

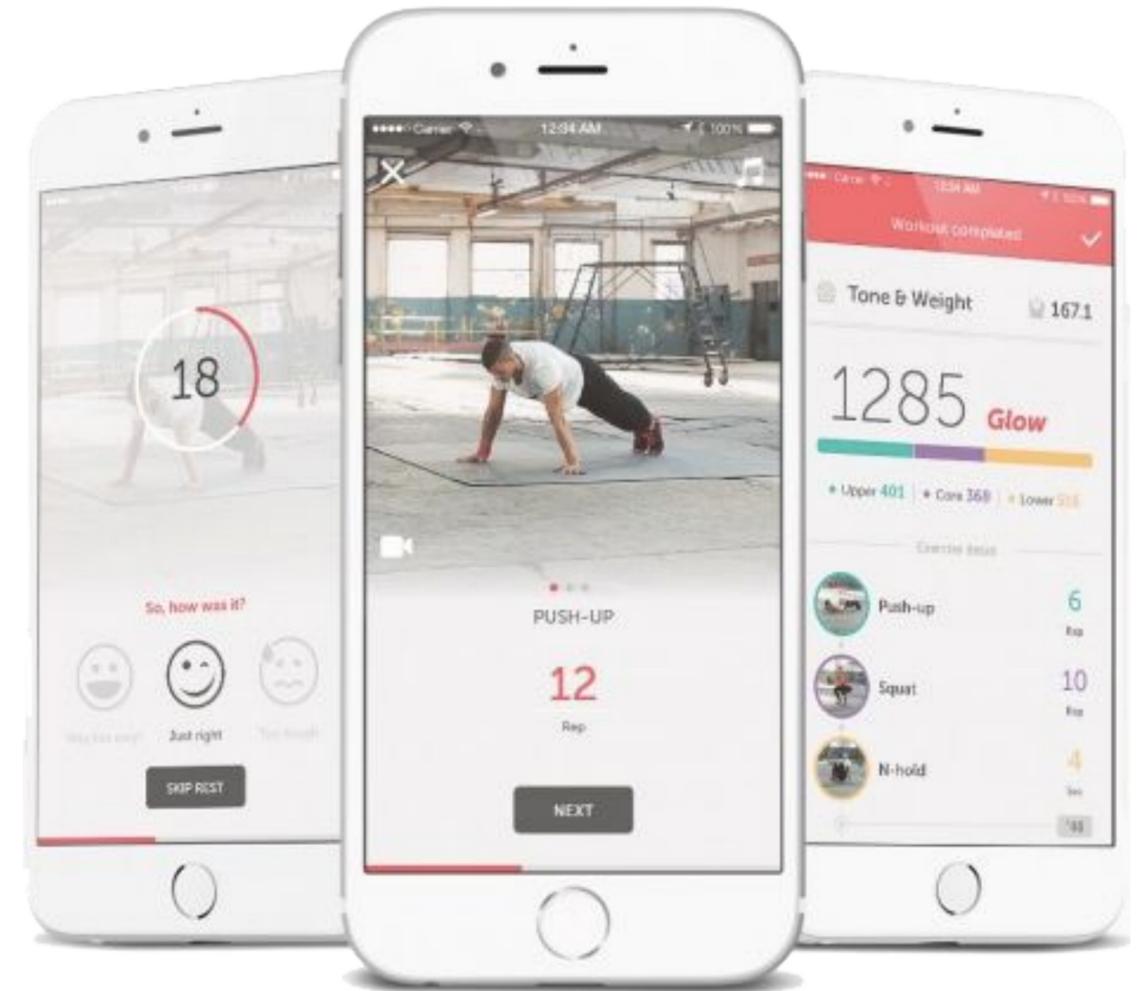
LA RIVINCITA DEGLI E-COMMERCE

Il ruolo degli e-commerce come driver di crescita della propria attività

Luca Domeniconi



TECHNOGYM[®]





