Skills4Retail
Building sustainable growth



Digitális készségek a kiskereskedelemben

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Instructor Introduction

- Dániel Lakatos – Marketing Expert
- Over 10 years of experience in marketing and market research
- More than 7 years of experience in digital marketing
- Marketing consulting and PPC campaign management
- Former digital marketing manager
- Expertise in building and managing marketing strategies
- SEO, PPC, Social Media, and Email marketing specialist
- Skilled in brand building and lead generation
- Experience with both B2B and B2C markets
- Background in both agency and client-side operations

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E-commerce Basic Concepts

- Webshop: A digital platform where products and services are sold online.
- Cart: The virtual basket where customers collect selected products before completing their purchase.
- Conversion: When a website visitor performs a desired action, such as making a purchase or subscribing.
- Cart Value: The average amount a customer spends during a purchase. Increasing cart value can be achieved through targeted upsell and cross-sell offers.
- Upsell and Cross-sell:
- Upsell: Recommending more expensive or higher-value products to customers.
- Cross-sell: Suggesting related or complementary products during the purchasing process.

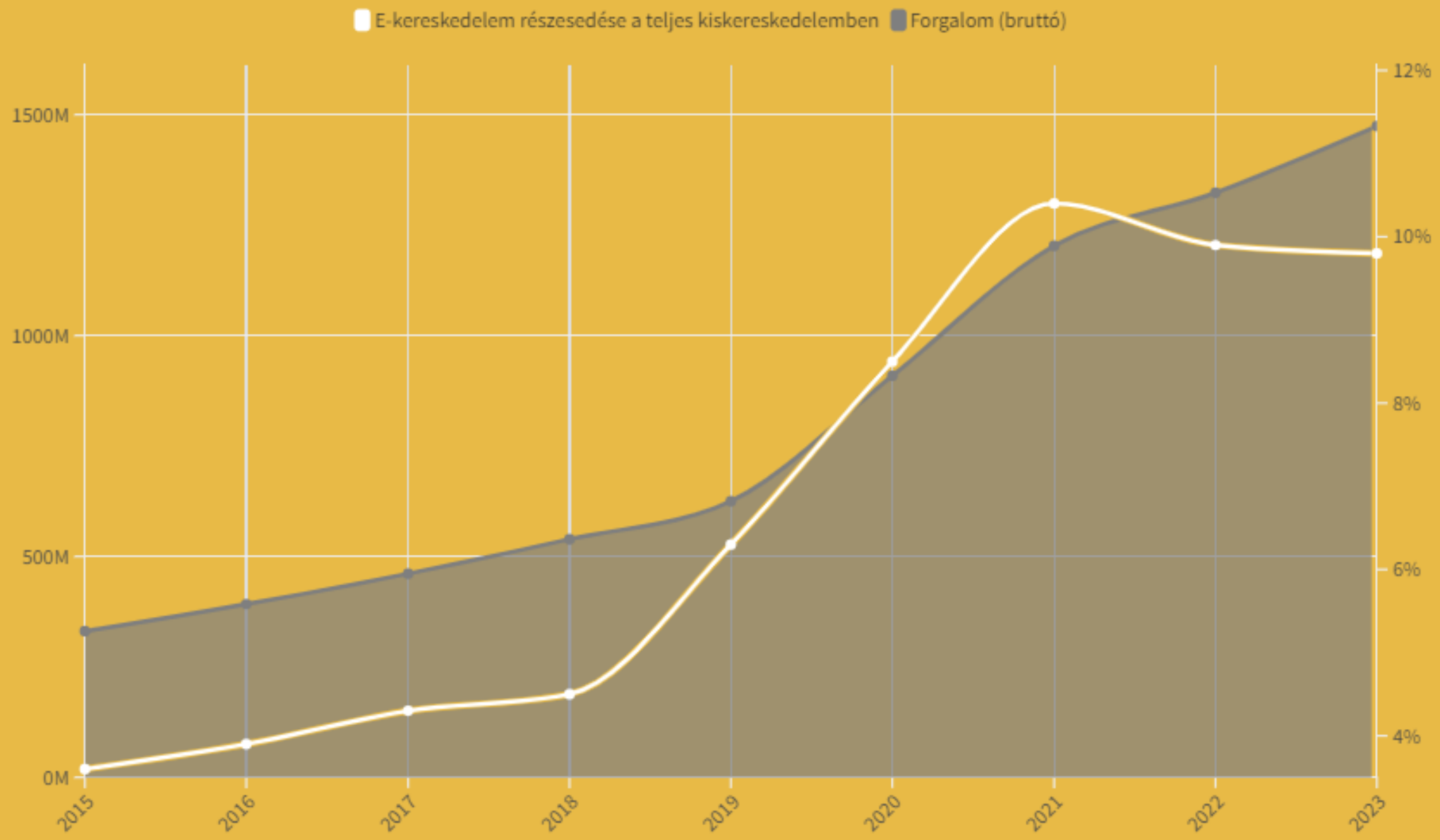
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E-commerce Basic Concepts

- Cart Abandonment: The phenomenon where a customer adds products to their cart but does not complete the purchase. Retargeting through emails and offering discounts can help reduce this rate.
- Conversion Rate: The percentage of visitors who perform a desired action, such as making a purchase or registering.
- Checkout Process: The final step in the purchasing journey, during which the customer fills in payment and shipping details and completes the order.

