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# 零售峰會2017

## 中小企發展電子商務的挑戰與機遇

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Willy Lai

Cofounder of Fimmick

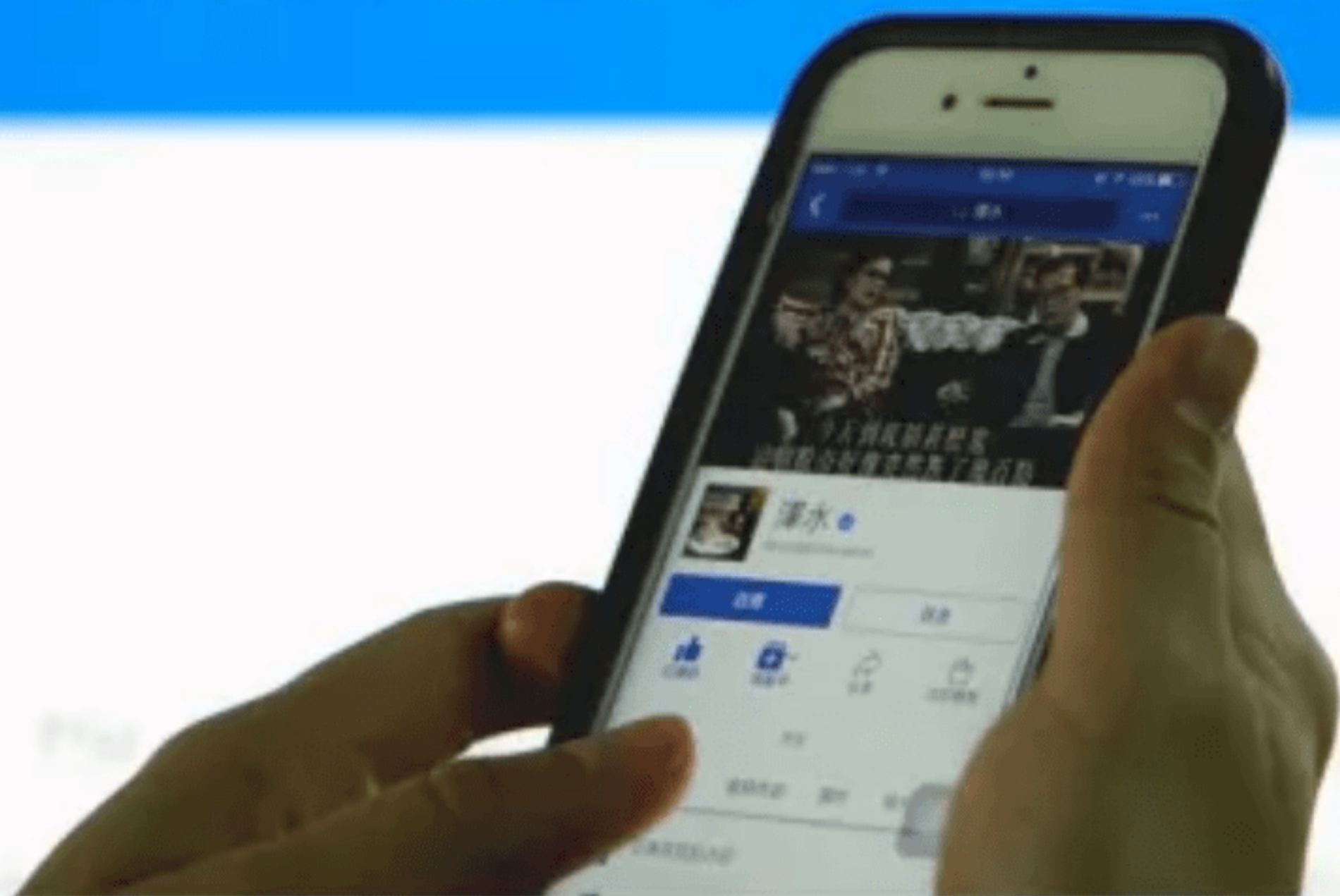


Social Media Latest Trend





# facebook



## 【畢打街閒人】你願意俾facebook幾多保護費？（渾水）

5,514 views | 2017年11月03日

讚 231

分享







11 19:50



過度使用社交平台，影響生活和情緒。有人開始提出「社交排毒」，希望擺脫過量網絡資訊。

跟很多年輕人一樣，周善盈曾經習慣使用各式各樣社交媒體，每天會看兩小時。英國有研究發現，青少年每日用社交平台1小時，整體快樂程度會下跌14%，善盈很有同感。

周善盈表示：「很多時看到其他人的貼文，看到自己不在照片裡，但明明是一班朋友的，就會覺得自己的存在感好像沒有了。越看越累，或者越不開心，所以就把心一橫劃除它。」

有人開始提出「社交排毒」，擺脫過量網絡資訊。



What does human need **social media**?







人



物



## **Vision**

*"People use Facebook to stay connected with friends and family, to discover what's going on in the world, and to share and express what matters to them."*