∞ LIMITLESS



628,886.82 €

vendite lorde in questo periodo

26,203.62 €

vendite lorde medie mensili

598,553.72 €

vendite nette in questo periodo

24,939.74 €

vendite nette medie mensili

5779

ordini ricevuti

9919

prodotti acquistati

5,848.33 €

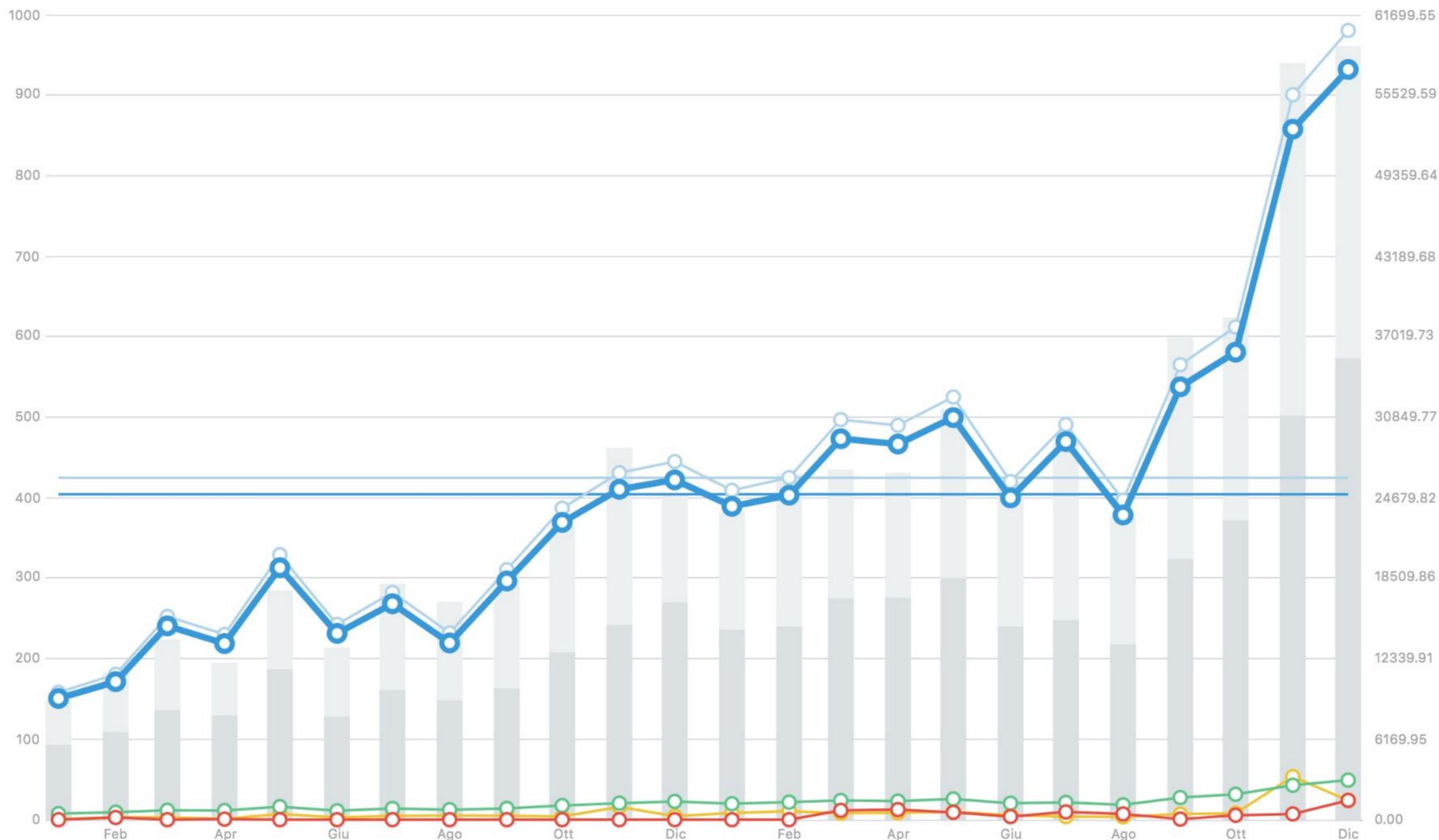
rimborsati 32 ordini (49 prodotti)

