



UNBOUND

imagine
commerce 2015

The background features a gradient of warm colors, transitioning from deep red on the left to bright yellow on the right. Overlaid on this are several thick, diagonal stripes in shades of orange and red. Interspersed among these stripes are four white, curved, semi-circular shapes that resemble stylized arrows or segments of a larger circle.

**B2B Is the New Black:
Don't Leave Money On
The Table**

An abstract graphic on the left side of the slide. It features two concentric circles. The outer circle is composed of four segments in shades of blue and teal. The inner circle is a solid dark blue. Four thin white lines radiate from the center towards the corners of the slide, passing through the circles.

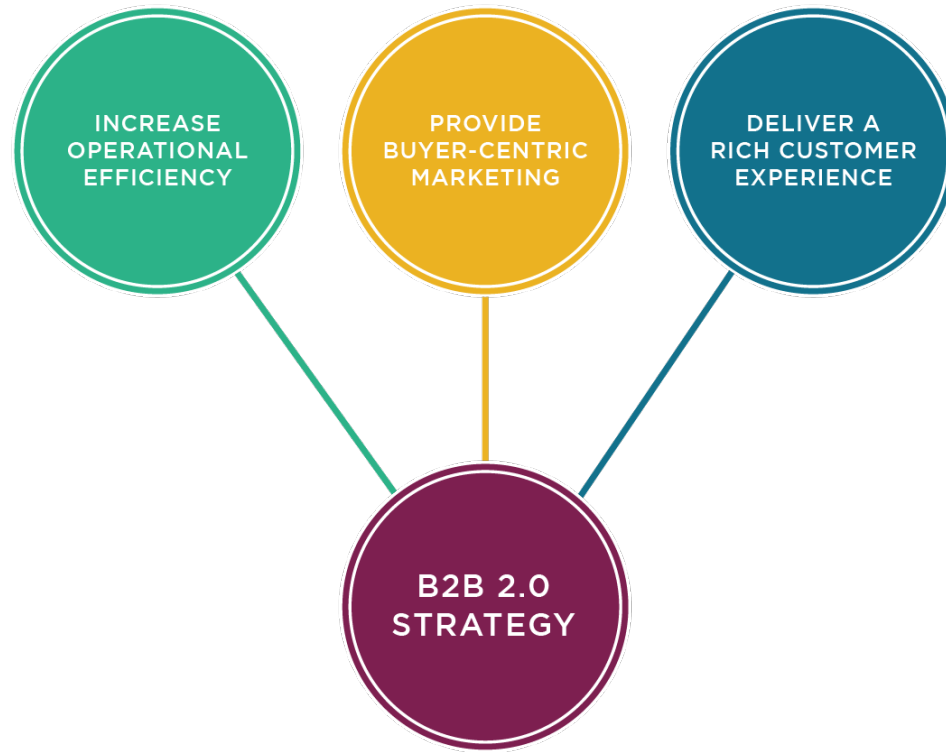
Gian Genovesi

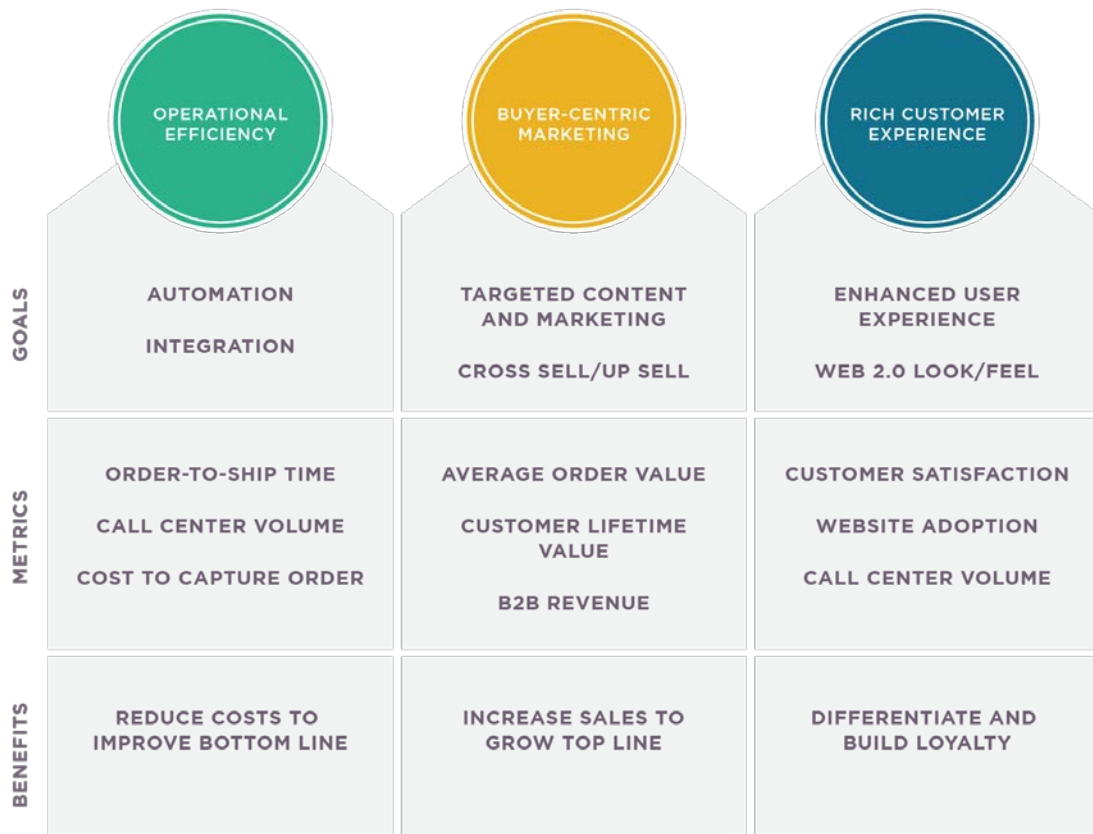
Briteskies Delivery Lead

SYNOPSIS

- B2B eCommerce Strategy
 - Increase Efficiency
 - Buyer-centric Marketing
 - Rich Customer Experiences
- Strategy Review & Customer Spotlights

