



**Interreg**  
**Estonia-Latvia**  
European Regional Development Fund



EUROPEAN UNION



**PROJECT "BOOSTING CROSS BORDER ENTREPRENEURIAL ACTIVITY IN SOCIAL AND CREATIVE INDUSTRIES SECTOR" (SOCIAL&CREATIVE)**

Joint training event

***"To be the cross-border starter"***

(3rd session)

10.10.2018., Tartu

Jakob Saks



RĪGAS  
PLĀNOŠANAS REĢIONS



**Jauno uzņēmēju centrs**  
LATVIJA



**LOOVUSE  
VÄRSKE  
VÄRV**



# AGENDA

1. INTRODUCTION
2. CHANNEL SELECTION
3. TRADITIONAL SALES CHANNELS
4. E-COMMERCE VIA OWN SHOP
5. E-COMMERCIA VIA EXISTING PLATFORMS
6. ...if time allows - COMMUNICATION



# 1. INTRODUCTION



## 3 STEPS OF EXPORT...

**1. Make a good product/service**

**2. Build a channel to customers**

**3. Let 'em know you exist**

**big picture...**



*80/20/20 - "LIFE IN 20% ZONE"*

**Business client  
vs  
end-user?**



# Target market selection

1. **Big enough** to make money
2. Is it **growing**?
3. Is it **saturated** by competition? Or do you have unique advantage?
4. Market is **accessible**. No geographical, juridical, political, technological, social, etc. barriers
5. You have **resources** to enter the market and compete

# ...easy way?

1. Common logic

2. And then TEST:

- Search volumes
- FB ads
- Google Ads
- Test sales
- Personal sales
- Etc etc etc





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## 2. HOW TO REACH YOUR CUSTOMERS?

