



Online Retailing using facebook

7th webinar of the retail ecommerce series

*an **embitel** initiative*

20th Jan 2011



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- Studied Computer Science at University of Stuttgart
- Entrepreneur since 1992
- Investor and business angel for 5+ IT companies
- Working in retail e-Commerce for last 15 years
- Responsible for development of e-retail sites like Neckermann, Kodak

Founder

dmc digital media center GmbH,
Germany

www.dmc.de

Chairman

Embitel, India

www.embitel.com



No 1:
approx.
27 mill.
fans



No 2:
approx.
21 mill.
fans



No 3:
approx.
18 mill.
fans



No 4:
approx.
17 mill.
fans



No 5:
approx.
14 mill.
fans



No 6:
approx.
13 mill.
fans



No 7:
approx.
12 mill.
fans



No 8:
approx.
12 mill.
fans























No 9:
approx.
10 mill.
fans



No 10:
approx.
9 mill.
fans

Top fan pages in India

			Fans today	Fans this week	Fans this month	Total Fans ▲
1		 A.R. Rahman Musician India	12,643	74,084	267,674	2,758,493
2		Aamir Khan Actor India	3,365	18,625	125,828	2,002,052
3		3 Idiots Film India	2,762	18,809	87,743	1,993,783
4		 Sachin Tendulkar Athlete India	3,499	34,755	214,748	1,933,468
5		 Facebook India Website India	12,596	116,568	518,286	1,692,872
6		India Travel India	3,247	19,011	129,914	1,654,246
7		 Priyanka Chopra Actor India	2,171	13,005	89,418	1,490,818
8		 MTV India Other Media India	5,850	78,640	158,245	1,438,733
9		 Shahrukh Khan Actor India	1,817	11,152	64,945	1,426,155
10		Ranbir Kapoor Actor India	1,878	10,609	65,987	1,339,432
11		 Vodafone Zoozoos Company India	984	5,552	30,298	1,223,635
12		 Tata Docomo Company India	6,824	71,736	227,539	1,089,898

- 600+ Million users worldwide
- 50+ mio. users change their status every day
- Users spending approx. 30-120 minutes per day

- **!!! BREAK !!!**

- <http://www.socialbakers.com>
- <http://www.checkfacebook.com/>
- <http://www.facebook.com/press/info.php?statistics>
- <http://www.allfacebook.com/>

Top growing countries on Facebook in the last 6 months

#	Country	Gain [abs]	Total users
1.	United States	20 710 660	146 591 880
2.	India	8 271 480	18 818 720
3.	Indonesia	8 007 060	33 920 020
4.	Philippines	6 202 240	20 802 540
5.	Mexico	5 852 520	18 830 960
6.	Brazil	4 761 500	9 518 700
7.	Germany	4 284 260	14 232 960
8.	Taiwan	3 680 660	10 425 820
9.	Thailand	3 171 280	7 387 960
10.	Malaysia	2 557 340	9 874 860

E-Commerce

Offering and selling of
products and services

Social Commerce

Leverage social media
to increase sales

Social Media

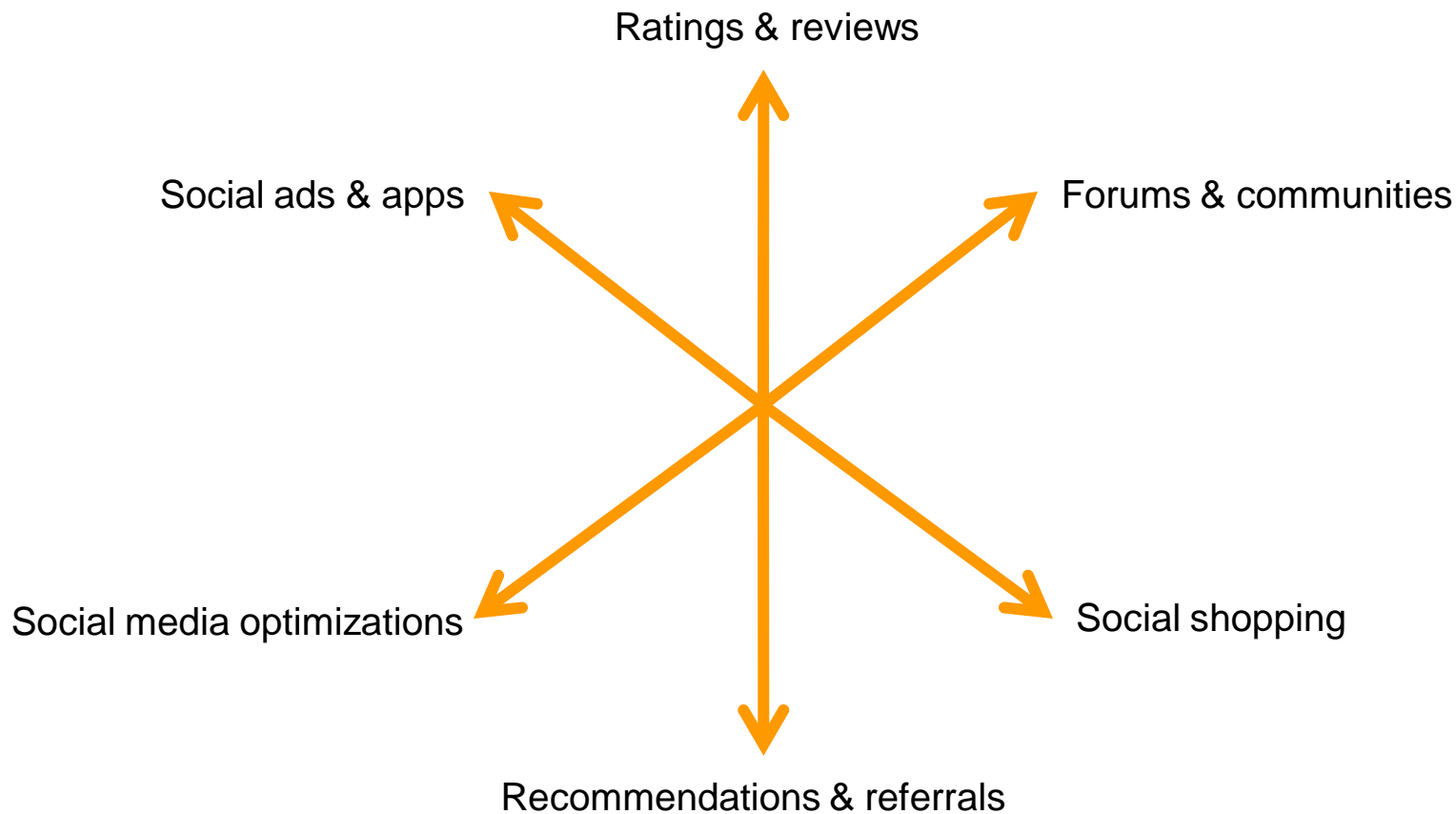
Online platforms to support communication
and interaction of users

