



Digitális készségek a kiskereskedelemben



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

E-commerce Basic Concepts

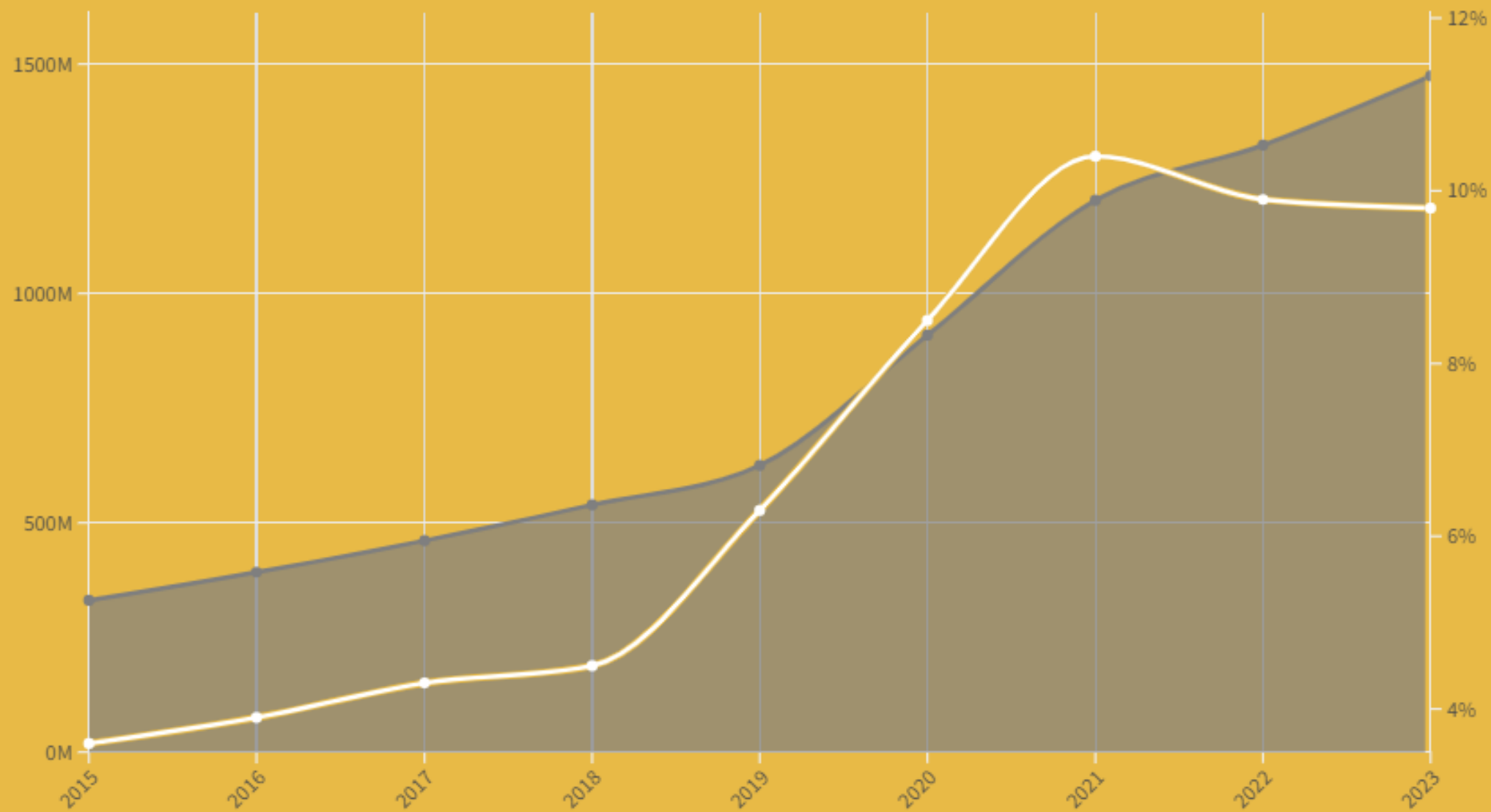
- Webshop: A digital platform where products and services are sold online.
- Cart: The virtual basket where customers collect selected products before completing their purchase.
- Conversion: When a website visitor performs a desired action, such as making a purchase or subscribing.
- Cart Value: The 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.

