

Social media in international business

Deep Dive 4 – E-commerce Key Success Factors: Your Shop and the Platforms



FORWARD-INC
NEWCOMERSFORWARD.COM

Globally Cool

About me

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Content Marketing and Communication Adviser

GloballyCool

- ▶ Specialized in:
 - ▶ Content marketing
 - ▶ Social media
 - ▶ Websites and CMS
- ▶ 18+ Years experience
- ▶ 33+ Countries



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Agenda



1. Recap of the previous session
2. E-commerce options
3. Key success factors for your own shop
4. Key success factors for your platforms
5. Hands-on exercise: Channel choice decision
6. Recap and reflection from your entire journey



Recap and reflection from Session 3

E-commerce options

Model	What it is	Pros	Cons	Fit for early-stage small businesses
Own website / shop	A branded online store where customers buy directly from the business	Full brand control; higher margins; access to customer data; good for loyalty and subscriptions	Needs setup, marketing, traffic generation, and logistics management	Medium fit — useful later, but difficult as the first channel unless the business already has customers
Marketplace / platform	Selling through platforms such as Amazon, Etsy, or local platforms	Fast access to customers; built-in payments and logistics; low technical barrier; good for testing demand	Platform fees; strong competition; price pressure; limited customer ownership	High fit — good for quick sales, product testing, and reaching new buyers
Social commerce	Selling through Instagram, Facebook, WhatsApp, TikTok, or live selling	Very low cost; direct customer contact; good for storytelling, trust, and local sales	Can be manual and time-consuming; harder to scale; depends on regular content	Very high fit — especially good for fresh, local, artisanal, or story-based products
Hybrid model	Using several channels together, such as social media + marketplace + own website	Reduces dependency on one channel; combines reach, trust, and brand control; supports growth	More complex to manage inventory, pricing, and communication	Best long-term fit — but better after starting with one or two simple channels

Recommended approach

Stage	Best option	Why
Early stage	Social commerce + marketplace	Low cost, quick to start, easy to test products, and good for building trust
Growth stage	Add a simple own website/shop	Helps build brand credibility, collect customer data, and improve margins
Mature stage	Hybrid model	Allows the business to balance reach, customer loyalty, and sales stability



Your e-commerce key success factors

1. Understanding the target market

Who is the target customer, what do they want/need, who are the competitors

2. Offer the right product, the right way, at the right price

UVP, competitiveness, and an excellent product presentation

3. Organize the back-end

Stock, warehousing, order processing, fulfillment

4. Responsive customer service in place

Friendly customer service policy, return policy and loyalty programme (optimising customer lifetime value)

5. Effective online platform

Webshop, marketplace platform, social commerce with attractive product listing, check-out and payment system

6. Active promotion

Effective marketing efforts, including influencer marketing, advertising, and email marketing are essential for reaching your target audience and driving sales

7. Findability

Strong SEO and keyword strategies ensure that your website is easily discoverable by potential customers

8. Soft selling and upselling




Offering complementary or upsell products can increase average order value and improve customer satisfaction

Build your own e-commerce website



Allows business owners to set up and launch their online stores

1. Select a payment plan
2. Synchronise your business domain name to your online store
3. Choose templates and themes that best describe your business
4. Optimise website and add products to your store
5. Promote your business to your target audience

Feature			
Ease of Use	User-friendly, all-in-one solution with minimal setup required.	Moderate complexity; requires WordPress setup and plugins.	Simple drag-and-drop builder, easy for beginners.
Customization	Limited to available themes and apps, but still highly customizable.	Highly customizable with full access to WordPress and plugins.	Limited customization compared to others.
Pricing	Monthly subscription plans starting at \$29.	Free plugin, but costs for hosting, themes, and plugins.	Free plan available; paid plans for advanced features starting at \$10/month.
Scalability	Scalable with apps and integrations for growing businesses.	Scalable with the right hosting, but may require more technical management.	Best for small businesses; limited scalability options.
E-commerce Features	Rich e-commerce features with built-in tools and apps.	Extensive features via plugins, with full control over functionality.	Basic e-commerce features, suitable for small stores.
Overall Cost	Starting at \$29/month plus transaction fees.	Free to start, but overall costs vary based on hosting, themes, and plugins.	Free basic plan; paid plans start at \$10/month.

Key steps for your own webshop

Selling from your own webshop offers full brand control, higher profit margins, and direct customer relationships, often without marketplace fees.

Key steps include:

- ▶ choosing a platform (Shopify, WooCommerce, Ucraft)
- ▶ selecting a niche
- ▶ purchasing a domain
- ▶ setting up payments
- ▶ and driving traffic via marketing.

Key success factors for your own shop



1

TRUST

Build credibility with secure transactions, reviews, and clear policies.



2

PRODUCT CLARITY

Provide clear photos, accurate descriptions, prices, and availability.



3

SHIPPING / PAYMENT REALITIES

Offer reliable shipping options, transparent costs, and convenient payment methods.



4

CUSTOMER SERVICE

Respond quickly, helpfully, and professionally across all channels.



5

MOBILE USABILITY

Ensure your shop is fast, easy to navigate, and looks good on mobile devices.



6

COMPLIANCE AND EXPECTATIONS

Follow legal requirements, food safety standards, and set clear expectations (returns, cancellations, delivery times).



7

SIMPLE CHECKOUT OR INQUIRY PATH

Make it easy to order or inquire—fewer steps, clear forms, and visible CTAs.