30,333.10 €

spese di spedizione

Valore dei codici promozionali utilizzati:

12,827.54 €



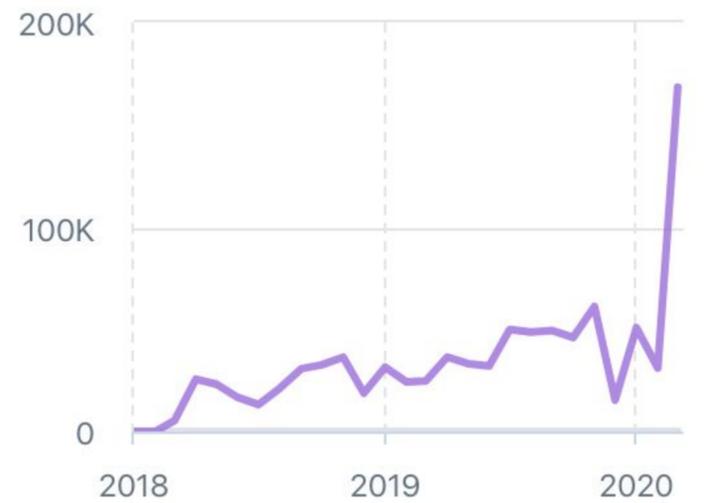
Total sales

[View report](#)

€924,609.73 -

Online Store	€867,049.96	-
Draft Orders	€47,877.42	-
Buy Button	€9,614.35	-
Facebook Shop	€68.00	-