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.

Az e-kereskedelem helyzete

■ E-kereskedelem részesedése a teljes kiskereskedelemben ■ Forgalom (bruttó)



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%.

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.

A webáruházak növekedésének belső, cégen belüli korlátai

A magyarországi webáruházak körében

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



2024. tavasz

2023. tavasz

▼ Csökkent a jelentősége

▲ Nőtt a jelentősége



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 hirdetésekben.

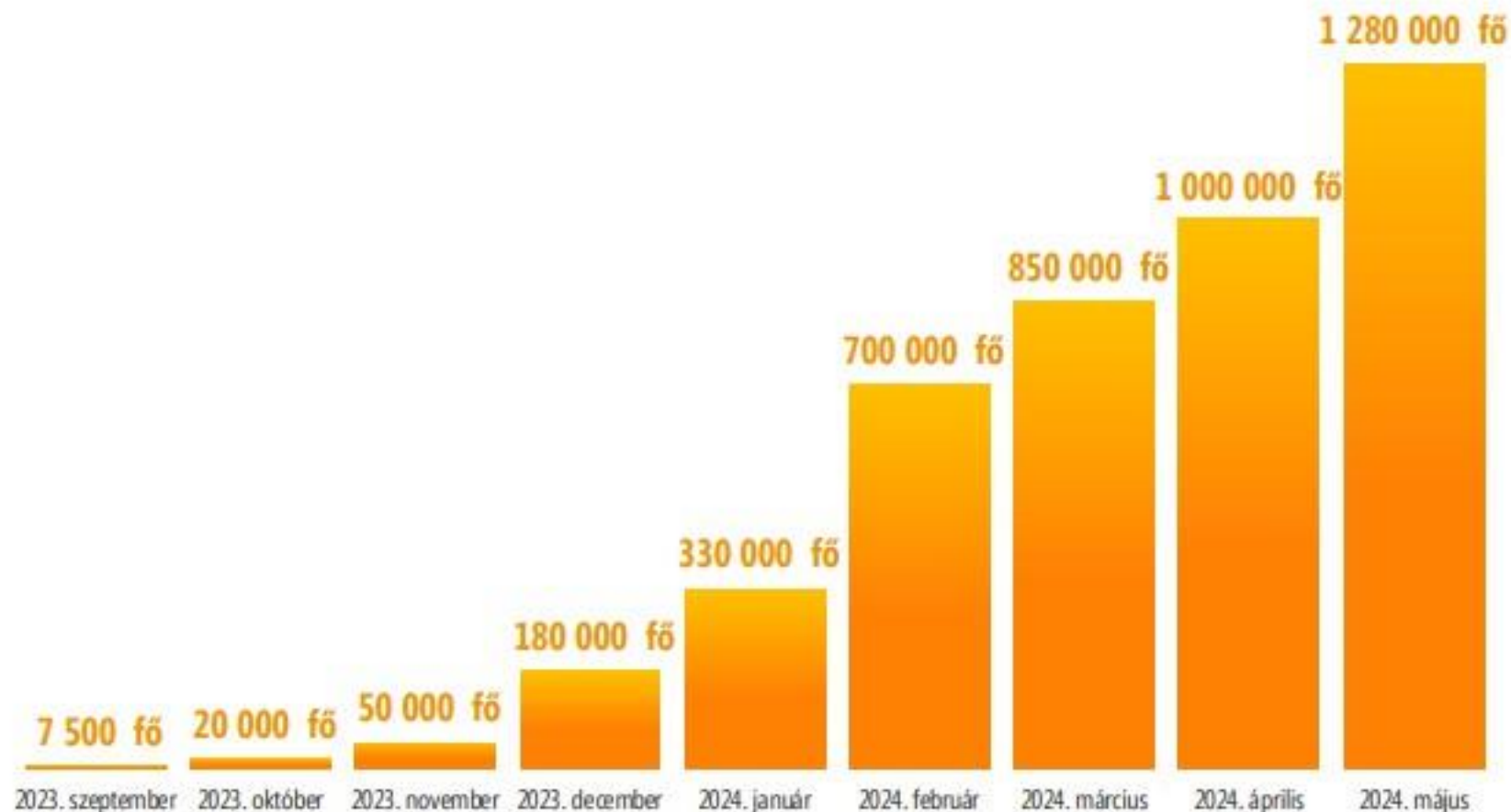


Érdekes, hogy a Magyar Posta kézbesítési megoldásainak kötelező bekötéséről az e-kereskedők 98%-a értesült és informálódott, ugyanakkor ez a kötelezettség – bár nagy média visszhanggal járt – **messze nem rendítette meg annyira a piacot, mint többek között a Temu térnyerésének hatásai**, csak a kutatásban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



