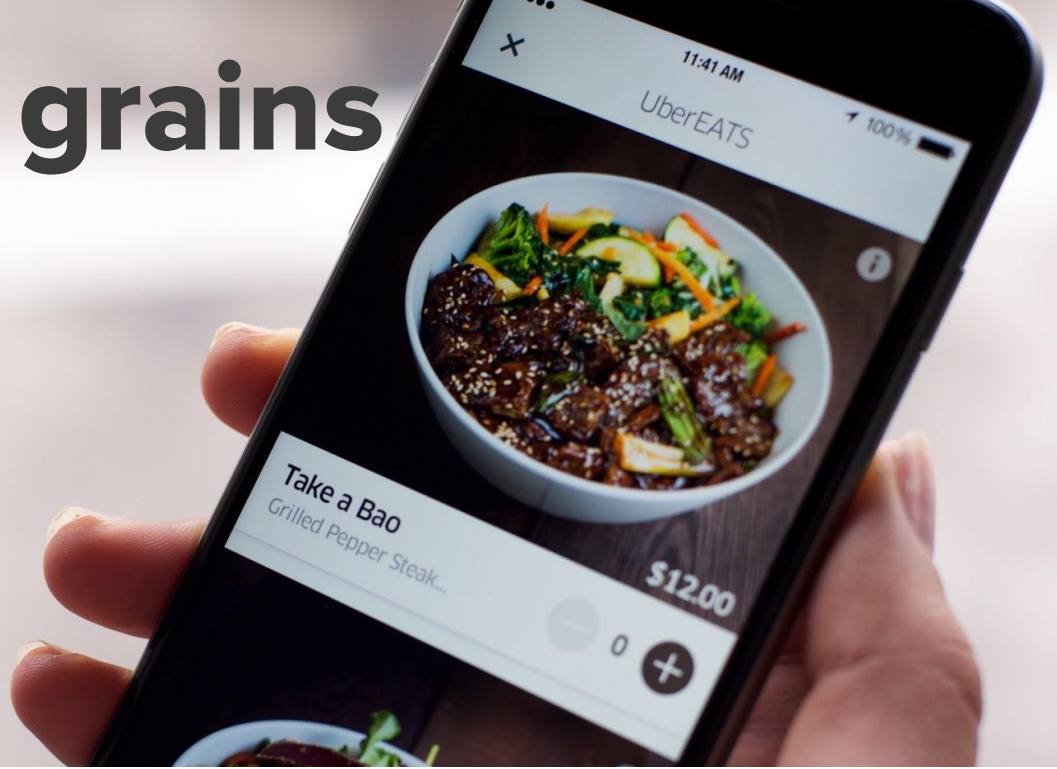


From trading grains to UberEats:



Why now is the time to focus on eCommerce!

Passion
never
fails

PAUL CHEN



Marianna Siouti

Just another Product Manager

@productvida

@papaki



Today we will see:

1. Why eCommerce?

2. Why WooCommerce & Open Source

3. Where to focus next

1. Why eCommerce?



Zero Configuration
Zero Training
Stand Alone
WooCommerce ChatBot

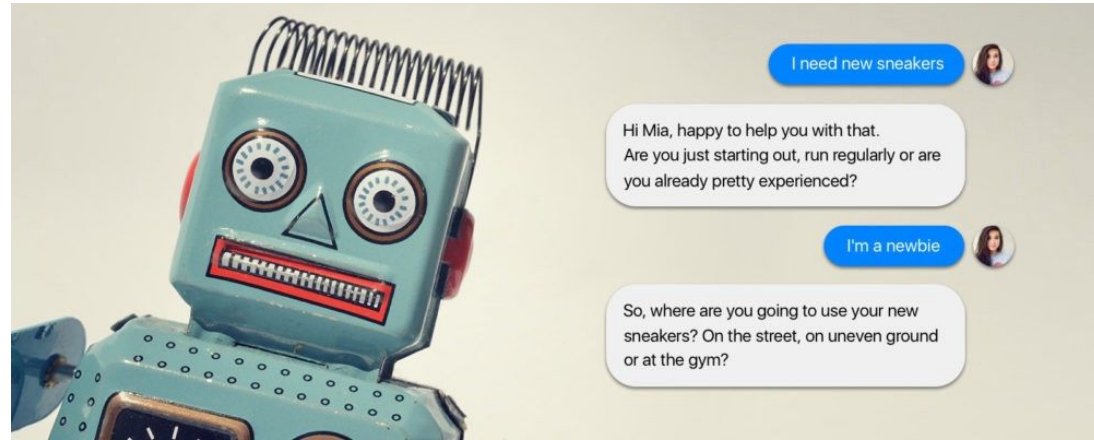
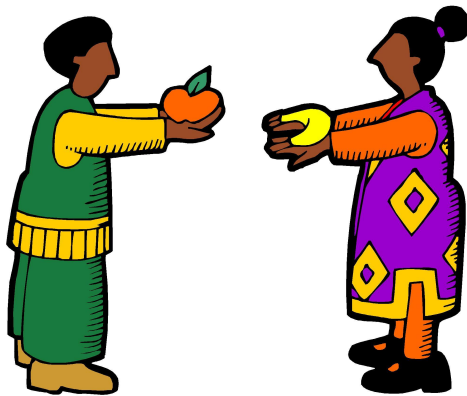
Let Your Shoppers Find the Right Products Easily and Quickly by Chatting with a Bot