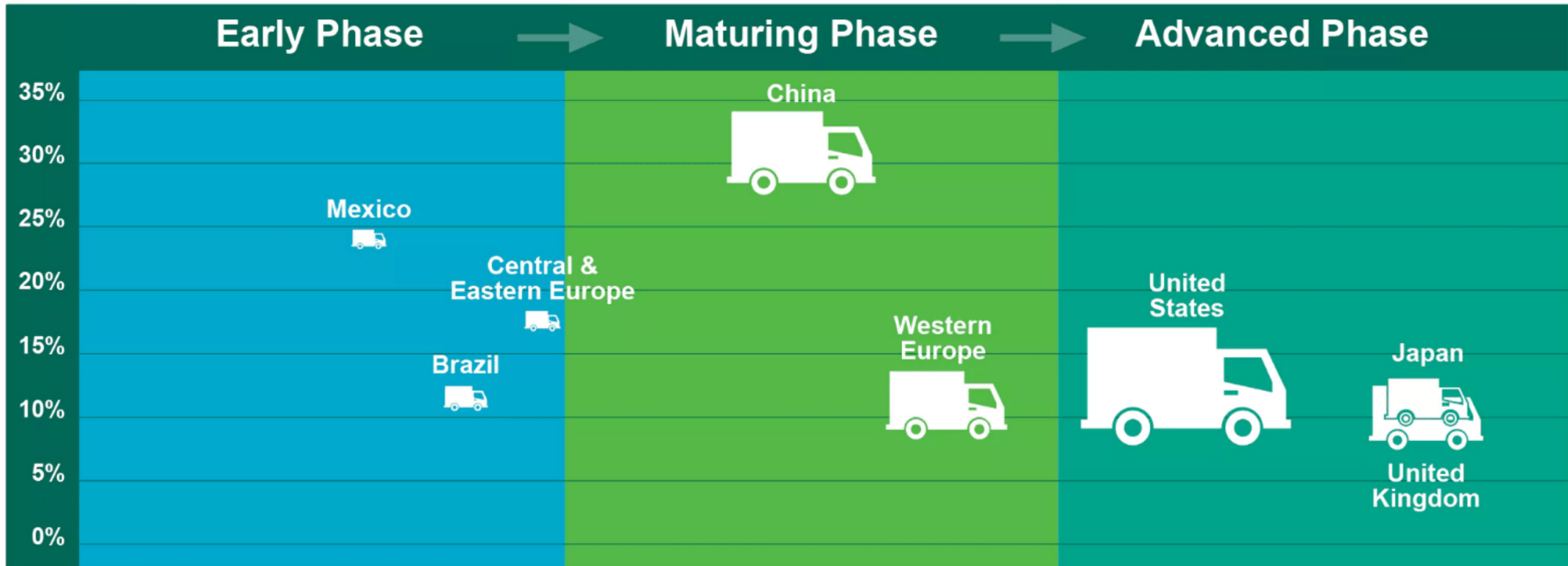
## **Mission**

*"Facebook's mission is to give people the power to share and make the world more open and connected."*



## Exhibit 4: Stages of Growth Across the Globe

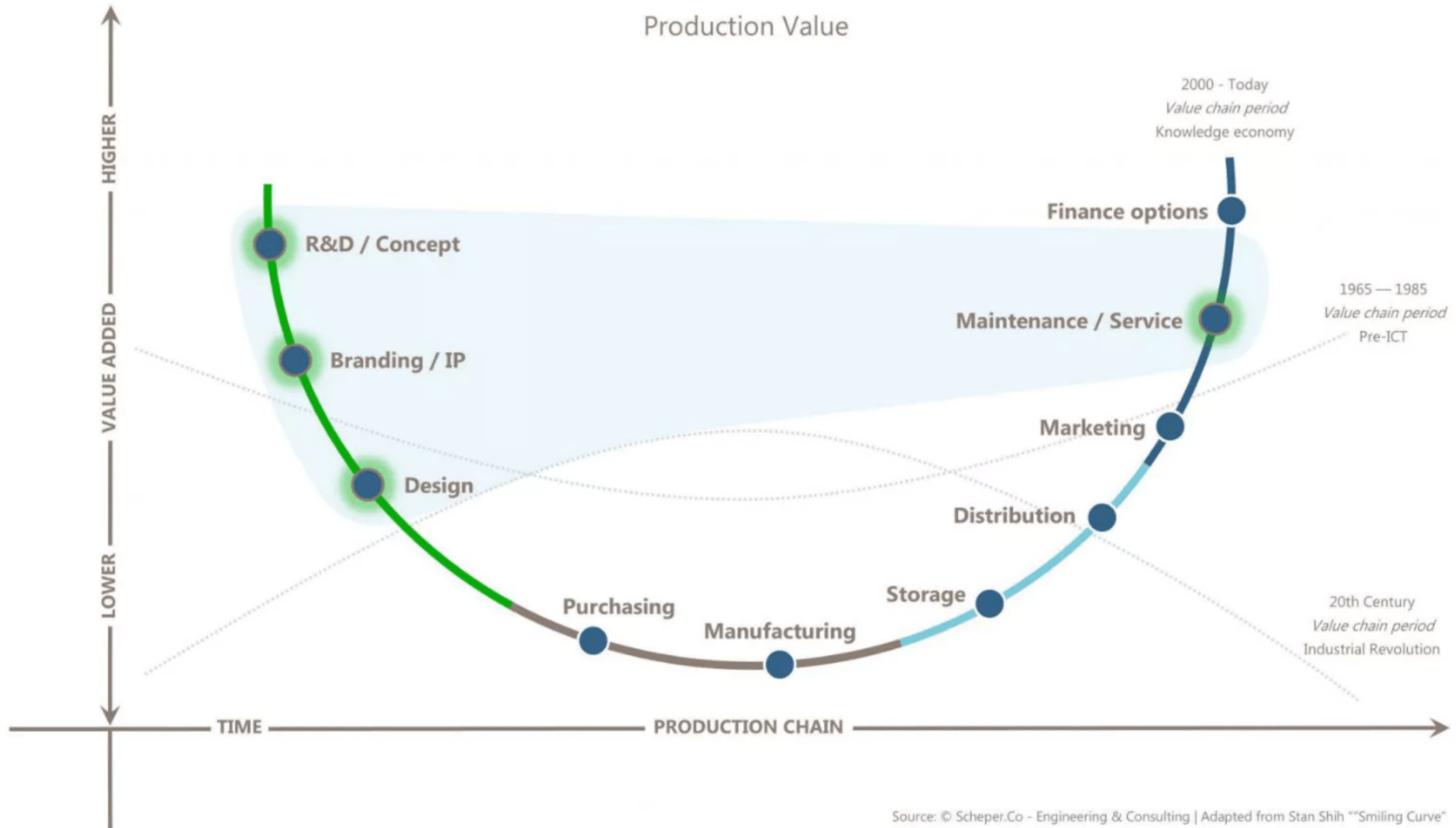
(online sales growth, CAGR 2015-2019)



| Impact on Logistics  | Embracing e-fulfilment                                       | Enlarging network  | Drivers of Innovation                                   |
|----------------------|--|--|---|
| <b>Location:</b>     | Focus on central locations                                   | Increasingly infill locations  | Focus on infill locations                               |
| <b>Operations:</b>   | Mainly combined and shared facilities                        | Rise of dedicated facilities   | Constant growth in distributed fulfillment              |
| <b>Requirements:</b> | Mostly larger units and stronger focus on new developments   | Gradual increase of smaller units, both existing and new                       | Broad diversity; emphasis on smaller units              |
| <b>Location:</b>     | International brands limited, increase in national retailers | Increase in international brands; number of national retailers expands rapidly | Both international brands and national retailers active |