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Az e-kereskedelem helyzete



Why Is Marketing Important?



- According to data from ekerstat.hu, Hungarian e-commerce achieved a total revenue of 1474 billion HUF, representing an 11.41% annual growth. Currently, there are 38,240 online stores operating in the country, which marks a 2.25% increase compared to the previous year. E-commerce accounts for 9.8% of total retail sales, though this share has decreased by 1.01%.

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Why is Marketing Important?

- Increasing and Retaining Market Share
  With Hungarian e-commerce accounting for 9.8% of total retail, marketing plays a crucial role in strengthening a business's presence and attracting new customers. Expanding market share is the result of continuous and targeted marketing efforts, which ensure that customers choose your business over competitors.

- Leveraging E-commerce Market Growth
  The annual growth of +11.41% in total revenue offers significant opportunities for businesses operating in e-commerce. Marketing is essential to capitalize on the growing demand, enabling businesses to secure a larger portion of the expanding market.

- Standing Out in a Competitive Market
  With 38,240 online stores and a 2.25% annual increase in their number, competition in the e-commerce sector is intensifying. Marketing tools help businesses differentiate themselves, present more appealing offers, and attract new customers amidst a crowded marketplace.

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A webáruházak növekedésének belső, cégen belüli korlátai

A magyarországi webáruházak körében

Kérdés: Ön szerint a webáruházuk növekedésének mik a belső, cégen belüli korlátai?



Hogyan változott 1 év alatt?

Forrás: GKID-Mastercard Digitális Kereskedelmi Körkép kutatás 2024 / I.

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Piaci hatások kockázatai

A magyarországi webáruházak körében

Kérdés: Mely piaci hatásokat érzik legnagyobb kockázatnak jelenleg a webáruház működésére vonatkozóan?

A Temu hatására ráadásul a webáruházak 15%-a változtatott a Google hirdetéseken.



Érdekesség, hogy a Magyar Posta kézbesítési megoldásainak kötelező bekötéséről az e-kereskedők 98%-a értesült és informálódott, ugyanakkor ez a kötelezettség – bár nagy média visszhanggal járt – **messze nem rendítette meg annyira a piacot, mint többek között a Temu térnyerésének hatásai**, csak a kutatásban résztvevő e-kereskedők 16%-a tekinti a Magyar Posta bekötését nehézségnek.

Forrás: GKID-Mastercard Digitális Kereskedelmi Körkép kutatás 2024 / I.

