

E-COMMERCE AND MARKETING BRANDING

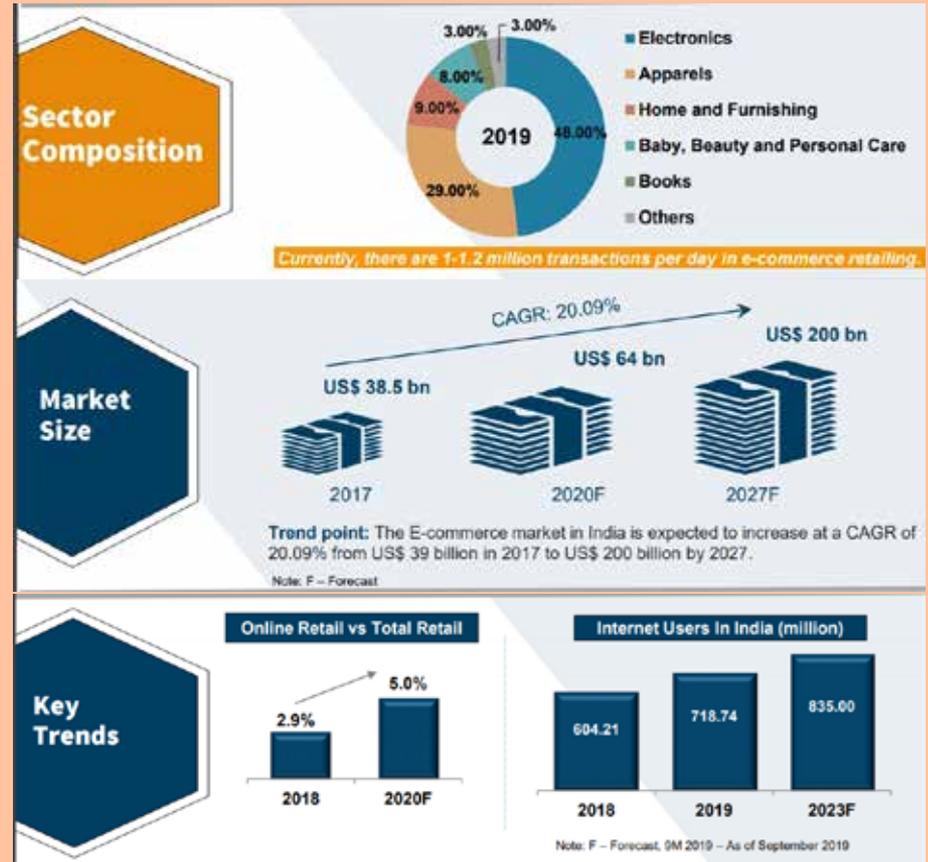


Industry Overview

Electronic commerce operates in all four of the major market segments: business to business, business to consumer, consumer to consumer and consumer to business.

In India, there are three type of e-commerce business model are in vogue

- Inventory base model of e-commerce
- Marketplace base model of e-commerce
- Hybrid model of inventory based and market place model.



Types of Ecommerce Marketing



- Social Media Marketing
- Content Marketing
- Search Engine Marketing
- Email Marketing
- Influencer Marketing
- Affiliate Marketing
- Local Marketing

Ecommerce Marketing Tips

- Use personalization.
- Capitalize on user-generated content (UGC).
- Build a loyalty program.
- Invest in live chat.
- Cater to the shopping cart.
- Implement a responsive website design.



Business Opportunities available



01

E-commerce has transformed the way business is done in India.

03

The ongoing digital transformation in the country is expected to increase India's total internet user base to 829 million by 2021 from 636.73 million in FY19.

05

India's internet economy is expected to double from US\$ 125 billion as of April 2017 to US\$ 250 billion by 2020, backed primarily by E-commerce.

02

Indian E-commerce market is expected to grow to US\$ 200 billion by 2026 from US\$ 38.5 billion as of 2017.