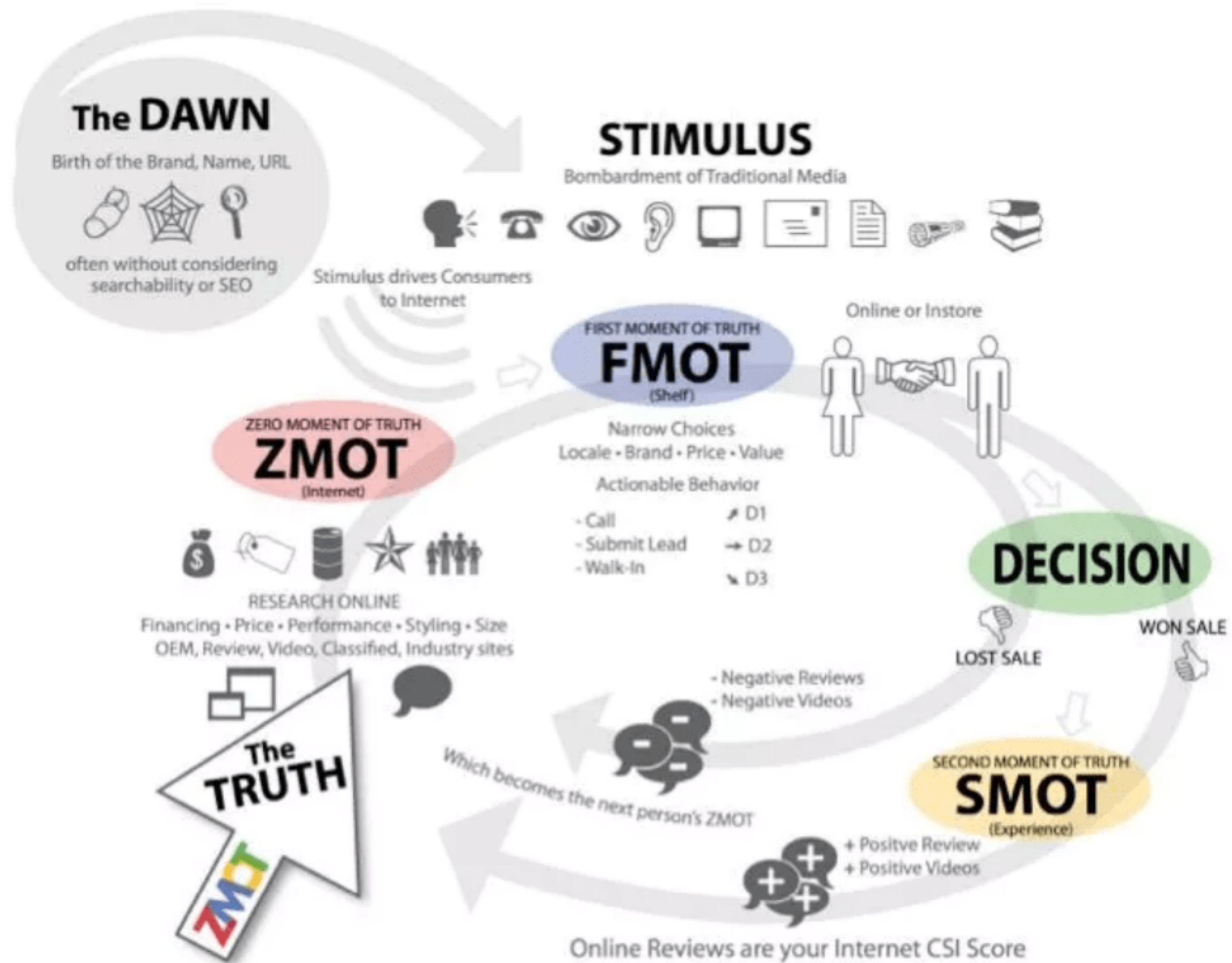


# Smile Curve



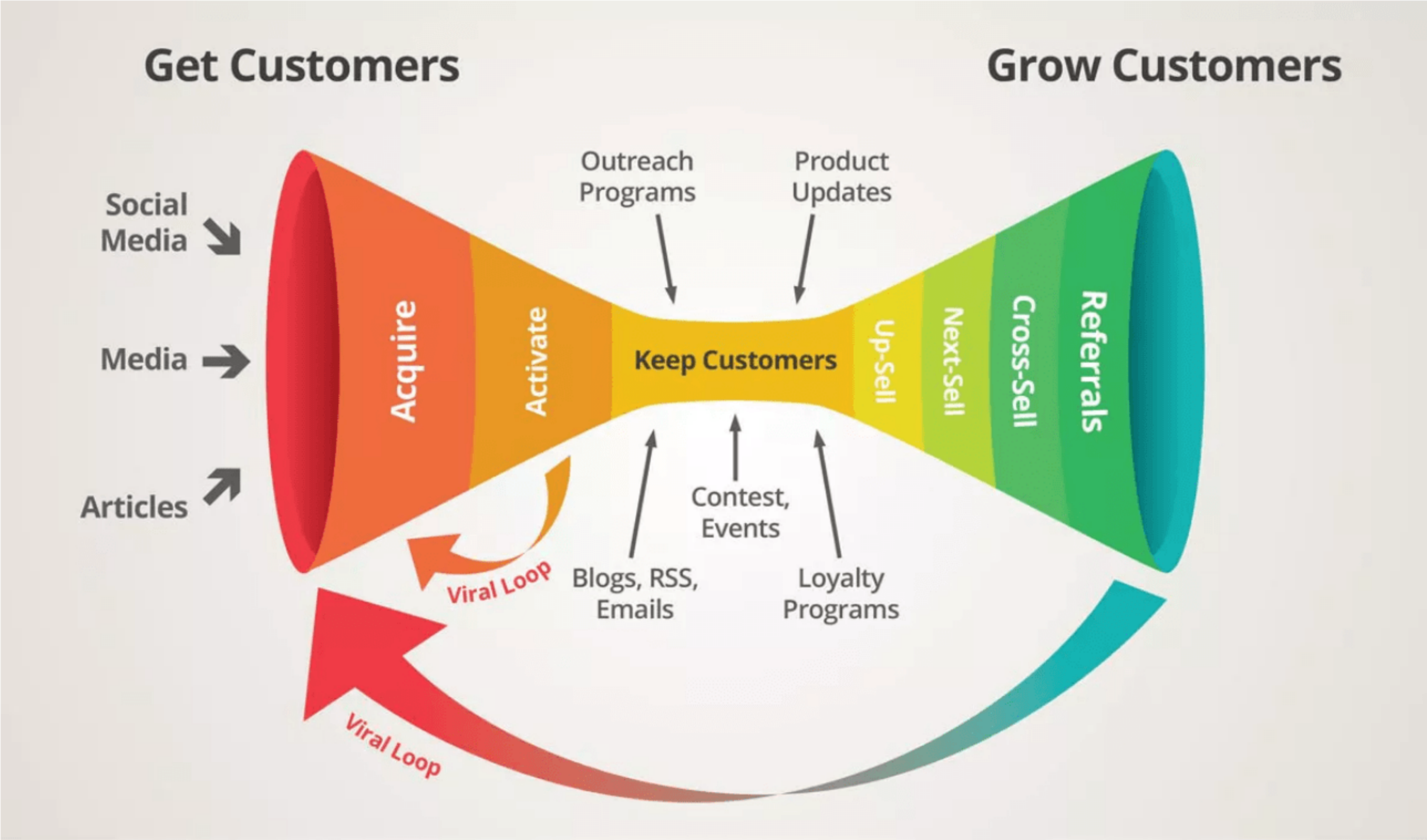


# Zero Moment of Truth





# Business x Customer x Technology