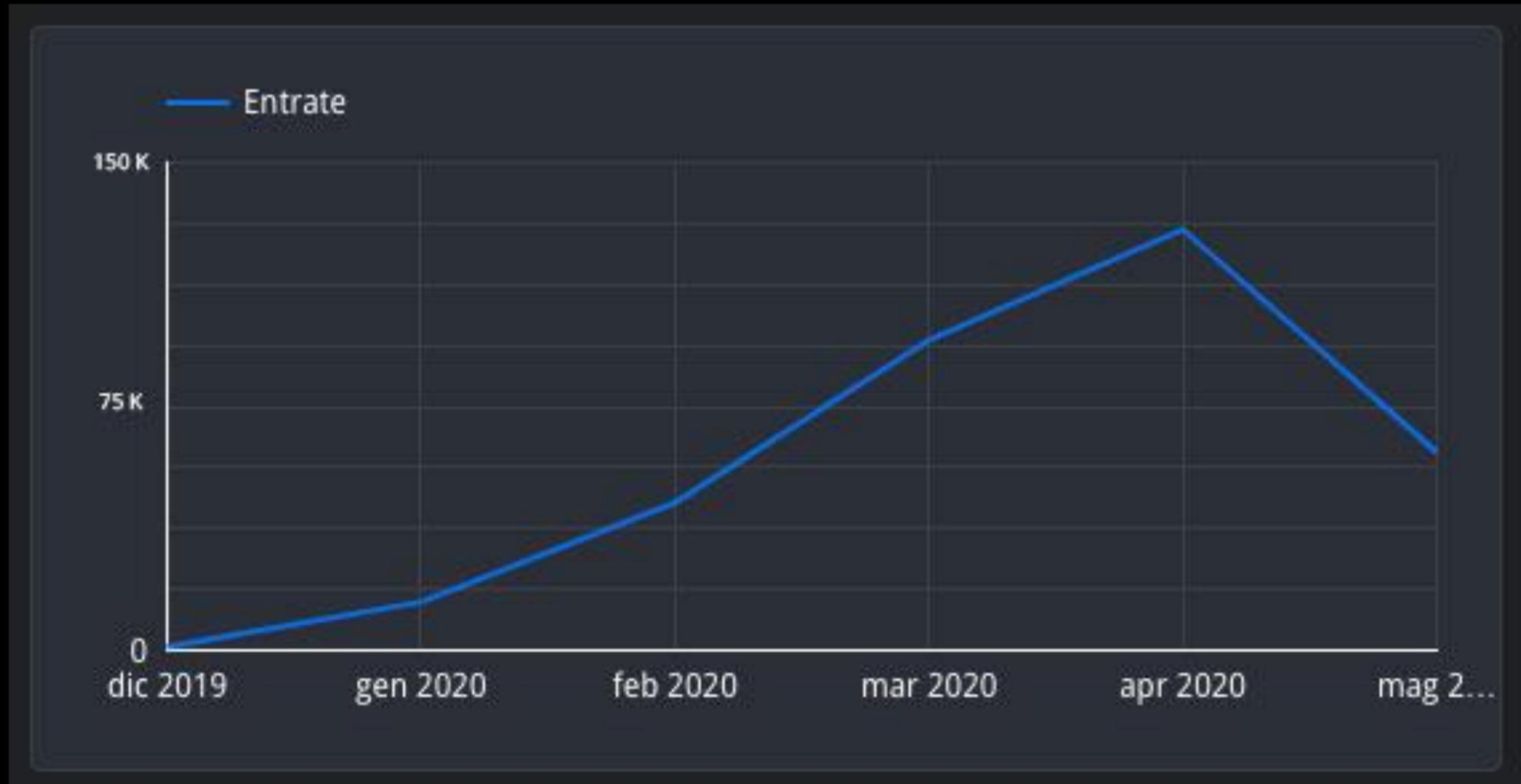
SALES OVER TIME



Oct 3, 2015–Dec 31, 2017

Jan 1, 2018–Mar 31, 2020





Voglio fare un e-commerce!



Step 1: Farti fare il sito



Step 2: Fulfillment & Customer Service



Step 3: Vendite



Step 4



Perché succede?



Perché succede?

- Chi porta persone sul sito?
- Come faccio ricomprare i clienti?