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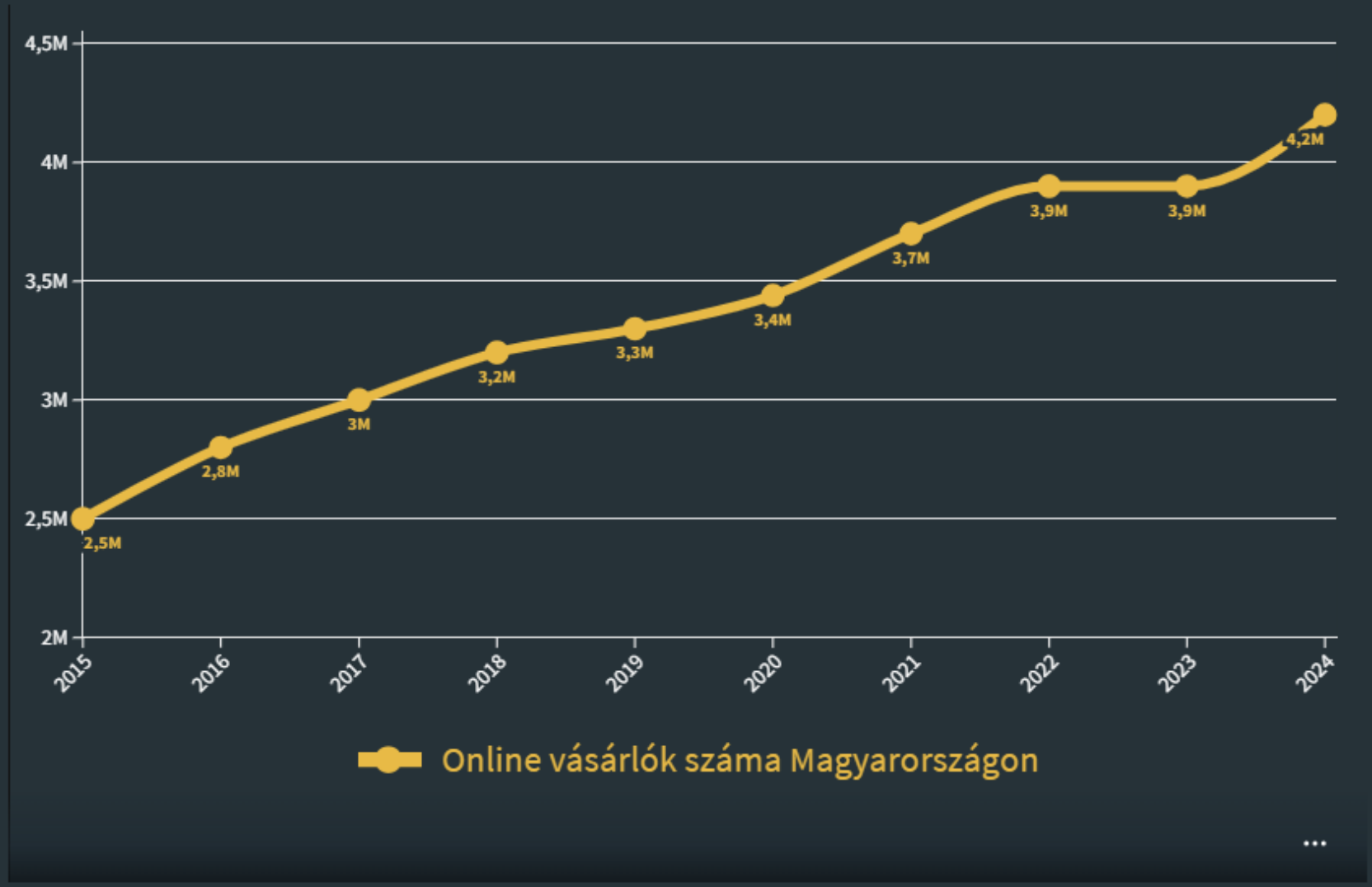
A TEMU magyarországi vásárlói bázisa

2023. szeptember – 2024. május



Forrás: GKID-Mastercard Digitális Kereskedelmi Körkép kutatás 2024 / I.

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6,74%

éves növekedés az online tranzakciók számában

21 rendelést

adott le egy ember egy évben átlagosan 2023-ben

3,9 millió

online vásárló 2023-ben Magyarországon

Why is Knowing Your Target Audience Important?

- Accuracy and Efficiency
- Customised Marketing
- Product and Service Development
- Competitive
- Advantage
- Customer Retention

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Target Audience

- Brand Positioning: Understanding the target audience helps determine how to position the brand in the market, differentiating it from competitors and presenting it to buyers.
- Selection of Advertising Channels: Depending on where the target audience spends their time, you can determine the best places to advertise. This could include social media platforms, search ads, influencers, or even offline channels.
- Communication Style: The needs, values, and interests of the target audience shape the communication style and tone. For example, a younger, trend-conscious audience may respond better to an informal tone, while a premium product may require a more refined, exclusive language.
- Pricing Strategy: The income level, values, and purchasing willingness of the target audience influence the pricing category of the products. A premium target audience may prefer a more luxurious feel, while a price-sensitive group may be attracted to more favorable prices.

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The ‘Everyone’ Trap

- The "everyone" trap is a common mistake in marketing where a business tries to address and treat everyone as their target audience.
- The question "Who is the target audience?" is not the same as "Who will buy the product?"
- The target audience is not "everyone.”
- The target audience consists of people who are most likely to buy the product/service.

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What is a Buyer Persona?

- A buyer persona is a detailed description of a fictional person who represents the typical member of your business's target audience. During the creation of personas, these individuals are given specific characteristics to better understand and more effectively communicate with potential customers.

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Éva

- Age: 28
- Gender: Female
- Income: Average
- Occupation: Marketing Expert
- Relationship Status: In a relationship, living together
- Location: Lives in a modern, eco-friendly apartment in downtown Budapest
- Lifestyle:
- Health and Environmental Consciousness: Eva strives to use as natural and chemical-free products as possible. Skin health is important to her, and she avoids cosmetics containing chemicals.
- Active Lifestyle: Regularly practices yoga and meditation and strives for a balanced life. It's important for her to maintain daily harmony and mindfulness, so she also pays attention to her diet.
- Preferences:
- Natural Ingredients: She prioritizes cosmetic products made from natural, plant-based ingredients. In skincare, she prefers natural, time-tested raw materials.
- Sustainability: It's important to her that cosmetics do not contain harmful chemicals and that environmental regulations are followed during production.

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Éva

- Shopping Habits:
- Online Shopper: She searches for new products online every week, focusing on natural beauty products! She orders from environmentally conscious webshops and often looks for products labeled as cruelty-free.
- Pain Points:
- Difficulty Finding Authentic, Natural Products: She often encounters brands that use "greenwashing" marketing tactics, making it hard to determine which products are genuinely natural.
- Too Many Options: She feels overwhelmed by the number of choices available and struggles to decide which product best meets her needs.
- Motivations:
- Skin Protection: Eva is a natural beauty care enthusiast and always strives to maintain the health, radiance, and vitality of her skin.
- Environmental Awareness: She is motivated to contribute to sustainability, so she looks for brands committed to environmental protection.
- Behavior and Habits:
- Social Media: Actively follows beauty influencers on Instagram and YouTube who use natural beauty products.
- Reviews: Often checks other buyers' reviews and ratings before purchasing a new product. She likes to see how products perform in real-life use.
- Communication Preferences:
- Instagram and YouTube Content: Seeks inspiration from influencers, especially for makeup and skincare products. Prefers short, informative videos and visual content that showcase the effectiveness of products.
- Blogs and Articles: Frequently reads blogs about natural beauty care to find additional tips and product recommendations.

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Purchasing Cycle

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Purchasing Cycle

- The purchasing cycle (buying cycle) is the process consumers go through when buying a product or service. This cycle consists of several stages, and understanding it is crucial for effective retail sales promotion.

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Purchasing Cycle

Tudatosság (Awareness)	The potential buyer recognizes a problem or need and becomes aware of possible solutions.
Érdeklődés (Interest)	The consumer actively seeks information about possible solutions, products, or services.
Mérlegelés (Consideration)	The buyer compares different options, evaluating their advantages and disadvantages.
Döntés (Decision)	The consumer makes the final decision and selects the most suitable product or service.
Vásárlás (Purchase)	The buyer completes the transaction and purchases the selected product or service.
Utólagos értékelés (Post-Purchase Evaluation)	The buyer evaluates the product or service and decides whether they are satisfied with their choice.

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Purchasing Cycle in a Cosmetics Webshops

Awareness	The potential buyer recognizes a problem or need and becomes aware of possible solutions.	•Online advertisements, social media
Interest	The consumer actively seeks information about possible solutions, products, or services.	Website, product page, customer reviews
Consideration	The buyer compares different options, evaluating their advantages and disadvantages.	Comparison product pages, promotional emails, chatbot
Decision	The consumer makes the final decision and selects the most suitable product or service.	Shopping cart, payment page, payment options
Purchase	The buyer completes the transaction and purchases the selected product or service.	Confirmation email, order details
Post-Purchase Evaluation	The buyer evaluates the product or service and decides whether they are satisfied with their choice.	Post-purchase communication, feedback request, loyalty program, product recommendation

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Customer Experience

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What is Customer Experience?

- Customer experience (CX) encompasses all interactions, touchpoints, and impressions a buyer has with a brand throughout their relationship, from initial interest to purchase and beyond. Customer experience determines how buyers perceive and evaluate the brand, influencing their satisfaction, loyalty, and purchasing decisions.
- Customer experience is not just about the product; it's about the entire purchasing process.

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Why is Customer Experience Important in Retail?

- In today's saturated and constantly changing market, customer experience has become a key factor influencing a company's success. Here are some key points:

- Competitive Advantage: Customer experience is one of the biggest differentiators that can set a brand apart from its competitors. Since many companies offer similar products and prices, customers often decide based on experience.

- Loyalty and Retention: A positive experience increases customer loyalty, as satisfied buyers are more likely to return to a well-performing brand and maintain a long-term relationship.

- Recommendations and Reach: Satisfied customers are more likely to recommend the company to others, naturally increasing reach and improving the brand's reputation, thereby reducing the cost of acquiring new customers.