# The End Of E-Commerce? These Days, It's All Just Commerce

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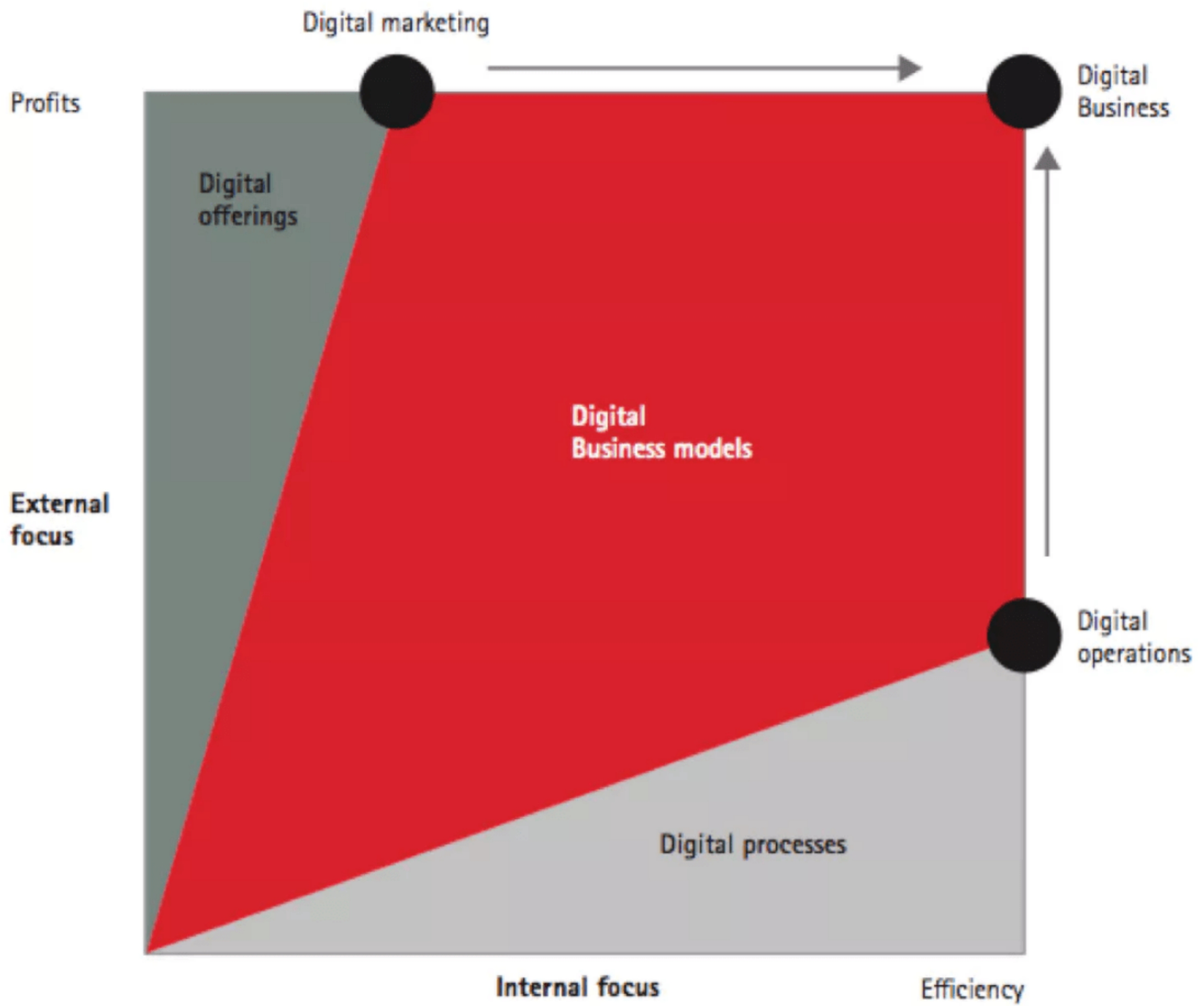
bankruptcy



