How to Incorporate the latest e-Tailing Concepts into Marketing, Entrepreneurship, or Web-Design

Maggie O’Connor, D. Sc.
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moconno1@bloomu.edu
Agenda

- Trends in e-Tailing
- Applying marketing principles through creative projects
  - Computers
  - Mobile Devices
  - Web Design
E-Tailing Defined

- The selling of goods and services on the Internet or through e-mail solicitation (dictionary.com)

- The selling of retail goods on the Internet; short for "electronic retailing“ (searchcio.techtarget.com/definition/e-tailing)

- The practice of selling goods and services over an electronic medium like the Internet. (ecommerce.hostip.info/pages/423/E-Tailing.html)

- MR. WHAT?- Ask any question (good for students) http://mrwhatis.com/e-tailing.html
WiMax: Globalization- To do E-Tailing across cities

The two driving forces of modern Internet are broadband, and wireless. The WiMax standard combines the two, delivering high-speed broadband Internet access over a wireless connection. Because it can be used over relatively long distances, it is an effective "last mile" solution for delivering broadband to the home, and for creating wireless "hot spots" in places like airports, college campuses, and small communities.

Based on the IEEE 802.16 Air Interface Standard, WiMax delivers a point-to-multipoint architecture, making it an ideal method for carriers to deliver broadband to locations where wired connections would be difficult or costly. It may also provide a useful solution for delivering broadband to rural areas where high-speed lines have not yet become available.

A WiMax connection can also be bridged or routed to a standard wired or wireless Local Area Network (LAN).
Discuss how WiMax came to be

Begin with broadband and fiber-optic cable (under the sea)

Wireless (what it is and why it is useful for countries that have poor landlines)

WiMax as a mash-up

Challenges of global e-Tailing in the past- some countries have broadband internet and others have wireless internet

Now greater opportunity for global e-Tailing
Are all products equal across countries?

- Share some interesting cases of why this isn’t true!
- Discuss global brands like Coca-Cola and how all countries understand a beverage
- Discuss international brands like Gator-aide and how many countries have different advertising strategies for this brand, as their attribute changes: hydration; health; soft drink, etc.
Currently, India is the hot case study for e-Tailing

In the past, Indians would not purchase anything they couldn’t see and touch

Now, they are too busy, and are beginning to purchase on-line

Have students research what works and what doesn’t work on-line

Are they buying American products through e-Tailing?

What devices are they using to buy these products?
Resources:

- Overview of e-Tailing and Multi-Channel Retailing: http://www.dmsretail.com/etailing.htm
BYOD: Bring Your Own Device

- National Education Association is leading the discussion on allowing students to bring their devices to the classroom
  - [http://neatoday.org/2012/07/19/should-schools-embrace-bring-your-own-device/](http://neatoday.org/2012/07/19/should-schools-embrace-bring-your-own-device/)
- Issues include code of responsible use, teacher training on how to use time effectively
- How to have students use devices for homework and lower order skills, then come to class to begin decision-making
- Develop 21st Century Skills and engage learners
- Economics PA example
  - [http://www.practicalecommerce.com/topics/47-Mobile-Commerce](http://www.practicalecommerce.com/topics/47-Mobile-Commerce)
Cloud Computing

Teachable Moment 2:

- Discuss the pros and cons of cloud computing for a small business
- Have students research cost effectiveness- the difference between buying a server and keeping it secure versus the cloud
- How much will be saved a year?
- What are the risks?
- What would they do?
Look at various mobile apps for business

- What are people currently purchasing through mobile devices?
- Select a few companies from industries that use mobile devices most often
  - How does a company like Travelocity make mobile apps user friendly for their customers?
- Have different students select different industries and then have them present their findings
- Have students blog about what they learned.
Mobile Shopping Resources

- Trends in mobile shopping
Social Network Projects

- Social Networks and Globalization You Tube
  - [http://www.youtube.com/watch?v=3SuNx0UrnuEo](http://www.youtube.com/watch?v=3SuNx0UrnuEo)
  - Music sounds like Lion King!

- Social Media Revolution You Tube

- Mybigcampus.com
  - Safe social network for you to use and create businesses with students
  - Screens for adult language, predators, etc.
  - User-friendly for students
You cannot look at social media from the standpoint of your investments.

You must look at social media by tracking customers’ investments in their relationship with you.

Similar to when internet began and people would bookmark sites- develop loyalty to a company and its products

(MIT Sloan Mgmt. article 2010)
Top Management (CEOs and CFOs) need to know ROI before allocating dollars to marketing efforts.

MIT Sloan Management Review (2010) suggests companies should not look at ROI this way. They should look at consumer motivations to invest time in social media with a company’s site.
Why does this make sense?

- As a company develops marketing strategies, they can track users.
  - I.e., a short sales campaign to increase sales

- You cannot quantify directly to sales, but you can discover what investments consumers are making to your site.
  - # of visits
  - Time spent on a blog
  - # of updates
  - # of Twitter comments

- Learning creates Word of Mouth sharing and increasing awareness over time
  - Key criteria in building a brand awareness and beginning stages of traditional advertising media spending.
  - Engagement with brands, investment, thus loyalty
  - Viral- exposed to hundreds of thousands (do something unique)
    - Blend It Campaign by K-Tec
Facebook companies aren’t sure what they should be doing on their sites.