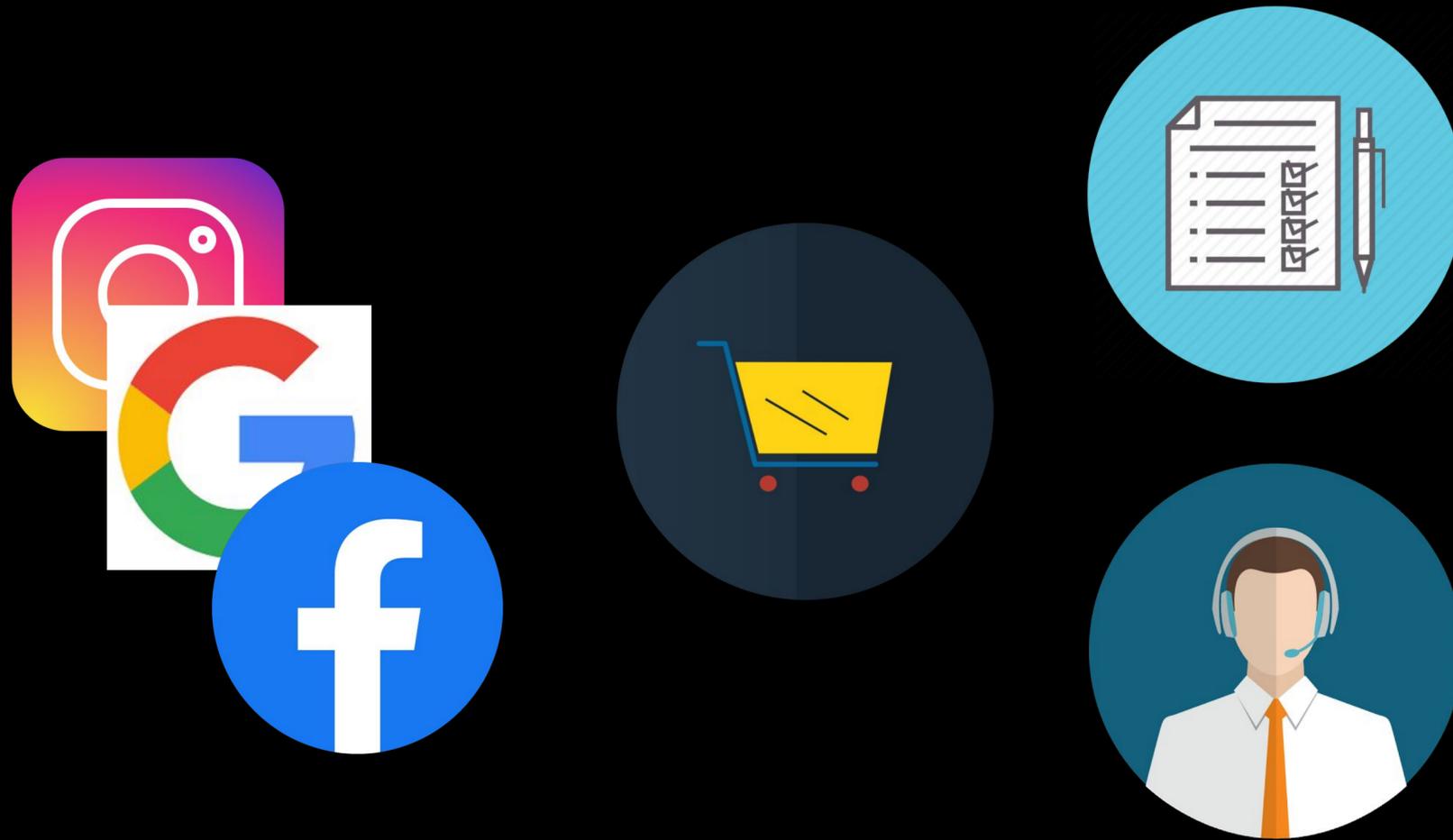
Mancano dei pezzi!



Mancano dei pezzi!



Mancano dei pezzi!



Mancano dei pezzi!



Manca marketing!



Cose da NON fare

1) non differenziare



Cose da NON fare

**2) e-commerce fai da te /
agenzia non specializzata**



Cose da NON fare

**3) sperare che arrivino clienti /
“stare sui social”**



Cose da fare

1) e-commerce professionale

overstock.com **FREE SHIPPING** Home Customer Service About Us Safe and Secure Help

Departments

- Electronics & Photo
- Home & Kitchen
- Computer & Software
- Sports & Outdoors
- Jewelry & Accessories
- Kids & Toys
- Travel & Leisure
- Gifts
- Hardware & Garden

Shopping Cart click here

My Account click here

Special Offer
Faberware 'Everything But The Kitchen Sink Set' you save **\$89.99** 64% click here

click here for your \$10 Gift Certificate

Hand Tufted 5'3x8'3 Taj Mahal Wool Rug
Our Price **\$159.99**
MSRP \$299.99
You Save 47%
click here for more info.