*CHANNEL*

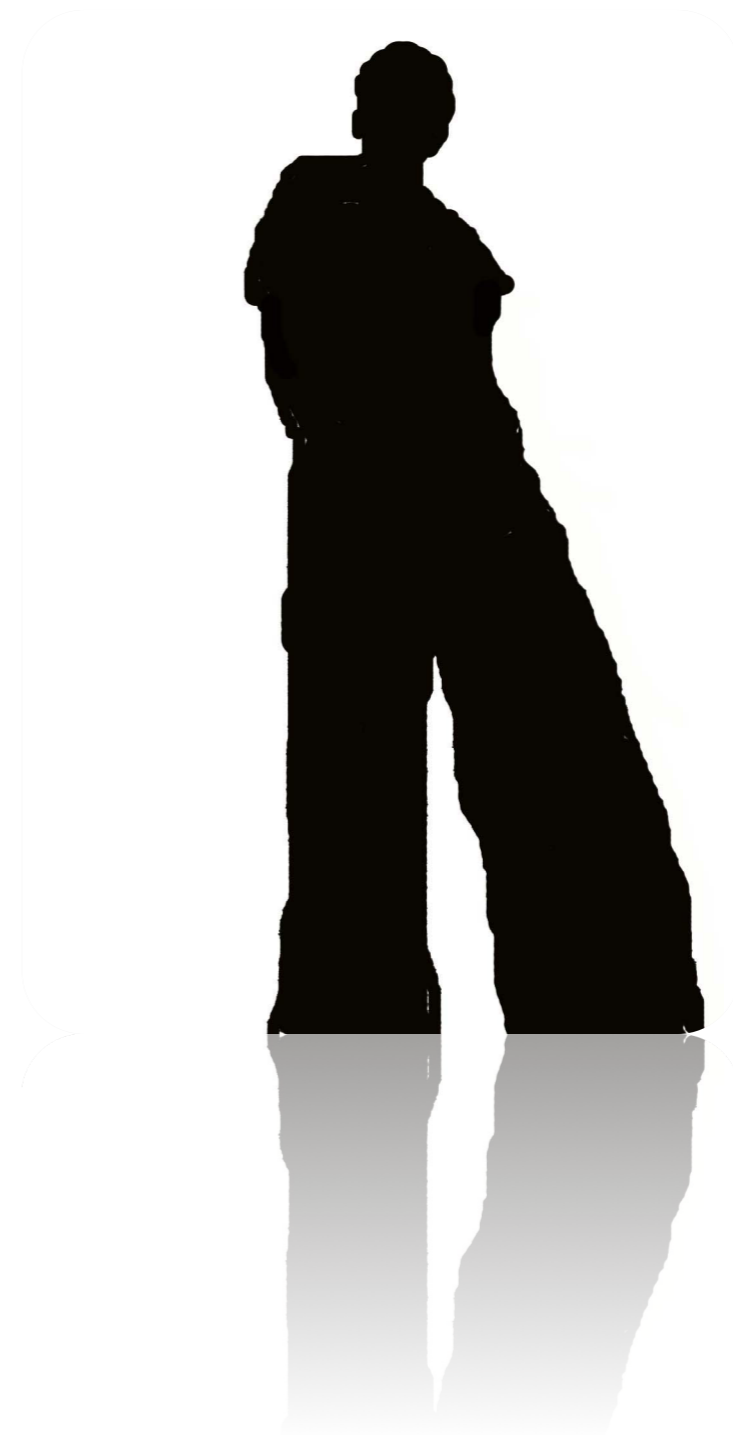


# How to reach your customers?

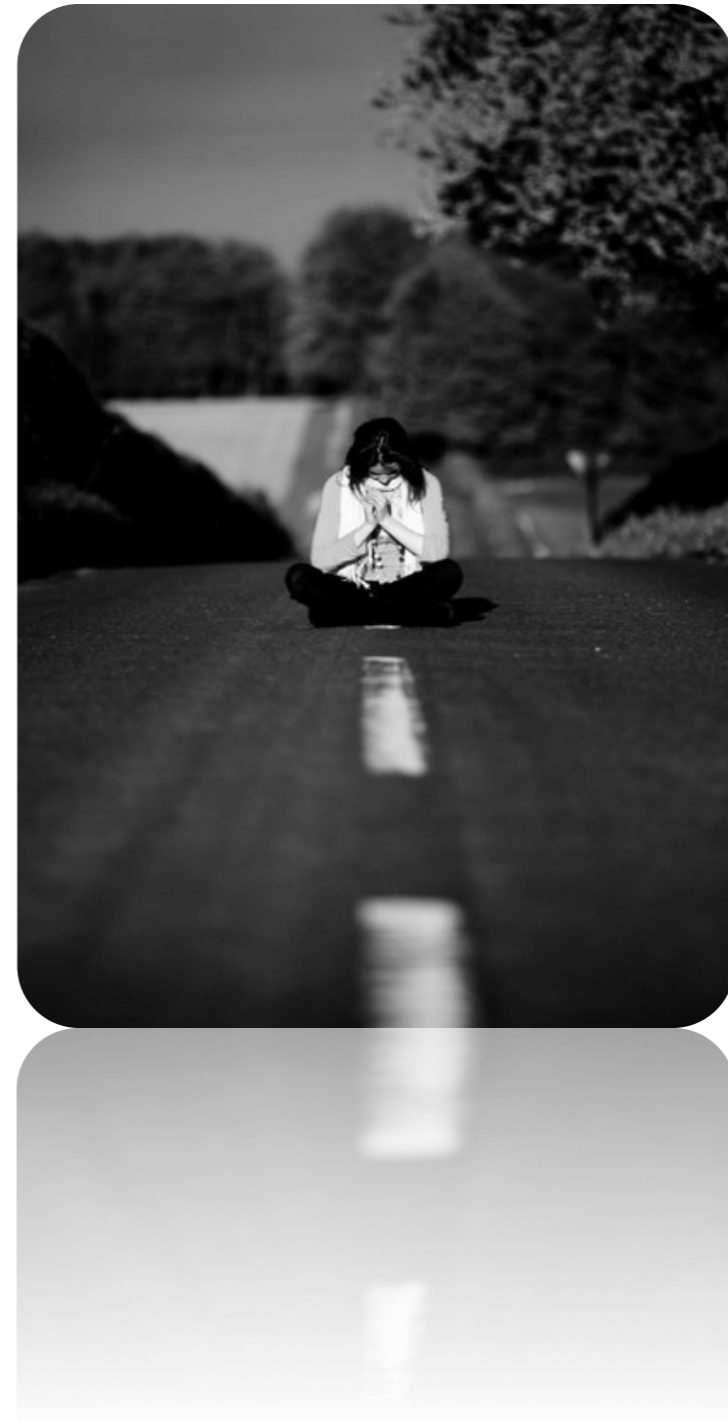
What channel to choose?