- The **6 dimensions** of social commerce
- **Meet** where you **shop & shop** where you **meet**
- Facebook and its **integration** methodologies
- Case Studies
- Outlook into "Facebook as a **marketplace?**" & Suggestions





The 6 **dimensions** of social commerce



1. Ratings & reviews

- customer ratings & reviews
- ratings & reviews of experts
- sponsored reviews
- customer testimonials

2. Recommendations & referrals

- Social bookmarking
- Referral & reward programs
- Social recommendations

3. Forums & communities

- Discussion forums
- Q&A forums
- Retail blogs
- Own customer communities

4. Social media optimization

- News feeds
- Deal feeds
- Media sharing
- Social media events
- Link Building

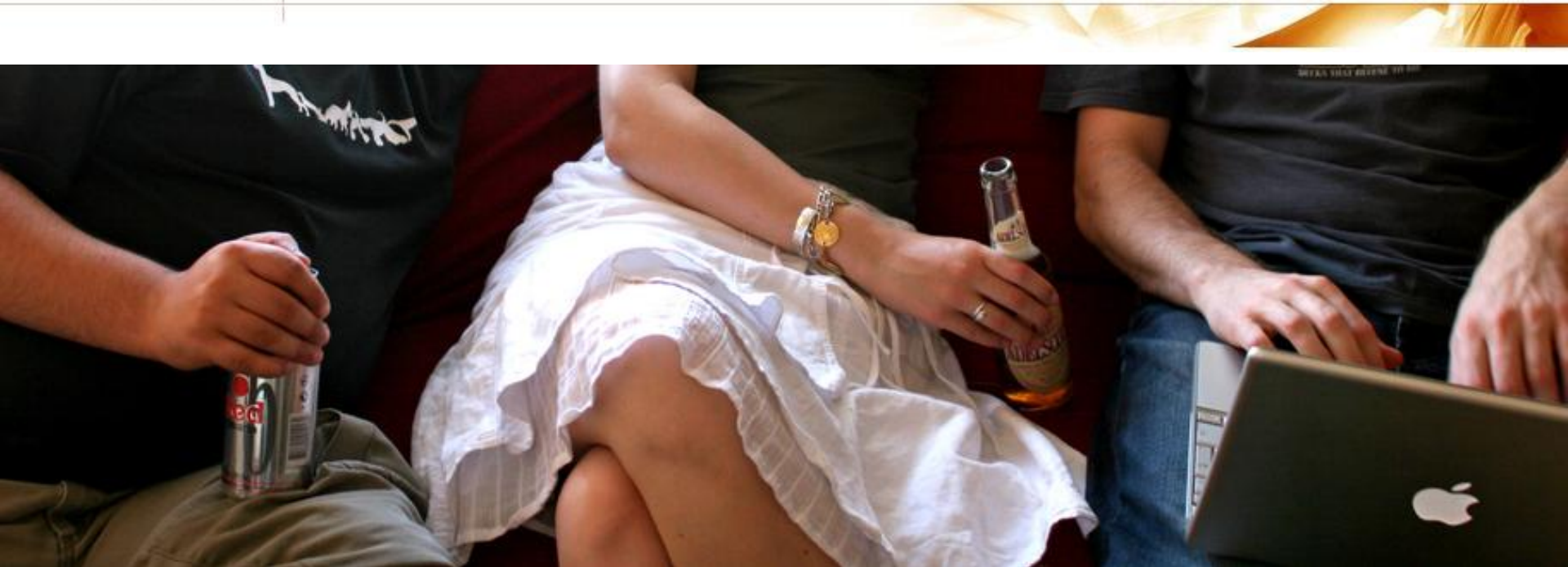
5. Social ads & apps

- Social ads
- Social apps
- Social widgets

6. Social Shopping

- Social media stores
- Portable social graphs
 - Facebook Connect
 - Social Plug-in
 - Google's Friend Connect
 - Fluid's Fluid Social
- Group shopping
- Co-browsing
- Group gifting
- Social shopping portals