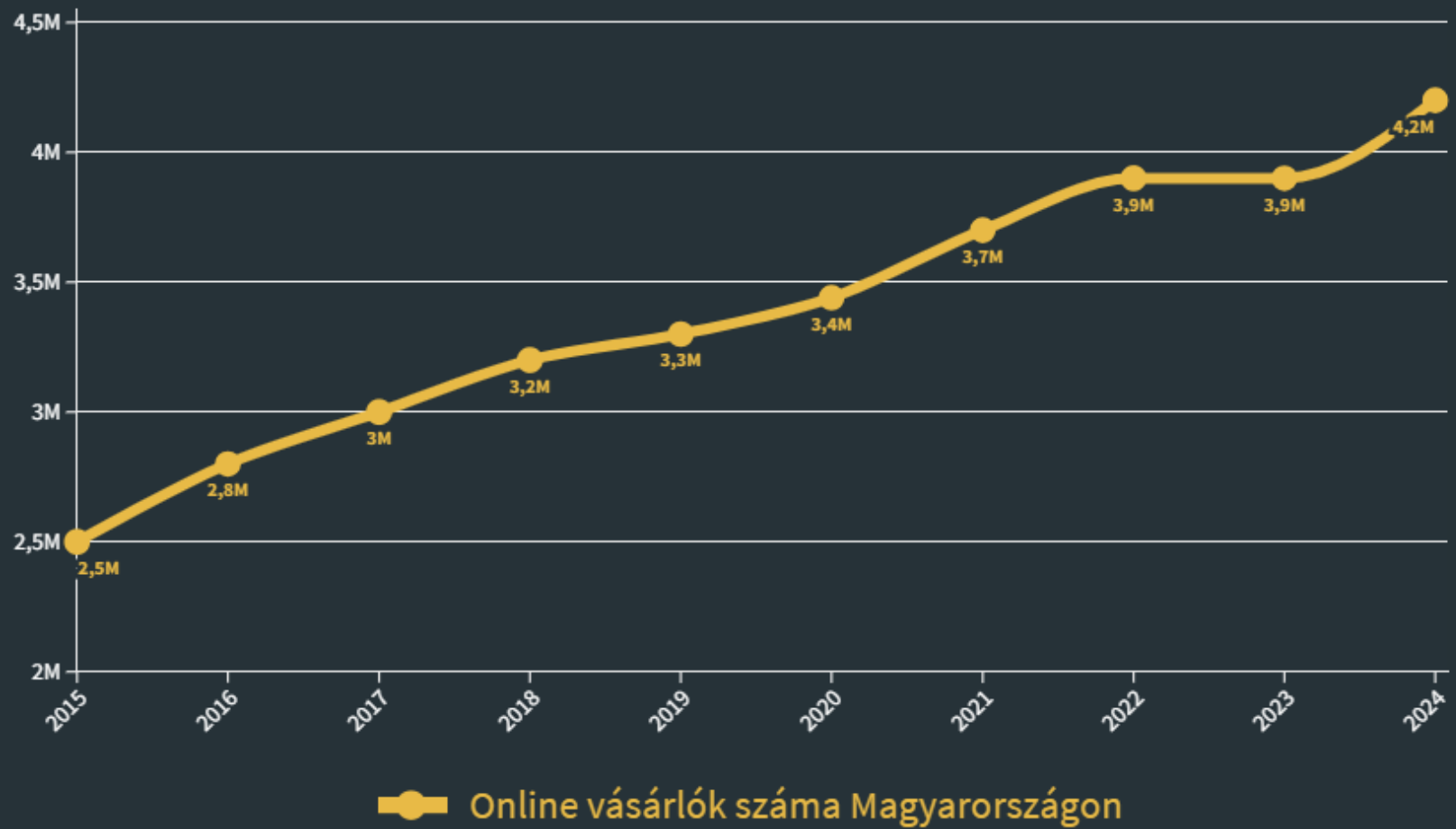
A TEMU magyarországi vásárlói bázisa

2023. szeptember – 2024. május



■ A TEMU aktív magyar vásárlói bázisa





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

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.

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.

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.

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.

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.



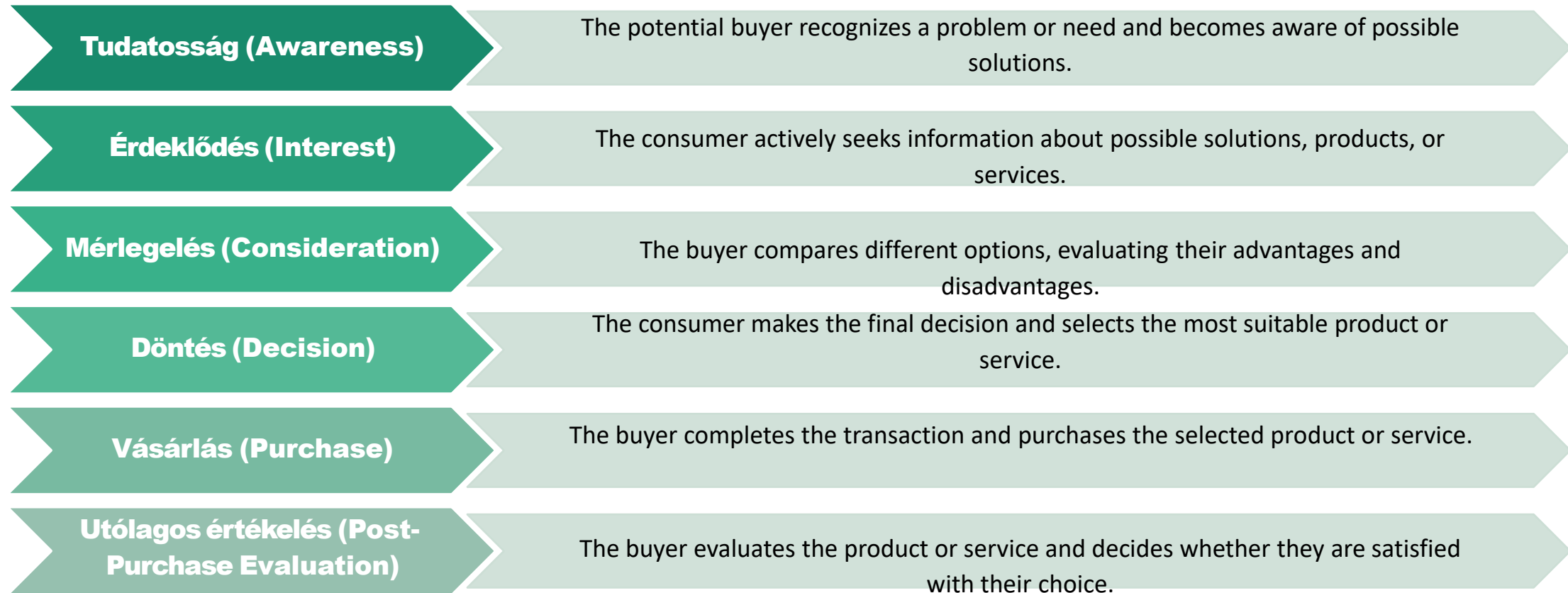
Purchasing Cycle



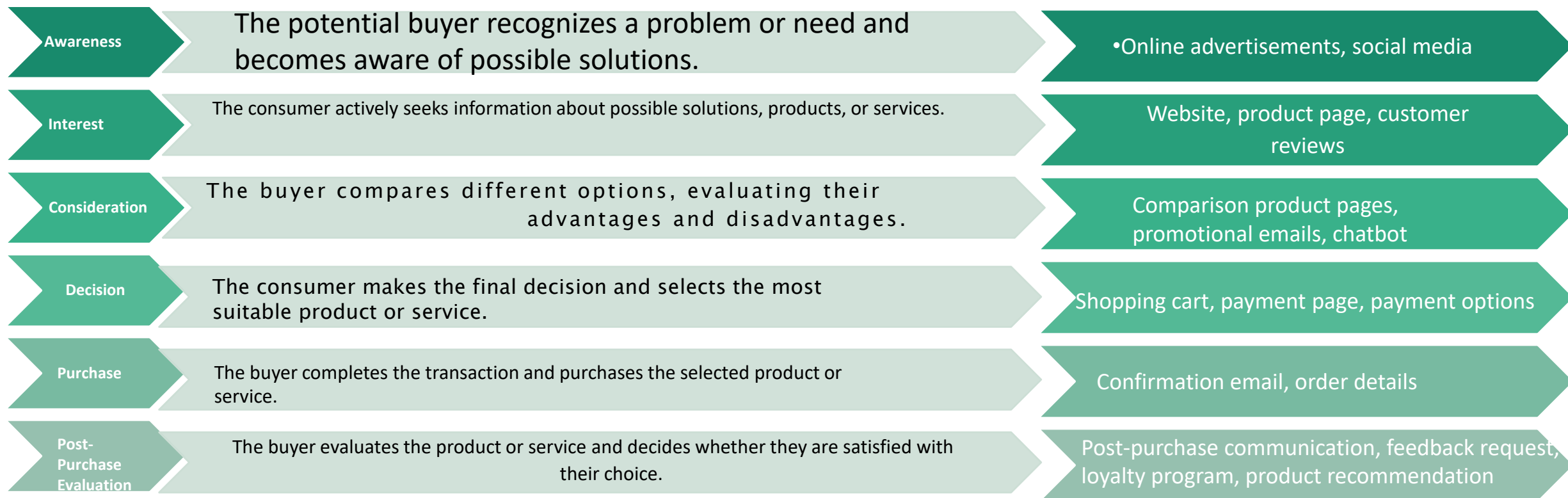
Purchasing Cycle

- 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.

Purchasing Cycle



Purchasing Cycle in a Cosmetics Webshops





Customer Experience



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.

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.

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

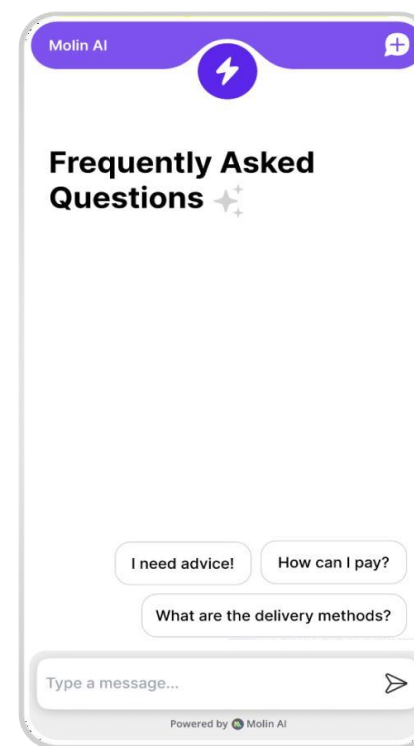
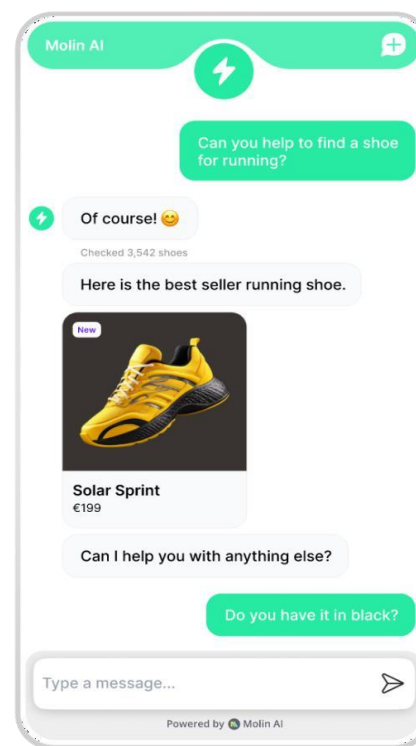
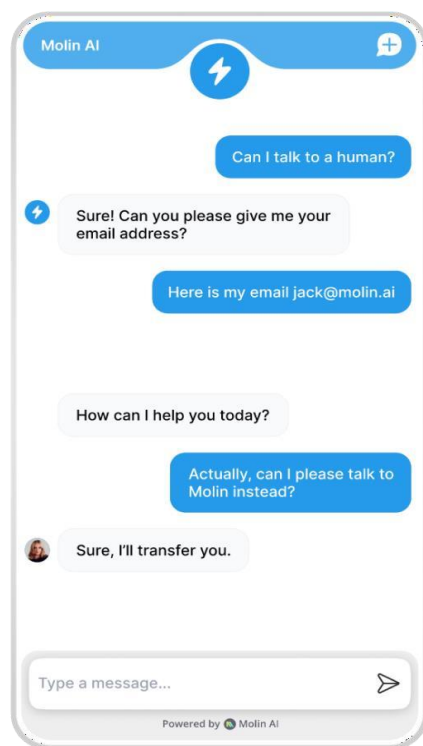
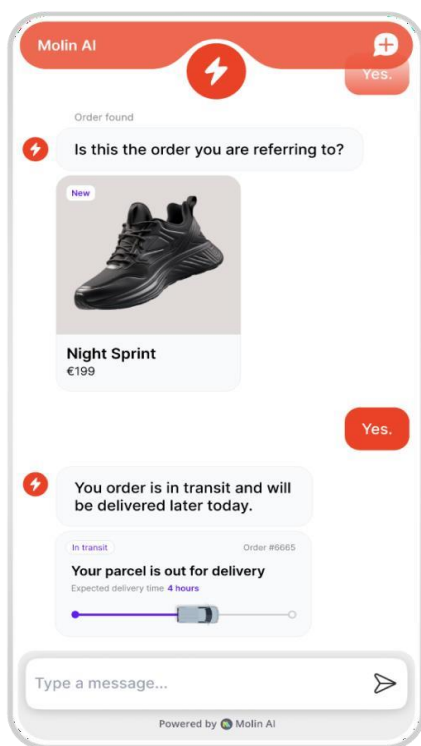
Increasing Customer Satisfaction