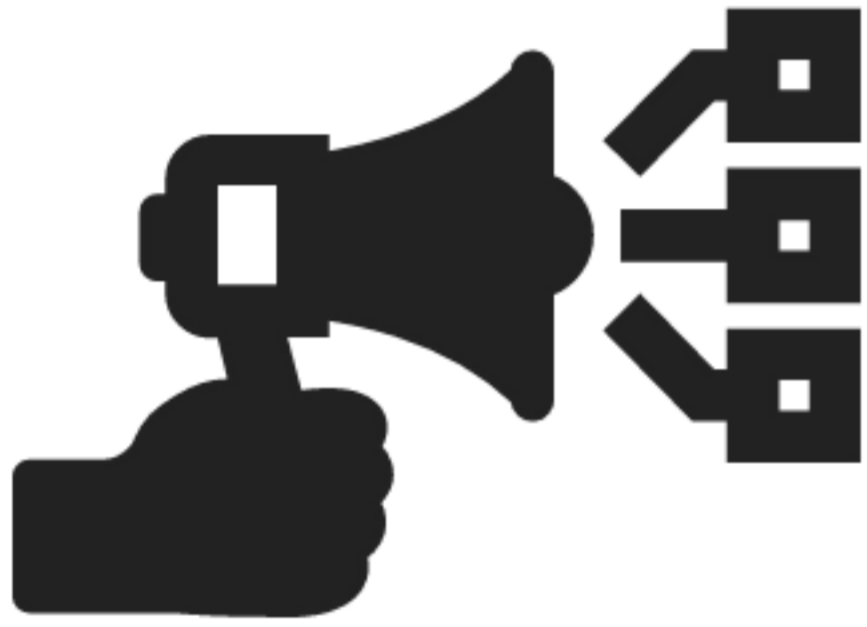
Wal-Mart  
sees 40 percent online sales growth in 2018



Figure 17: Digital Business

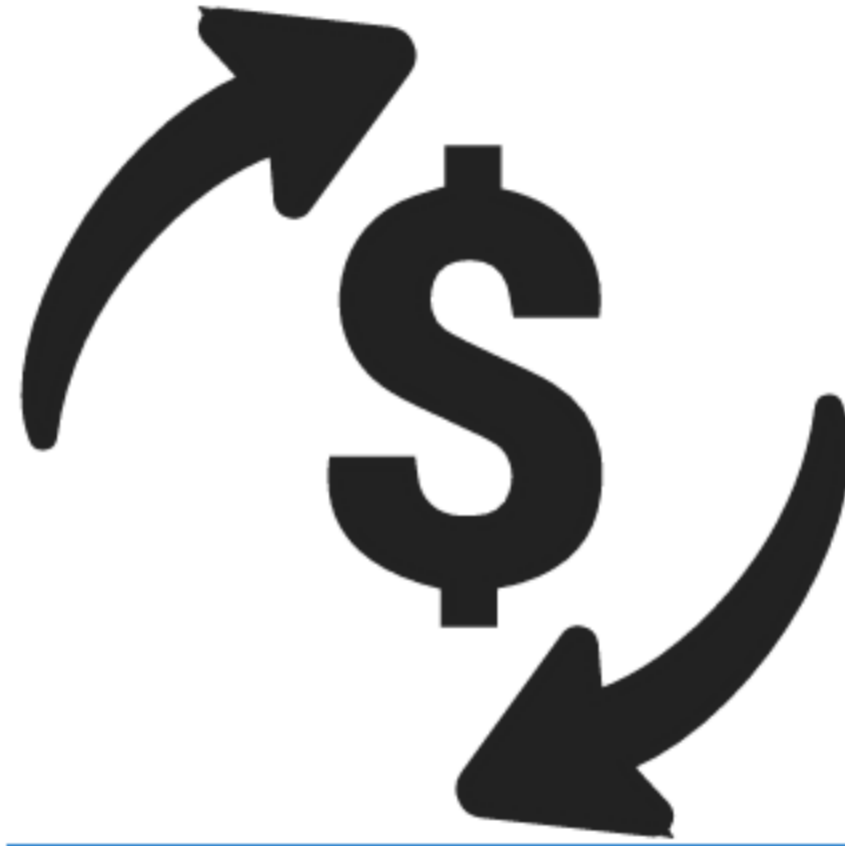






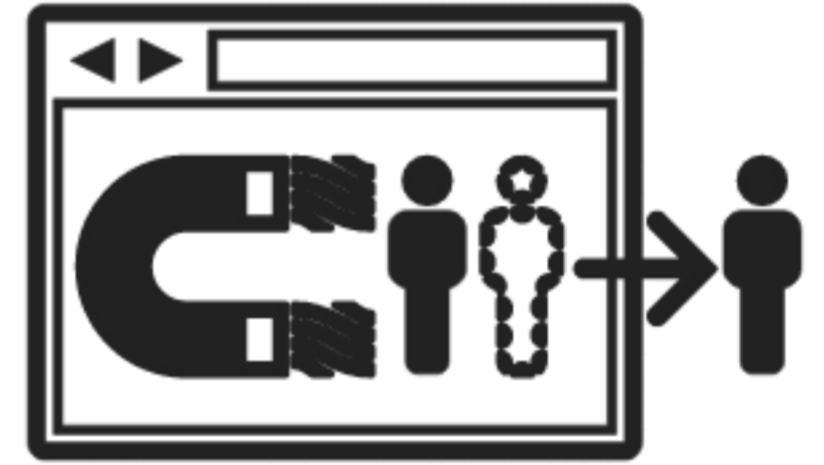
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Promotion



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Conversion



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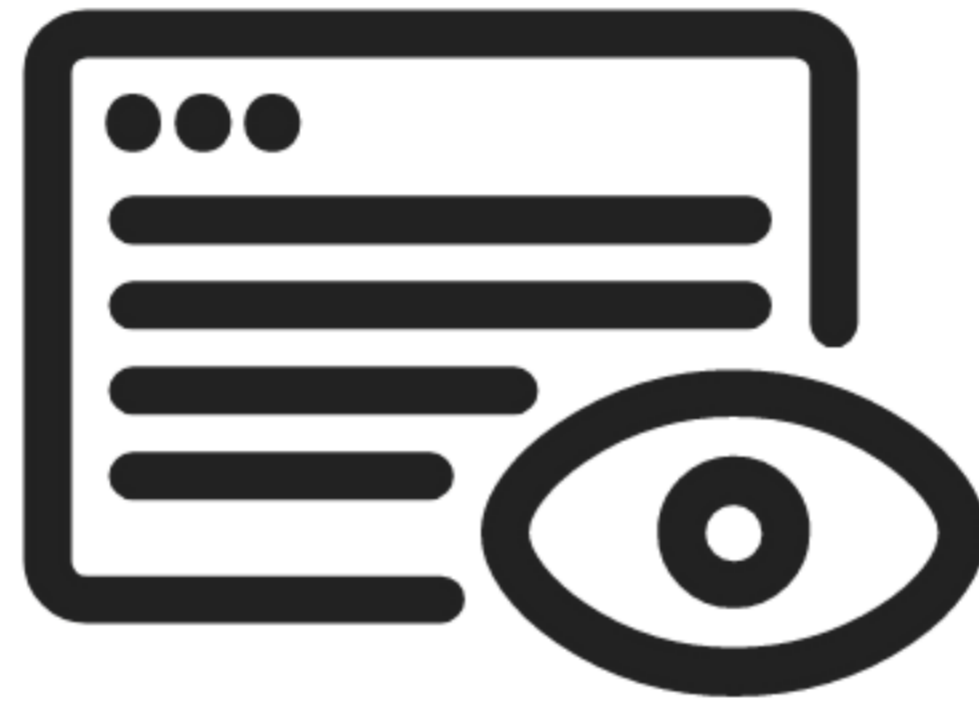
Retention