→ Facebook commerce = Social shopping



Meet where you shop &
shop where you meet

[SIGN UP & GET FREE SHIPPING](#)
[SUBMIT](#)

[MEN](#)
[WOMEN](#)
[JUNIORS](#)
[KIDS & BABY](#)
[FRIENDS STORE](#)
[EXPLORE](#)

[MY ACCOUNT](#)
[STORE LOCATOR](#)
[TRACK ORDER](#)

[SEARCH](#)

SHOPPING BAG: 0 ITEM \$0.00

FREE SHIPPING ON ORDERS OF \$100 OR MORE [SEE DETAILS](#)

[Home](#) > [Men](#) > [501® Original](#)

501® ORIGINAL JEANS

THE JEAN THAT STARTED IT ALL.

[FEATURES](#)
 New Arrivals
 Water-Less™ Styles

[JEANS](#)
 By Style
 Skinny
 Straight
 Boot Cut
 Relaxed
 Workwear Collection
 See All Jeans
 By Fit
 501® Original
 505® Straight Fit
 510™ Super Skinny
 511™ Skinny
 514™ Slim Straight
 517® Boot Cut
 527™ Relaxed Boot
 550™ Relaxed Fit
 559™ Relaxed Straight
 560™ Comfort Fit
 569® Loose Straight
 597™ Low Square Boot
 599™ Low Square Straight
 By Wash
 Light
 Medium
 Dark
 Black & Grey
 Color
 Rigid
 Big & Tall

23 ITEMS

SEASONAL FINISHES

65

501® Original Jeans - Rigid Rinse
 \$98.00

54

501® Original Jeans - Year Stint
 \$79.50

[SIGN UP & GET FREE SHIPPING](#)
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SHOPPING BAG:

FREE SHIPPING ON ORDERS OF \$100 OR MORE [SEE DETAILS](#)

FRIENDS STORE

Like-minded shopping starts here

EVERYONE | FRIENDS

[FILTER BY CATEGORY](#)
[All](#)

SEE WHAT YOUR FRIENDS LIKE ON LEVI'S!

[Connect with Facebook](#)

EVERYONE LIKES

3K

501® Original Jeans - Dark Aged

2K

501® Original Jeans - Premium Chipped Rigid

525

Low Skinny 531™ Jeans - Black Sheen

553

5 Pocket Legging - Rinse

272

Slim Straight 514™ Jeans - 3D Coated

106

501® Original Jeans - Rigid Rinse

Levi's on Facebook

Levi's Did you make a New Year's resolution? We're gathering all your goals from across the web to create a story of how we've all going to shape what's to come in 2011. Proclaim your goals on Twitter, Facebook, Flickr and YouTube and insert the hashtag #SWTC to be included! Then check out our story at <http://tiny.cc/37vpc>
 Shape What's to Come by Levi's | New Year's Resolutions | Shape What's To Come
[tiny.cc](#)
 Connect with a



facebook Suche

Max Factor UK Gefällt mir

Pinnwand

MAX FACTOR

NEW XPERIENCE COLLECTION

Freunden vorschlagen

29.246 Personen gefällt das

Jodie Jellybean Bennett

Toni Goodwin

Garth Rhoda

Kisha Milligan

Rita Carol Hurstwaite

Wendie Dainton

facebook Suche

My Account | View Cart

Search for products Go

Powered By amazonwebstore An Amazon Services Product What's this?

4 out of 5 Parenting™ Moms would recommend Pampers with Dry Max to other Moms.*
*based on Parenting group survey

Shop By Category

- Diapers
- Training Pants
- Wipes
- More Pampers Products
- Other Baby Care
 - Babies' Laundry Care
 - Children's Oral Care
- Home Care
 - Air Care
 - Laundry Care
 - Paper
- Personal Care
 - Deodorant
 - Feminine Care
 - Hair Care
 - Oral Care
 - Personal Cleansing

Shop By Stage

- New Baby
- Baby
- Toddler
- Sensitive
- Overnight
- More

Shop By Brand

Select a brand

All Brands

New Baby

New Baby diapers and wipes for your newborn.

Baby

Baby diapers and wipes for growing, learning baby.

Toddler

Everything you need to help your baby become a toddler.