8

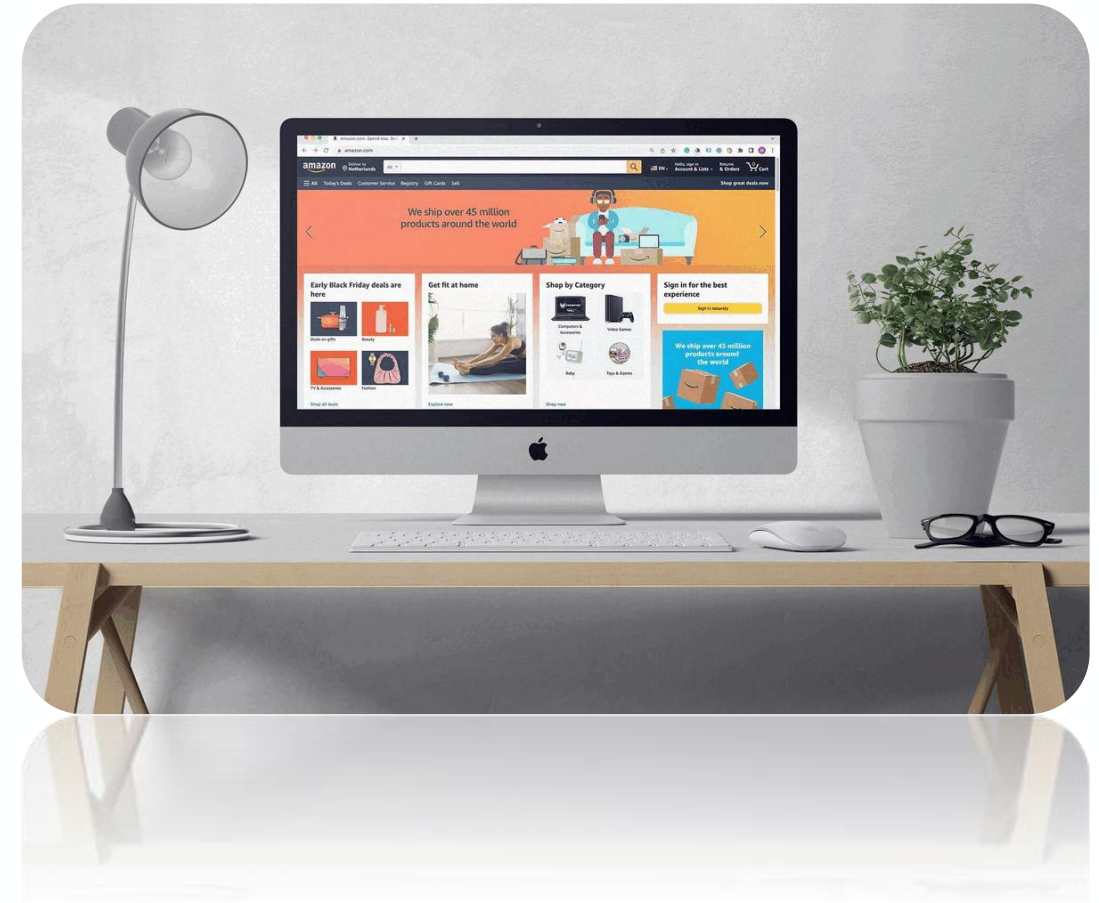
AFTER-SALES COMMUNICATION

Keep customers informed after purchase and follow up to ensure satisfaction and loyalty.

Key success factors for your marketplace platforms

▶ How to choose a platform:

- ▶ target market
- ▶ product type
- ▶ fees
- ▶ buyer type
- ▶ logistics/payment fit
- ▶ ease of onboarding
- ▶ visibility potential
- ▶ control vs dependence



5 mandatory requirements you must meet to sign up as a seller on a global marketplace

1. Valid business email address

This email will be used for account setup, communication, and notifications.

2. Legal business name and address

This information is required to verify your identity and for tax purposes.

3. Phone number

For account verification and to receive important notifications about your seller account.

4. Bank account information

The bank account should be in the same country as your seller account (may vary for each marketplace platform).

5. Tax information

This information is necessary for compliance with local tax laws where the marketplace platform resides.



How do I market my products online?

How can I compete with other businesses?

How to be found by my target consumers?

Stand out in the crowd!

A black duck is the central focus, standing out from a large group of yellow ducks. The black duck is in sharp focus, while the yellow ducks are blurred in the background. A thought bubble is connected to the black duck's head.

**Unique
Value
Propositions
(UVP)**

Learn from the best practices:

Communicating your unique value proposition

we make lucky tools to create lucky jobs.



Can you find the UVP?

Categories ▾

Project Products ▾

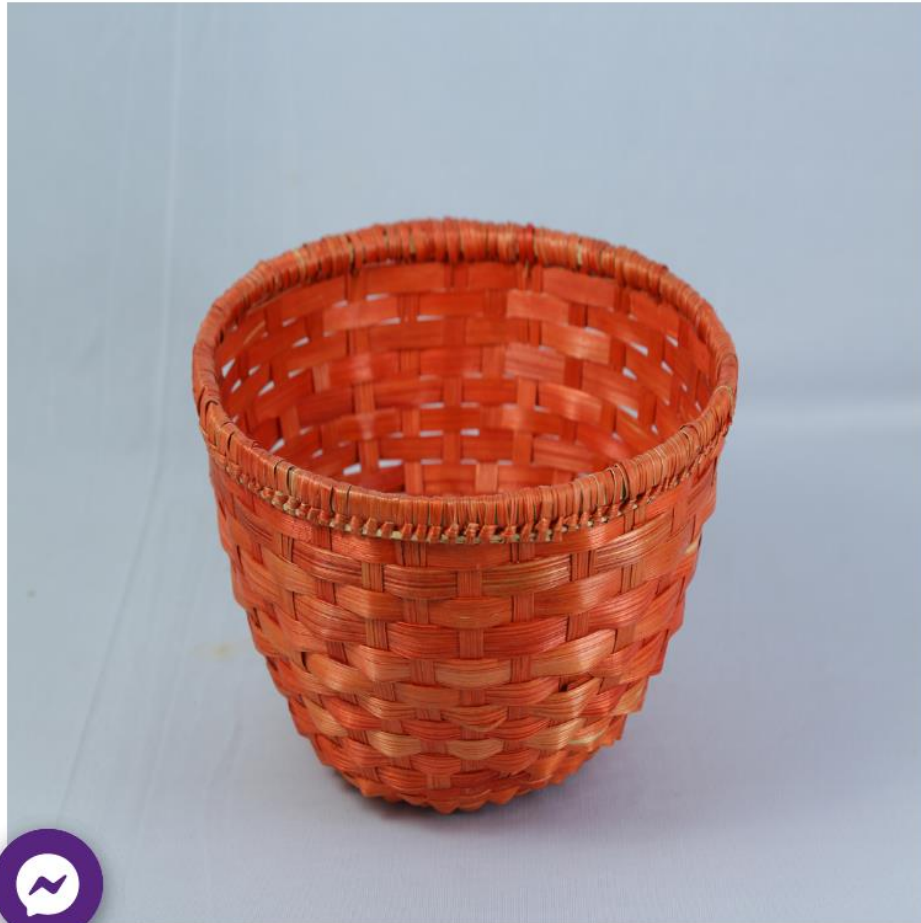
Food Products

Handicraft

Accessories

Dhaka Products

Cart



Bamboo Fruit Basket (Red)

Rs 250.00

A Bamboo Fruit Case is a traditional handicraft item made through the use of locally produced bamboo in many local small scale industries. It can be, as the name suggests used to hold fruits and other small edibles, be it for serving or for storing for the time being. The design of the item makes it eco-friendly while also being durable and attractive as a decorative item for your homes. Product of Lalitpur

