

**BUSINESS
FINLAND**

E-Commerce Formula: Prerequisites for Profitable Online Business

12.6.2020 // Mika Niemi // Experience Commerce Finland

Introduction: Mika Niemi



Research, Business,
Strategy

eCommerce, SEM, SEO,
M&A, consolidations

Data driven
management, Growth
hacking, internalization

Customer centricity, Direct-to-
consumer, Digital Branding

Digital commerce
business innovations,
Digital commerce
ecosystem, Social impact

Two sides of Ecommerce success

Qualitative

Customer centricity

= Customer-centric digital business model design

1. Know your customers
2. Understand their needs
3. Test and gather qualitative customer insight


Quantitative

Growth Hacking

= Data-driven optimization of the “Ecommerce formula”

1. Test different thesis
2. Constant iterations based on data
3. Stay on the pulse 24/7

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A man with a beard and dark hair, wearing a white long-sleeved sweater, is sitting at a desk. He has his right hand pressed against his forehead, looking down with a stressed or frustrated expression. In the foreground, a white laptop is partially visible on the left, and a white mug is on the right. The background is a blurred office or home workspace with shelves and plants.

Qualitative:
Customer-centric digital business model design

In order to succeed one must answer the question:

Why would the customers buy from you?

competitive advantage

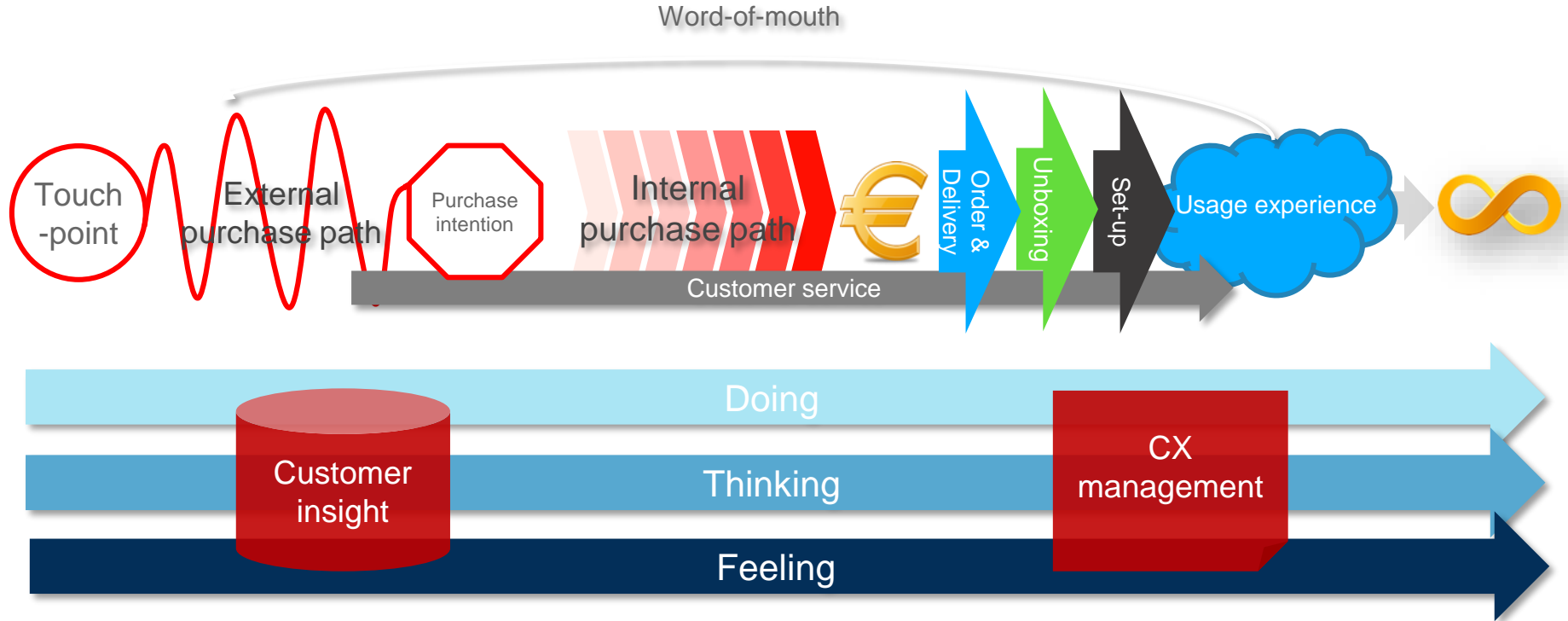
customer promise

Genuine customer insight

Who are your customers?