Best Sellers

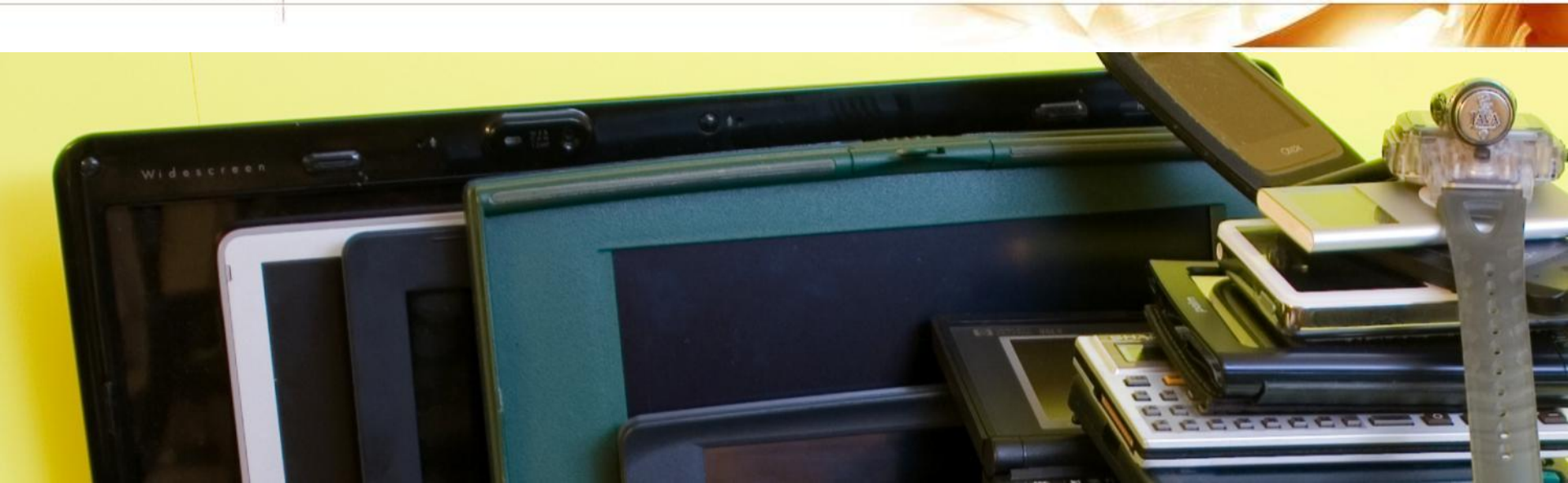
	Pampers Sensitive Baby Wipes Refills, 192-Count Packages (Pack of 4)		Pampers Soft Care Scented Wipes, 720-Count Box (Package May Vary)		Crest 3D White Whitestrips With Advanced Seal Professional Effects Enamel Safe Dental Whitening
\$24.48	Add to Cart	\$19.99	Add to Cart	\$34.00	Add to Cart

Pampers Diaper Size Tool

[Try It Now](#)

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Facebook and its **integration** methodologies

**Company allows user to connect with friends or other users
where the user is shopping**

Facebook connect / Open graph protocol

**Company allows user to shop,
where they meet friends and other users**

Facebook application technology (app technology)

Community building

- Content creation
- Content management
- Community concept
- Processes and Tools

facebook OpenGraph implementation

- Integration facebook plugins
- Implementation of integrated facebook tools
 - Integrated user management
 - Recommendations
 - Ratings
 - Information sharing
 -

facebook app implementation

- Implementation facebook community apps
- Implementation facebook shops
 - Product portfolio
 - Community specific features
 - ...



Share

Let visitors to your site share your content on Facebook.



Like Button

The Like button lets users share pages from your site back to their Facebook profile with one click.



Activity Feed

The Activity Feed plugin shows users what their friends are doing on your site through likes and comments.



Recommendations

The Recommendations plugin gives users personalized suggestions for pages on your site they might like.



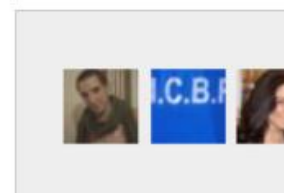
Like Box

The Like Box enables users to like your Facebook Page and view its stream directly from your website.



Login Button

The Login Button shows profile pictures of the user's friends who have already signed up for your site in addition to a login button.



Facepile

The Facepile plugin shows the Facebook profile pictures of the user's friends who have already signed up for your site.



Comments

The Comments plugin lets users comment on any piece of content on your site.



Live Stream

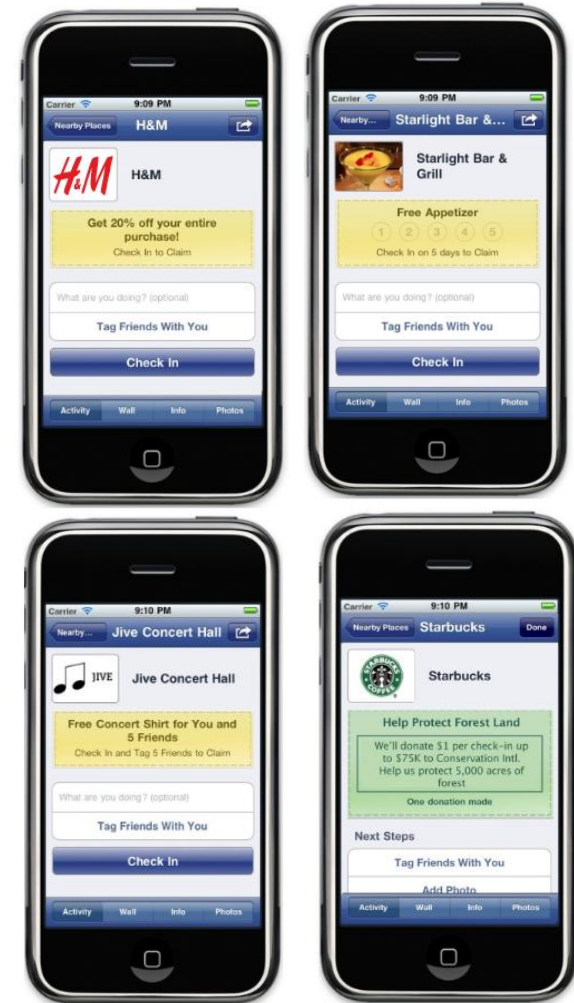
The Live Stream plugin lets your users share activity and comments in real-time as they interact during a live event.