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Increasing Customer Satisfaction

- Fast and Reliable Delivery
- Delivery time accuracy
- Order tracking
- Simple and Fast Purchasing Process
- Easy-to-navigate website
- Quick payment process
- Customer Support
- Immediate availability
- AI chatbots and automated solutions

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Increasing Customer Satisfaction

- Collecting Customer Reviews and Feedback
- Displaying reviews
- Surveys and feedback collection
- Return and Warranty Policy
- Flexible return options
- Warranty and quality assurance
- 6. Personalized Offers
- Personalized marketing
- 7. Loyalty programs
- Customer loyalty programs

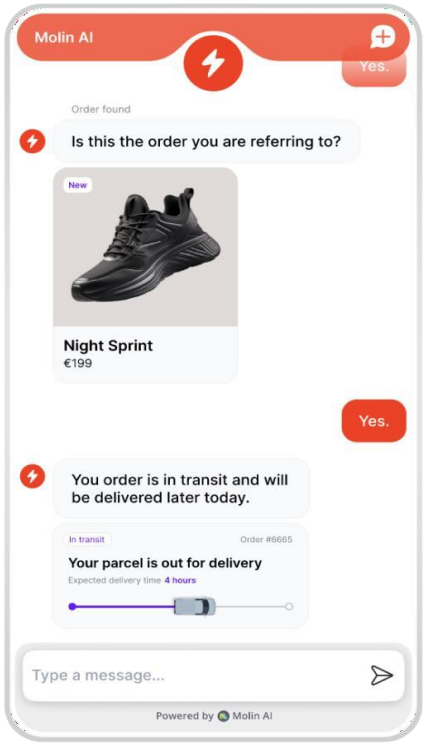
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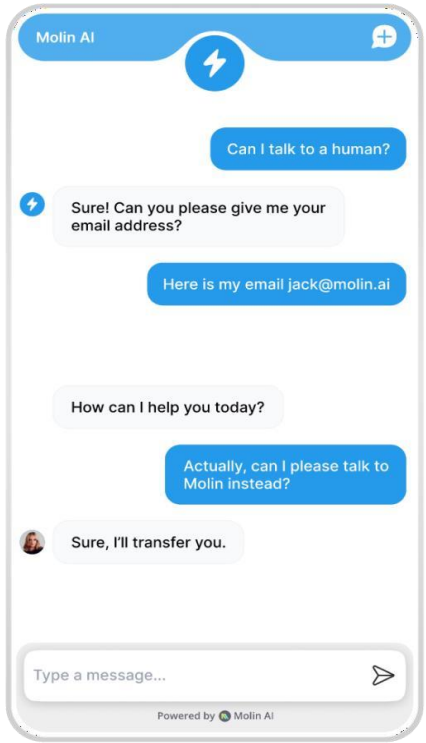
AI Chatbots

- 24/7 availability
- Quick and accurate responses
- Automated tasks
- Learning and adaptation
- Personalized recommendations
- Improving user experience
- Data collection and analysis

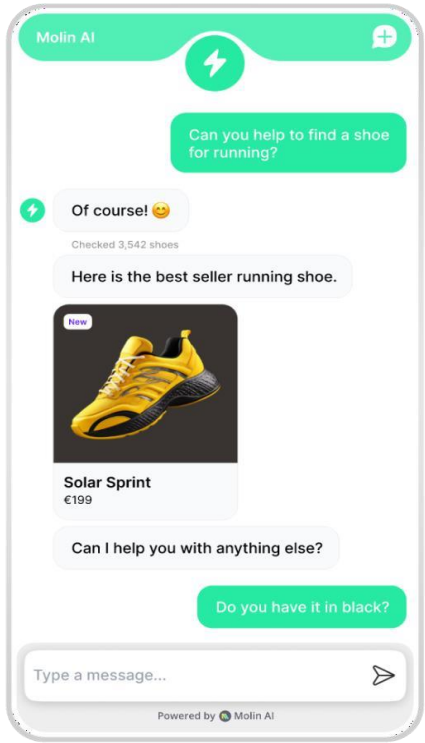
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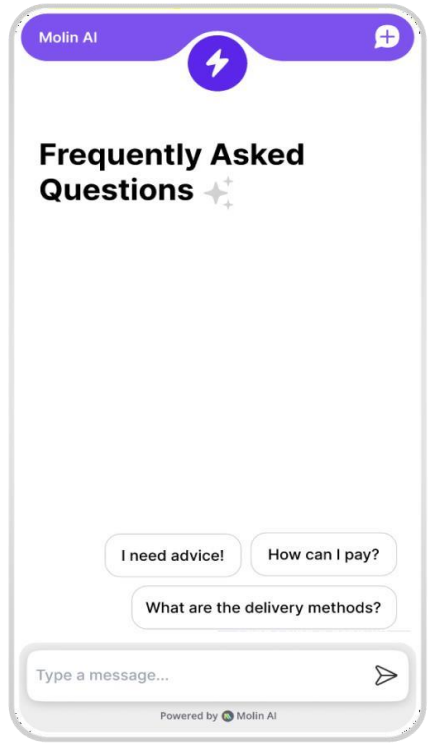
AI chatbots