04

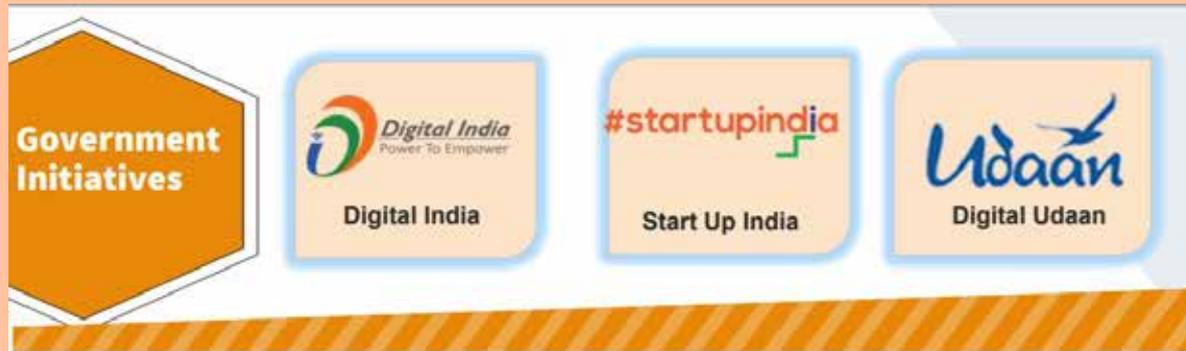
Much of the growth for the industry has been triggered by an increase in internet and smartphone penetration.

06

India's E-commerce revenue is expected to jump from US\$ 39 billion in 2017 to US\$ 120 billion in 2020, growing at an annual rate of 51%, the highest in the world.

Government Schemes and Licenses required

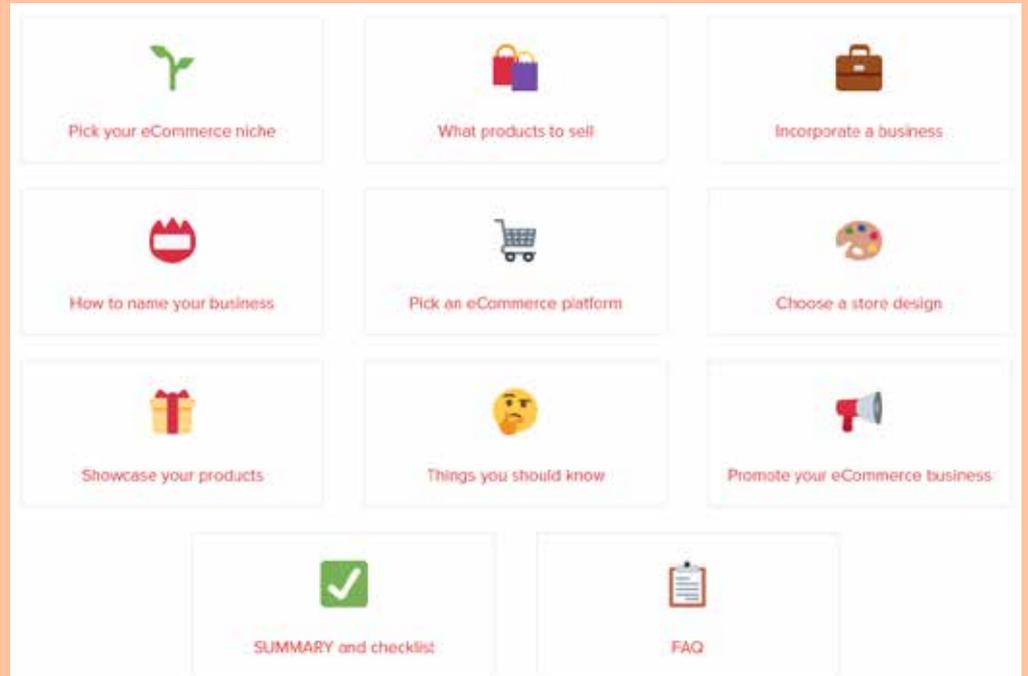
- FDI guidelines for e-commerce by DIPP
- MeitY
- DPIIT, FDI Policy, 2017
- Consumer Protection Bill, 2018
- Central GST Act, 2017
- E-Commerce Law of the People's Republic of China (2018)
- European Union
- WTO
- OECD
- Information Technology Act, 2000
- Personal Data Protection Bill, 2018
- Standing Group of Secretaries on e-Commerce(SGoS)