facebook mobile and facebook places

- facebook applications are available for many mobile platforms (android, iphone, etc.)
- Many Web-Interface are already optimized for browser-based surfing
- Using „facebook places“, user can:
 - automatically submit its location
 - search for friends nearby
- Location based services and location based marketing can be implemented by combining „facebook mobile“ and „facebook places“

facebook deals - a multichannel case

- Adds features to „facebook places“
- User can check-in into registered locations via „facebook places“, such as
 - Restaurants
 - Clubs
 - Shops
- Registered locations / places can offer certain deals. The following deals are available:
 - Individual deals: User gets a certain discount
 - Friend deal: User and a friend getting a certain discount
 - Loyalty deal: Returning client gets a certain discount
 - Charity deal: For each user, a certain donation is performed
- Today only available in US
- Samples:
 - **GAP** gives 10.000 free jeans to users checking into GAP brick-and-mortar stores
 - **H&M** gives discount of 20%
 - **Starbucks** and **McDonald's** donating 1 USD for each user checking into one of their locations



facebook deals - examples

Cheryl Cole

- Cheryl Cole has approx. **2.900.000 fans** on facebook (<http://www.facebook.com/CherylCole>)
- The campaign named „**Poster check-in competition**“. Each user who checked-in next to a billboard, marketing the new album, had the chance to win 2 tickets for concert.
- The campaign ran in UK with some 13.000 participants.

Nike

- Nike has **approx. 2.900.000 fans** on facebook
- The campaign supported the launch of a new product (Varsity Destroyer Jacket). The market the product, Nike started a partnership with US-based fast-food chain „KOi Fusion“
- facebook user who checked-in at certain „KOi Fusion“ locations, ordering a „Destroyer Burrito“, received a free jacket.
- Also Twitter was used to give hints on participating „KOi Fusion“ outlets.
- Videos are available: (http://www.youtube.com/watch?v=mnPh_kvNdHM&feature=player_embedded)




POSTER CHECK IN COMPETITION

Hello!

If you have used Facebook Places to check-in to one of my posters.... Click to enter to win a trip for two to London with accommodation and tickets to an X Factor live show!

[Click to enter](#)

Messy Little Raindrops

Cheryl Cole x

Preorder The Album | Buy The Single on iTunes

Available on iTunes | Facebook | Twitter | MySpace | Ping | YouTube

WWW.CHERYLCOLE.COM

Terms & Conditions

HOW DO I CHECK IN?


There are a number of billboard posters around the country for my new album. If you see one with the Facebook logo, check in to the poster through your phone on Facebook Places. Once you've checked in come back here to enter the competition. You need to use a phone which supports Facebook Places.

If you cannot see my poster on Facebook Places please be sure to search for "Cheryl Cole" or "Messy Little Raindrops" and hit enter in Facebook on your device. If you need further help please drop us a line.


- facebook wants to establish „facebook credits“ as a universal currency.
- Whenever a transaction is done, facebook keeps 30% of revenues.
- Currently, it is mainly used to pay virtual goods in facebook games.
- Also used to make donations.
(http://www.facebook.com/su2c?v=app_107538342639412)
- „facebook credits“ can be purchased using
 - credit cards
 - mobile phones
 - PayPal
 - earned with facebook apps
- But: „facebook credits“ can be used to pay in brick-and-mortar stores of Target, Wal-Mart in US and Tesco in UK. At BestBuy users can buy „facebook credits“
- Via the payment provider „MOL“, facebook credits can be used in over 500.000 stores, mainly in Asia and Australia.



Buy Facebook Credits gift cards today!



Facebook Credits are the easy way to purchase optional items -- such as virtual pets, extra weapons, and other fun supplies -- in many free games on Facebook. You can redeem Facebook Credits gift cards to use in games you love, or give the cards to friends as the perfect gift!



Facebook Credits gift cards now available at:



Earn Credits

Earn Facebook Credits when you complete one promotion below.

Most Popular	More
 Purchase flowers 160 Credits Confirms instantly	 Purchase restaurant gift certificates 125 Credits Confirms instantly
 Purchase coupon book 160 Credits Confirms instantly	 Purchase clothing and accessories 150 Credits Confirms instantly
 Complete surveys 15 Credits Confirms instantly	 Purchase subscription 175 Credits Confirms instantly
 Purchase flowers 160 Credits Confirms instantly	 Purchase clothing and accessories 125 Credits Confirms instantly

Viewing 1-8 of 21 | 1 2 3 | In partnership with

Redeem Your Facebook Credits Gift Card


Current Balance: 72 credits

Enter the redemption code from back of your gift card.