B2B eCom Strategy



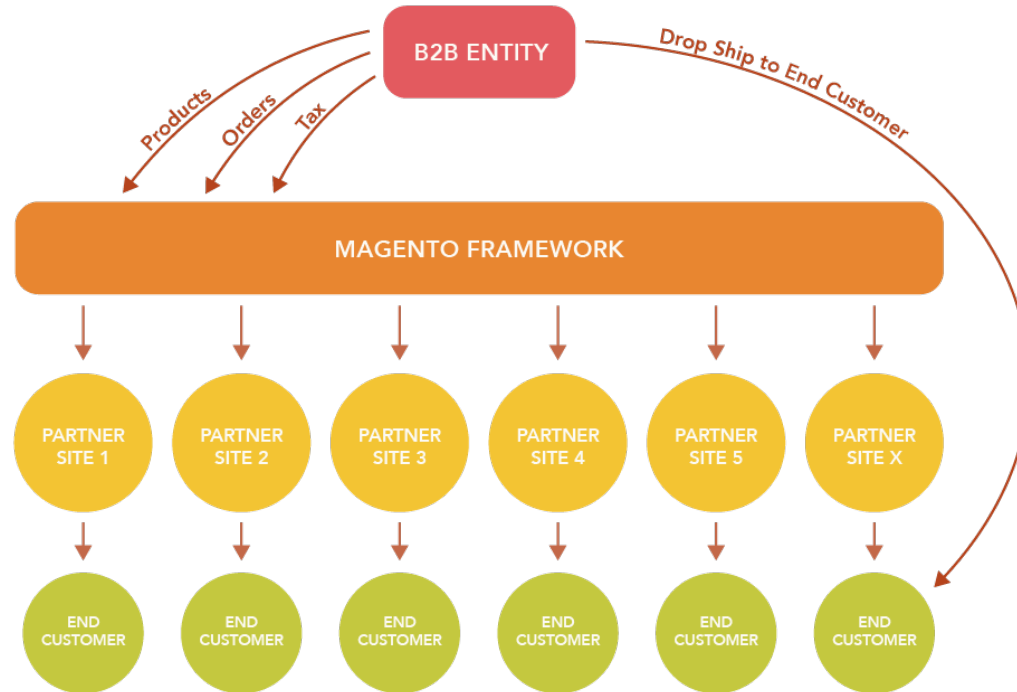


Increasing Efficiency

STRATEGIES

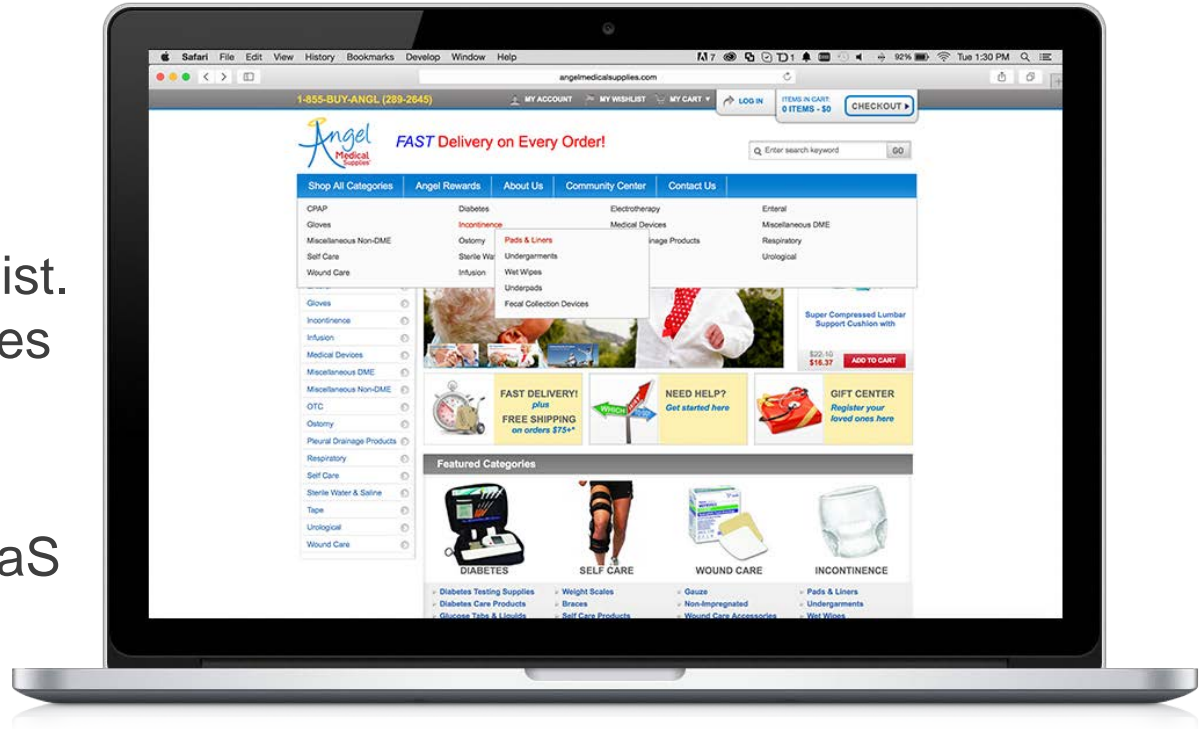
- Tightly Integrate
- Loosely Couple
- Demand Chain Hosting