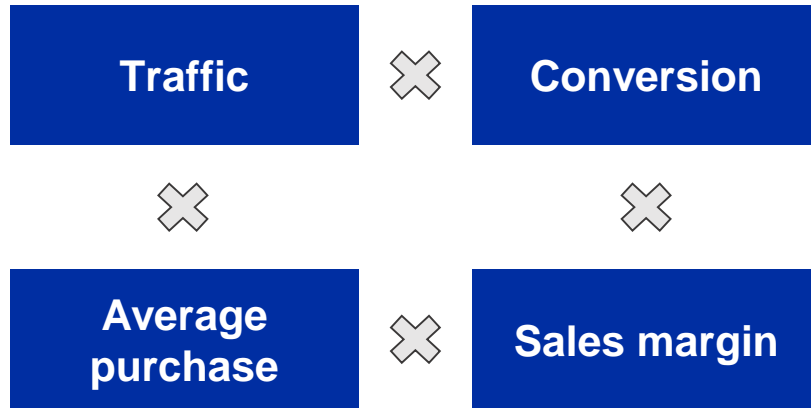
CUSTOMER EXPERIENCE



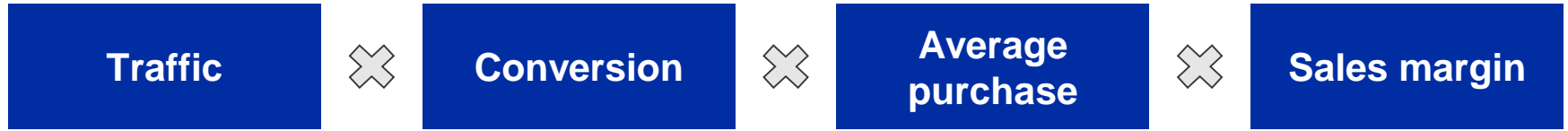
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Quantitative:
Growth Hacking

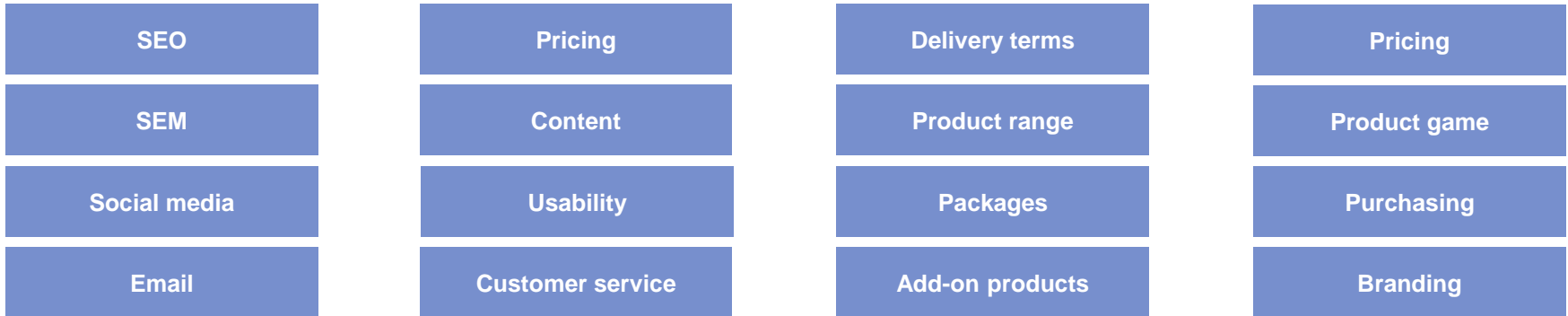
Ecommerce formula



Ecommerce formula in detail



This consist for example on following factors:





SEO



Website



Analysis



Content



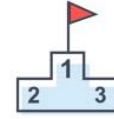
Backlinks



Keywords



Social media



Ranking



Optimization





Facebook-kampanjan rakenne perusmalli

Jokaisella kampanjalla on tavoite, kuten esimerkiksi liikenteen ajaminen verkkosivustolle.

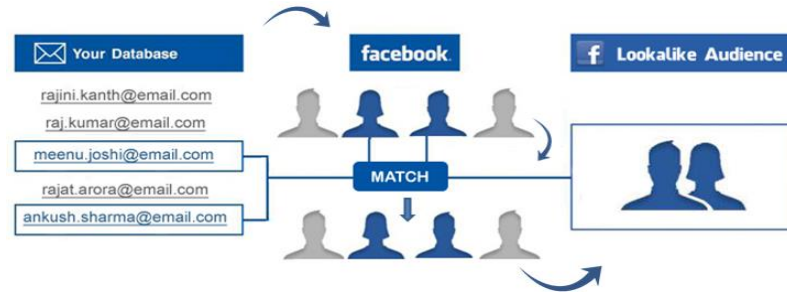
Mainosryhmän tasolla määritetään:

1. Kohdeyleisö
2. Budjetti
3. Mainosten sijottelut
4. Sijainti

Jokaisen mainosryhmän sisällä voi olla useita mainoksia, joissa kaikissa eri kuvaelementti, teksti ja linkki.