Enter PIN Code:

Redeem Your Facebook Credits


1. Visit www.facebook.com/credits/redeem
 2. Follow redemption instructions
 3. When prompted, enter the code below:



Donate \$5.00







Buy \$5.00 Donation?

 **\$5.00 Donation**
 Stand Up to Cancer Donation -- Thank You
 Price: \$5.00 USD (50 credits) [?]

How would you like to pay?

☒ PayPal

☐     Credit card

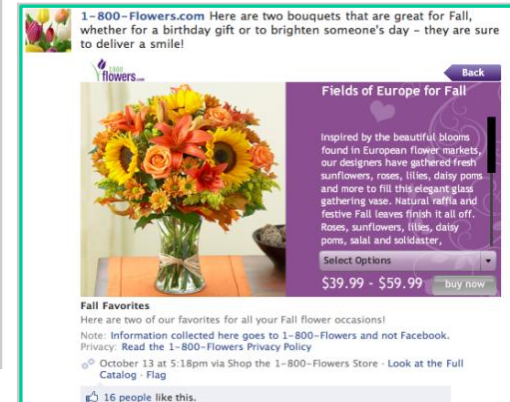
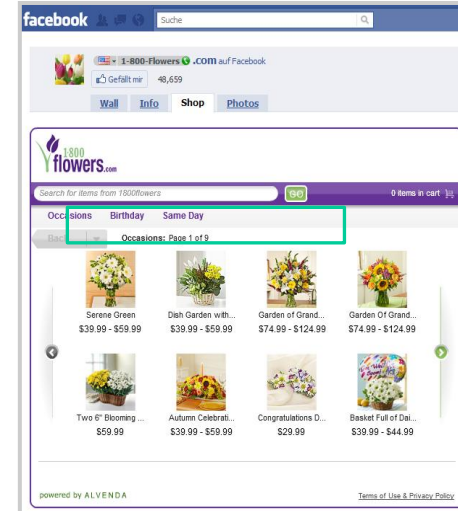
☐ Mobile phone [?]



Case studies

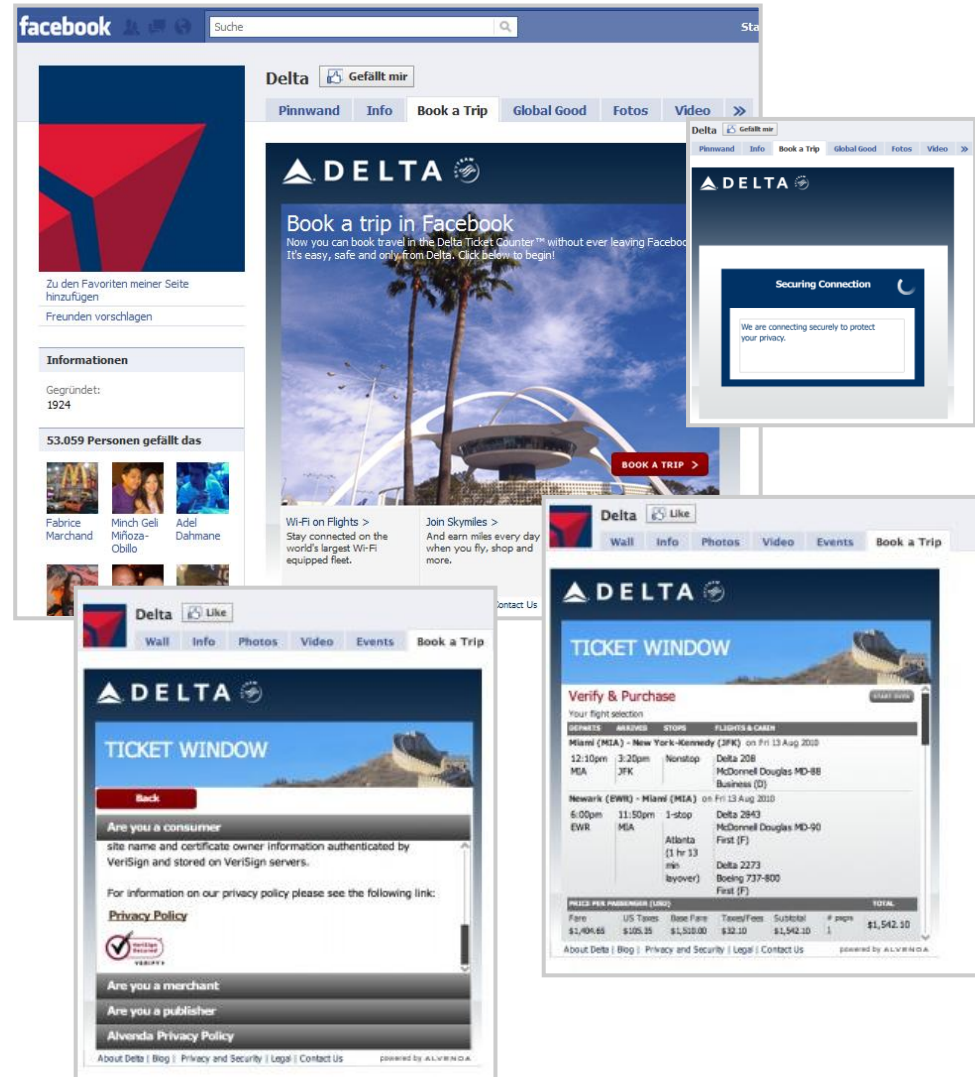
Sells directly on facebook

- 1-800-Flowers has **approx. 50.000 fans** on facebook
(www.facebook.com/1800flowers)
- Users can shop
 - on the fanpage
 - on wall
 - within news-feed
- Fully integrated shop, including checkout process and payment
- After checkout, user can share his purchase information with friends
- facebook app can also be integrated in external websites
- Extensive use of reviews, ratings and comments