Steps to Start an e-Commerce Business



1. Decide what type of business you want to launch and what your e-Commerce business can sell. There are four main kinds of things e-Commerce businesses sell:
 - I. shippable, physical goods
 - II. digital goods (e-books and written work, downloads, software, apps, multimedia)
 - III. services
 - IV. courses, subscriptions, and other memberships
2. What products to sell, specifically
 - I. Knowing your competition
 - II. Discovering what sells best
 - III. Scouring social media for insights
 - IV. Looking through online marketplaces
3. Incorporate a business
4. How to name your e-Commerce business
5. Pick an e-Commerce platform
6. Choose a store design
7. Showcase your products
 - I. See how your competition showcases their products
 - II. Using the right language
 - III. Using the right photos
8. Things you should know that are not obvious
 - I. Selling internationally
 - II. Apps and extensions
9. Promote your e-Commerce business
 - I. SEO
 - II. Advertising online
 - III. Content marketing / blog
 - IV. Being active on social media
 - V. Promoting your business locally



Process to setup E-commerce business

Follow these steps to build your custom e-commerce platform from Scratch:

- Choose your Domain Name
- Choose hosting provider
- Designing your e-commerce store
- Secure Your Website with SSL Certificate
- Set Up the Payment Gateway
- Select your logistics partner for packaging and product shipping



How e-Commerce Has Changed Customer Behavior

E-Commerce is the driving factor behind this shopping evolution. Consumers no longer have to go out to go shopping. E-Commerce has brought the shopping experience to their fingertips via computers and mobile devices, completely changing the way consumers shop. Mobile is Blurring the Line Between Online and Offline Shopping.

- I. Customers Expect More Personalized Experiences
- II. Shopping Has a Become Social Activity
- III. Shoppers Are Becoming Their Own Salespeople
- IV. The Evolution Continues



Most Selling Products on the Internet

They say that 80% of online businesses fail within 2 years. Inexperience and lack of knowledge, among other reasons, are common explanations for why an online business doesn't take off.

However, there are also cases in which businesses start off in the same situation, or even worse, and are still able to establish themselves well.

So, here are the list of the most sold products online.

- Trips and tourism
- Tech products
- Second-hand sales
- Books and Music
- Educational Courses

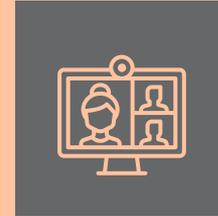


There are a few segments of overall ecommerce marketing services.



Ecommerce website – Own asset

1. Ecommerce Website and conversion and marketing ready features
2. SEO and content
3. Social media – branding, offers, sales, coupons
4. Brand marketing and communication
5. Product ads/shopping ads
6. Product bloggers and influencers outreach
7. Video and images for better product experience
8. Emailer / Automation
9. CRO with the growth of the organic traffic
10. Brand storytelling/content virality
11. Launch campaign if any



Ecommerce marketplaces like Amazon, Flipkart etc.

1. Strengthening the presence in one of the eCommerce channels
2. Creative content
3. Ad promotion keeping the ACOs in mind – need to generate sales at the same
4. Participate in Platform-specific programs – Big billion days, Mega sales drive etc
5. These will allow you to get the visibility and eventually the account managers would give you some value
6. Add reviews (Part of Ecommerce PR services)
7. Ecommerce product upload and listing
8. Creative services for Ecommerce from agency

Minimum Investment Required

Depending on the type of product/service you are selling via e-commerce business, the investment will differ.

Here is a sample calculation of the required investment,

Office Space (if you have a team that wants to work in an office)	Get a small, cheap shared space instead of a big swanking office	Rs. 5000 per month
Shipping	Blue Dart, Aramex or FedEx (AFL)	Rs. 20,000 (setup account, negotiable to zero) + Rs. 25 to Rs. 45 per shipment (up to 500 grams in weight)
Initial Marketing	Do it yourself (poster, flyers, send email to friends)	Typically zero, but budget Rs. 20,000
Computer (Desktop or Laptop) + Internet + Phone	Assuming you don't have one already	Rs. 30,000 + Rs. 2000 per month (for a good internet connection)
Total starting costs		Minimum: Rs. 1 Lakh plus Rs. 25,000 per month (using hosted shopping cart software)Maximum: Rs. 4-5 Lakhs plus Rs. 2 Lakhs per month (building a team and hosting yourself)