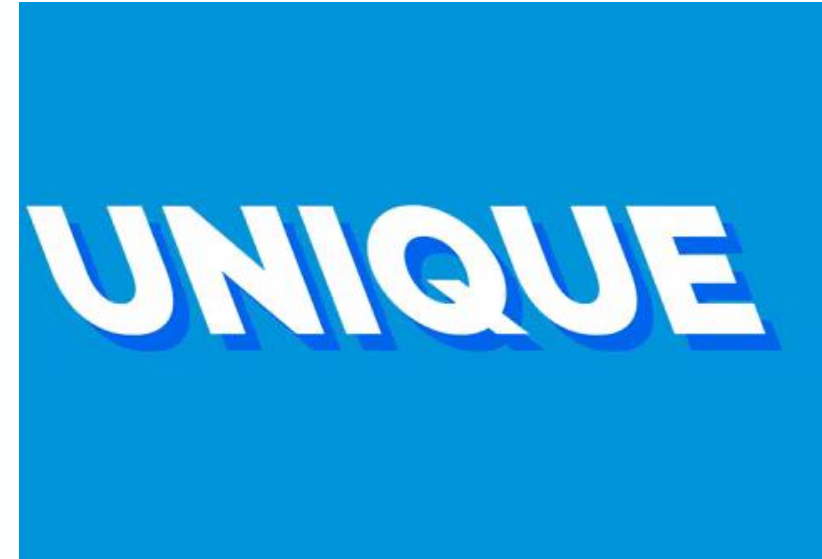


ADD TO CART



5 things to consider when creating UVP!

1. What's your top product?
2. How is it made? (example: natural coloring, hand-made, locally sourced, etc.)
3. Who made it? (example: rural women cooperative)
4. Where is it made? (location, traditions)
5. What's the benefit? How can people use it?



Create an appealing storefront

- ▶ This is your face to the buyer: Think of it as your shop window display!
- ▶ Have a great "About us" section with UVP
- ▶ Use high quality images and videos
- ▶ Share successful customer experience/reviews
- ▶ Show your top products
- ▶ Use all the fields offered by the marketplace



The image features a variety of citrus fruit slices arranged on a dark, textured background. The slices include bright orange oranges, deep red grapefruits, pale yellow lemons, and vibrant green limes. The text is centered over the composition in a bold, white, sans-serif font.

**The use of images
and trust-building
elements**

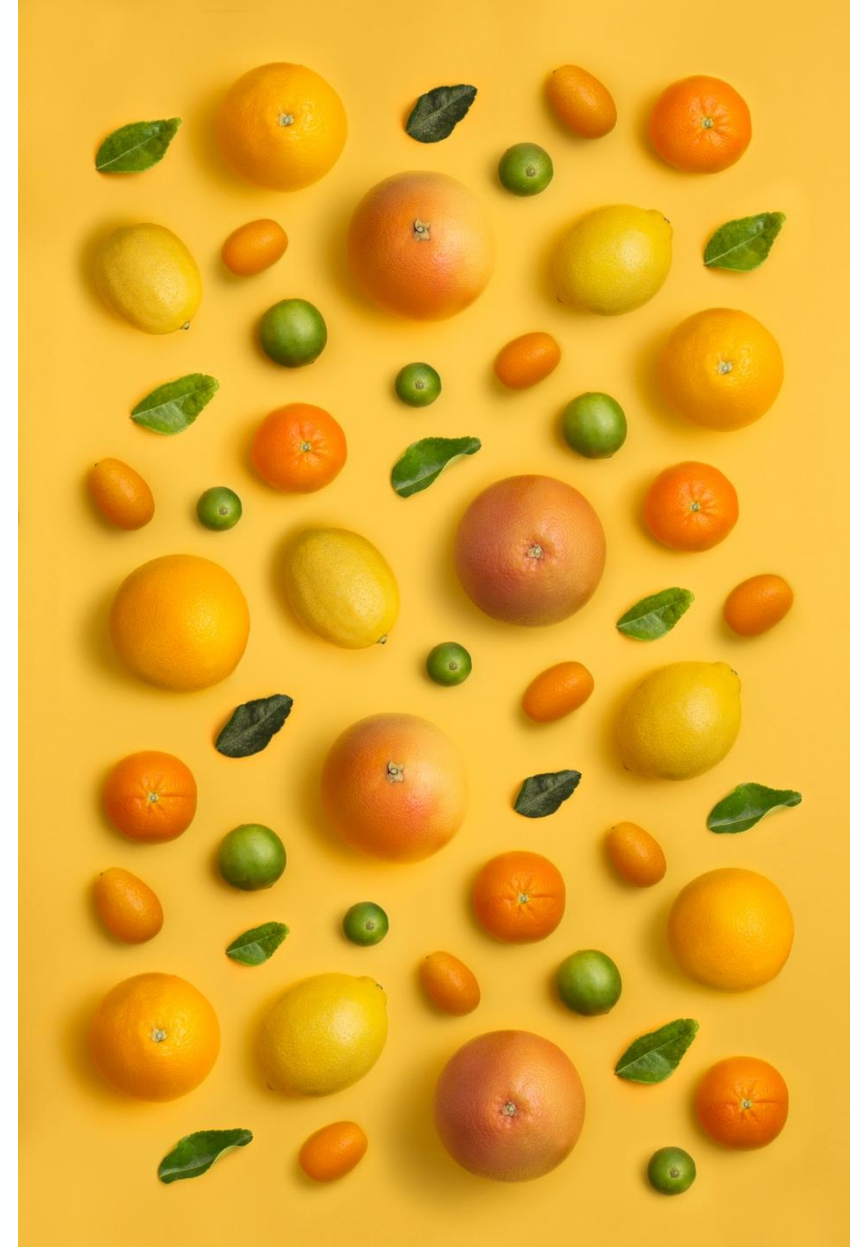
The use of images

► Why important?

- + Images draw attention of your visitors!
- + Visually orientated societies – *Instagramable*

► Tips and suggestions

- + Pictures should communicate the **product/benefit** and **reinforce the message**
- + Include pay-off, tagline in lead picture and a **link**
- + Max 2 or 3 standardized image sizes
- + Faces and thus people draw attention
- + One picture > 1,000 words
- + Sliders are not preferred





BY
SKIN
GOURMET

Raw Edible Skincare Sourced From The Wild

[About the brand >](#)

[Go to store !\[\]\(c6747d08ffcbb3c0701a343df825d2f1_img.jpg\)](#)



What will you name this product in a B2B marketplace?

How can you make the photo better?



Outdoor garden Natural Color
Bamboo Folding chair for
weddings

Trust-building elements

► Certifications

Certification demonstrates your commitment to superior professionalism, upholding industry standards, and export ready.



Trust-building elements

Your promise = Your UVP, what are your promises to customer?