# 5 Digital Marketing Tips for SME in 2018





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## 1. Google + FB Advertising





Amy searches on Google for "top hotels with pool bar in Hawaii" (non-branded broad match) and clicks a paid search ad



Reads reviews and looks at pricing, photos, etc., but doesn't purchase



A Facebook video ad highlighting the pool bar pulls her back in, based on the original query, and she shares it with her friends



After discussing with friends, returns to Google to search the hotel brand and converts (branded term by exact match)



The marked-down price is too good for Amy to pass up, so she converts from this ad, too



She sees a Facebook ad a week before her vacation for a discounted massage during her upcoming stay

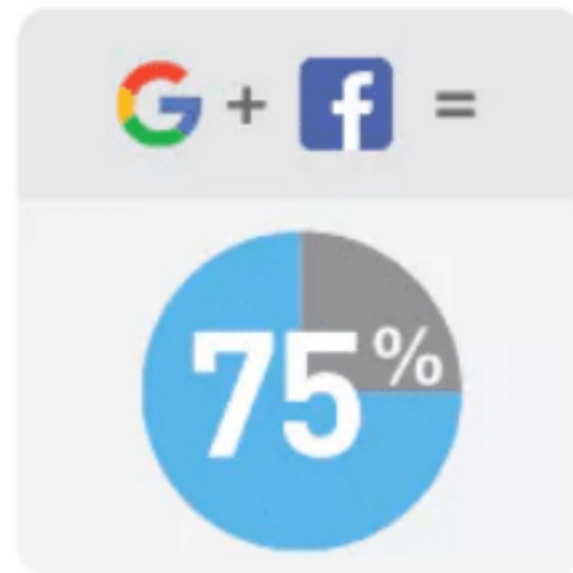


With Dynamic Ads, Amy gets added to a "cross-sell" audience on Facebook



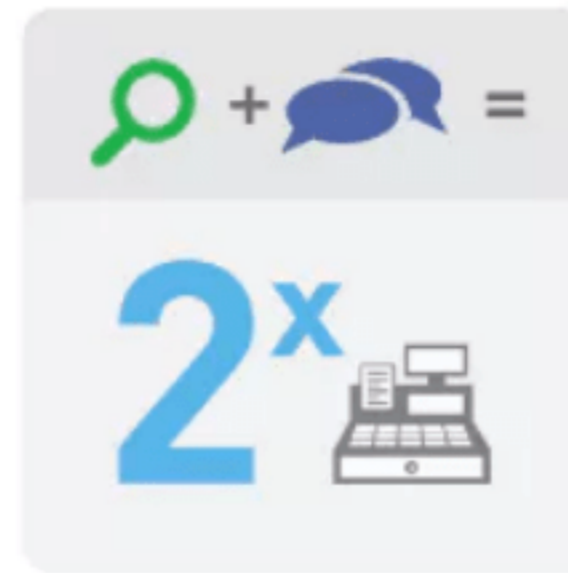


# Google + FB Advertising



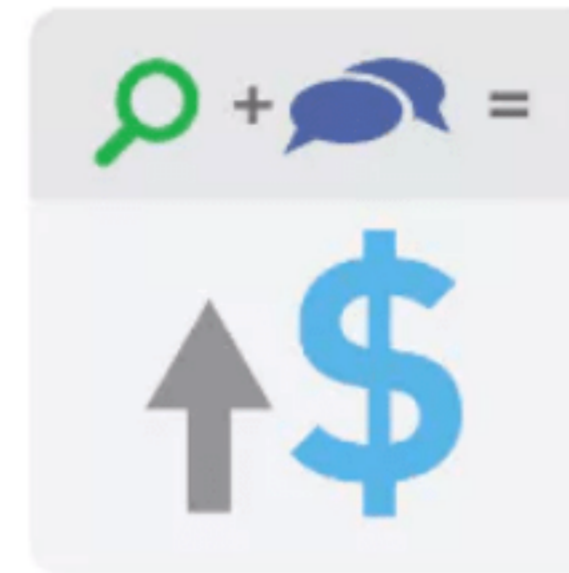
People spend 75% of their time on either Facebook or Google.<sup>3</sup>

Advertisers who coordinate campaigns between platforms significantly increase the likelihood of more clicks, conversions, and revenue.



Customers who click your search and social ads are more likely to buy.

Users who click an advertiser's search and social ads have a 2x greater conversion rate than users who click the search ad only. The impact of a cross-channel touch is even greater with social clicks. Users who click both a search and social ad have a click-through rate approximately four and a half times higher than users who only click social ads.<sup>4</sup>



Customers who click your search and social ads spend more.

Users who click both a search and social ad contribute approximately two times more revenue per click than users who click search ads only. Multi-channel touchpoints are even more valuable for social advertising. Users who click both a search and social ad contribute six times more revenue per click than users who click a social ad only.<sup>2</sup>

<sup>1</sup> Alex Heath, Facebook and Google completely dominate the digital ad industry, Business Insider, April 26, 2017.

<sup>2</sup> Danny Fratella, Digital ad revenue surpasses TV for the first time, says IAB, Social Blade, May 1, 2017.

<sup>3</sup> Parse.ly analysis.