Ticket sales on facebook

- Delta airlines hat **approx 100.000 fans** on facebook (http://www.facebook.com/delta?v=app_119581404755652)
- User can
 - inform themselves on flight schedules, ticket prices, offerings
 - Buy flight tickets including payment
- After checkout, user can share his purchase information with friends
- facebook app can also be integrated in external websites



The collage illustrates the Delta Airlines Facebook interface and the ticket booking process. The top-left screenshot shows the Delta Facebook page with a 'Book a Trip' button. The top-right screenshot shows a 'Securing Connection' dialog box. The bottom-left screenshot shows the 'TICKET WINDOW' with a privacy policy overlay. The bottom-right screenshot shows the 'TICKET WINDOW' with flight details and pricing.

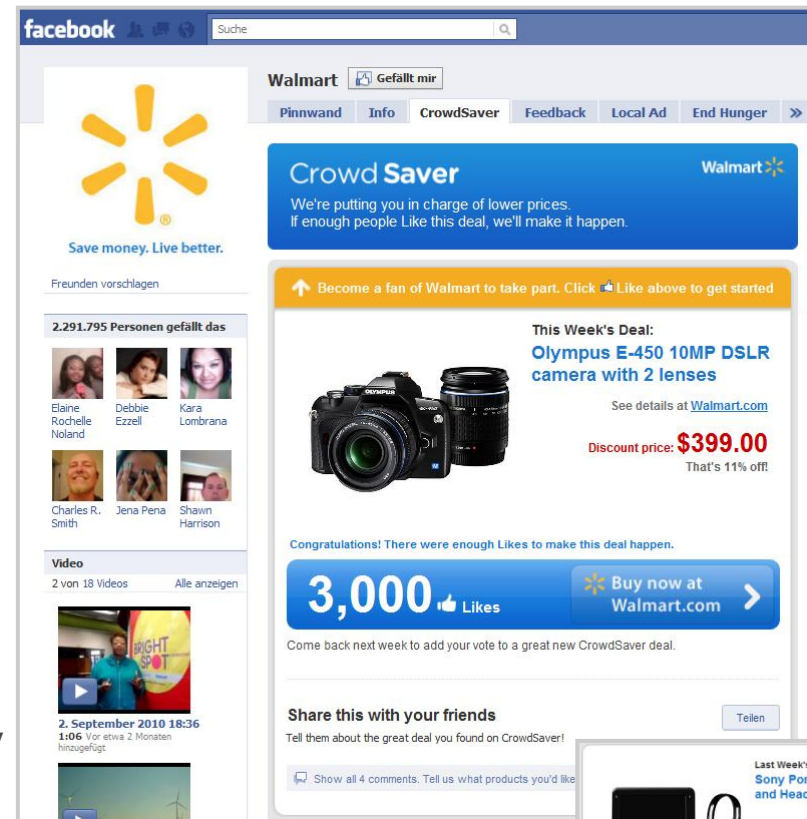
DEPARTS	ARRIVES	STOPS	FLIGHTS & GATE
Miami (MIA) - New York-Kennedy (JFK) on Fri 13 Aug 2010			
12:10pm	3:20pm	Nonstop	Delta 206
MIA	JFK		McDonnell Douglas MD-88
			Business (B)
Newark (EWR) - Miami (MIA) on Fri 13 Aug 2010			
6:00pm	11:50pm	1-stop	Delta 2843
EWR	MIA	Atlanta (1 hr 13 min layover)	McDonnell Douglas MD-90
			First (F)
			Delta 2273
			Boeing 737-800
			First (F)

PRICES PER PASSENGER (USD)					TOTAL
Fare	US Taxes	Base Fare	Taxes/Fees	Subtotal	# seats
\$1,404.65	\$205.35	\$1,510.00	\$32.10	\$1,542.10	1
					\$1,542.10

About Delta | Blog | Privacy and Security | Legal | Contact Us powered by ALVENDIA

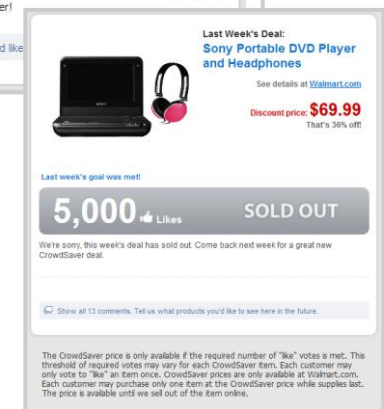
Group buying

- Wal-Mart has **approx. 2.300.000 fans** on facebook (www.facebook.com/walmart)
- Wal-Mart regularly starts temporary sales campaigns , by offering big discounts on products
- Only if the offer product is „liked“ by a certain number of facebook users (e.g. 3000) , the products are offered for the low price.
- Group buying** seems to be a highly effective method to promote products within the community



