Innovation. You learn the critical factors in being innovative.

*Exercise; Group Assessment of the Concerns and Opportunities in their Organization*

## 2. ECOMMERCE ESSENTIALS

There are 40 billion e-commerce transactions every year with the largest sites carrying just 1% of e-commerce while generating 34% of revenue. For success a seamless customer experience is essential including making the payment process easy and providing fast delivery services. There are many new tools being added for customer engagement and consumers are moving to multi-channel shopping. Unique value with the right brand and URL are essential.

*Exercise; which is the most unique proposition; thredUP, Instacart, Food52*

## 3. VISITORS

A Search Engine Optimization (SEO) strategy is vital to create traffic. Techniques such as the blog can increase the number of visitors by 50%. Increasingly purchase is being driven through Social Media such as Facebook, Pinterest and Instagram. Increasingly site views come from mobile devices and Beacon Technology on mobile devices enables geotargeting with selling based on Mobile Location. Mobile shopping has big implications for brick-and-mortar stores.

*Exercise; Discuss which social media are your preferences and why*

## 4. THE LANDING PAGE

Good photos and videos engage the visitor. A good example is the Dollar Shave Club, with a hilarious YouTube video. Video marketing builds a lot of trust and customers will remember 80% of what they see, 20% of what they read.

*Exercise; Which video is best and why*

## 5. THE USER EXPERIENCE (UX)

People still enjoy a physical store and so Burberry have made their store replicate the website. A Connection with the Physical World gives enjoyment. Stress-free navigation through techniques such as 'New Arrivals' and 'Recently viewed' help the visitor. 'Lookbooks' and 'Hotspots' also make their navigation easier. Jack Jones clustering focussed on outfits, Bonarium 'Try Me' was a mix and match tool and House of Fraser created an excellent 'True Fit' tool. The home try-on program started by Warby Parker sent 5 glasses to try on at home.

*Exercise; which navigation do you like*

## 6. VIRTUAL REALITY

Augmented Reality Technology gives a 3-D shopping experience using equipment such as Oculus Rift. "Memory" mirror technology lets customers try on virtual outfits and smart dressing rooms will send a profile to their phone. Furniture companies can display products within a home through furniture view rooms.

*Exercise; Cruise the sites provided and decide which would lend best to virtual reality.*

## 7. ENGAGEMENT

Consumers enjoy creativity especially in the apparel and accessory sector. Voice is also a game changer with less text-based searching and Live Chat helps customers make a decision faster. Chatbot (Chatter Robot) has become a digital disruption and is becoming like interacting with a good friend. Curry's have a microphone icon in their search box. WeChat has 700 million active users every month and you can hail a taxi, order takeout or buy movie tickets.

*Exercise; Test the chat line on the sites provide and decide which is best.*

## 8. THE CART

Nobody likes signing up for an account. Ipsy took the pain out by turning it into a beauty quiz. 71% of carts are abandoned and so Toobydoo let first time customers checkout as guests.

Shipping costs account for 40+ % of abandoned carts so Follow Up emails after cart abandonment can result in sales. Customers want to know how many steps to the checkout, with easy item removal, single page checkout and the ability to print purchase content.

*Exercise; Follow the three sites provided to the credit card#. Which has the best process?*

## 9. SHIPPING

Over 90% of shoppers consider tracking an order very important. Over 80% are more likely to use a

store if they don't have to pay for shipping. Half of online retailers in the UK offer standard free deliveries. The current benchmark delivery is same day or next day. One or two hour delivery will become the norm using Drone and Droid Delivery.  
*Exercise; Which of the sites provided offers the best delivery.*

## 10. DATA AND SECURITY

Metrics will be created around the consumer and big data to enable users will be targeted with up-sells, promotions and cross-sells based on past purchasing. Site security is an increasing issue with retailers losing around \$3.5 billion in one year as a result of online fraud. Smart Refrigerators show how Big Data will be used in the future to order automatically.

## 11. PLATFORMS

An overview of Magento, WooCommerce, Shopify, BigCommerce and Volusion.

## 12. CONCLUSION

The price race is beginning. Multi-dimensional social networking is here. People now buy from foreign online stores. It is essential to embrace the mobile revolution. Video based marketing will explode. Marketing will be driven by big data.

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