Item	Who you need to set this up?	How much will it cost?
Company Incorporation (MOA, AOA, PAN Card, Company legal entity, Bank Account)	CA, Accountant or Company Secretary	Rs. 50,000 (Bangalore)
Payment Gateway (To accept credit card, net banking or debit card online)	EBS, CC Avenue, your bank (Axis, HDFC, etc.)	Rs. 25,000 (initiation fee)2 - 4% transaction fee (negotiable) Rs. 500 - Rs. 1500 monthly fee (can get this waived)
eCommerce Software	Shopping cart software companies (Shopify, BigCommerce, Martjack, IQcommerce) + Do the catalog setup yourself	Rs.1000 to Rs. 10,000 per month starting
eCommerce team (Optional if you use off-the-shelf hosted software)	Build your own team of 2 people to custom build eCommerce storefront	Rs. 1.5 to Rs. 2.5 Lakhs per month
Computer, machines, servers for developers (if you are building a team)	Go Daddy, Big Rock, your local PC reseller	Rs. 50,000 + Rs 10,000 per month for hosting (basic plan)

Registration Process

Registration Of Sole Proprietorship For e-Commerce Business

You can register your e-Commerce business under sole proprietorship at your nearest local municipal corporation office. To complete the registration process with the authorities, you need to submit the duly filled Shops and Establishment Form.

Essential documents for submission to the municipal corporation include:

- Registration Form
- Undertaking
- Fee Schedule



Registration Process



Apply For Company's Registration

The following forms are needed to proceed with the process.

Form 1: Application form for availability or change of a company name is declared in Form 1. Once you apply for a new company name, the MCA (municipal authority) will suggest four different forms, you have to choose the most suitable one from the options. Proprietors can download this form from the website www.mca.com.

Form 18: You must declare authentic office address for your new E-Commerce establishment in Form 18, which you can collect from your local municipality office or download from the website www.mca.com

Form 32: For a new E-Commerce company, Form 32 declares the appointments of new Directors, Managers, and Secretary. For convenience download the form from www.mca.com or walk into your local municipal office.

After submitting these forms, once the application has been approved by the municipal authority, you will receive a confirmation email on your store being successfully incorporated, and the status of the form will change to "Approved."

Source: <https://360.shiprocket.in/blog/how-to-register-your-online-business-in-india/>

Future trends of E-commerce Industry



- . Marketing automation
- . Mobile optimized
- . Wearable devices : AI, AR
- . Personalized ads
- . Local marketing and branding
- . Exceptional Customer Service
- . Added Innovation
- . Growing power of e-Marketplaces
- . Experience matters
- . Mobile first
- . Robust supply chains and logistics
- . Social media (&) analytics
- . Payments
- . Omnichannel service

Government Initiatives:

- The Reserve Bank of India (RBI) has decided to allow "inter-operability" among Prepaid Payment Instruments (PPIs) such as digital wallets, prepaid cash coupons and prepaid telephone top-up cards. RBI has also instructed banks and companies to make all know-your-customer (KYC)-compliant prepaid payment instruments (PPIs), like mobile wallets, interoperable amongst themselves via Unified Payments Interface (UPI).
- The GoI has distributed rewards worth around US\$23.8 million to 1 million customers for embracing digital payments, under the Lucky Grahak Yojana and Digi-Dhan Vyapar Yojana.
 - The Government of India launched an e-commerce portal called TRIFED and an m-commerce portal called ' Tribes India' which will enable 55,000 tribal artisans get access to international markets.
 - To increase the participation of foreign players in the e-commerce field, the Indian Government hiked the limit of foreign direct investment (FDI) in the E-commerce marketplace model for up to 100 per cent (in B2B models).
 - The e-commerce industry been directly impacting the micro, small & medium enterprises (MSME) in India by providing means of financing, technology and training and has a favorable cascading effect on other industries as well.

