

DIGITAL EXPORT: 8 STEPS FOR INTERNATIONALIZATION

STOREIS.
a different story

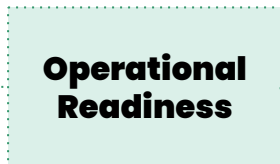
INTRODUCTION

What are the steps to **improve the purchasing process** and **grow the ecommerce channel abroad**?

There are several aspects to consider to enhance **digital export**:



1. Language
2. UX



3. Payments
4. Customer Service
5. Delivery



6. Online/Offline Interaction



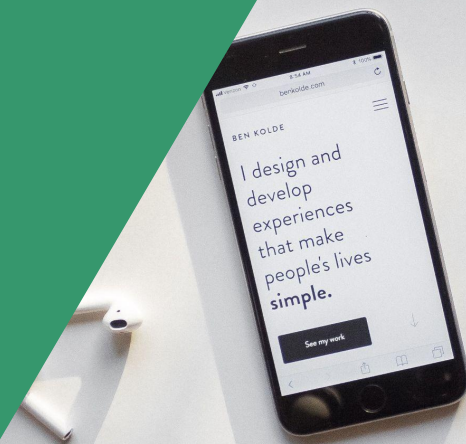
7. Digital Distribution
8. Marketing



Digital Export

On the following pages you will find **8 elements** to consider in order to create an **effective internationalization strategy**.

UX & LOCALIZATION



UX & LOCALIZATION

1.



Language

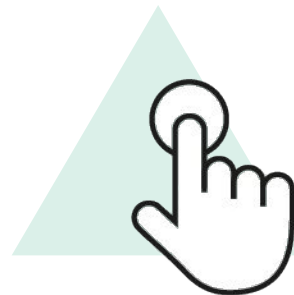
Localizing and not translating, using a team of ecommerce experts and not simple translators, **without forgetting to perfectly localize the Checkout process**

2.



UX

Caring out User Testing with local users to verify that the purchasing process is fluid and without friction in different locations, **especially on markets culturally distant from ours (Russia, Far East, US, ..)**



OPERATIONAL READINESS



OPERATIONAL READINESS

3.



Payments

Verifying that the payment systems are specific to each market, eg. **in Russia it will be essential to activate payment upon delivery or in Japan Konbini and PayEasy**

4.



Customer Service

Evaluate the level of customer service expected, eg. **in Russia it will be necessary to activate a customer care service 7 days a week, 24 hours a day**

5.



Delivery

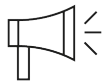
Differentiating delivery times and methods based on destination and type of delivery of the product. **In Russia, shipping to Moscow and St. Petersburg (under certain conditions) can be much faster than in other areas**

OMNICHANNEL



OMNICHANNEL

6.



Omnichannel

Understanding local dynamics and **applying an effective model in online / offline**

interaction, e.g. click & collect, possibility to collect goods in the store on the same day.
...Did you know that in some markets there are Pick Up Points with dressing rooms, where you can try the goods and make the return? or that the courier arrives at your home with the POS for quick payment and waits for you to try on the goods and return the items you don't like?



MARKETING & DISTRIBUTION STRATEGY



MARKETING & DISTRIBUTION STRATEGY

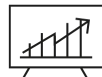
7.



Digital Distribution

Starting from the objectives and evaluating which distribution channel to use; **marketplaces could be a good ram to open new markets**

8.



Marketing

Defining a realistic and country-based marketing and sales forecasting plan; **different countries have different values on the main KPIs (return rates, campaign returns, ...)**





**PLEASED TO
MEET YOU**

STOREIS.
a different story

ABOUT

We are an **ecommerce and omnichannel retail consulting** company, which incorporates a **digital marketing agency**.

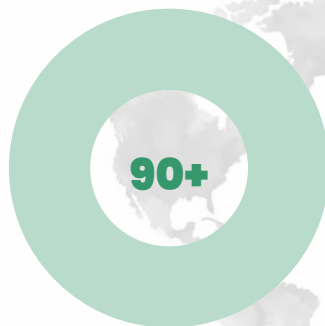
We help you **improve the performance of your online sales** and **capitalize** on your **digital investments**.

We support you in **defining your omnichannel distribution strategy** and concretely put it on the ground through our internal **digital marketing agency**, specialized in **Website Optimization, Digital Export, Online Advertising, User-based Marketing, Digital Intelligence and Marketing Technology**.

We are called Storeis because we think that every online store has its own story and we like to think we can write it together with you.



AN INTERNATIONAL APPROACH



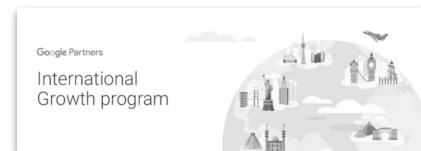
**# of Countries with
active Adv Campaigns**



**% of International
Media Spend**

In Addition

Google International Growth Program



We are **preferred Google's partner** for the **International Growth Program**, an exclusive program, **reserved for only few agencies in Italy**, which allows us to have **access to data and trends on international markets** to support your growth in different geographies.

**WANT TO
LEARN MORE?
LET'S TALK :)**

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