DEMAND CHAIN HOSTING

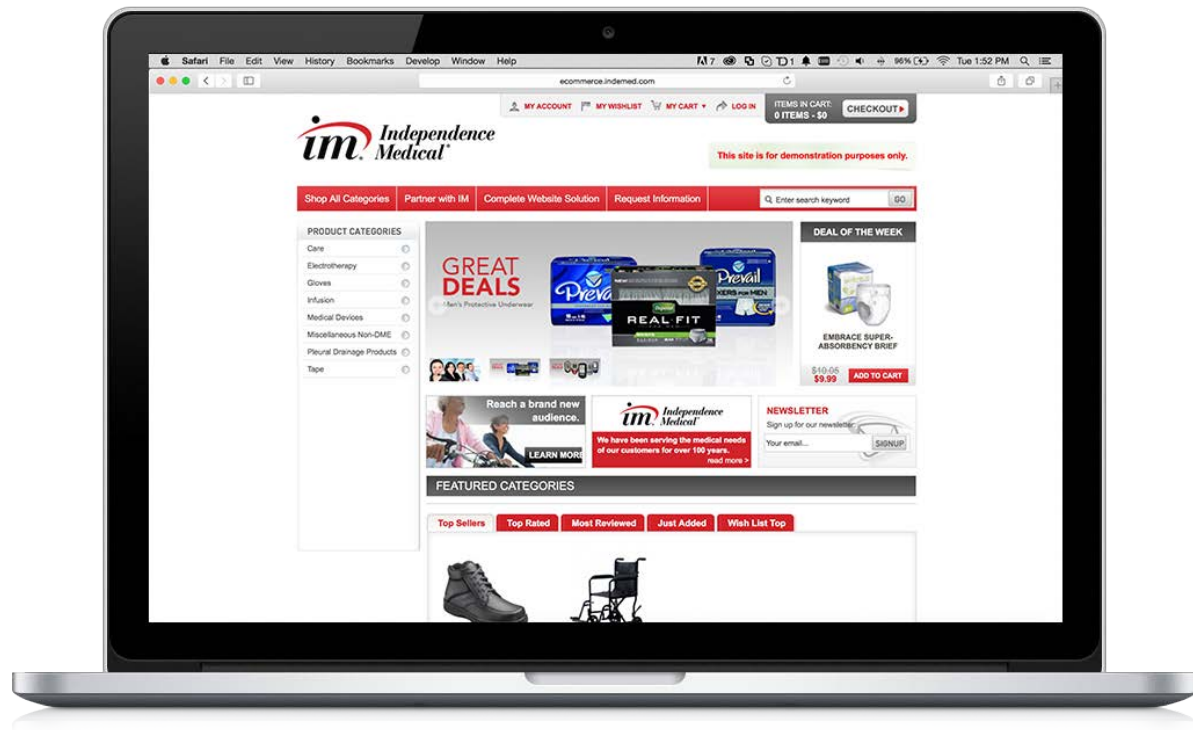


CARDINAL

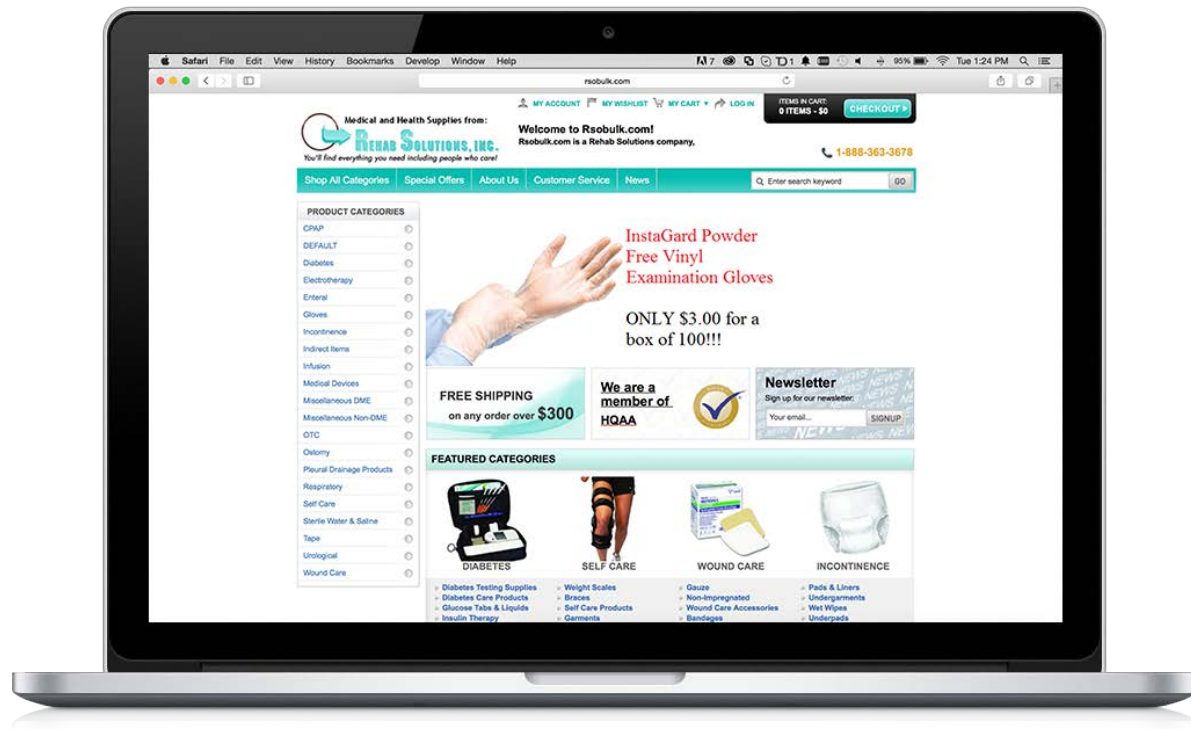
- Dublin, Ohio
- U.S. Leader in Dist. Of Health Supplies & Services
- EE Multi-Site PaaS



CARDINAL



CARDINAL



Buyer-Centric Marketing

FOUR GUIDING PRINCIPLES



DRIVE TRAFFIC



CONVERSIONS



AVERAGE
ORDER VALUE



CUSTOMER
LIFETIME VALUE

INCREASING TRAFFIC

- Organic SEO
- Pay-Per-Click Advertising
- Content & Inbound Marketing
- Online Display Advertising
- Social Media Advertising
- Social Media Networking
- External Link Building
- Off-Line Advertising



INCREASING CONVERSION

- *User Experience*
- Search and Search Results
- Layered Navigation
- Ratings and Reviews
- Automated Email Reminders
- Product Comparisons / Recommendations
- Online Chat – Immediate Customer Service



INCREASING AOV

- Personalized Marketing
- Cross-Sell and Up-Sell
- Pricing and Promotions
- Search Results and Weighting
- Product Subscriptions and Bundling