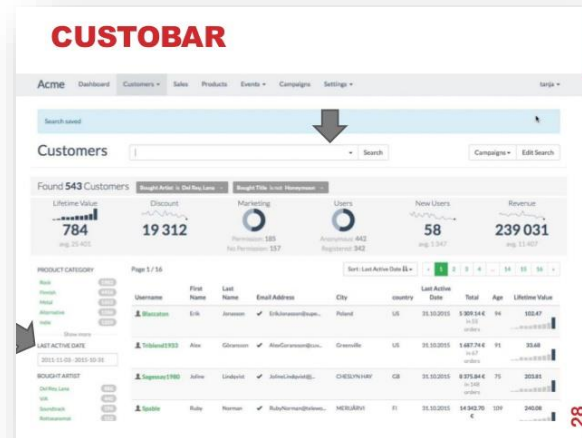
YouTube



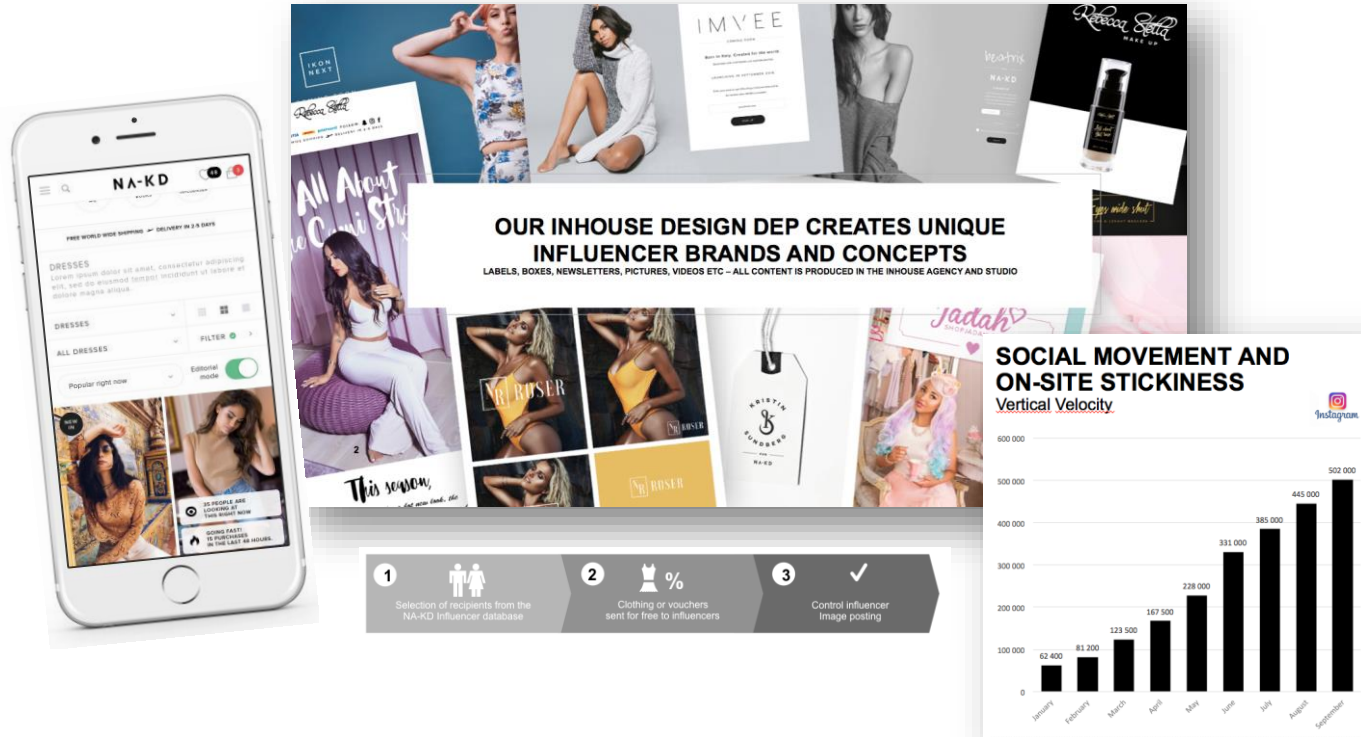
EMAIL MARKETING



MailChimp



DIGITAL INFLUENCER MARKETING



Free Delivery on all orders
over 150€

Campaign
until 30.6.

-15%

17,90€



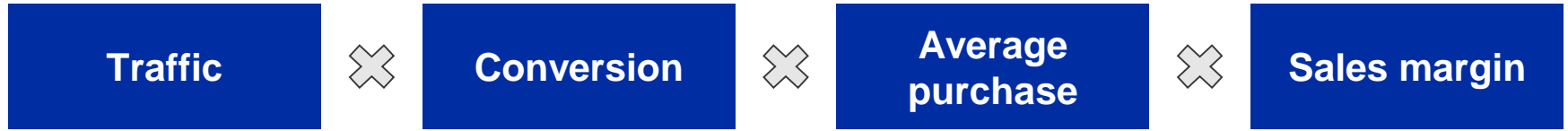
17,99€

PRICE





Ecommerce formula in detail



This consist for example on following factors:

