

EXPORT 4.0

L'e-commerce per i mercati esteri

*Le opportunità e le caratteristiche dei mercati
esteri per l'e-commerce italiano*



L'Europa alla portata della vostra impresa.



Gabriele Carboni, Weevo S.r.l.

Weevo, agenzia di marketing e comunicazione specializzata nel web marketing per i mercati esteri

- *Export Digitale B2B*
- *Siti web in Drupal*
- *Contenuti*



exporthdigitale.weevo.it



Philip Kotler



«Sia le piccole medie imprese che le grandi aziende dovrebbero sfruttare i vantaggi del web marketing, e dovrebbero leggere questo libro per comprendere il potenziale dell'export digitale»



L'e-commerce per i mercati esteri

- ▷ Introduzione
- ▷ Panoramica sui principali mercati
- ▷ Intervento di Mario Bagliani, Netcomm
- ▷ Q&A
- ▷ Opportunità o pericolo?

E-commerce

Grazie al commercio elettronico, i potenziali clienti possono:

- ▷ risparmiare tempo;
- ▷ scegliere all'interno di un'ampia gamma di prodotti;
- ▷ trovare rapidamente una risposta alle proprie esigenze;
- ▷ comparare prodotti e servizi per prezzo, qualità e caratteristiche;
- ▷ riflettere liberamente sulle proprie decisioni d'acquisto;
- ▷ attraverso le wish list (un elenco personalizzabile di prodotti desiderati), salvare le proprie preferenze per gli acquisti futuri;
- ▷ mantenere la traccia delle spedizioni;
- ▷ acquistare 24 ore su 24.

B2B o B2C? E i marketplace?



JAN
2017

E-COMMERCE ACTIVITIES IN PAST 30 DAYS

SURVEY-BASED DATA: FIGURES REPRESENT RESPONDENTS' SELF-REPORTED ACTIVITY



SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY



we
are.
social

56%

VISITED
AN ONLINE
RETAIL STORE



global
web
index

59%

PURCHASED A
PRODUCT OR
SERVICE ONLINE



global
web
index

46%

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER



global
web
index

38%

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE



23%

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E-COMMERCE REVENUES

TOTAL VALUE OF THE CONSUMER (B2C) E-COMMERCE MARKET, AND AVERAGE E-COMMERCE REVENUE PER USER



NUMBER OF PEOPLE
PURCHASING VIA
E-COMMERCE



18.09
MILLION

E-COMMERCE PENETRATION
(NUMBER OF PURCHASERS
vs. TOTAL POPULATION)



30%

TOTAL VALUE OF
NATIONAL E-COMMERCE
MARKET IN 2016 (IN US\$)



\$10.0
BILLION

AVERAGE ANNUAL
E-COMMERCE REVENUE
PER USER IN 2016 (IN US\$)



\$555



statista

we
are
social

JAN
2017

E-COMMERCE ACTIVITIES IN PAST 30 DAYS

SURVEY-BASED DATA: FIGURES REPRESENT RESPONDENTS' SELF-REPORTED ACTIVITY



SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY



we
are
social

77%

VISITED
AN ONLINE
RETAIL STORE



global
web
index

81%

PURCHASED A
PRODUCT OR
SERVICE ONLINE



global
web
index

72%

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER



global
web
index

64%

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE



26%

JAN
2017

E-COMMERCE REVENUES

TOTAL VALUE OF THE CONSUMER (B2C) E-COMMERCE MARKET, AND AVERAGE E-COMMERCE REVENUE PER USER



NUMBER OF PEOPLE
PURCHASING VIA
E-COMMERCE



53.59
MILLION

E-COMMERCE PENETRATION
(NUMBER OF PURCHASERS
vs. TOTAL POPULATION)



66%

TOTAL VALUE OF
NATIONAL E-COMMERCE
MARKET IN 2016 (IN US\$)



\$56.2
BILLION

AVERAGE ANNUAL
E-COMMERCE REVENUE
PER USER IN 2016 (IN US\$)



\$1,050

JAN
2017

E-COMMERCE ACTIVITIES IN PAST 30 DAYS

SURVEY-BASED DATA: FIGURES REPRESENT RESPONDENTS' SELF-REPORTED ACTIVITY



SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY



we
are
social

64%

VISITED
AN ONLINE
RETAIL STORE



global
web
index

67%

PURCHASED A
PRODUCT OR
SERVICE ONLINE



global
web
index

55%

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER



global
web
index

50%

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE



23%

JAN
2017

E-COMMERCE REVENUES

TOTAL VALUE OF THE CONSUMER (B2C) E-COMMERCE MARKET, AND AVERAGE E-COMMERCE REVENUE PER USER



NUMBER OF PEOPLE
PURCHASING VIA
E-COMMERCE



18.77
MILLION

E-COMMERCE PENETRATION
(NUMBER OF PURCHASERS
vs. TOTAL POPULATION)



