



**Πλοήγηση στο
Οικοσύστημα
του
eCommerce**



**Παναγιώτης
Γκεζερλής**



**CONVERT
GROUP™**

eBusiness Consulting

***eCommerce
& eBusiness
Consultants***

eΖημιές

1. Do a Business Plan

(duuh!)

2. Learn Web Analytics

(You won't survive otherwise)

3. Focus on significant few KPIs

(All your data should be meaningful and actionable)

4. cross-border, cross-border!
(cross-border)

5. WOW the customer

(Read “Delivering Happiness”, Zappos CEO)

6. Forget family/free time
(at least for the first 6-12 months)

7. Don't be quick – be rapid
(you have 1-2 windows of opportunity per yr)

8. Automate Operations

(call center, shipping, billing, etc)

9. Idiot-proof shipping price

(understanding the shipping price is cheaper)

10. Use many payment methods

(especially overseas)

11. Beware of returns

(it's not a legislation issue, but a customer issue)

12. Use more than 1 courier
(you can negotiate better)

13. Packaging costs 1% of sales
(but it's well worth it)

14. Responsive Design e-shop

(25% of GR/CY visitors now from mobile devices)

15. Don't stock

(in the beginning)

16. Localise, do not translate
(phone number, Bank Account, domain)

17. A/B test EVERYTHING

(even your IVR message)

18. IVR more important?
(even than your e-shop?)

19. Not CPA → LTV

(not Cost Per Action, but Life Time Value)

20. Move from Paid to Owned

(Marketing)

21. Play Smart with Price Comp

(Price Engine Optimisation)

22. Content Marketing #rulez

(And your competitors don't know it yet)

23. TV #rulez_even_more
(And it's not that expensive)

24. Hire Conv. Rate Optimiser

(It's the best ROI decision you will ever make)

25. Photo-shoot the products

(and not with your iPhone)

26. Get an eCommerce Mentor
(if you can't get a great eCommerce Manager)

27. Train your People

(and they will become great eCommerce People)

28. Join GRECA

(Greek eCommerce Association | 150 members)



29. Do not miss omni channel

(It's not always expensive to be omni channel)

30. Understand ROPO

(Research Online – Purchase Offline)

31. Visit 4th eBusiness World
(it's a great free learning opportunity)

32. It's Commerce first

(...and then eCommerce)

33. Υπομονή & Επιμονή





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