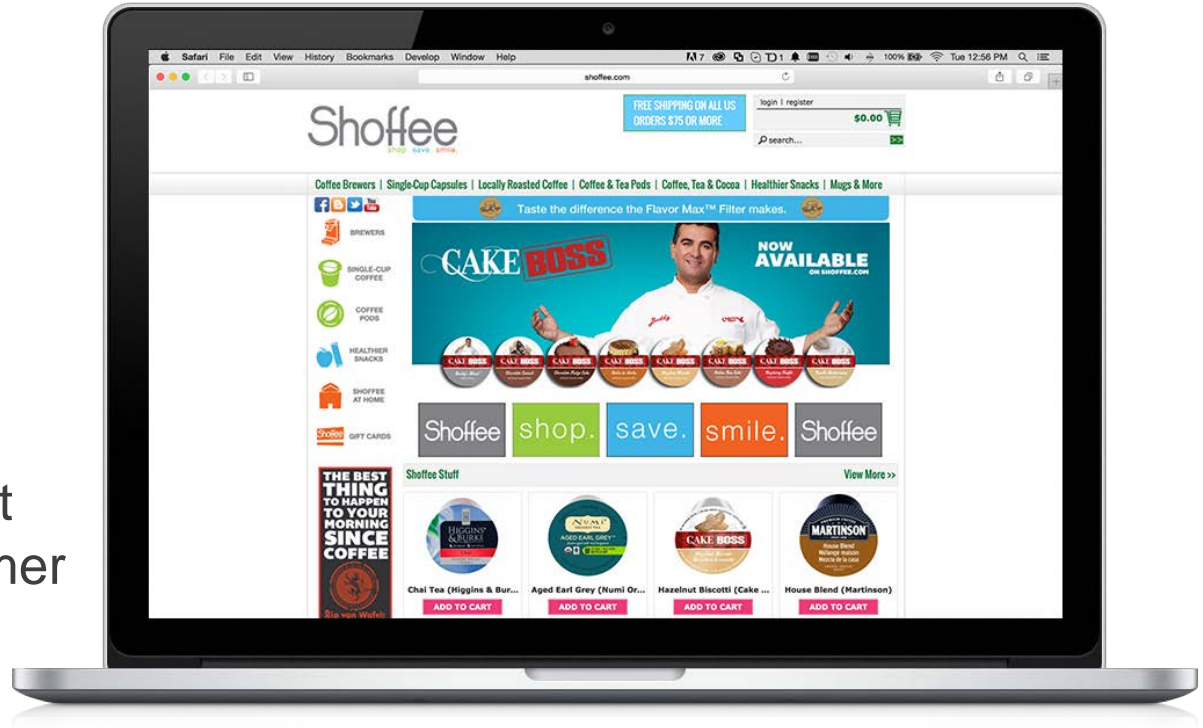
CUSTOMERS FOR LIFE

- Favorites Lists
- Rewards Points
- Newsletters
- Special Offers and Private Sales
- Social Media Broadcasting
- Frequent Buyer Programs
- Recurring Orders