**1. Whose  
your final  
customer?**



**2. What's the best channel to reach them?**

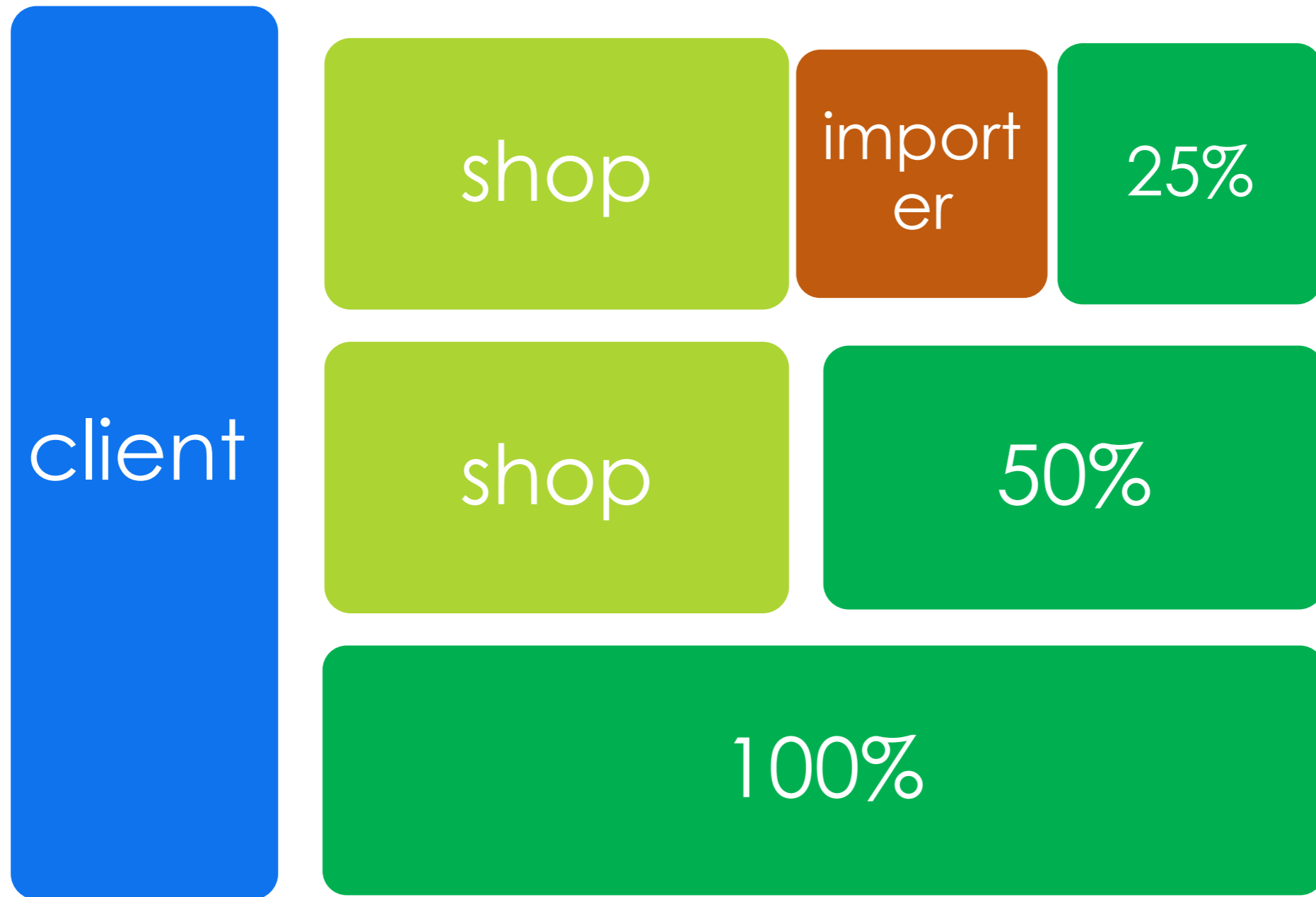


**Channel is a  
cost!**

Channel is a service



„factor 5“



# How to decide? process





# Criteria?

1. Perspective and goals?
2. Speed to market
3. Control
4. Cost

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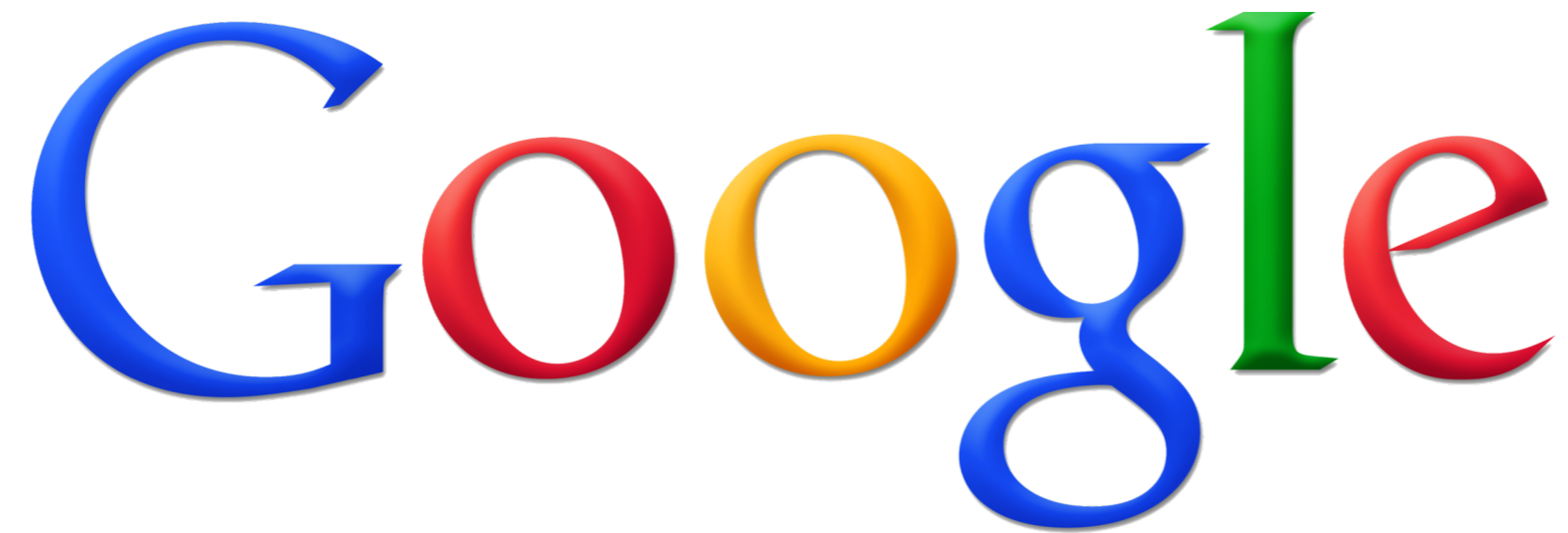


# 3. TRADITIONAL SALES CHANNELS



**Make a list of all potential  
sources of contacts**





USE TRANSLATE!

yellow pages  
databases

# LinkedIn

The screenshot displays the LinkedIn Sales Navigator Lead Builder interface. The top navigation bar includes the LinkedIn logo, 'SALES NAVIGATOR', a search bar with the placeholder 'Search for people and companies...', and the user's name 'Lead Builder'. The main content area is titled 'Lead Builder' and features several filter sections: 'Keywords' (with 'analytics' entered), 'Current company' (with 'ex. LinkedIn'), 'Location' (with 'portland oregon'), and 'Current title' (with 'Chief'). Below these are sections for 'Function' (Marketing, Media and Communication, etc.), 'Seniority level' (Owner, Unpaid, Training, Entry), 'Company size' (501-1000, 1001-5000, 5001-10,000, 10,000+), and 'Industry' (Medical Devices, Medical Practice, etc.). A 'Filter Selection' box highlights the 'Industry' section. Below the filters is a 'Filters Applied' section showing 'Function: Marketing', 'Current title: Chief', 'Keywords: analytics', 'Industry: Medical Practice', 'Industry: Medical Devices', and 'Function: Media and Communication'. A 'Results' box highlights the '30 results' count. The bottom of the screen shows a list of search results, including articles from businesswire.com and prweb.com.

**Annotations:**

- Keywords:** Points to the 'analytics' input field.
- Location:** Points to the 'portland oregon' input field.
- Filter Selection:** Points to the 'Industry' filter section.
- Filters Applied:** Points to the summary of applied filters.
- Results:** Points to the '30 results' count.