The screenshot shows the homepage of the 'naturally organic' website. The top navigation bar includes links for 'About Us', 'Covid-19 Info', 'Delivery', 'Contact Us', '09 914 2026', and 'Follow Us' with a Facebook icon. On the right side of the top bar are 'Login' and 'Cart' icons. Below the top bar is the 'naturally organic' logo and a horizontal menu with categories: 'Baby', 'Bakery', 'Beverages', 'Chilled', 'Fruit & Vegetables', 'Grocery', 'Health', 'Household', and 'Personal'. The main content area features a large banner image of fresh produce, including carrots and oranges. Overlaid on the banner is a red-bordered box containing the text 'Organic Fruit & Veg Boxes' and a yellow 'SHOP NOW' button. Below this, another red-bordered box contains the text 'Get your 5+ a day delivered straight to your door.' and a larger white box with the text 'Naturally Organic has your family's fruit and veg needs sorted. Get yours now!'. On the right side of the banner, there is a vertical purple bar with a shopping list icon and the text 'SHOPPING LIST'. Navigation arrows and a carousel indicator are also visible on the banner.

Trust-building elements

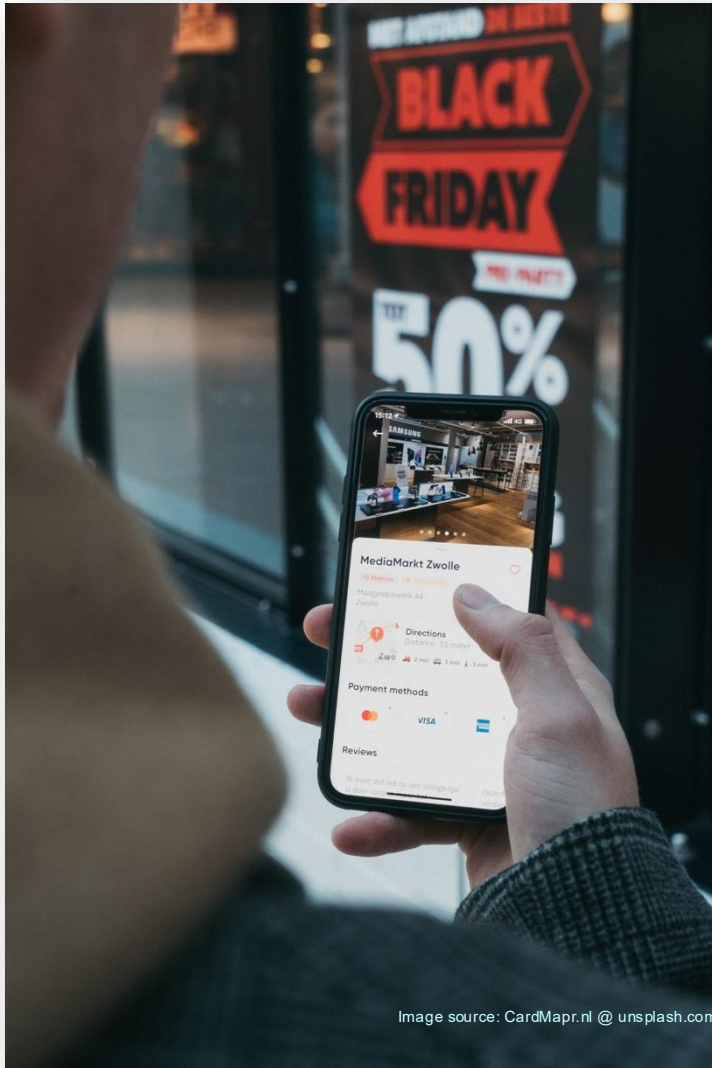


Image source: CardMapr.nl @ unsplash.com

► **Testimonials** – highly satisfied customer endorsements collected by the website owners.

- 97% of online shoppers and customers cite testimonials and peer recommendations as to the most **reliable type of content**.
- Testimonials **enrich** your content and are some of the **most valuable** content on your site.
- Create **trust** by allowing other customers to talk about your product or services.

▶ Testimonials



Testimonial

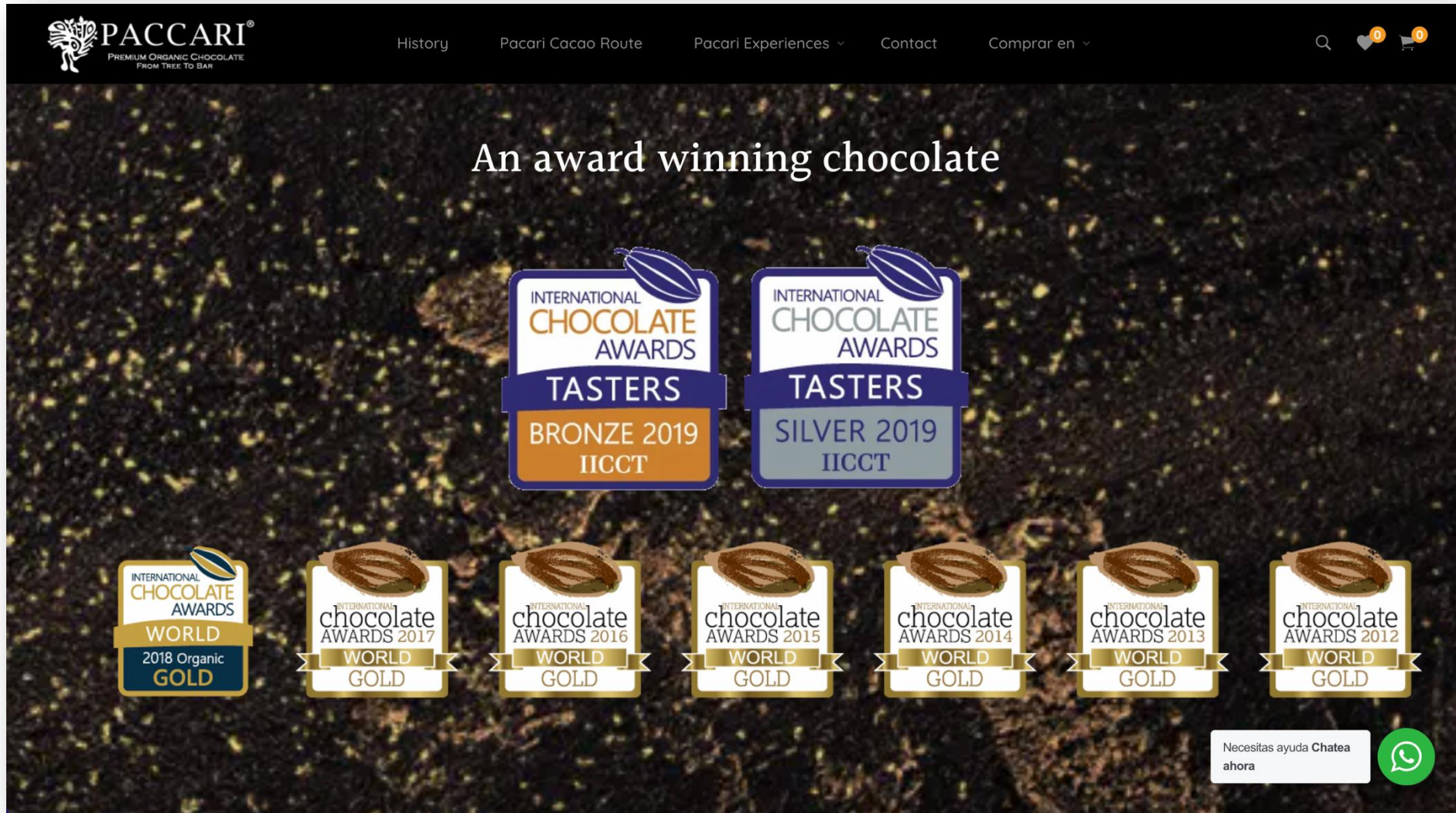
Just fell in love with the Red velvet cake! Can't wait to try more Awesome Foods!! Thank you!!!