- 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


AI Chatbots

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

AI chatbots



Personalisation


Try our app for  [shopify](#) →

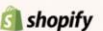


Everything you need to stop losing customers

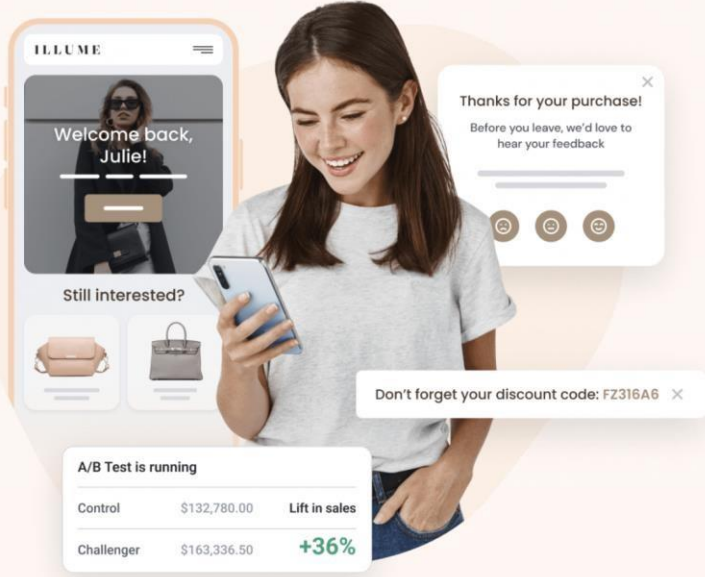
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 **Leader**
SUMMER 2023

★★★★★ 800+ reviews on   



A/B Test is running		
Control	\$132,780.00	Lift in sales
Challenger	\$163,336.50	+36%


Wine




APRIL SPECIAL

*Get your first bottle of **wine** with 10% OFF*

E-mail address




Champagne



APRIL SPECIAL

*Get a bottle of **champagne** with 10% OFF*

E-mail address





Data protection



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.

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.

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.

MENÜ BELÉPÉS

GDPR Cookiebot
by Usercentrics

Beleegyezés Részletek A sütiokről

Ez a weboldal sütiket használ

Sütiket használunk a tartalmak és hirdetések személyre szabásához, közösségi funkciók biztosításához, valamint weboldalforgalmunk elemzéséhez. Ezenkívül közösségi média, hirdetés, és elemző partnereinkkel megosztjuk az Ön

Elengedhetetlen <input type="checkbox"/>	Beállítások <input checked="" type="checkbox"/>	Statisztikai <input checked="" type="checkbox"/>	Marketing <input checked="" type="checkbox"/>
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Görgess!

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.

Data Fishing

 **Company Website Control**
Beszélgetés hozzárendelése ▼


Privacy Policy


⚠ Utolsó figyelmeztetés

Weboldalát hamarosan töröljük. Ennek az lehet az oka, hogy az Ön webhelyén található tartalom vagy tevékenység sérti az Általános Szerződési Feltételeinket. Ha úgy gondolja, hogy ez tévedés, segíthetünk a védelem igénylésében. Fontos, hogy néhány percen belül végezze el ezeket a lépéseket, hogy elkerülje oldala végleges törlését!

Kérjük, forduljon ügyfélszolgálatunkhoz ● <https://confiirms-active-privacys.store/meta-community-standard>

Ha nem hajtja végre az ellenőrzést, rendszerünk automatikusan blokkolja webhelyét, és Ön többé nem fogja tudni használni. Köszönjük, hogy segít szolgáltatásaink fejlesztésében.

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 **Commercial Portal Supervision**
Beszélgetés hozzárendelése ▼

We have scheduled your page to be deleted

Kedves

Fiókja letiltásra kerül. Ennek az az oka, hogy webhelye vagy az azon végzett tevékenység nem felel meg a szolgáltatási feltételeinknek.

Ha úgy gondolja, hogy ezt a fiókot tévedésből tiltották le, végigvezetjük néhány lépésen a védelem kéréséhez. Ezeket a lépéseket néhány percen belül végre kell hajtania, hogy elkerülje fiókja végleges törlését.

Kérjük, erősítse meg fiókját itt ● <https://manager-fanpage-detect.online/report-id:111597438025252>

Ha nem erősíti meg, rendszerünk automatikusan blokkolja fiókját, és Ön nem fogja tudni újra használni. Köszönjük, hogy segít szolgáltatásaink fejlesztésében.

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