Have students research the problems with marketing on FB today.
- Those who enjoy social networks don’t want to be told what to buy or do.
- Companies are removing ads and encouraging polls, personal opinions, and conversations
- Is FB becoming more PR or Advertising?
- Have students select company sites they are interested in and create a protocol together regarding what is happening on those sites.
- Compare and contrast company goals.
- Have students provide their own opinions.
Check out Cognizant

- Cognizant provides all types of resources
- Specifically check out SMAC on this website- have students think about social network analytics.
Social Entrepreneurship

- Meaning of Social Entrepreneur
  - Entrepreneurship for social problems
  - Lesson plan:
Social Networks Resources

- Latest on social networks and e-commerce:
  - http://www.practicalecommerce.com/topics/49-Social-Mediaatest on social networks and e-commerce
  - http://www.practicalecommerce.com/topics/19-Training-Education
Websites

- Weebly.com - Free access to create a website for internet and mobile device
  - http://www.weebly.com/

- 1&1 - Free access and also other tools for entrepreneurs
  - http://www.1and1.com/
Game Simulations

- Zapitalism (create businesses—capitalism)
  - Create six different types of stores
  - Teaches about diversifying products
  - Supply and demand
  - Play against others and computers to compete
  - Tournament
Three Apps to Help Write a Business Plan

If you have a killer idea for a startup, but lack the time, resources and budget to develop a business plan, a business plan-generating app can help you get your plan on paper and, ideally, off the ground.

A number of apps simplify the often tedious, complicated process of crafting a thorough bank- and investor-ready business plan. You provide the information, they organize it into a plan, and hopefully soon you'll be in business.

Here's a look at three apps that can help get your business plan rolling:

1. Enloop

Enloop. This is an all-in-one web app that walks users through every step of creating a traditional business plan.

Here's how it works: Based on the data you enter into the app, Enloop automatically generates sales, profit and loss, cash flow and balance sheet projections for you, complete with explanatory graphs and other compelling visual elements. Enloop also provides standard, yet customizable business plan text for each section of your plan, including portions focused on key company information and financial data.

Enloop’s free and easy option includes a single custom business plan packaged in a clean, professionally formatted PDF file that you can download, print and share. More fully featured paid versions range from $9.95 a month to $39.95 a month and allow you to make multiple business plans. Enloop is only web-based and not yet available for mobile devices.

2. StratPad

StratPad. Alex Glassey, who designed this iPad only app, describes it as "a strategic-planning app that helps entrepreneurs with the thinking and decision-making process”.

StratPad can be a smart choice for people who are writing their first-ever business plan. It is packed with several free how-to tools for beginners, including a 58-page business strategy tutorial, view-on-demand training videos, email-based customer service, and more.

A free basic StratPad edition is available for students. Paid, one-time fee plans range from $9.99 to $54.99. The more you pay, the more advanced business plan options you get. The easy-to-use app guides users through a series of simple questions and prompts. Your answers are used to develop a summary business plan, complete with revenue projections and full-color graphs and charts.

3. Business Plan Premier

**Business Plan Premier.** This $7.99 iPad app does double-duty for users who are eager to have their business plan backed fast. Not only does Business Plan Premier help you organize and write your business plan at an extremely detailed level, it also enables you to present your finished plan to more than 3,000 high net worth potential investors, who are also members of investment research firm Ben Stein & Accredited Members Inc.

Business Plan Premier leads you through writing your prospective company's vision and mission statements, product descriptions and marketing plans. You can also use it to complete competitive and SWOT (strengths, weaknesses, opportunities and threats) analysis, outline your management scheme, identify your startup expenses, define your target market and more depending on your needs.

Your completed business plan is exported as a Microsoft Word document that you can edit, print, email or upload to Dropbox. **Business Plan Lite** is the free (but much less functional) version of the app.

Shark Tank

- Have students watch episodes from the show (Friday nights on ABC)

- [http://abc.go.com/shows/shark-tank/](http://abc.go.com/shows/shark-tank/)
  - You can tweet with the entrepreneurs and learn more about their products and services
  - Discuss pros and cons of products
  - Begin to discuss ROI in different ways
Wistia

- Online video site that provides video hosting, managing, and tracking services
- Embed videos with a custom and branded player
- Not blocked by 21CCCS content barrier, safe for students (not a sharing site!)
- Provides statistics and tracking information which can be used for marketing and analysis
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Kickstarter provides information about the latest, greatest, coolest projects and why the ideas work!

http://www.kickstarter.com/

Creative Commons provides helpful copyrighting and trademarking, and other info for new businesses

http://creativecommons.org/
Special Thanks

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  - wae3@psu.edu

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  - dgavitt@seal-pa.org

- Chris Force, high school Bus Ed instructor
  - cforce@scasd.us
Questions?