Branch unions



magazines





# Trade fair catalogues

**COSMOPROF**  
WORLDWIDE BOLOGNA

COSMOPROF 2013: 7-10 MARCH  
COSMOPROF WORLDWIDE BOLOGNA 2013: 8-11 MARCH  
BOLOGNA (ITALY) - FAIR DISTRICT

» Benvenuto

### Preliminary Exhibitor's List

Company name:

Country:

Alphabetic filter:

Pavilion:


Main sector:

[Download complete list](#)

1 2 3 4 5 6 7 8 9 10 .. 31 Next

Company name	Country	Pavillion	Stand	Product sector
ALCHEMIAN SNC	Italy	34	E32	Articoli e novità per acco
1-2DRY B.V	The Netherlands	22	A47- B48	Cosmetics and lmes of Bio origin
3V PRETTY BIJOUX DI GAETANO STELLA	Italy	34	B32	Costume Jewellery
ABC DISTRIBUTION	France	22P	M8	Attività Non Specificata
ABC NAILSTORE INTERNATIONAL	Italy	36	C11	Nail reconstruction and eyelashes
ACADEMIE SCIENTIFIQUE DE BEAUTE	France	14	F20	Professional cosmetic pr beauty salons
ACTIPACK	France	20	A35	Attività Non Specificata
ACTIVE COSMETIC - PADO S.A.	Argentina	26	C4	Cosmetic products for p shops
ACTUEL CONCEPT - URBAN KERATIN	France	25	A70- B72	Professional cosmetics fi stylists
Aeph International Ltd	Great Britain	19	B7- C8	Equipment for beauty sa thermal centers
AFMA SRL	Italy	19	G1- H2	Equipment for beauty sa thermal centers
AFMAN PERFUMES	Saudi Arabia	26	C43	Cosmetic products for p shops

Competitors or  
complementary  
products/services



Products Store Performance Support Racin

■ International Distributor Information

Our world-wide distribution partners are committed to supplying you with the latest Re innovations at your local dealer along with first-rate customer service.

■ <b>Australia</b> Sutto's MC Supply ph: 61 2 47379566 e-mail: <a href="mailto:admin@suttosmc.com.au">admin@suttosmc.com.au</a> <a href="http://www.suttosmc.com.au">www.suttosmc.com.au</a>	■ <b>Iceland</b> N1 ph: +354 4401000 e-mail: <a href="mailto:n1@n1.is">n1@n1.is</a> <a href="http://www.n1.is">www.n1.is</a>
■ <b>Brazil</b> XParts ph: 43 3424 9999 e-mail: <a href="mailto:contato@xparts.com.br">contato@xparts.com.br</a> <a href="http://www.xparts.com.br">www.xparts.com.br</a>	■ <b>Israel</b> Efi Hordan ph: 052 2574302 e-mail: <a href="mailto:efiyz@yahoo.com">efiyz@yahoo.com</a>
■ <b>Canada</b> Mongoose Machine and Engineering, LTD ph: 604-464-3460 e-mail: <a href="mailto:info@mongoosemachine.com">info@mongoosemachine.com</a> <a href="http://www.rekluse.ca">www.rekluse.ca</a>	■ <b>Italy</b> Innteck srl ph: +39 0173 612070 e-mail: <a href="mailto:info@innateck.com">info@innateck.com</a> <a href="http://www.innteck.com">www.innteck.com</a>
■ <b>France</b> Softlan SARL Phone (+33) 607137951 Fax (+33) 254473402 e-mail: <a href="mailto:info@rekluse.fr">info@rekluse.fr</a> <a href="http://www.rekluse.fr">www.rekluse.fr</a>	■ <b>Indonesia &amp; Thailand</b> Karya Indah Motor ph: 6221-420-2447, 6221-424-1153 e-mail: <a href="mailto:rudy_poa@yahoo.com">rudy_poa@yahoo.com</a> <a href="http://www.rudypoa.com">www.rudypoa.com</a>
	■ <b>Japan</b> Stars Trading Ltd ph. 042-795-9009 e-mail: <a href="mailto:info@stars-trading.co.jp">info@stars-trading.co.jp</a>

consultants



Via customer's customers



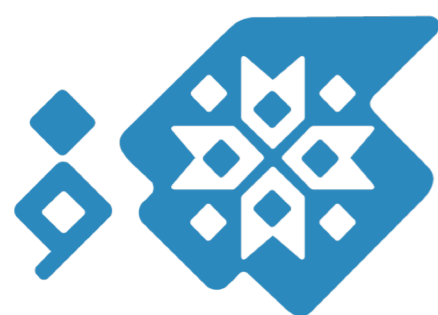


Latvijas Investīciju un attīstības aģentūra  
Investment and Development Agency of Latvia



**International Chamber of Commerce**

*The world business organization*



**EAS**

Enterprise Estonia



The Latvian Chamber  
of Commerce and  
Industry



Ministry of  
Foreign Affairs  
Republic of Latvia



**Eesti Kaubandus-Toostuskoda**  
Estonian Chamber of Commerce and Industry



**VÄLISMINISTEERIUM**

# Freelancers





Find Freelancers

BROWSE

HOW IT WORKS

SIGN UP

LOGIN

Become a Freelancer

# Get more done with freelancers

Millions of businesses use Upwork for top-quality talent

What type of work do you need?

Get Started

Work with someone perfect for your team

- press releases
- 3D renderings
- web development
- webmaster
- customers service
- country manager
- identifying resellers
- graphic design
- virtual assistant
- presentation designer

- market research
- data entry
- testing brand name
- translations
- buying magazines
- identifying 3PL warehouses
- photo editing
- voice over
- transcription for YouTube
- ... and many more