The screenshot shows the Walmart Facebook page. The top navigation bar includes 'Walmart', 'Gefällt mir', 'Pinwand', 'Info', 'CrowdSaver', 'Feedback', 'Local Ad', and 'End Hunger'. The main content area features the Walmart logo and the 'Crowd Saver' banner. The banner text reads: 'We're putting you in charge of lower prices. If enough people Like this deal, we'll make it happen.' Below this, a blue bar says 'Become a fan of Walmart to take part. Click Like above to get started'. The main deal is for an 'Olympus E-450 10MP DSLR camera with 2 lenses' with a discount price of '\$399.00' (11% off). A large blue button shows '3,000 Likes' and a 'Buy now at Walmart.com' button. Below the button, it says 'Come back next week to add your vote to a great new CrowdSaver deal.' There is also a 'Share this with your friends' section.

The CrowdSaver price is only available if the required number of "like" votes is met. This threshold of required votes may vary for each CrowdSaver item. Each customer may only vote to "like" an item once. CrowdSaver prices are only available at Walmart.com. Each customer may purchase only one item at the CrowdSaver price while supplies last. The price is available until we sell out of the item online.



This screenshot shows a different CrowdSaver deal for a 'Sony Portable DVD Player and Headphones' with a discount price of '\$69.99' (36% off). The deal has reached its goal, as indicated by the '5,000 Likes' and 'SOLD OUT' status. A message says: 'We're sorry, this week's deal has sold out. Come back next week for a great new CrowdSaver deal.' There is also a 'Show all 13 comments' link.

Group buying for cars

- The campaign is based on “**The more you like, the less you pay!**”
- The more facebook users click „I like“ on <http://www.fabia-ilike.be/home.php> , the lower the price of the car
- For each „I like“, the price is reduced by 1,00 €.
- Each campaign is limited to 48 hours.
- Good example to show, how „I like“ can also be used.



QR-Codes and facebook

- **QR (Quick Response) – codes** are similar to barcodes, which can easily be recognized by software (e.g. on smartphones).
 - If user scans QR-code, the company / product will automatically be „liked“ by the user.
 - **QR-Like-codes for facebook pages** can be generated by services, e.g. likify.net .
 - Such QR codes can be placed in magazines, newspapers, products, billboards, shop windows, signs, etc.
(even on TV!)
- **technologies like QR codes combined with geo coding will bring social shopping into retail**
(let's call it street commerce ;-)





Outlook into "Facebook as a marketplace?" & Suggestions

Definition of marketplace



- Aggregator of product offerings
 - Increases product portfolio by adding portfolio of partner
 - Leverage existing traffic (visitors) to increase revenue
 - Use opportunity of up-selling
 - Might or might not own the “client”
 - Might or might not have order responsibility
-
- **Examples:**
 - amazon.com
 - shopping.com
 - india times shopping

- facebook today has **a lot** of traffic
- facebook is **already aggregating** information
- facebook **already leverages** traffic for different purposes
- facebook “**owns**” the user

What stops facebook from being a **marketplace** ?

Definition of marketplace

Area of user activity

facebook =
marketplace

webshop X


webshop Y

Your webshop

- Would be the approach: “Shop were you meet”
- It is not there, today !
- But if it’s there, it might change the world of e-commerce
- Why?
 - Users are there
 - Infrastructure is there
 - Supporting features are there: ads, payment, places



Summary & Suggestions

- **Start a fan page on facebook, and:**
 - have (at least little) resources to maintain
 - integrate on your own webpage 
 - entertain and inform your fans
- **Start activities in some of other 5 dimensions**
 - e.g. Try social ads within your target client group
 - or start “ratings & reviews”
- **Launch simple product offerings**
 - supported by viral marketing campaigns

There are simple and easy ways to start – why not **now**?

Social shopping is only **one dimensions**.
Definitely you'll have to **look at all six**.

Keep the 2 directions in mind:

Meet where you **shop & shop** where you **meet**!

The audience in India is already there: **18 Mio**.
Think about your **opportunities**!

- E-Commerce service company since 1995
- e-commerce projects in 30+ countries (incl. Europe, US, Australia, India, Japan)
- Responsible for ...
 - 100+ Webshops
 - **1.000.000.000+ USD**
E-Commerce Order Volume/year
 - **5.000.000+**
E-Commerce Transactions/year
- 300+ employees in Stuttgart (HQ) and Berlin, Germany
- 100+ employees in Bangalore
- Offering Online Commerce services in India and overseas
 - consulting
 - design
 - technology
 - hosting
 - shop management
 - online marketing (SEO, SEM, SMM)

- Webinar 1:
E-Retailing - A perfect storm in India
- Webinar 2:
Essence of Retail e-Commerce and its optimization
- Webinar 3:
SEO - More Visibility, More Traffic & More Sales for free?
- Webinar 4:
Social Media Marketing
- Webinar 5:
Customer Acquisition & Retention
- Webinar 6:
Mobile Commerce for Retailers



Daniel Rebhorn

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www.linkedin.com/in/danielrebhorn

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www.smarte-commerce.com

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Thank you for your interest!

Any questions?