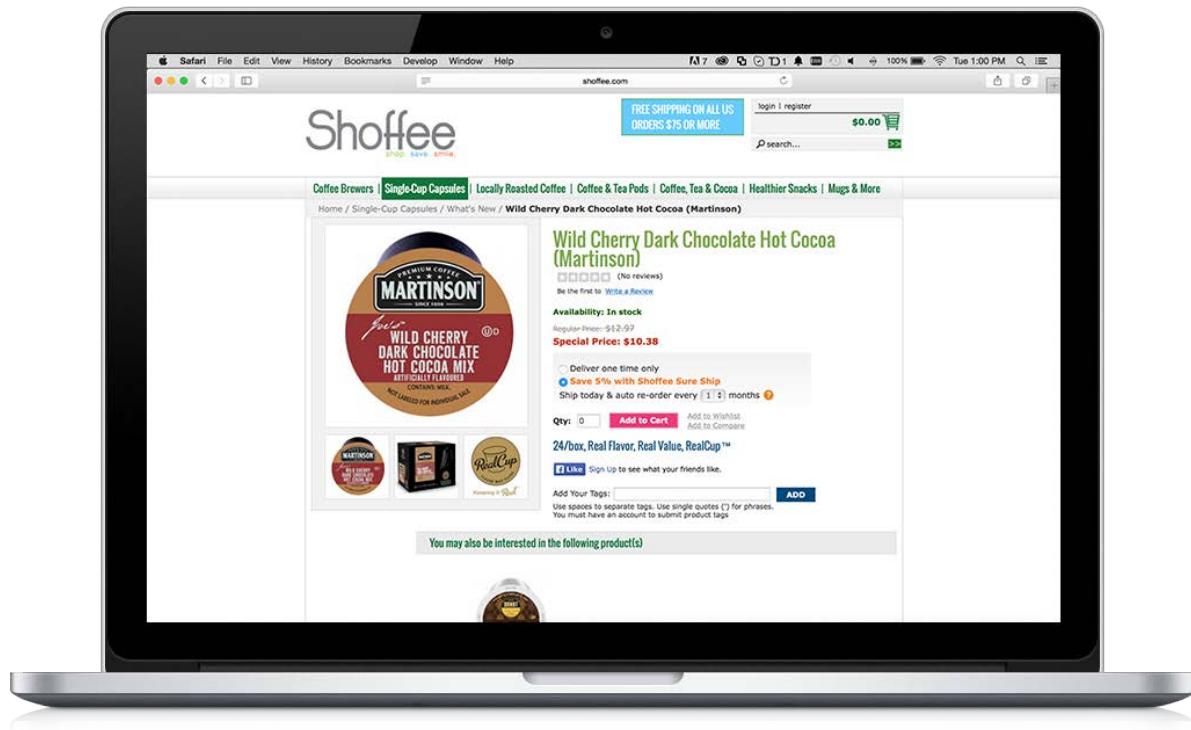


SHOFFEE

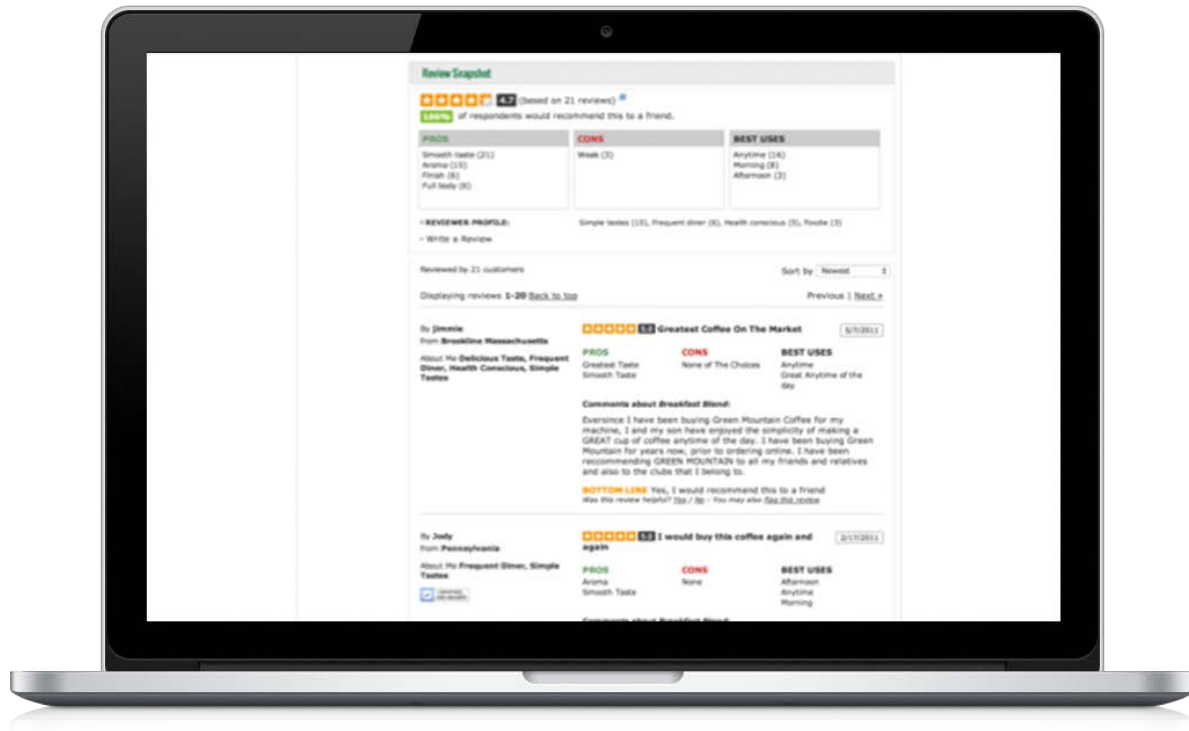
- Parsippany, NJ
- Division of Corp. Essentials
- Targeted Product Direct to Consumer



SHOFFEE



SHOFFEE



Rich Customer Experience

STRATEGIES

- Define Personas
- Identify Roles & Goals
- Create Informative, Content Based Experiences
- Analytics!