# **Establishing a contact**

# How many???

BASED ON THAT CHOOSE A METHOD

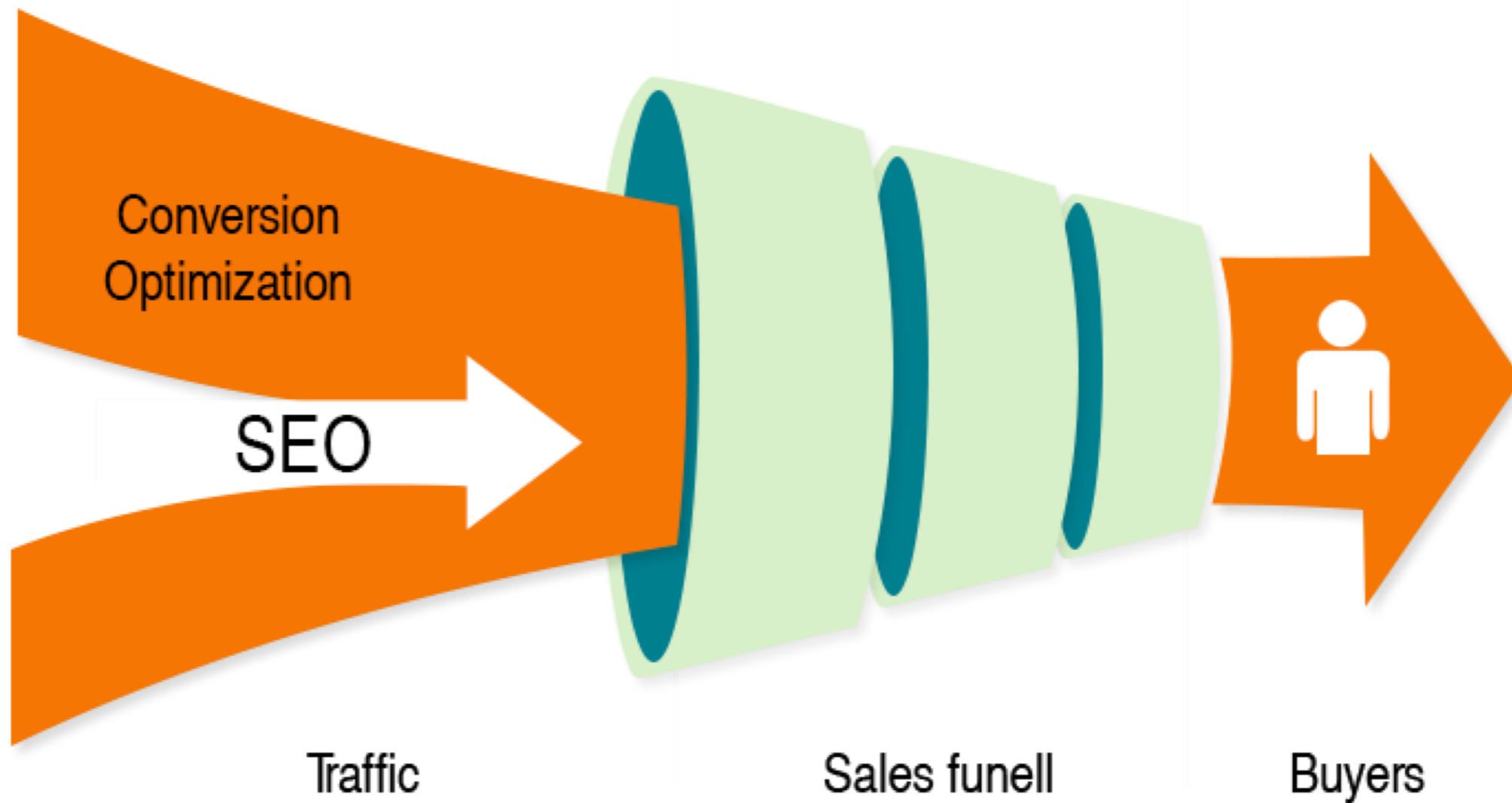
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# 4. E-COMMERCE VIA OWN WEB SHOP





# How to start?

1. product / service
2. Market survey and a plan
3. Build a shop
4. Launch the shop

## Market survey

1. Other shops
2. Google
3. eBay
4. Read Amazon
5. Spyfu, MOZ, Alexa, Similarweb, etc

# Which platform???





Shopify, Magento, WooCommerce,  
Prestashop, Opencart,  
BigCommerce, Volusion, 3DCart, Big  
Cartel, Ultracart, SparkPay, Pinnacle,  
Core Commerce, Lemonstand,  
Squarespace, Miva, Fastspring, Wix,  
OsCommerce, ShopSite

*+ local ones...*



# Payment gateway

# Support services

- Returns
- After service
- Customer service
- Security



# Logistics


- Depends on service level.  
And weight. And delivery time
- Drop shipping
- 3PL: For example TGL in Germany, Eagle in US
  - How to find??
- Example: DHL vs Pakipoint vs Omniva



# Some tools...

- [MOZ.COM](https://moz.com)
- [BUZZSUMO.COM](https://buzzsumo.com)
- [SIMILARWEB.COM](https://similarweb.com)
- [SPYFU.COM](https://spyfu.com)
- [HOTJAR.COM](https://hotjar.com)
- [ALEXA.COM](https://alexa.com)
- [BUILTWITH.COM](https://builtwith.com)
- HelloBar

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# 5. E-COMMERCE VIA MARKETPLACES



# PROS AND CONS OF MARKETPLACES

## PROS

- Guaranteed traffic
- Trust
- Quick start
- Big turnover
- FBA is very comfortable
- Conversion up to 40%
- Initial customer service (in case of Amazon)

## CONS

- Extreme competition
- No control
- No brand
- No loyalty
- Customers are not yours, restricted access
- Limited upsell, cross sell, resell
- Copycats



# For handicrafts...

**bonanza**  
everything but the ordinary

Etsy

  
zibbet

  
**aftercra**  
CRAFTED BY AMERICAN HANDS

ART  FIRE

cargoh

iCraft   
Creativity without Borders

Folkoy



STORENVY

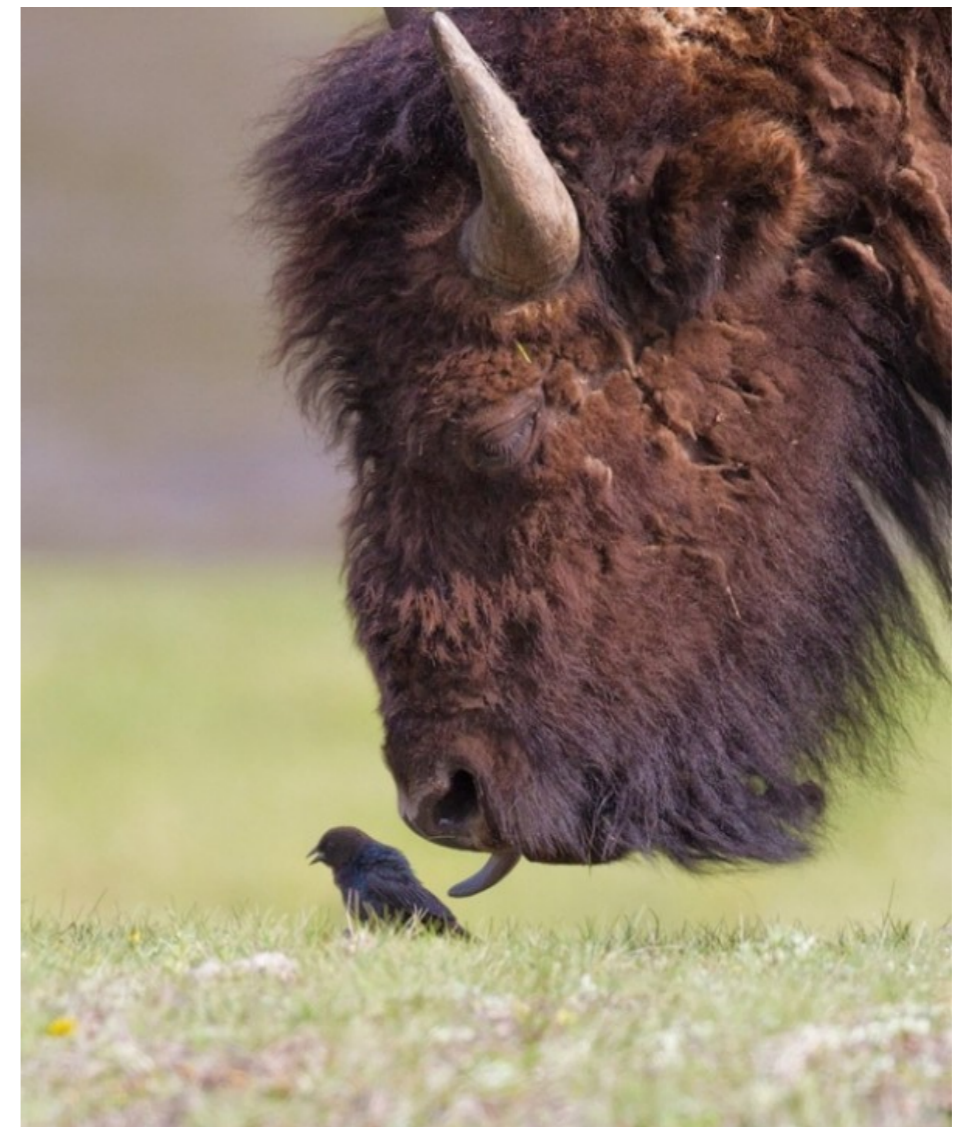
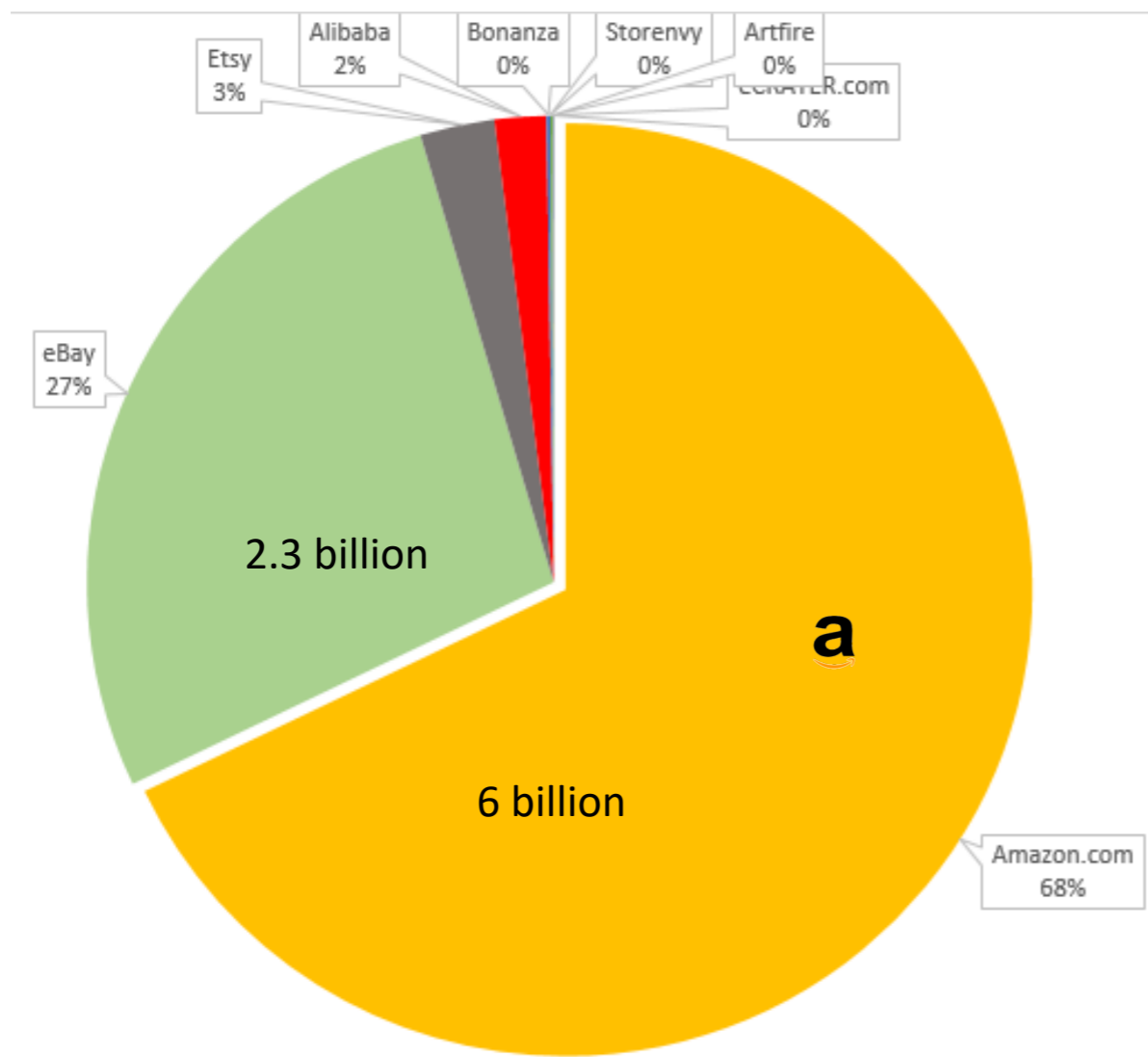
  
DaWanda  
Products with Love

 INDIEMADE®

 bigcartel

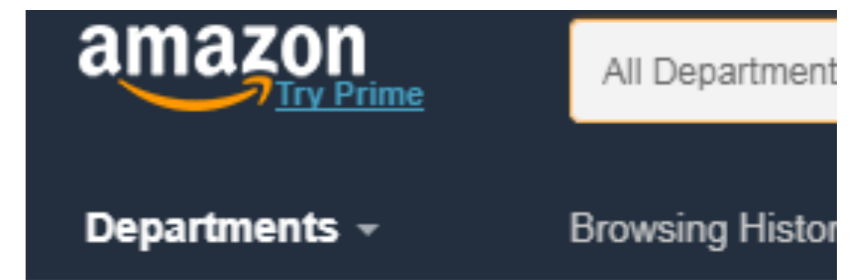
# WHY AMAZON?

## MONTHLY TRAFFIC ON ALL DOMAINS

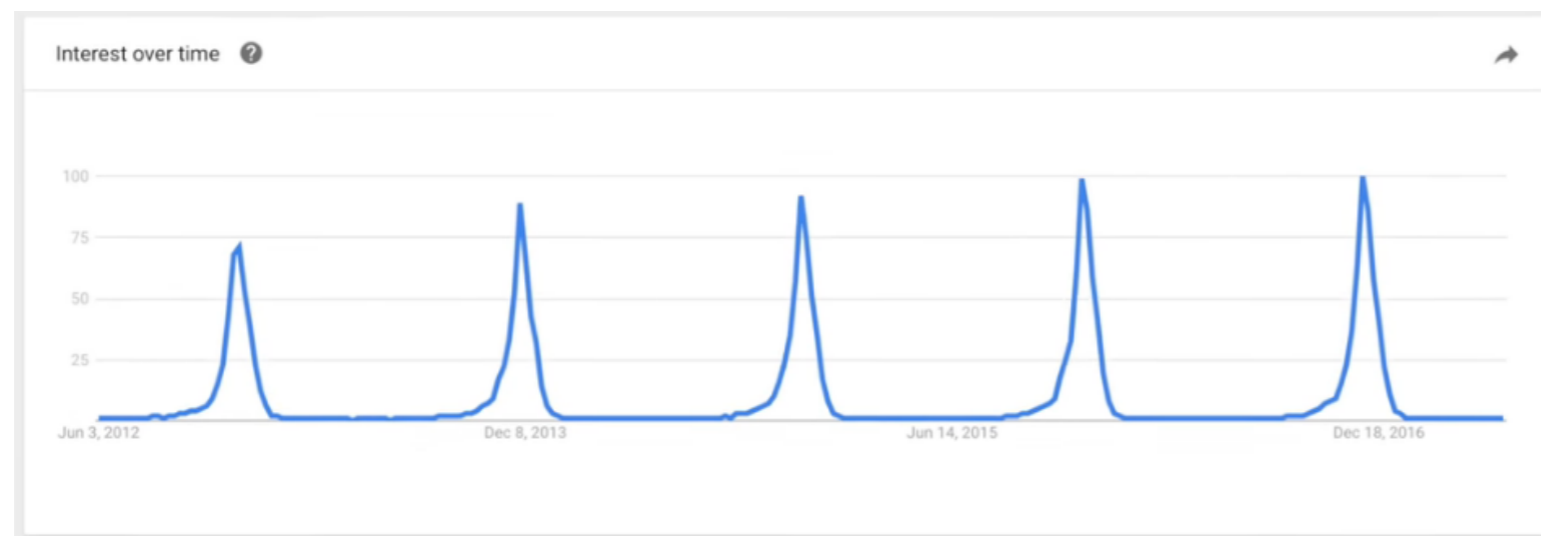


# HOW TO ANALYZE COMPETITION?

- Ideal = high demand + limited supply and reviews
- 200+ review competitors: danger
- Seasonality and timing of the launch
- Are sales stable?



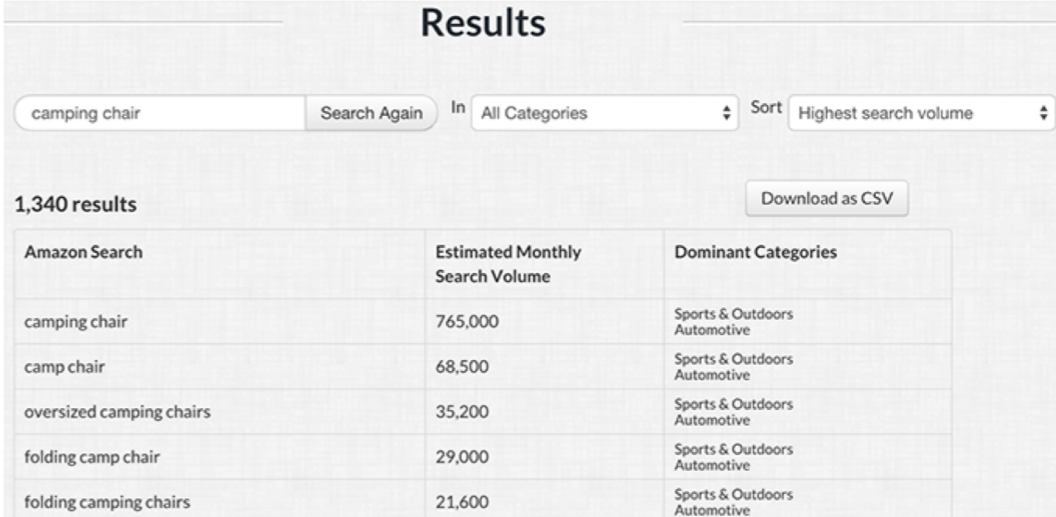
1-16 of over 1,000,000 results for "watch"



# VISIBILITY = KEYWORDS

- Competitors keywords and bullets
- Autofill
- Google
- MerchantWords
- Helium10

Write a listig  
based on  
search  
keywords




The screenshot shows a search results interface for the keyword 'camping chair'. It includes a search bar with the text 'camping chair', a 'Search Again' button, a category filter set to 'All Categories', and a sort option set to 'Highest search volume'. Below the search bar, it indicates '1,340 results' and provides a 'Download as CSV' button. A table displays the top results with columns for 'Amazon Search', 'Estimated Monthly Search Volume', and 'Dominant Categories'.

Amazon Search	Estimated Monthly Search Volume	Dominant Categories
camping chair	765,000	Sports & Outdoors Automotive
camp chair	68,500	Sports & Outdoors Automotive
oversized camping chairs	35,200	Sports & Outdoors Automotive
folding camp chair	29,000	Sports & Outdoors Automotive
folding camping chairs	21,600	Sports & Outdoors Automotive

# LISTING TEXT

- EVERYTHING DEPARTS FROM KEYWORDS!!
- Headline most important
- 5 bullets to bring out sales arguments (HTML can be used)
- Longer product description down below + backend keywords



Felt Like Sharing  
Gray Felt Letter Board 10x10 Inches. Changeable Letter Boards Include 300 White Plastic Letters & Oak Frame.  
★★★★★ 271 customer reviews | 6 answered questions  
Amazon's Choice for "felt letter board"

RelevanceSpy License:  Verify License

Price: \$29.95 + \$51.31 Shipping & Import Fees Deposit to Estonia Details  
Get \$50 off instantly: Pay \$0.00 upon approval for the Amazon Rewards Visa Card.

Buy 1, get a discount on selected products 6 Applicable Promotion(s)

**In Stock.**  
This item ships to **Estonia**. **Want it Tuesday, Jan. 30?** Order within **6 hrs 19 mins** and choose **AmazonGlobal Priority Shipping** at checkout. [Learn more](#)  
Sold by Felt Like Sharing and Fulfilled by Amazon. Gift-wrap available.

Size: 10"x10"  
Color: 10"x10" Gray

- **MORE THAN WORDS:** It's not just what you say, it's how you lay it out. Use our Free Online Editor to design your perfect letter board creation. Tweak & arrange quickly Online first, before committing your masterpiece to felt. Then, with the perfect layout...your words mean even more.
- **NEVER AT A LOSS...** More Letters than ever! 300-piece Character Set (White) lets you speak at length! Be more bold, proud, clever, or more sappy than ever. When you're done, collect all those 3/4" white words-to-be in the handy drawstring pouch for safekeeping. Go Get Lettering Now!
- **FELT LETTER BOARDS** with warm oak frames & soft, robust gray felt are built with love, to last. The perfect complement to your decor, your craft space, classroom, restaurant, announcement, reveal...
- **SOME THINGS ARE WORTH SAYING LETTER BY LETTER.** Hang your felt board with pride with attached sawtooth hanger. Share on Social: Letter Set includes the hashtag symbol! #feltlikesharing
- **AMERICAN OWNED, AMERICAN SUPPORT.** Pam, Ryan, Breanne & Jo. We own it, and we run it right. You Have Our Word: Your Satisfaction is Our #1 Priority, and with our Exclusive 100% Word-for-Word Guarantee, your purchase today has Zero Risk.

[Compare with similar items](#)  
**New (2)** from \$29.95 & FREE shipping. [Details](#)  
[Report incorrect product information.](#)

# RANKING - 86% sales happens on 1<sup>st</sup> page

*How to get there?*

- Identify most important keywords (incl. long tail)
- Calculate sales volume
- Choose the keywords you want to rank
- Calculate ranking campaign cost – can you do it?
- Find external channels to bring on sales:
  - Coupon share groups
  - FB offers
  - Existing customer base
  - Social media
  - Influencer marketing
  - other



# REVIEWS


- When and why important?
- „Incentivized reviews“
- Review-groups / wiping
- Review-clubs
- Existing customer base



# PPC

## *Advertising possibilities inside Amazon*

- Works like Google AdWords
- Start with Automatic Targeting: get your keywords
- Very expensive keywords = „negative keywords“
- Constant work
- Until bearable ACOS!



Sponsored ⓘ  
Husqvarna 240 2 HP Chainsaw, 952802154 (16-Inch)  
by Husqvarna  
\$179<sup>95</sup> ✓prime (4-5 days)  
FREE Shipping on eligible orders

★★★★☆ 206



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