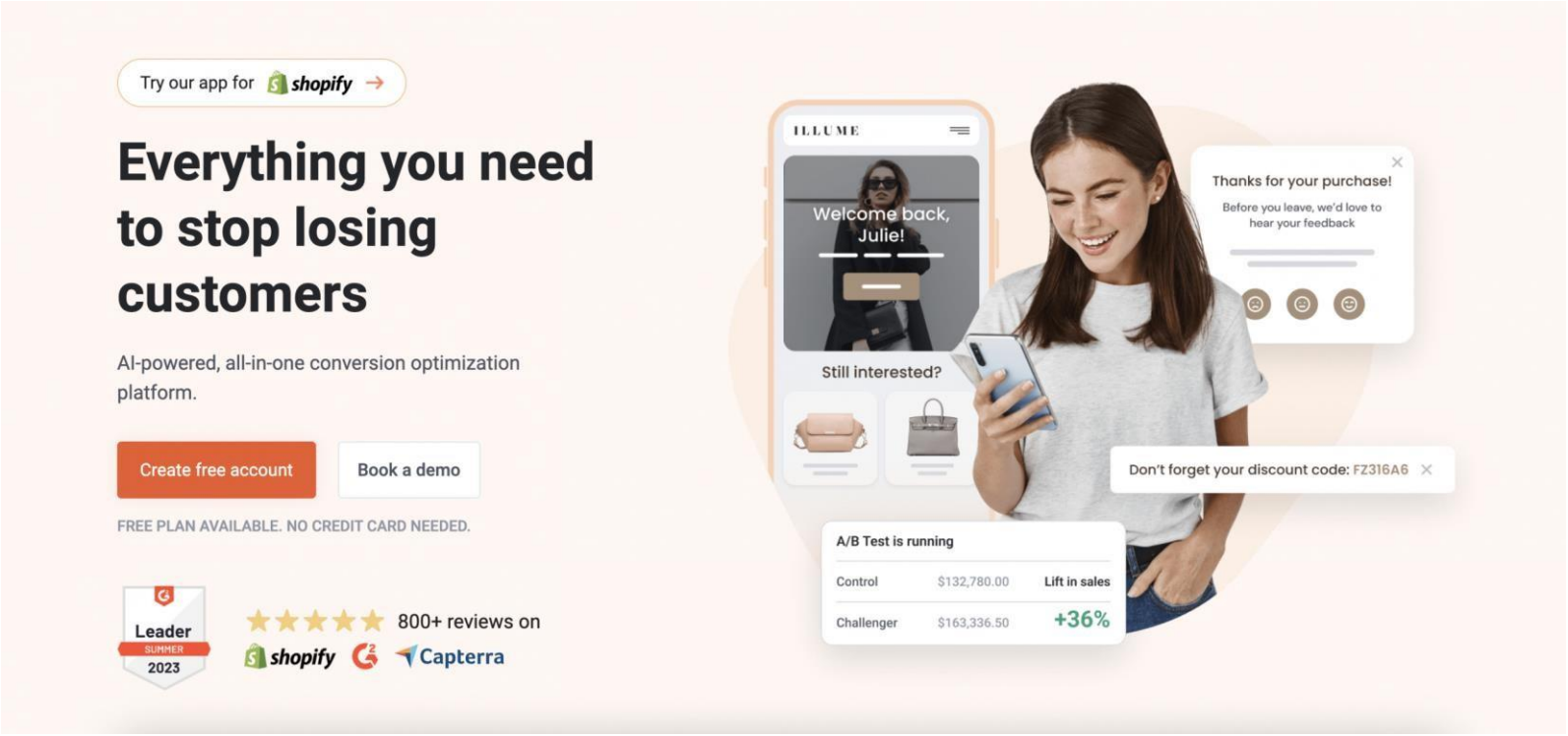


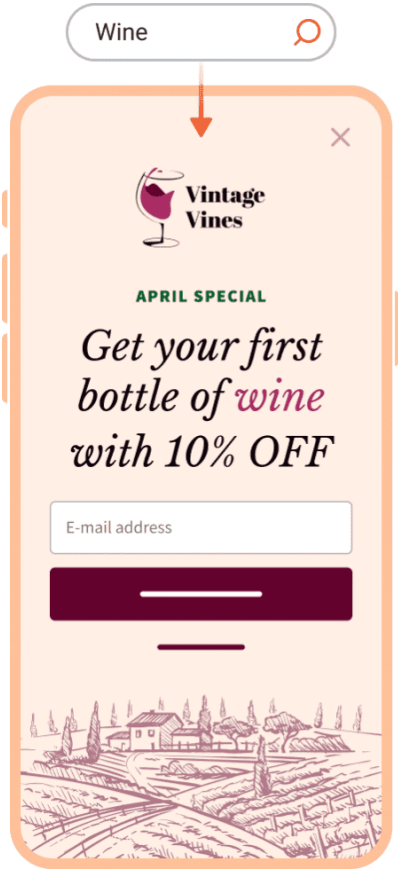


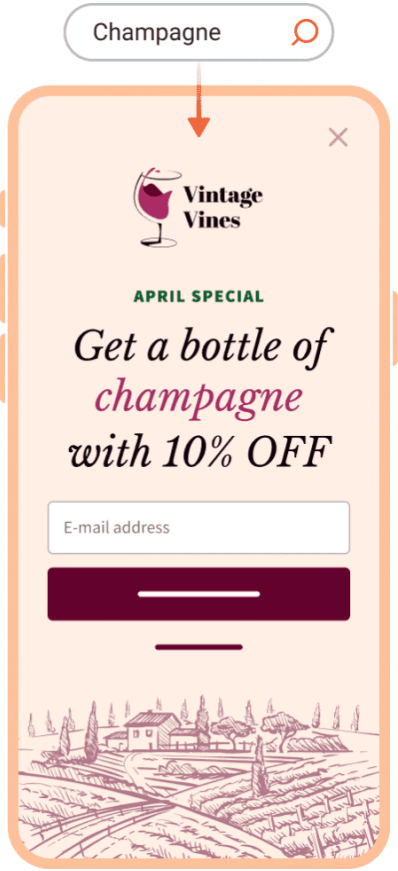


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Personalisation







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Data protection

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Role of Data Protection in Commerce

- Data protection is becoming increasingly important in the digital world, where businesses collect and use data for business purposes daily. Data protection is not just a legal obligation but is also crucial for consumer trust and brand reputation.

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Data Collection

- A cookie is a small text file that websites place on a user's computer or mobile device when they visit the site.

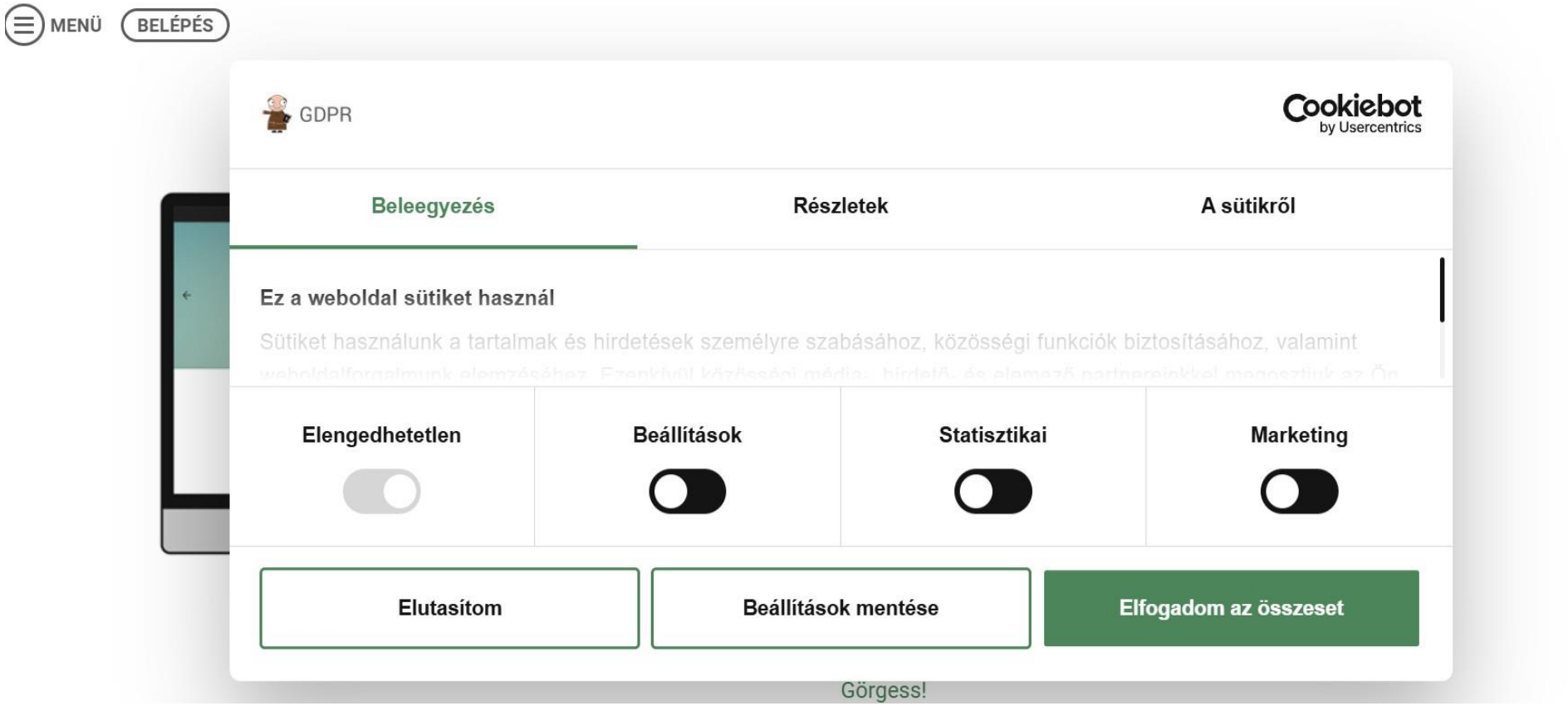
- Cookies allow websites to remember users' activities and preferences (such as login details, language settings, and cart contents) to provide a personalized and convenient user experience.

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Consent banner

- A consent banner is a tool used by websites to comply with data protection regulations such as GDPR and CCPA. This banner informs visitors about the types of data being collected, how the data will be used, and the rights visitors have over their data. Visitors can typically give or refuse consent for data collection and use.

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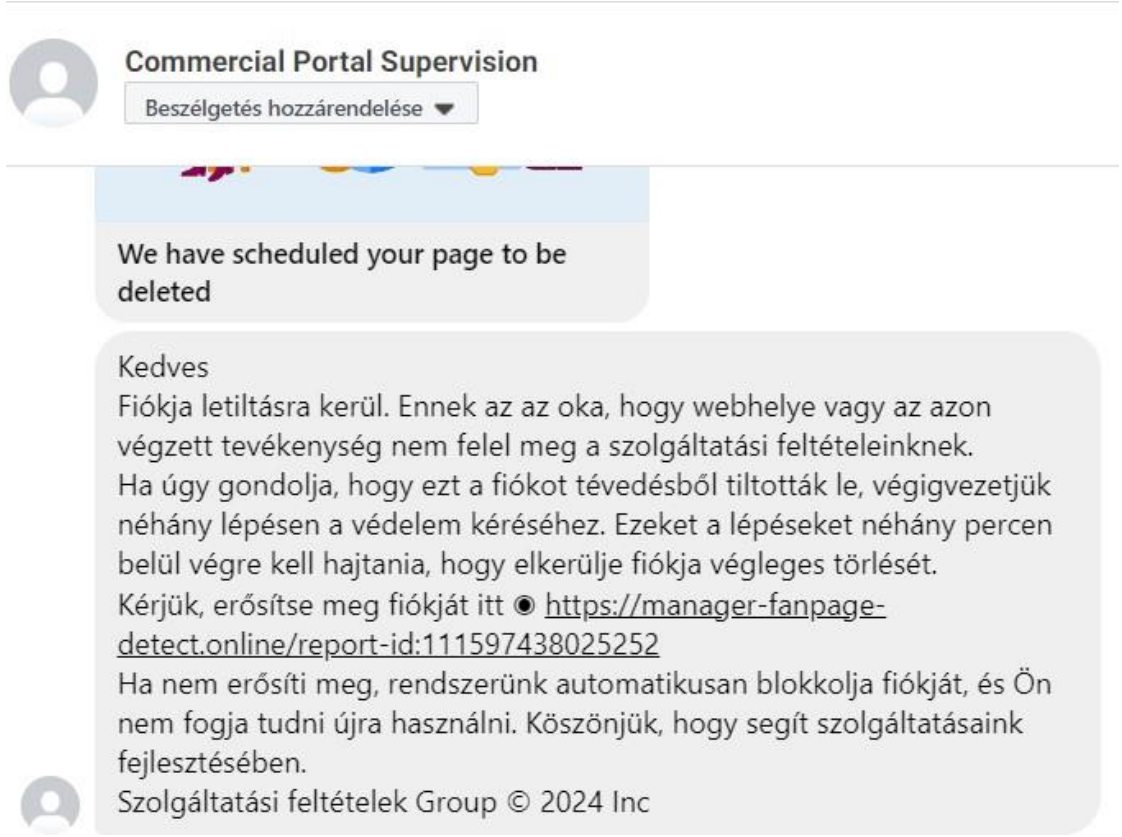
Fogyasztobarat.hu

- The Fogyasztóbarát system helps webshops build customer trust and ensure legal compliance:
- Transparent Customer Information: Detailed legal and consumer information helps buyers make informed decisions.
- Automated Terms and Conditions and Data Handling: Easily updatable General Terms and Conditions and data protection information.
- Customer Review System: Trust-building reviews that enhance the webshop's credibility.
- Compliance with Laws: Legal compliance reduces the likelihood of consumer protection complaints and protects the webshop's reputation.

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Data Fishing





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