WOOWBOT

The advertisement features a purple chatbot icon on the left, a stack of cardboard boxes on the right, and a small figure of a person standing next to the boxes. The text is centered in a purple banner.



UBER EATS



A screenshot of a chatbot conversation. On the left is a blue robot head with a spiral antenna and a red mouth. On the right is a chat interface with a light blue background. The chat messages are as follows:

- User (blue bubble): I need new sneakers
- Bot (white bubble): Hi Mia, happy to help you with that. Are you just starting out, run regularly or are you already pretty experienced?
- User (blue bubble): I'm a newbie
- Bot (white bubble): So, where are you going to use your new sneakers? On the street, on uneven ground or at the gym?

Internet Stats



Global Internet users

Now

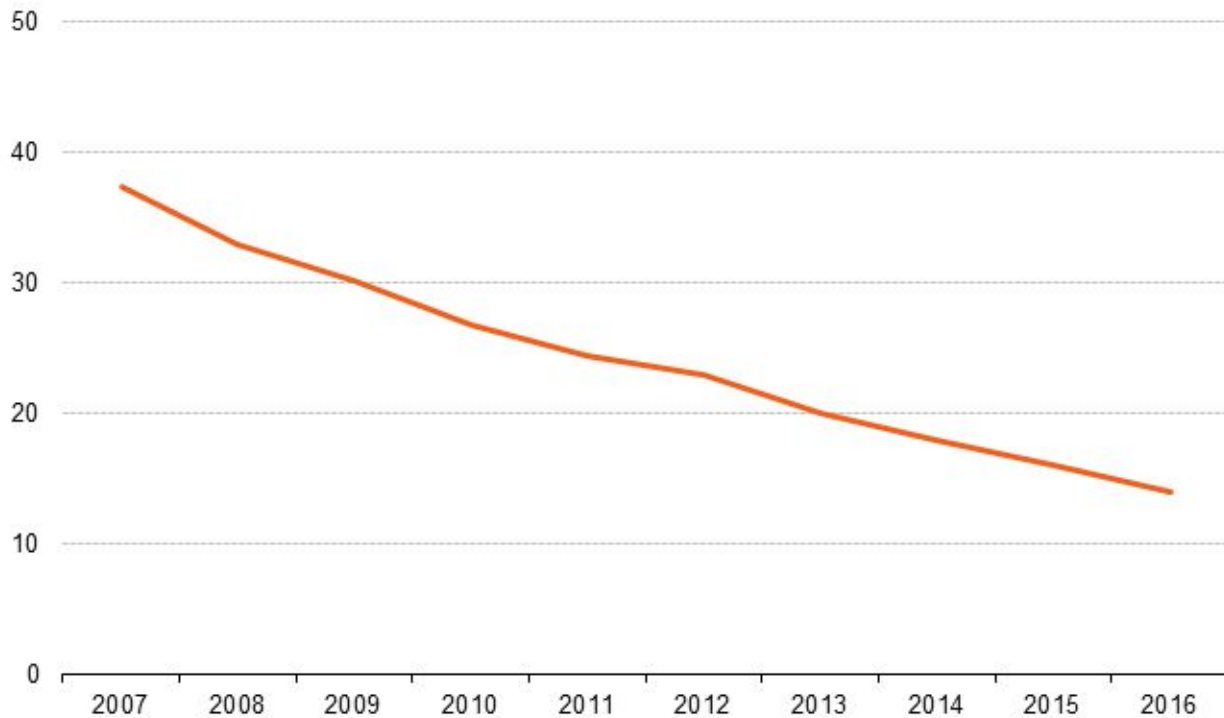
2020

3.8 billion → 4 - 7.5 billion

EU: 433,6 million
Greece: 7,2 million

<http://www.internetworldstats.com/stats.htm>
<https://www.forbes.com>

EU Individuals who have never used the internet:



**Internet
Penetration**

EU: 85.7%

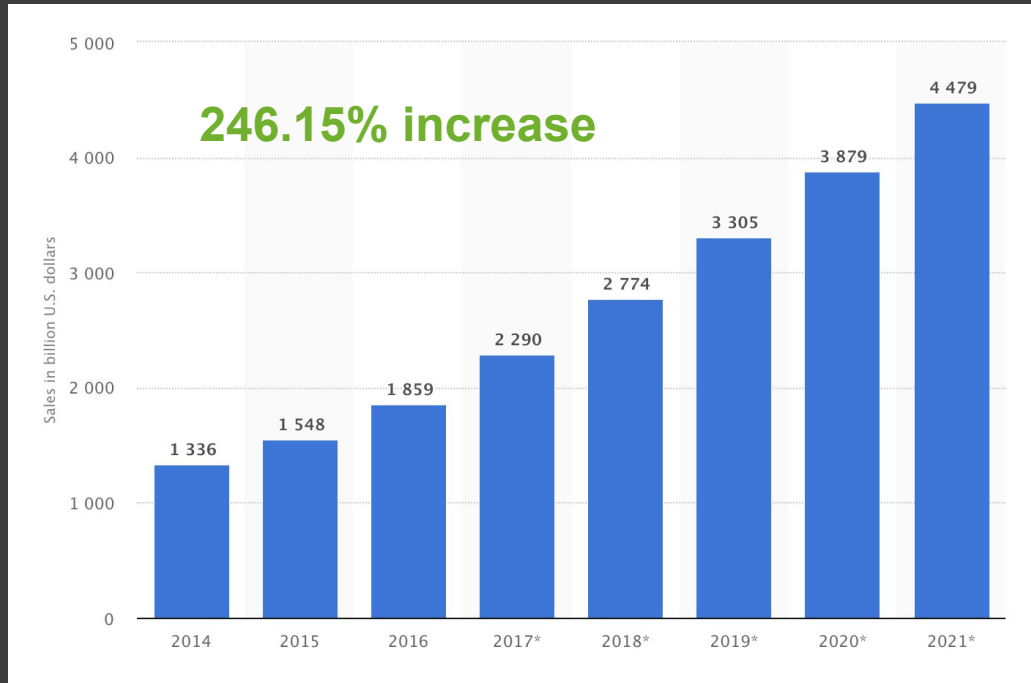
Rest world: 49.2%

Global: 51.7%

Greece: 69.1%

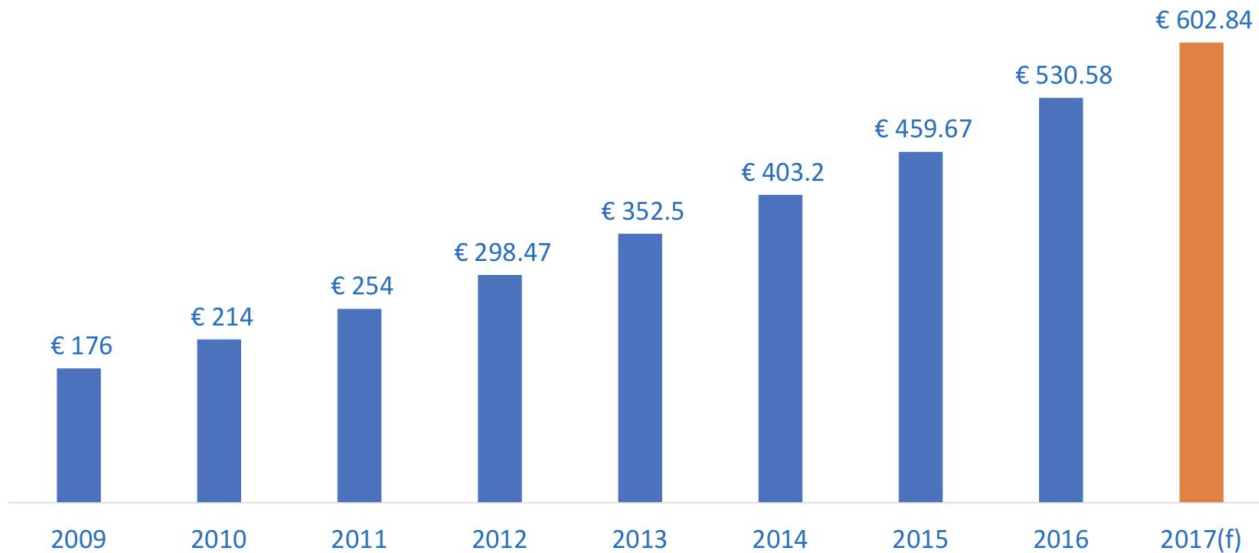
eCommerce Stats & Trends

Global B2C online Sales: \$1859 trillions in 2016 & growing

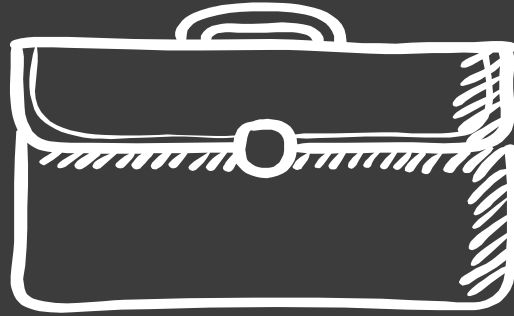


B2C eCommerce sales

In Europe: €530.58 billion

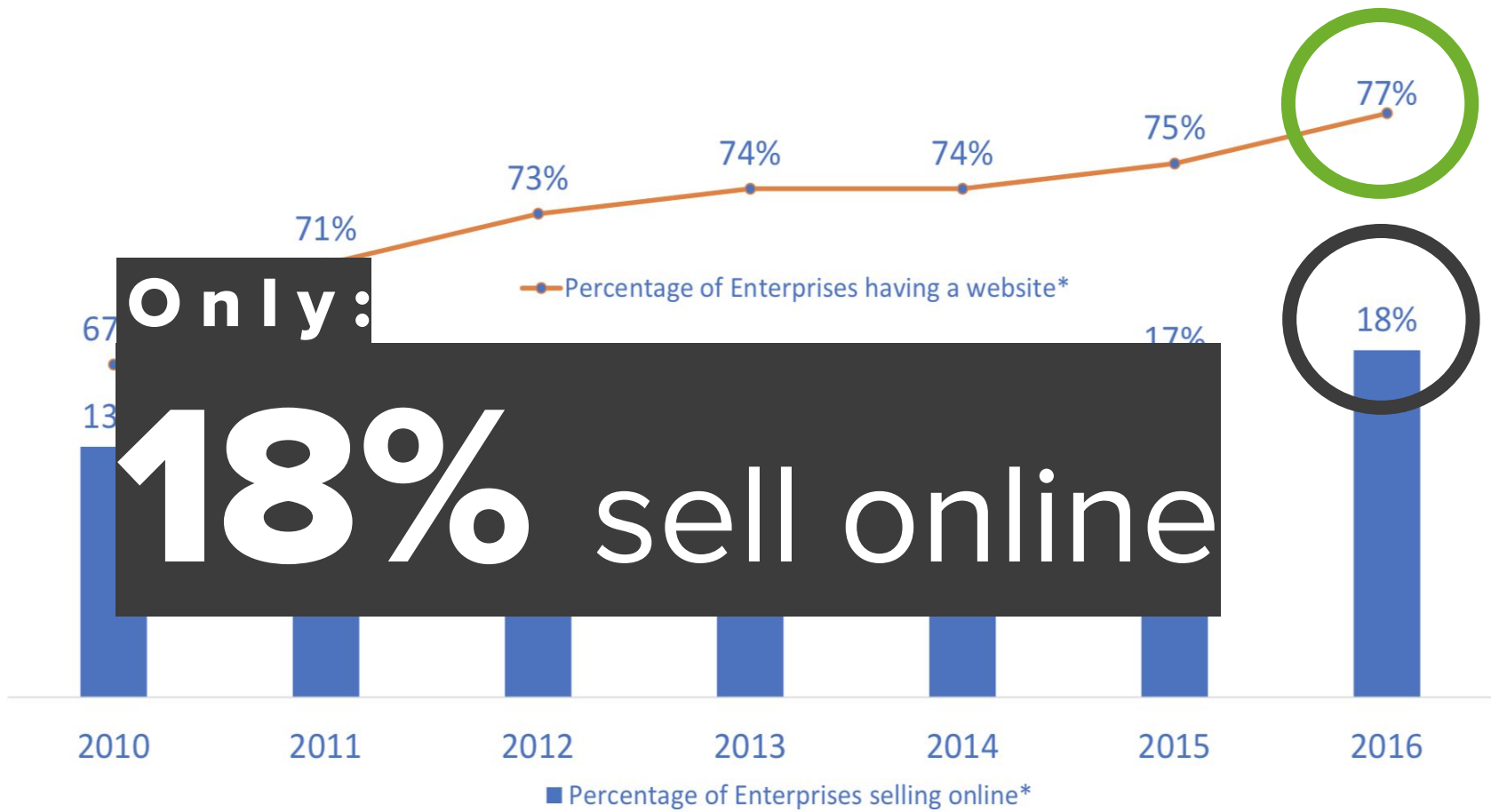