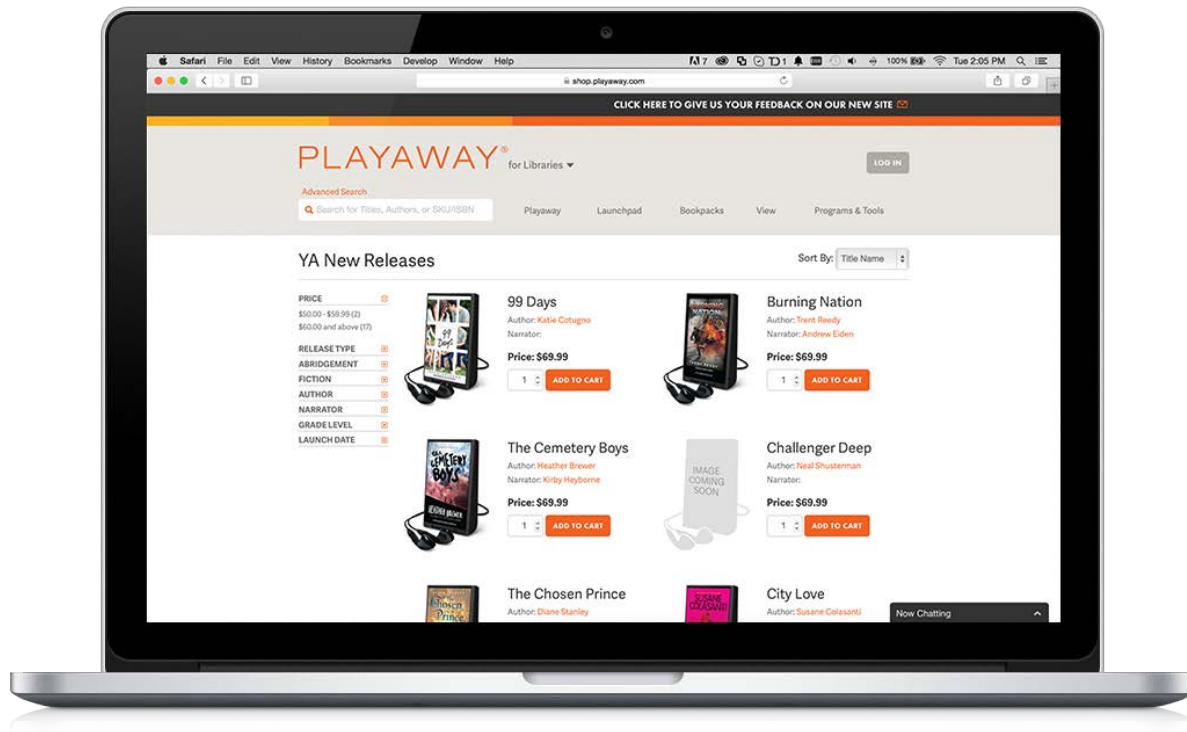
RESONATING UX/UI

- Personas
- Goals
- Vision Document
- Holistic Design Experience
 - UX/UI
 - Full Identity