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## 2. Influencers Marketing



**Quality** is important, but **Quantity** is also key to success







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### 3. Mobile Express Checkout





**Orbit Terrarium (Small)**  
\$89.00

Add to Cart

🍏 Pay





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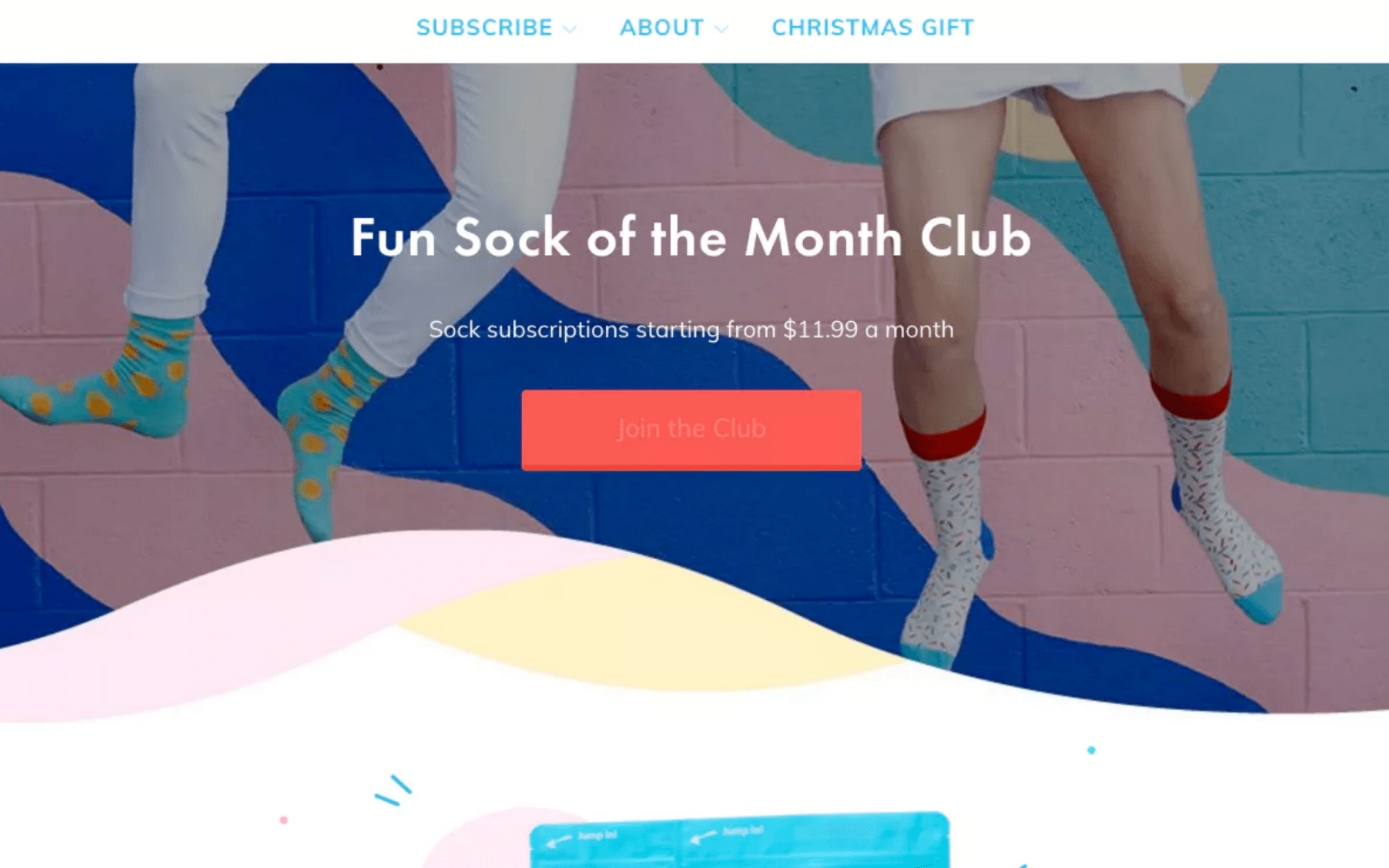
#### 4. Subscription Service Model



# Fun Sock of the Month Club

Sock subscriptions starting from \$11.99 a month

Join the Club







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## 5. Chatbot



# 聊天機器人興起 台灣新創團隊搶商機

f 分享

留言

列印

存新聞

A- A+

2017-09-27 16:23 經濟日報 記者吳凱中／即時報導

後App時代到來，自從通訊平台開放相關技術以來，聊天機器人（Chatbot）的應用開始興起，據市場統計，2017年整體Chatbot市場產值將高達千億美元，吸引台灣新創團隊「邦妮科技BotBonnie」投入，搶攻客服及數位行銷商機。

據研究機構BI Intelligence報告顯示，全球有80%的品牌正在使用或計劃在2020年前導入聊天機器人，而根據市場統計，2017年整體Chatbot市場產值將高達千億美元，吸引全球逾80個新創團隊投入開發相關服務與平台，顯示聊天機器人所帶起的對話式行銷正成為新商機。



抽取式的下一步



蒲公英抽取式衛生紙  
環保抽取式衛生紙(100抽x8包)



舒潔抽取式衛生紙  
萬用輕巧包抽取衛生紙(120抽x10包)



春風抽取式衛生紙  
絲絨家抽取式衛生紙(100抽x12包)



五月花抽取式衛生紙  
極柔頂級抽取衛生紙(110抽x12包)

想再看看其他類別?

濕紙巾

藍濕紙巾

看全部其他類別

+ 快速回覆



- 關閉推播
- 訂單查詢
- 開啟推播
- 了解更多下一步
- 開始購物
- 讓我看看其他商...
- 儲蓄期待
- +

限時優惠

block

限時優惠

衛生紙

衛生紙

抽取式的下一步

關濕紙巾的下一..





巧買

391 人說這讚，包括 Cas Koh 和 5 位朋友

零售公司

1月22日 下午2:36

開始使用

Hi 你好，我們提供你日常所需的相關用品，例如：衛生紙，洗衣精，清潔劑，牙刷，牙膏等，並透過專業的物流系統，讓你的生活更方便！

開始購物

了解更多

了解更多

透過Messenger，你可以直接在這完成購物，打上你的“關鍵字”，例如：衛生紙，牙刷等，就能瀏覽相關商品，或是根據按鈕

輸入訊息……





巧買  
通常立即回覆

管理

衛生紙



你想找哪一種？

抽取式



蒲公英抽取式衛生紙

原價：\$99.00

[store.chatsify.com](https://store.chatsify.com)

購買

詳細說明

分享



想再看看其他類別？

濕紙巾

廚房紙巾

看全館其他商品





巧買  
請來立即選購

管理 ⓘ

請注意



你想找哪一種？

抽取式



蒲公英抽取式衛生紙 - 巧買

store.chatisfy.com



數量

1

特價 TWD 99

小計

TWD 99

加入購物車

立即結帳





巧買  
通常立即回覆

管理



總計

NT\$179

你的訂單已完成，訂單編號：  
20170418001024，我們會以郵  
寄的方式配送給你，訂單查詢可  
按右下角選單

訂單確認

巧買



麗公美抽取式衛生紙

付款方式  
貨到付款

收貨地點

台灣台北市台北市八德路四段287號1  
樓



總計

NT\$179



留個話吧……







### 保存期限多久

建議的保存期限為2個月，本產品未添加任何防腐劑，開封後請儘早食用完畢。



繼續購物



### 包裝有瑕疵我要退貨

1. 收到產品後如發現有毀損、品質問題，請不要丟棄或自行處理，請馬上通知客服人員，我們將會立即為您處理。(客服專線：0911-951139)。
2. 客服人員告知處理結果。
3. 宅急便回收問題商品，並補上品質良好之商品。



聯絡客服

繼續購物





### 七日內訂戶狀況

#### 訂閱戶留存率

| 日期    | 當日新用戶 | 第1天 | 第2天 | 第3天 | 第4天 | 第5天 | 第6天 | 第7天 |
|-------|-------|-----|-----|-----|-----|-----|-----|-----|
| 總數    | 18    | 6%  | 0%  | 7%  | 0%  | 0%  | 0%  | 0%  |
| 04/10 | 3     | 0%  | 0%  | 0%  | 0%  | 0%  | 0%  | 0%  |
| 04/11 | 1     | 0%  | 0%  | 0%  | 0%  | 0%  | 0%  |     |
| 04/12 | 1     | 0%  | 0%  | 0%  | 0%  | 0%  |     |     |
| 04/13 | 4     | 0%  | 0%  | 0%  | 0%  |     |     |     |
| 04/14 | 5     | 20% | 0%  | 20% |     |     |     |     |
| 04/15 | 2     | 0%  | 0%  |     |     |     |     |     |
| 04/16 | 2     | 0%  |     |     |     |     |     |     |

#### 訂閱戶活躍度



#### 取文數排行

2017/04/11 - 2017/04/17

| 排名     | 方便名稱     | 點擊數 |
|--------|----------|-----|
| Top 1  | 讓我看看其他商品 | 24  |
| Top 2  | 開始購物     | 16  |
| Top 3  | 歡迎訊息     | 16  |
| Top 4  | 衛生紙      | 12  |
| Top 5  | 真人喜翠     | 9   |
| Top 6  | 洗髮乳/洗髮精  | 7   |
| Top 7  | 抽取式的下一步  | 7   |
| Top 8  | 衛生紙      | 5   |
| Top 9  | 家用清潔     | 5   |
| Top 10 | 濕紙巾的下一步  | 4   |

#### 最受歡迎按鈕

2017/04/11 - 2017/04/17

| 排名     | 按鈕名稱     | 點擊數 |
|--------|----------|-----|
| Top 1  | 開始購物     | 19  |
| Top 2  | 衛生紙      | 12  |
| Top 3  | 瀏覽商品     | 10  |
| Top 4  | 聯絡客服     | 8   |
| Top 5  | 查看全部其他商品 | 8   |
| Top 6  | 洗髮乳/洗髮精  | 7   |
| Top 7  | 抽取式      | 7   |
| Top 8  | 家用清潔     | 5   |
| Top 9  | 濕紙巾      | 4   |
| Top 10 | 夜後打掃     | 4   |



# Key Takeaway

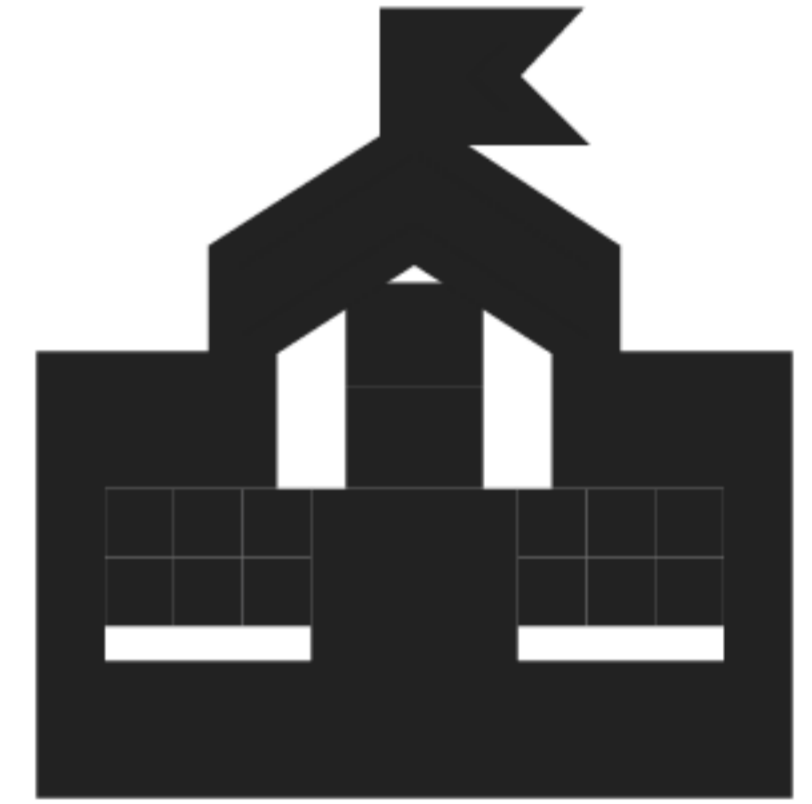
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Find A Good Digital Vendor



Recruit A Good Digital Marketer



Learning Yourself



Thank You

[willylai@fimmick.com](mailto:willylai@fimmick.com)

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