In Greece:
€4.1 billion



23 million European **SMEs**

Micro enterprises: 21 million



OPPORTUNITIES



OPPORTUNITIES EVERYWHERE

Full potential still untapped



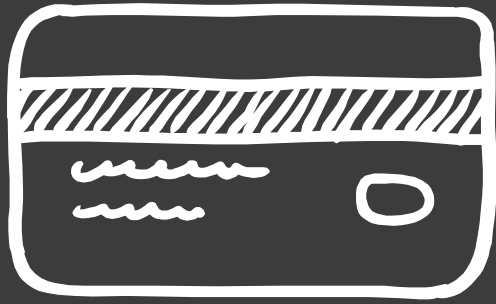
The Small Business Act for Europe

Full potential still untapped



Full potential still untapped

DOMAIN & HOSTING PROVIDERS



18%

Buy from **another** EU country

(+11% outside the EU)



only **8%**

of EU SMEs sell online across borders



Cross-border eCommerce

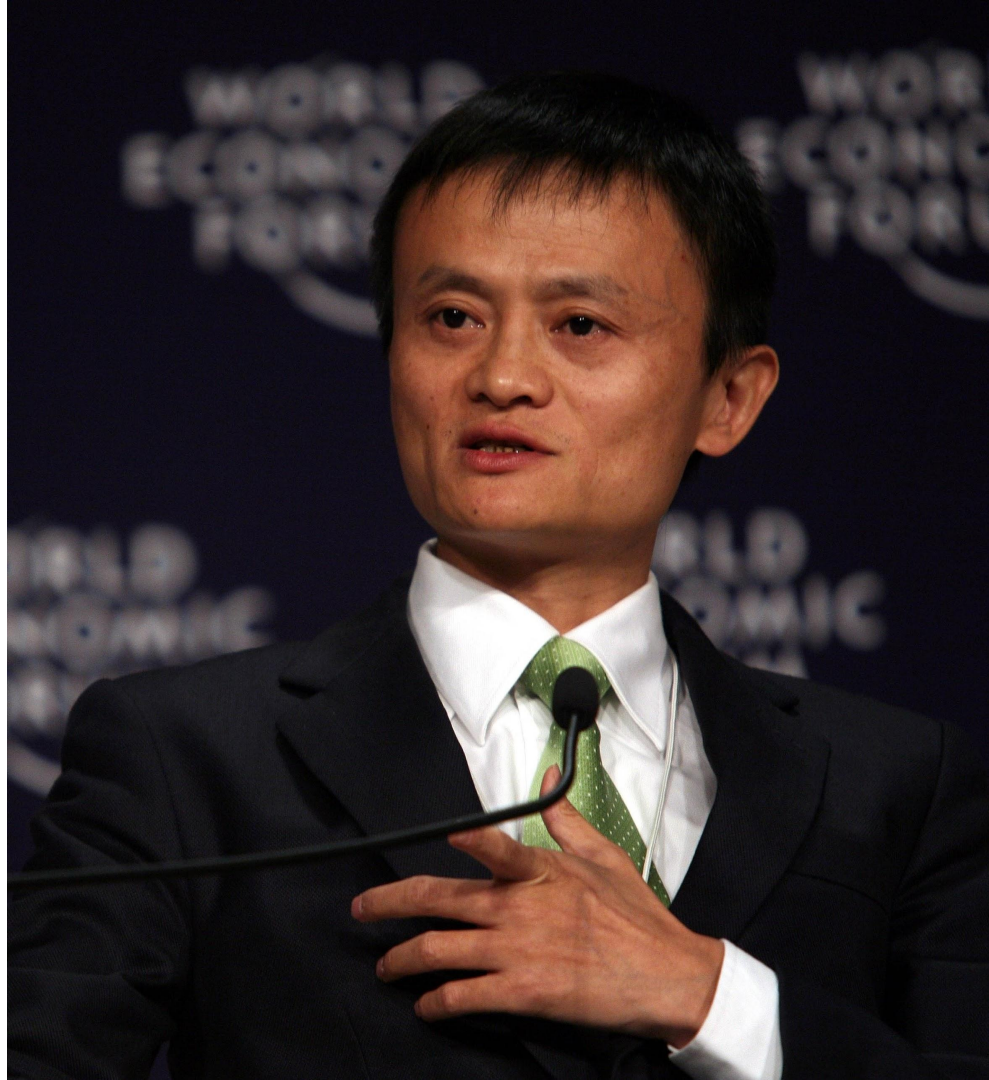
Reaching 1 trillion by 2020



Alibaba Group

“In the next three decades, governments should tailor **special policies** for enterprises **with less than 30 employees** and for young people under 30 years old.”

2017 - Jack Ma, Ali Baba Founder & CEO





EXCELLENCE. SIMPLY DELIVERED.

Cross-border potential



Cross-border delivery



Express delivery



Delivery cost



Digital Single Market

Unlock (cross-border) eCommerce in Europe
Remove key differences between online & offline worlds

Affordable cross-border [parcel delivery](#)

Tackle unjustified [geoblocking](#)

Increase consumer trust in e-commerce



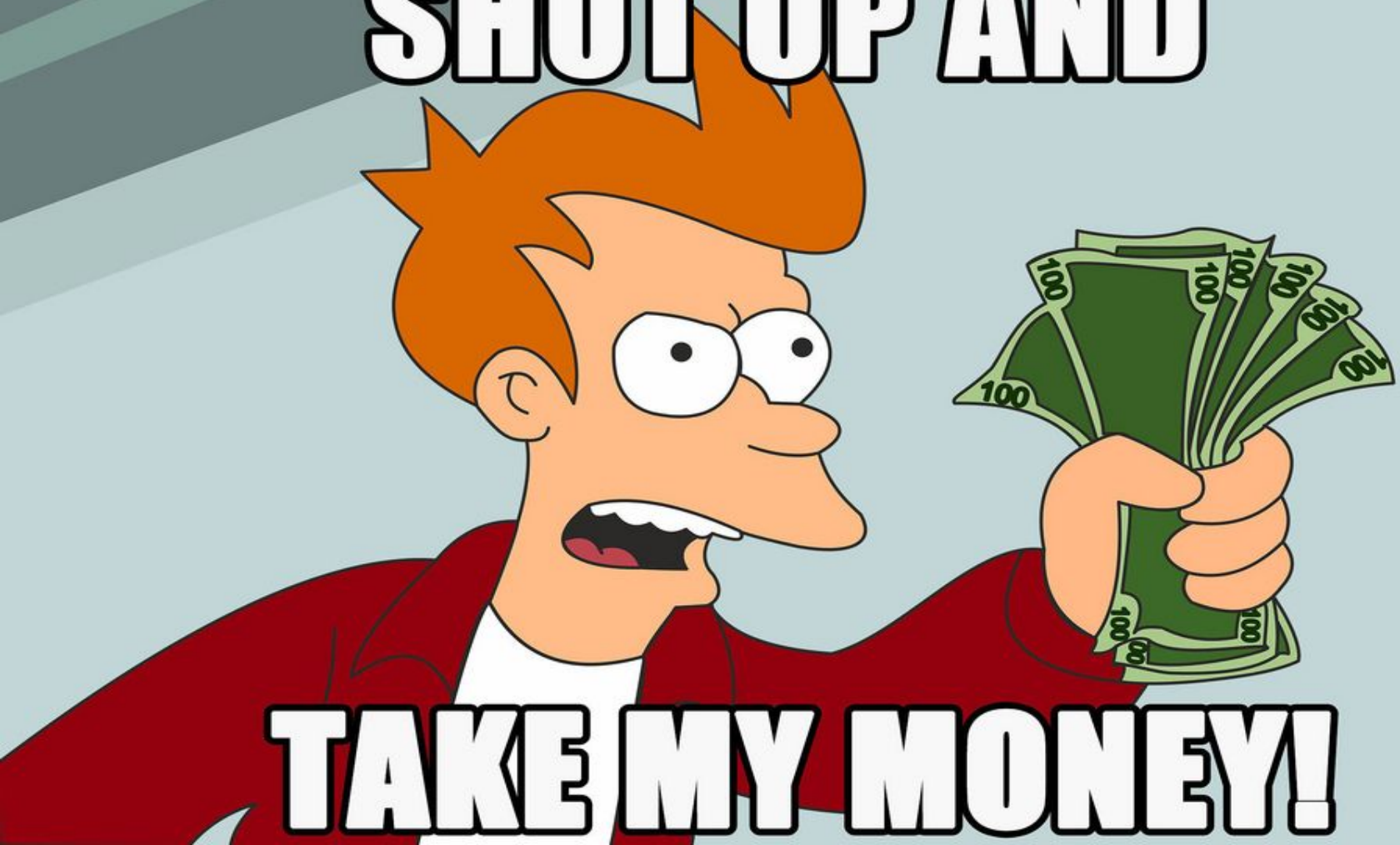
**New .VAT rules to support EU
eCommerce businesses**

2018:



Consumer Omnichannel Behavior

SHUT UP AND



TAKE MY MONEY!