Juliana Silva



Trust-building elements

► Awards = Show your achievements and recognitions



OUR COMPANY

Bao Minh Manufacturer

Bao Minh Manufacturer JSC is one of the leading companies in Vietnam who is specialized in producing and supplying home decorative products that made from natural materials such as seagrass, waterhyacinth, rattan, bamboo, fern, palm leaf, maize ...



We have our own designer team who has been educated in USA. We offer OEM service and willing to develop customer's own design. Our factory is located in traditional village in Chuong My, Ha Noi City, where is very famous for handicraft products. We have over 1000 home workers , who has many years of experience in making handmade home decor products. Our QC team practices strict quality control to ensure high quality of goods before shipment.

- > Information for customer
- > UVP elements
 - Leading company in Vietnam manufacturing home products from natural materials
 - Design team educated in USA
 - Tradition
 - Quality

WHY CHOOSE US?



More than 10 years of professional experience, 70 skilled workers, the capacity 60HQ every month.



We are not a large factory, but we will keep every promise firmly.



Superior quality wins us the trust from clients. Quality first is always our tenet. We refine every details strictly.



Creation and innovation are critical for meeting the increasing demands of customers.



Good Communication guarantees best understanding and lowest deviation.



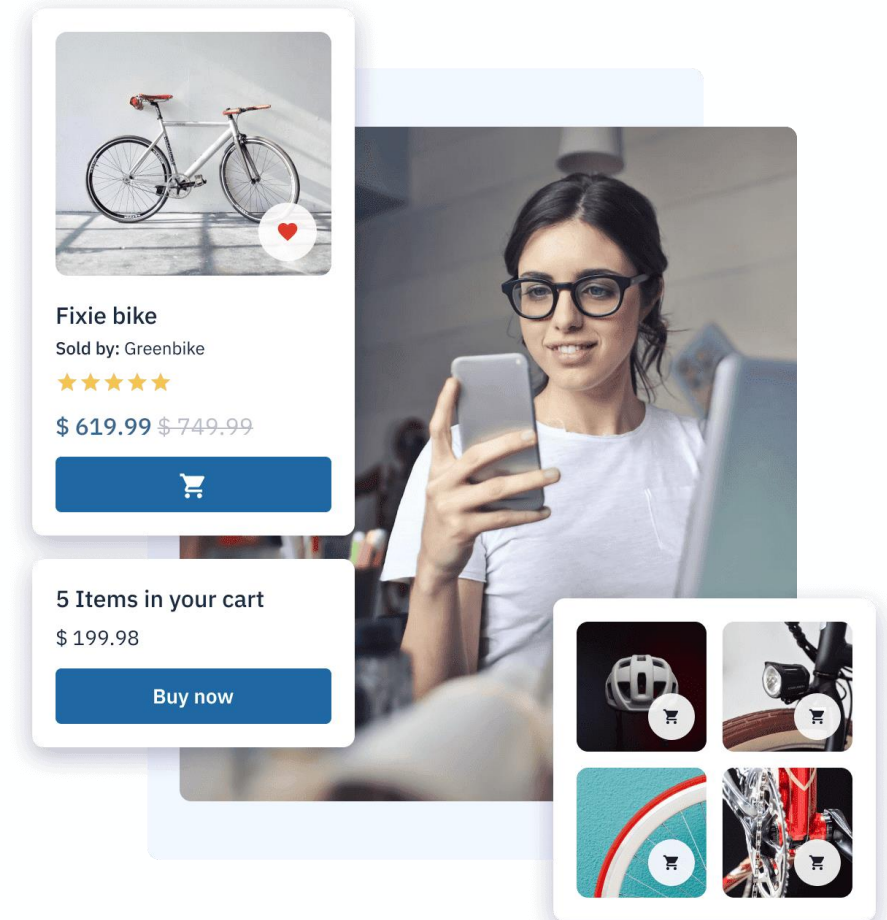
Delivery on time will be ensured.

Create effective product page

- > Clear informative product description
- > Use high-quality pictures & video material
- > Include certifications available
- > Keep reasonable price ranges

Improve your ranking in the search by:

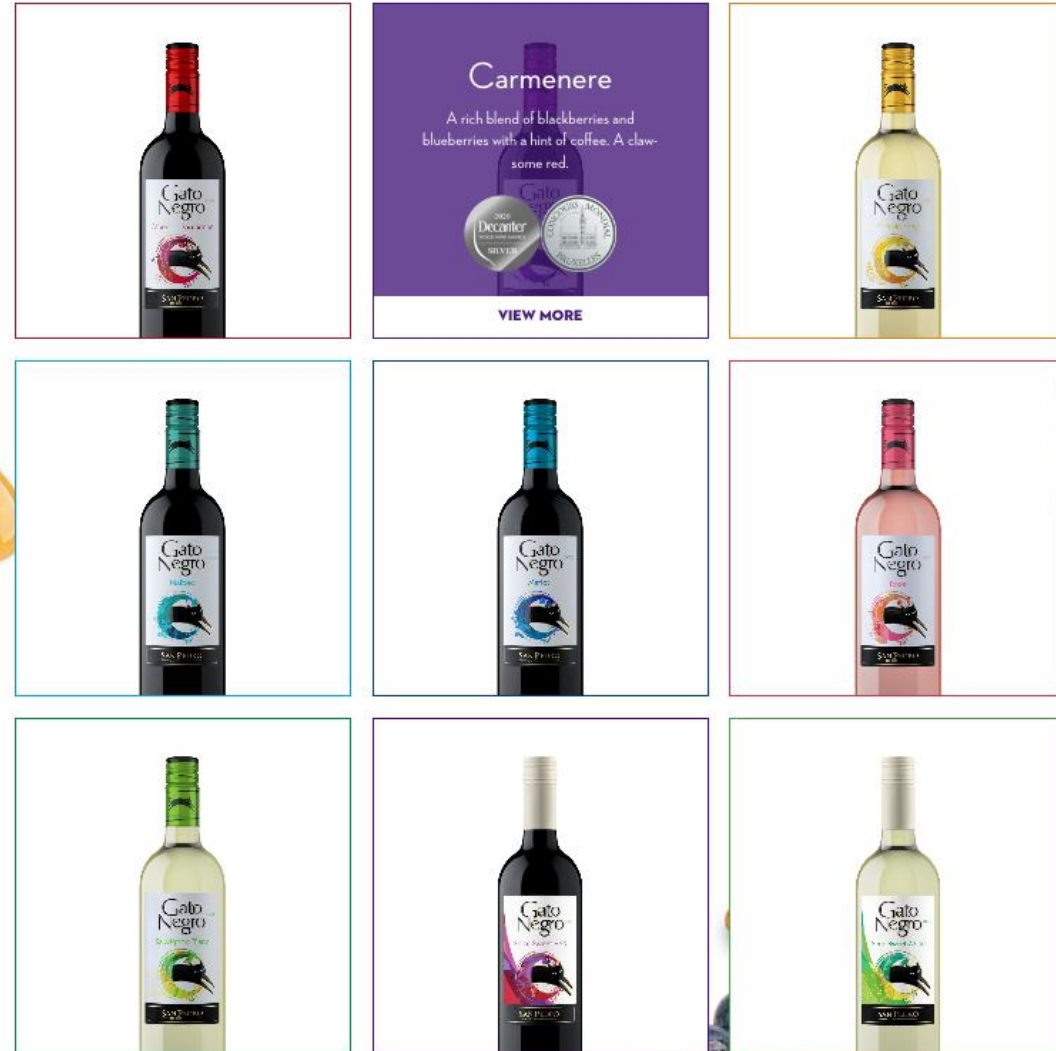
- ▶ Choosing the right product category
- ▶ Creating an effective title
- ▶ Use highly related keywords



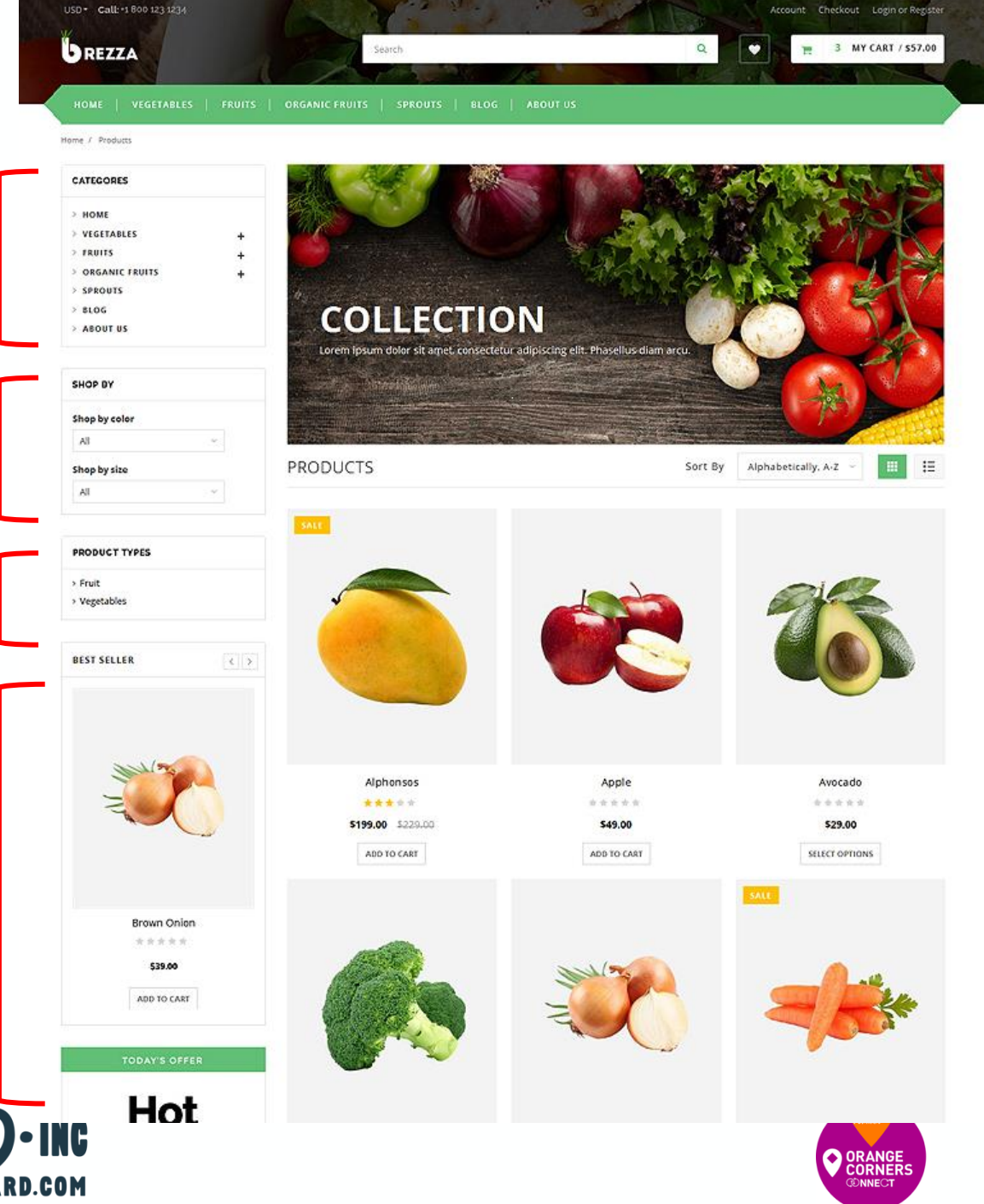
Product overview page

Picture grid + (short description) +
hyperlink to...