49%

TOTAL VALUE OF
NATIONAL E-COMMERCE
MARKET IN 2016 (IN US\$)



\$6.1
BILLION

AVERAGE ANNUAL
E-COMMERCE REVENUE
PER USER IN 2016 (IN US\$)



\$327



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we
are
social

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2017

E-COMMERCE ACTIVITIES IN PAST 30 DAYS

SURVEY-BASED DATA: FIGURES REPRESENT RESPONDENTS' SELF-REPORTED ACTIVITY



SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY



we
are
social

64%

VISITED
AN ONLINE
RETAIL STORE



global
web
index

65%

PURCHASED A
PRODUCT OR
SERVICE ONLINE



global
web
index

46%

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER



global
web
index

38%

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE



22%

JAN
2017

E-COMMERCE REVENUES

TOTAL VALUE OF THE CONSUMER (B2C) E-COMMERCE MARKET, AND AVERAGE E-COMMERCE REVENUE PER USER



NUMBER OF PEOPLE
PURCHASING VIA
E-COMMERCE



42.14
MILLION

E-COMMERCE PENETRATION
(NUMBER OF PURCHASERS
vs. TOTAL POPULATION)



29%

TOTAL VALUE OF
NATIONAL E-COMMERCE
MARKET IN 2016 (IN US\$)



\$14.2
BILLION

AVERAGE ANNUAL
E-COMMERCE REVENUE
PER USER IN 2016 (IN US\$)



\$337

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2017

E-COMMERCE ACTIVITIES IN PAST 30 DAYS

SURVEY-BASED DATA: FIGURES REPRESENT RESPONDENTS' SELF-REPORTED ACTIVITY



SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY



we
are
social

51%

VISITED
AN ONLINE
RETAIL STORE



global
web
index

49%

PURCHASED A
PRODUCT OR
SERVICE ONLINE



global
web
index

37%

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER



global
web
index

28%

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE



21%

JAN
2017

E-COMMERCE REVENUES

TOTAL VALUE OF THE CONSUMER (B2C) E-COMMERCE MARKET, AND AVERAGE E-COMMERCE REVENUE PER USER



NUMBER OF PEOPLE
PURCHASING VIA
E-COMMERCE



34.24
MILLION

E-COMMERCE PENETRATION
(NUMBER OF PURCHASERS
vs. TOTAL POPULATION)



26%

TOTAL VALUE OF
NATIONAL E-COMMERCE
MARKET IN 2016 (IN US\$)



\$7.2
BILLION

AVERAGE ANNUAL
E-COMMERCE REVENUE
PER USER IN 2016 (IN US\$)



\$210



statista

we
are
social

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2017

E-COMMERCE ACTIVITIES IN PAST 30 DAYS

SURVEY-BASED DATA: FIGURES REPRESENT RESPONDENTS' SELF-REPORTED ACTIVITY



SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY



we
are
social

84%

VISITED
AN ONLINE
RETAIL STORE



global
web
index

87%

PURCHASED A
PRODUCT OR
SERVICE ONLINE



global
web
index

62%

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER



global
web
index

39%

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE



47%

JAN
2017

E-COMMERCE ACTIVITIES IN PAST 30 DAYS

SURVEY-BASED DATA: FIGURES REPRESENT RESPONDENTS' SELF-REPORTED ACTIVITY



SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY



we
are
social

44%

VISITED
AN ONLINE
RETAIL STORE



global
web
index

50%

PURCHASED A
PRODUCT OR
SERVICE ONLINE



global
web
index

46%

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER



global
web
index

33%

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE



41%

JAN
2017

E-COMMERCE REVENUES

TOTAL VALUE OF THE CONSUMER (B2C) E-COMMERCE MARKET, AND AVERAGE E-COMMERCE REVENUE PER USER



NUMBER OF PEOPLE
PURCHASING VIA
E-COMMERCE



530.2
MILLION

E-COMMERCE PENETRATION
(NUMBER OF PURCHASERS
vs. TOTAL POPULATION)



38%

TOTAL VALUE OF
NATIONAL E-COMMERCE
MARKET IN 2016 (IN US\$)