2. Why WooCommerce?

Stats: And what is the greater number? #1

Providers role in Customer Education

Global ecommerce functionality



Managed WooCommerce sneak peek



42% of entire internet

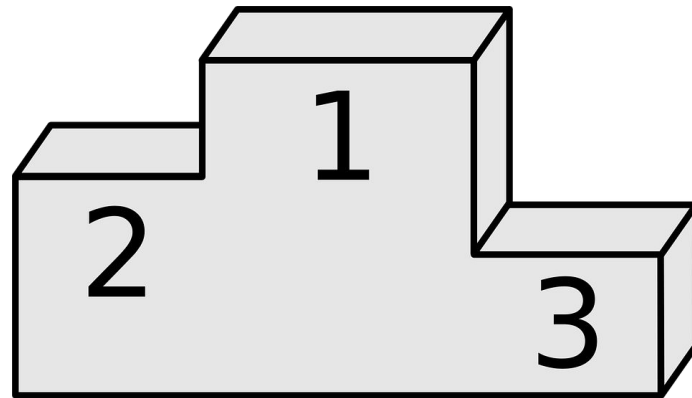
No of installs: 35,221,938

950,236 installs last week

1083 WOO themes on TF

508 themes on WordPress.org

Thousands WOO plugins



THE
~~WORLD~~
IS BUT A
CANVAS
TO OUR
IMAGINATION



● woocommerce hosting

Search term

+ Compare

Worldwide ▾

2004 - present ▾

All categories ▾

Web Search ▾

! You can now explore real-time data for Image, News, Shopping and Youtube search trends.

Interest over time ?

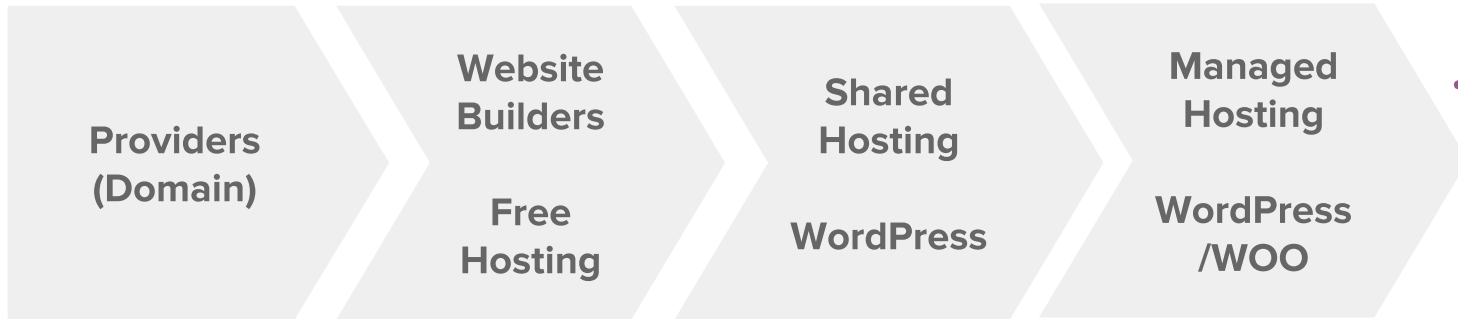


Note

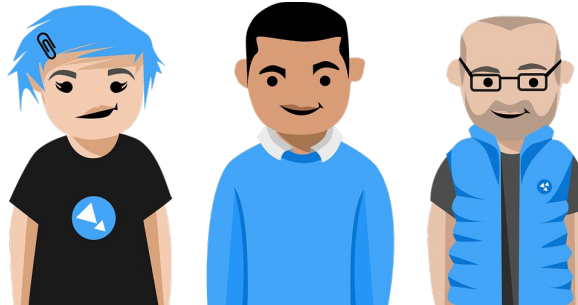
Tools

is

Customer education



Customer education





PayPal

Cash On Delivery

DHL

 zalando



S€PA
Single Euro Payments Area

 skroutz

BEST PRICE
.GR



SEO

Managed WooCommerce Hosting



Εάν μπορούσε να προστεθεί μόνο 1 επιπλέον υπηρεσία στο πακέτο σου, ποια θα επέλεγες;

Web Development hours: **45.5%**

WooCommerce Maintenance



3. Where to focus next?

The project management hat

Choose your weapons

- Contract and early agreement on expectations
- Non- technical tools: Trello, ticketing system e.g. helpscout
- Everyone is not your customer: Deal breakers & ruling out
- Managed WooCommerce/WordPress hosting tools

Pricing & Automation

The Value Metric pricing

Pricing & Automation

Managed WooCommerce Updates

Pricing & Automation

Automated WooCommerce testing

Pricing & Automation

WooCommerce optimized hosting: speed

To sum up:

Don't miss the wave of eCommerce growth

Choose freedom, choose WooCommerce

The automation is strong with this one

Present features are only the beginning of the innovation we will experience in WooCommerce building, hosting and maintenance.



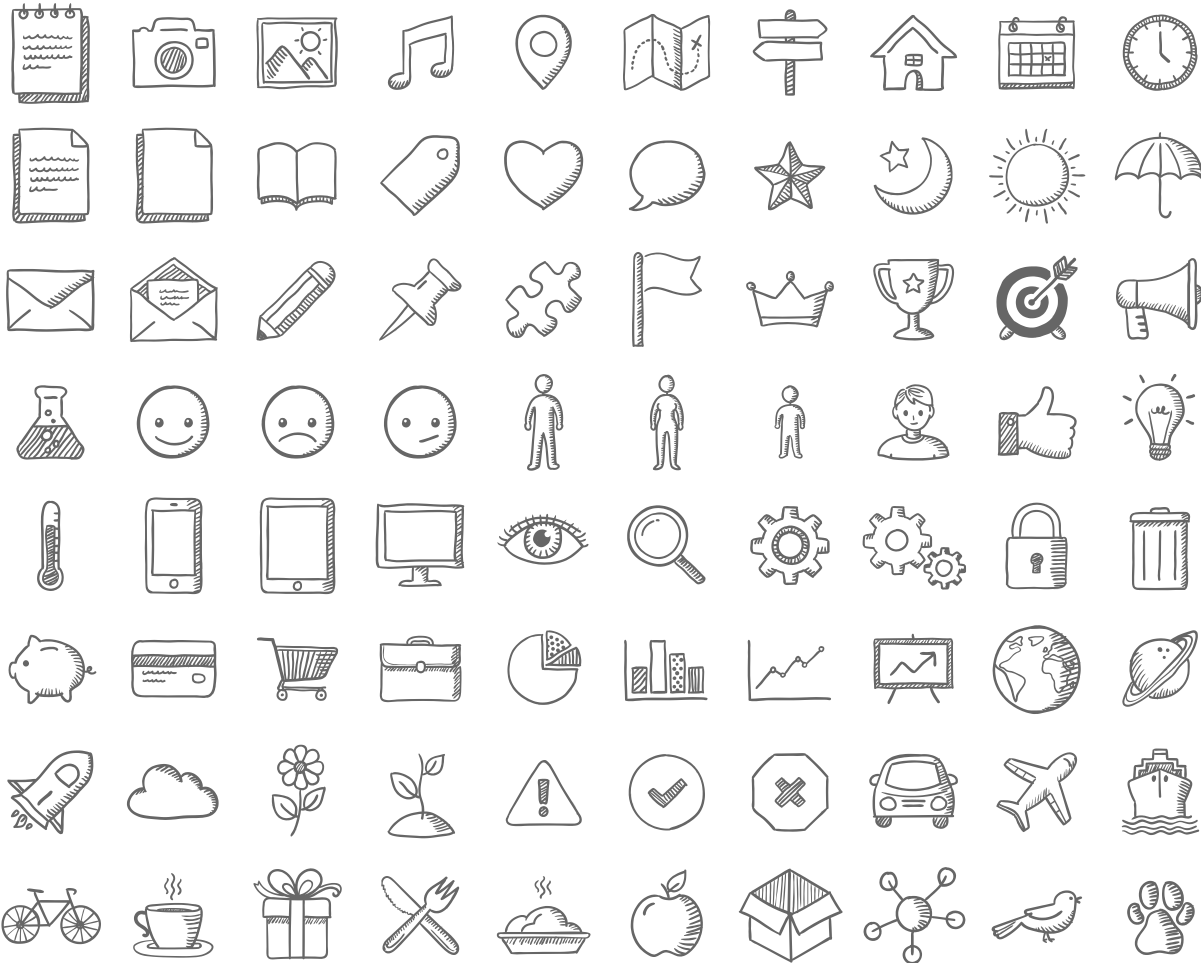
Thanks!

Any questions?

You can find me at:

@productvida

marianna@papaki.com



SlidesCarnival icons are editable shapes.

This means that you can:

- Resize them without losing quality.
- Change fill color and opacity.

Isn't that nice? :)

Examples:





Now you can use any emoji as an icon!
And of course it resizes without losing quality and you can change the color.

How? Follow Google instructions
<https://twitter.com/googledocs/status/730087240156643328>



and many more...