ALL WINES SEMI SWEET RED WHITE ROSÉ



Product overview page: filter to search products



Filter by category

Filter by color and size

Filter by type

Recommendation of top products

Not so effective product presentation



www.ARNGREN.net

el-biler til barn
(Fra 07.11.2004)
< Frithjof i sin Fly-Bil

Search [el-retur](#)

el-Kjøretøy

Slik Betaler du

Bygg ditt eget
2-seters Helikopter
kr. 398.000,-

el-Kjøretøy Teknologi & Gadgets

el-fatbike 750w
12.998,-

el-Bil 6.998,-
4WD
12V 24V 48V
fra kr. 1.798,-

el-ATV til Barn & Voksne.
fra kr. 3998,-

el-Sykkel 1.599,-

el-Bil ; Cross-Rider
fra kr. 89.998,-

Fatbike-500w

el-sykkel med skivebremser
fra 9.998,-

el-Kjøretøy

el-biler til barn
Ingen aldersgrense. el-scooter-sykkle 9.998,-

3-hjul el-Cargo-Bike

Biler til barn

el-fatbike Sammenleggbar 12.998,-
750w/48v

el-sykkel 7.998,-

Fatbike-1500w 16.998,-

el-bil kr. 79.998,-

el-ATV

el-Moped 12.998,-

el-Kjøretøy - **Elektriske-Kjøretøy** - **Elektrisk-ATV** - **Roboter**

el-biler til barn/ungdom

Solcelle-produkter

Forbruker Elektronikk

el-Sykkle & el-Moped

Batterier & Ladere, etc

RC-produkt - **Raket**

Stor 12V/24V med Gummihjul
2-seters 4WD
4.998,-

Biljardbord, Spisebord i ett
kr. 5.998,-

Elektrisk-ATV 6000 watt
kr. 59.998,-

EL-Scooter 5000 watt
kr. 29.998,-

Kikkert- Zoom & Teleskop
Fra 20x til 125x

el-ATV

AMG

el-Jeep Willy-type, med 60V/1500w motor.
6 eller 40km/t kr. 39.998,-

el-Moped kr. 12.998,-

Elektriske Biler

El-Bil; Comarth
2WD/4WD. 2 eller 4 seter
fra kr. 89.998,-

750w

el-scooter 4998,-

4WD Land Rover 3.999,-

3-hjuls moped-bil CabEasy. Godkjent for : 3-personer. Fart : 45km/t Range 70 km
kr. 59.998,-

el-bil (Sertifikat-fri) 3-hjul kr. 39.998,-

Torro
RC Tank. Metall 55 cm med Luftkanon
fra kr. 2.998,-

3-hjuls el-cargobike Dansk
kr. 16.998,-

RC Tank. Metall 55 cm med Luftkanon
fra kr. 2.998,-

3-hjuls el-sykke. Designet & Produsert i Danmark.
Nyhett!

Kikkert 20.448,-

el-Fatbike Litium-

What do you think of this product overview page?



Visit Stores | Help | 1800 123 6544 | hello@theorganicworld.com



Search for products, brands and more

Deliver to Home Bengaluru 560068 | Log In | Sign Up

Eat Better | Live Better | Look Better | Nurture Better

Offers | Subscription | Healthy HOME

- All Categories
- Fruits & Vegetables
- Dal, Grains, Oil & Flours
- Dairy & Bakery
- Eggs & Batter
- Personal Care
- Home Essentials
- Breakfast, Oat Meals

Filters Clear All

Category

- Eat Better
- Breakfast, Oats & Meals
- Dairy And Bakery
- Dal, Grains, Oil & Flours
- Eggs And Batter
- Fruits And Vegetables**
- Health And Medicine
- Health And Wellness
- Jams, Spread & Sauce
- Pickles & Chutney
- Snacks & Beverages
- Spices & Masala
- Wellness

Product Type

Search

- Our Virtues
- 100% Natural
 - Ethically Sourced
 - Better Choice
 - GMO Free
- Our Promise
- No Chemicals
 - No Preservatives
 - No Additives
 - No Artificial Flavorings

Fruits And Vegetables 1-35 of 98 results

Choose from a wide variety of freshly harvested organic fruits and vegetables sourced from organic-certified farms across the region. Nothing from cold-storage - freshly harvested, grown without chemical fertilisers or pesticides, and no GMOs.

- All
 - Organic Fruits
 - Organic Greens
 - Organic Vegetables
 - Cut Fruits & Vegetables
- Sort By: Popularity (bestseller)

Best Sellers

- Assured delivery by THURSDAY 31 AUGUS...
- Assured delivery by THURSDAY 31 AUGUS...
- Assured delivery by THURSDAY 31 AUGUS...
- Assured delivery by THURSDAY 31 AUGUS...
- Assured delivery by THURSDAY 31 AUGUS...



Product page

- ▶ Professional images
- ▶ Key benefits
- ▶ Quality standards (dimensions) and certification
- ▶ Reviews, testimonials
- ▶ End of product page: call-to-action!



Image source: @ paulaschoice .nl

Clinical 1% Retinol Treatment

★★★★☆ 39 reviews

Firms the skin, fades dark spots and reduces fine lines and wrinkles. Contains 1% retinol.

Skin Type: All skin types

Skin problem: Pimples, Skin aging, Pigment spots, Coarse pores

Ingredients: Licorice Root Extract, Peptides, ... [View all](#)

Routine: treatment

€66.00

30 ML

5 ML

IN SHOPPING BASKET

♡ Add to wishlist



Not satisfied = money back,
within 60 days. Even if the product has been used. ?

[My Wishlist](#)[Click to expand](#)

5 Minute Artichokes

Quantity/Pack: 2.5 Pounds

Seasonality: Year Round

Origin: USA

Take the guess work out cooking by placing the globe, still in its plastic wrapper, in a microwaveable container with a little water on high for 5 minutes. Quick, convenient and so very good!

Artichokes are an edible member of the thistle family and actually the immature bud of what would be a large sunflower-like blossom if not picked for consumption. The leaves have a slightly sweet, nutty flavor; the heart of the artichoke has a creamy-firm, meaty texture and delicate taste.

Choose globes heavy for their size. Always keep refrigerated; the microwaveable wrapper also serves as a convenient storage container.

This item is perishable and must ship at least 2nd Day.

Any orders that do not have the appropriate shipping method selected will not be shipped out. For assistance, please call us at 800-588-0151.

[Add to Wishlist](#)

Share this:



For Chefs & Produce Managers
Food Service: 323-584-4940
Produce Managers: 800-468-7111

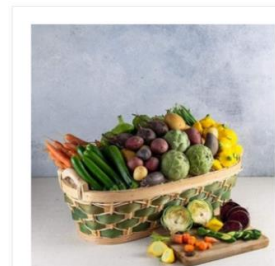
What do you think of this product page?

<https://www.melissas.com/collections/diabetic-friendly-foods/products/5-minute-artichokes>

Inspired by your shopping trends



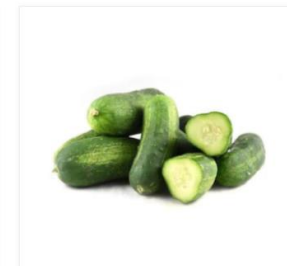
Baby Artichokes



Baby Vegetables Basket



Organic Jalapeño Peppers



Pickling Cucumbers



Shishito Peppers

Creating a search-optimized product name

Features and advantages	Core words describing the product	Usage scenarios
Modern Luxury Designer Nordic design Waterproof Stackable foldable	Bamboo chair Armchair Furniture Cane Wicker Rattan	Outdoors Garden Hotel Dining room For events For kids restaurants

Modern foldable bamboo chair for outdoor events

Creating a search-optimized product name

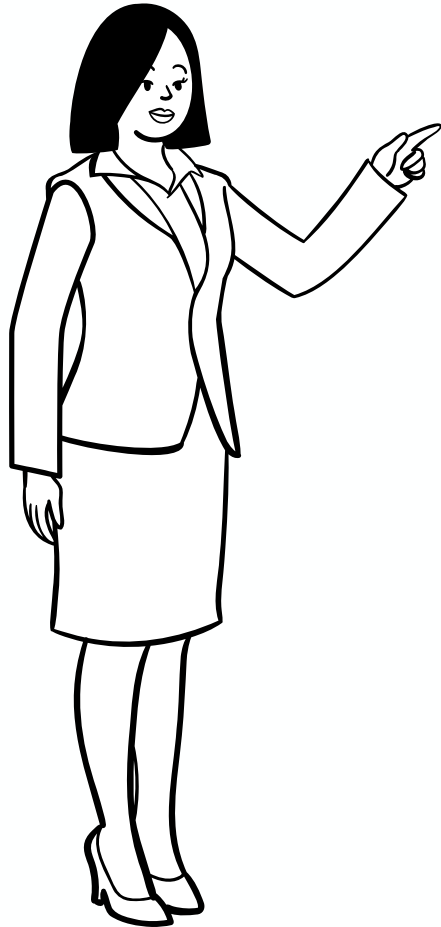
- ▶ Usually up to 50 characters
- ▶ Consider synonyms used by buyers
- ▶ Keep it readable
- ▶ Only use relevant keywords to your product
- ▶ Don't use registered trademarks, brands, etc



Learn how to research for the most sought-after keywords!
Check this link to find your best keywords for Alibaba

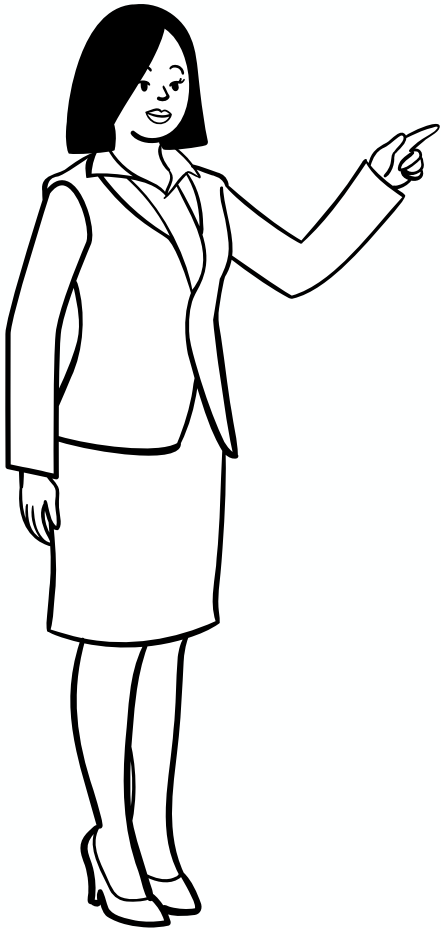
https://activity.alibaba.com/ggs/Product_KeyWords_GoldSupplier.html

TIPS!



- Show your top 3 products first
- Show the most important information first
- First impression does matter. WOW pictures or videos
- Ensure you focus on how the product benefits the customer
- Drive the visitors to explore more/see more products, create curiosity
- Lead the visitors to perform an action (ask inquiries, contact our team, buy now, subscribe)

TIPS!



- Actively contact buyers (when possible)
- Analyze competition & look for good practices
- Invest in advertising
- Don't rely on a B2B marketplace as your sole sales channel
- Don't assume B2B marketplaces build your relationships

What will your priorities be when it comes to your e-commerce business?



What kind of resources do you need?



Internal organization of your shop

Appoint someone in your organization:

Task Category	Tasks
Managing the Website/Webshop	Stocking, Product Catalog, Content Update, Backend Update, Technical Support
Defining and Executing	Promotion (Ads, Discounts), Customer Service, Order Fulfillment, FAQs, Organize Return Policy
Monitoring and Optimizing	Analytics, Customer Feedback, SEO Optimization, A/B Testing, Maintain Loyal Customers (Follow-up mails, Special Discounts on Next Order)





Organising your resources

- ▶ **Who** are in the project team?
- ▶ **What** are they going to do?
- ▶ **When** are they going to do that?
- ▶ Is there a **budget** and how do you want to spend it?

Strategy - Resources



- In-house vs sub-contracting
- Professional qualification
- Time allocation
- Employees as ambassadors



- Aligned with the importance of the instruments
- Based on Cost-Benefit and ROI



Balance it
In perspective of other
marketing costs like trade shows



- Website CMS
- Ranking tools
- Social media dashboard
- Photo/video production

Assignment: Channel choice decision

- ▶ Do the self-assessment and choose your likely next-step route:
 - A. not ready yet: strengthen social + website first
 - B. start with WhatsApp/social commerce
 - C. join a platform
 - D. build a basic shop

Justify your choice!

Recap and reflection from your journey

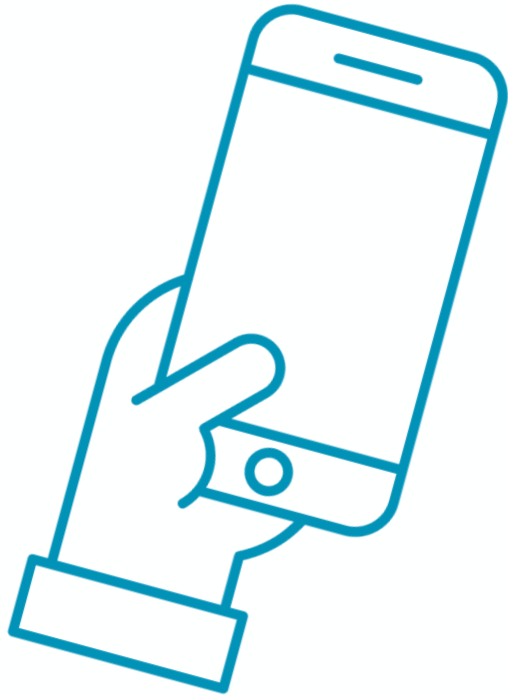


Social media → social commerce → website + SEO/GEO → e-commerce

ENJOYED WORKING WITH US?

Your feedback helps us grow and support other businesses. **Scan the QR code** to leave a short review on Google.

Thank you! It truly means a lot to us.



STAY TUNED



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