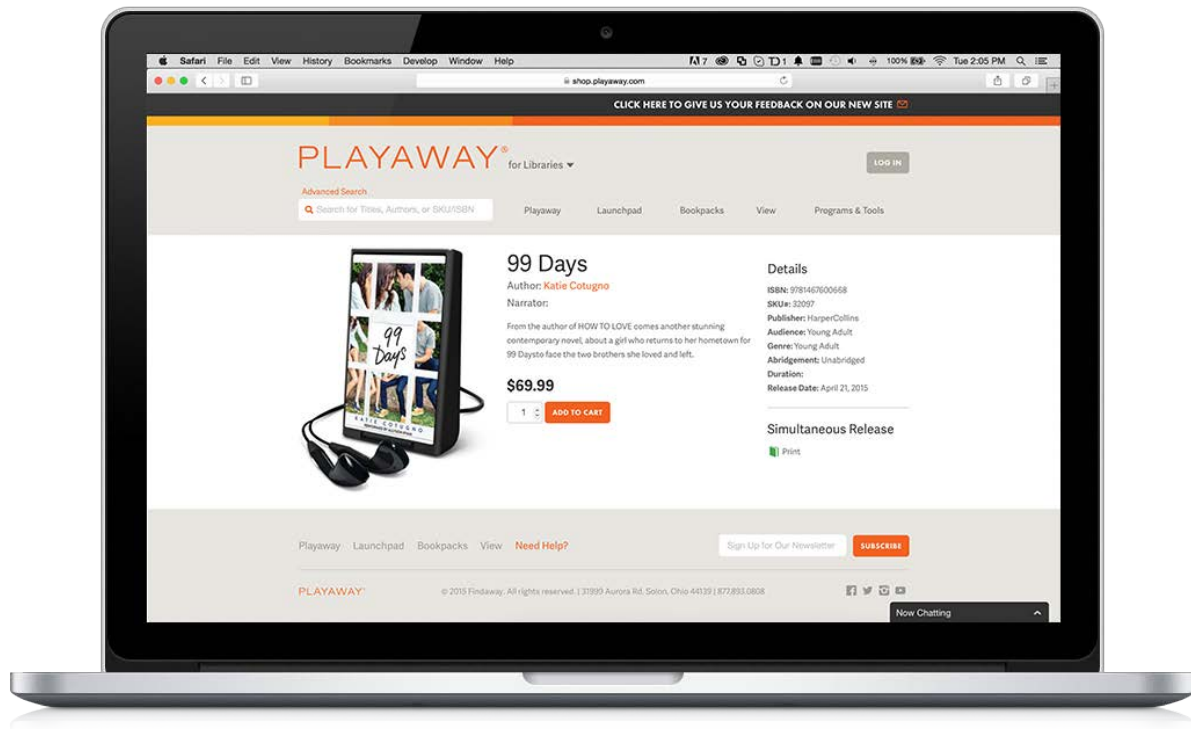


FINDAWAY

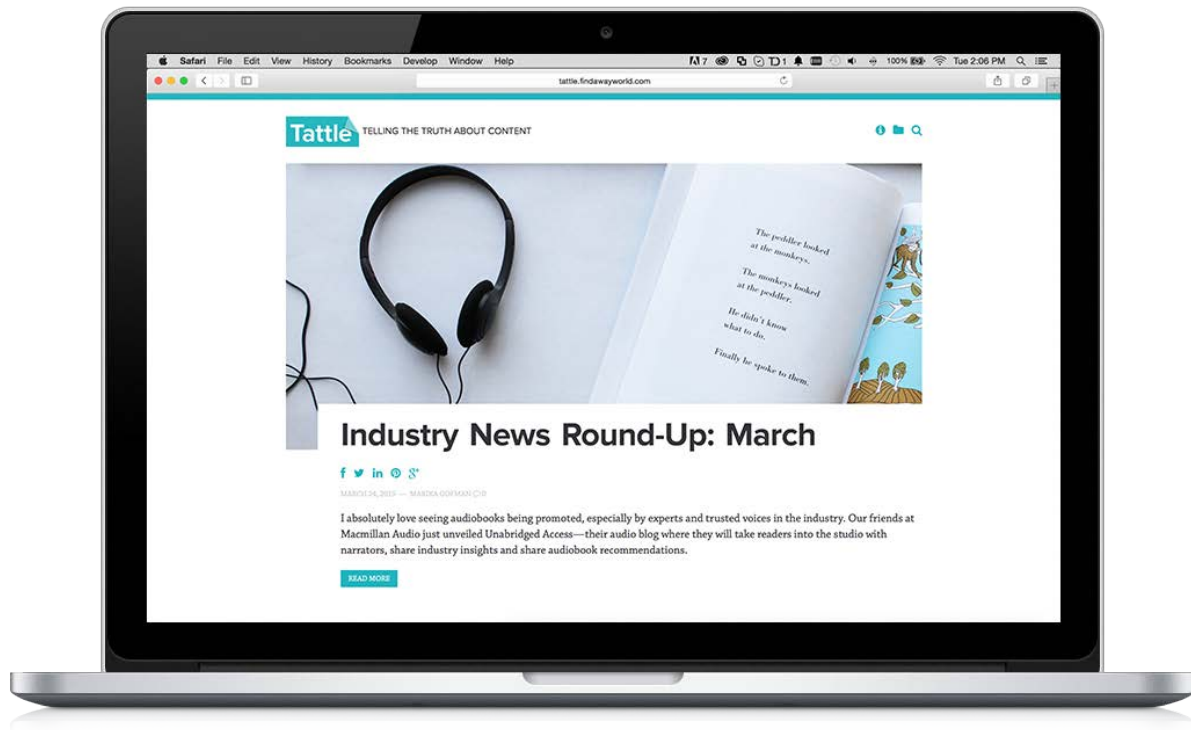
- Solon, Ohio
- Audiobook Marketplace
- Pure B2B Play –
Elegant Experience



FINDAWAY



FINDAWAY



RECAP & KEY TAKEAWAYS

- B2B eCommerce Strategy
 - Increase Efficiency
 - Tightly Integrating
 - Leverage Economies of Scale
 - Buyer-centric Marketing
 - Drive Traffic
 - Increase Conversions
 - Average Order Value
 - Customer Lifetime Value
 - Rich Customer Experience
 - Resonating UX/UI

QUESTIONS?



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