Here are the top e-Commerce trends you need to look out for in 2021

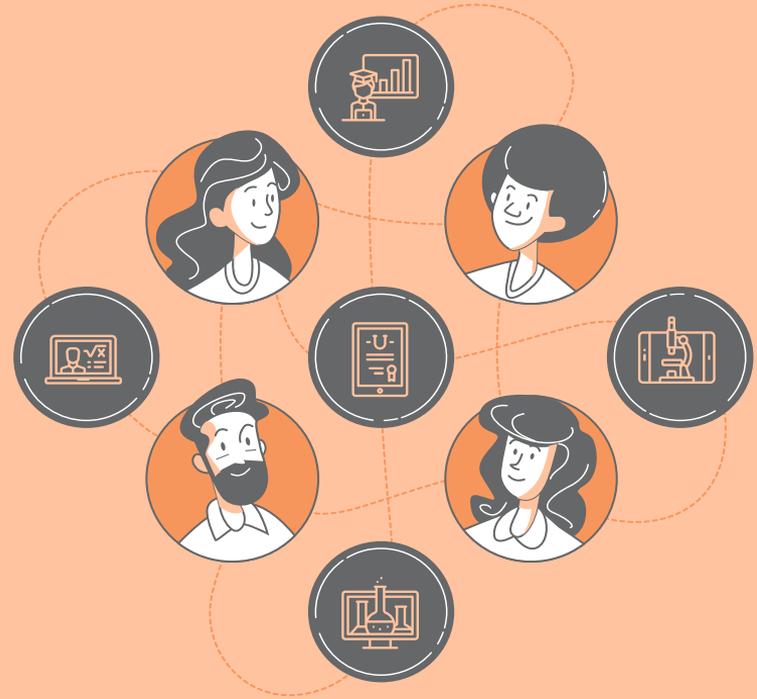
- The rise of the second-hand market aka “re-commerce”
 - Fulfillment options expand
 - PWA for e-Commerce becomes expected
- E-Commerce-first companies go brick-and-mortar
 - Dynamic pricing drives optimal sales and profit
 - Adopting the fast-fashion mindset
- Providing a multi-platform journey with platform-specific messaging
 - Purposeful content repurposing
 - The explosion of social commerce
- The subscription service bandwagon rolls on
 - Drone delivery finally arrives
 - E-Commerce goes headless
- Real-time conversations, chat-bots, and AI will become a standard part of the e-Commerce toolkit
 - A focus towards Direct-to-Consumer (D2C)
- Smart home assistants & voice recognition systems will emerge as a new e-Commerce battleground



Ecommerce Marketing Essentials



- Upsell your products
- Integrate Instagram
- Reduce abandoned carts
- Launch a Facebook store
- Capture more email subscribers
- Improve your email campaigns
- Send wish list reminder emails
- Make it easy for your customers to get what they want
- Engage online store visitors with live chat
- Anticipate future sales
- Start a content marketing program
- Embrace personalization
- Leverage user-generated content
- Think local
- Optimize your product pages
- Optimize for mobile
- Reward your loyal customers



Associations in this field



01
e-Commerce Association
of India

02
The E-Business Council of
India (TECI)



03

Department for Promotion of
Industry and Internal Trade
under the Ministry of Commerce
(the "DPIIT")

04

Retailers Association of
India (RAI)



Colleges for E-Commerce



Certificate & Diploma Courses:

- Certification in E-Commerce
- Diploma in E-Commerce
- Advanced Diploma in E-Commerce
- PG Diploma in E-Commerce & Web Technologies

Bachelor's Courses:

- BCom in E-Commerce
- Bachelor of Science in E-business

Master's Courses:

- MBA in E-Commerce Management
- MSc in E-Commerce
- MSc in Information Technology & E-Commerce
- MSc in E-Commerce & Web Design
- PGPM in E-Commerce Management

Best colleges to study E-Commerce :

- Indian Institute of E-Commerce (IIEC), Bengaluru
- Institute of Business Management Studies (IIBMS), Mumbai
- Institute of Advance Network Technology (IANT), Gujarat
- Devi Ahilya Vishwavidyalaya Institute of Management Studies, Indore
- Lovely Professional University, Jalandhar
- Jiwaji University, Gwalior

Name of the College/ University	Admission Process	Average Annual Fees	Average Annual Salary
Shyam University, Dausa	Merit	INR 1,60,000	INR 5,24,000
Presidency University, Bangalore	Merit + Entrance	INR 3,25,000	INR 6,75,000
Aarupadai Veedu Institute Of Technology, Chennai	Merit	INR 81,000	INR 6,00,000
Institute of Management Studies, Indore	Merit + Entrance	INR 63,600	INR 7,25,000
J.C. Bose University of Science and Technology, YMCA, Faridabad	Merit + Entrance	INR 1,90,000	INR 7,00,000
Quantum University, Roorkee	Entrance-Based	INR 1,92,000	INR 6,50,000
UOT, Jaipur	Entrance-Based	INR 90,000	INR 5,75,000
SKU, Chhatarpur	Entrance-Based	INR 50,000	INR 5,00,000

THANKS!