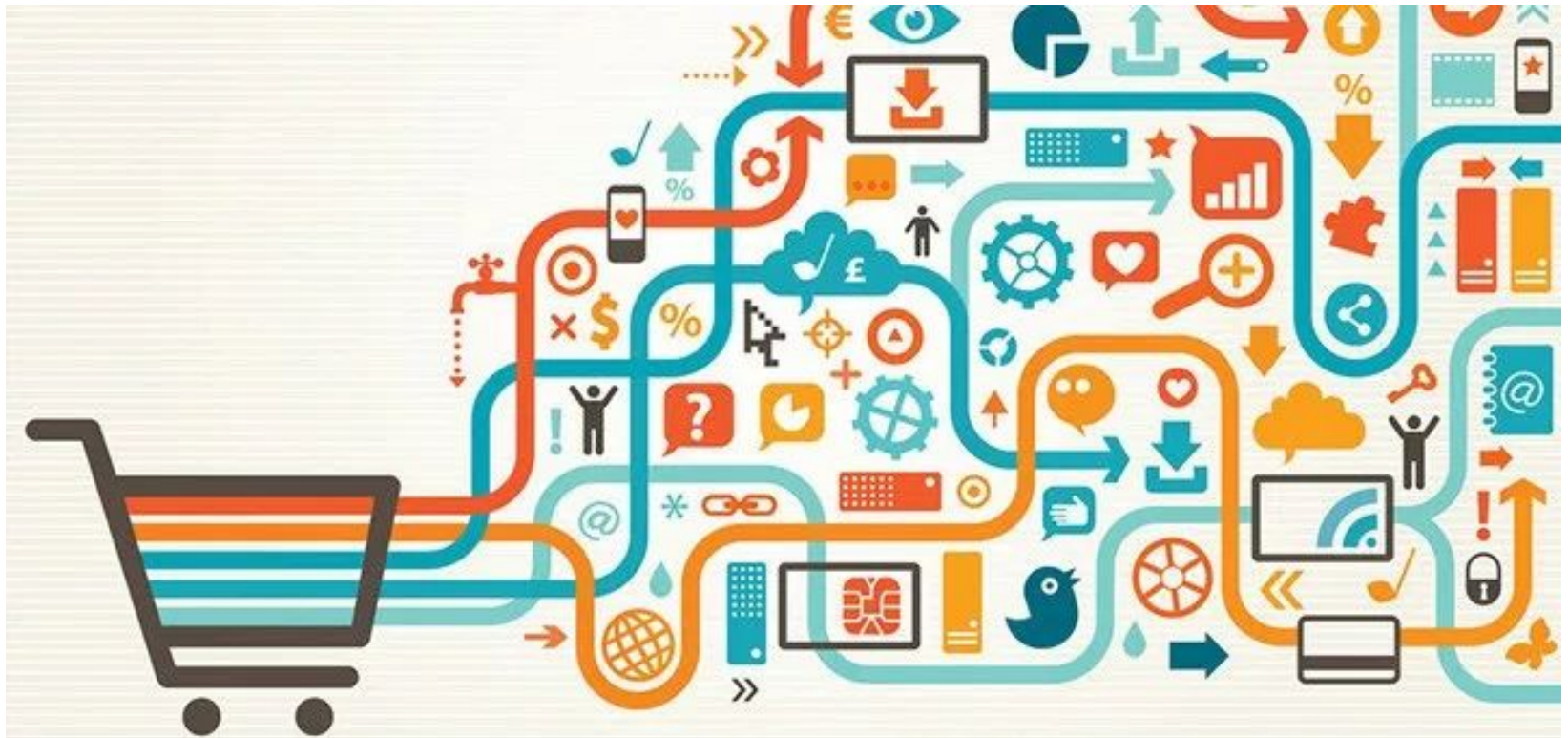
\$376.2
BILLION

AVERAGE ANNUAL
E-COMMERCE REVENUE
PER USER IN 2016 (IN US\$)



\$710

Opportunità o pericolo?



Decidere di aprire un sito e-commerce può infatti risultare la scelta più sbagliata, se prima non vengono considerati alcuni fattori fondamentali.

Pagamenti

Payment Methods

Back to Quick Methods

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Secured Connection
User Agreement

“Mentre Carte di Credito e PayPal coprono gran parte delle transazioni americane, la Cina è dominata da Alipay, Tenpay e Union Pay. Mentre i clienti europei preferiscono i bonifici o sistemi come Sofort, i russi preferiscono pagare tramite Qiwi e Yandex”.
Xolla

5 buoni motivi per NON aprire un e-commerce

1. Un e-commerce è un sito come un altro
2. Posso vendere al mondo intero
3. Compro, rivendo e aspetto i soldi
4. Oggi apro l'e-commerce, domani comincio a vendere
5. Se gli altri vendono, vendo anche io

La strategia è il punto di partenza

www.visualcommunicationplanner.it

- ▷ **MERCATI TARGET**
- ▷ **POSIZIONAMENTO**
- ▷ **OBIETTIVI**
- ▷ **BUDGET**
- ▷ **CANALI E AZIONI**
- ▷ **CONTENUTI**
- ▷ **METRICHE**
- ▷ **TIMELINE DELLE ATTIVITÀ**



**VISUAL
COMMUNICATION
PLANNER**

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- *Export Digitale B2B*
- *Siti web in Drupal*
- *Contenuti*

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