Features
AVERAGE DISCOUNT 50%

Free Shipping within 48 Hours
overstock.com customers pay absolutely NO SHIPPING and most orders ship within two business days! [Get the details.](#)

Top Five Sellers

- Two-Pack Feather & Down Pillows - Queen Size
- Ginsu 2000 10-Piece Knife Set
- Two-Pack Feather & Down Pillows - King Size
- Toshiba 900 MHz Dual Keypad Cordless Phone
- 3M Photo Quality Ink Jet Paper-50 Sheets

WESTERN CARIBBEAN! ALL EXPENSE PAID

CRUISE!
Carnival!
ENTER NOW!
valued at **\$7500.00**
7 DAYS/6 NIGHTS ROUND-TRIP AIR INCLUDED

Beverage Shop Vini Bollicine Liquori e Distillati Birre

Beverage Shop
La migliore enoteca italiana online.

SCOPRI LA NOSTRA SELEZIONE

CATEGORIE IN PRIMO PIANO

-
-
-
-



Cose da fare

2) investire in pubblicità



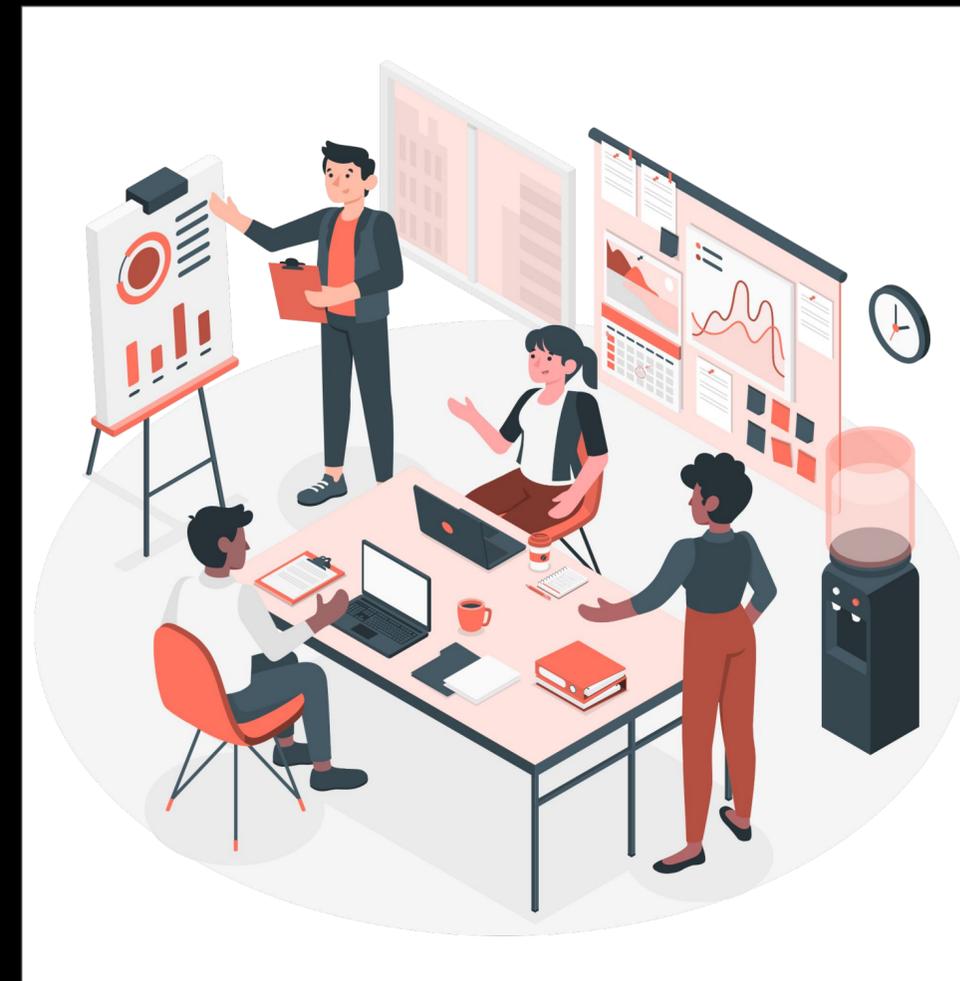
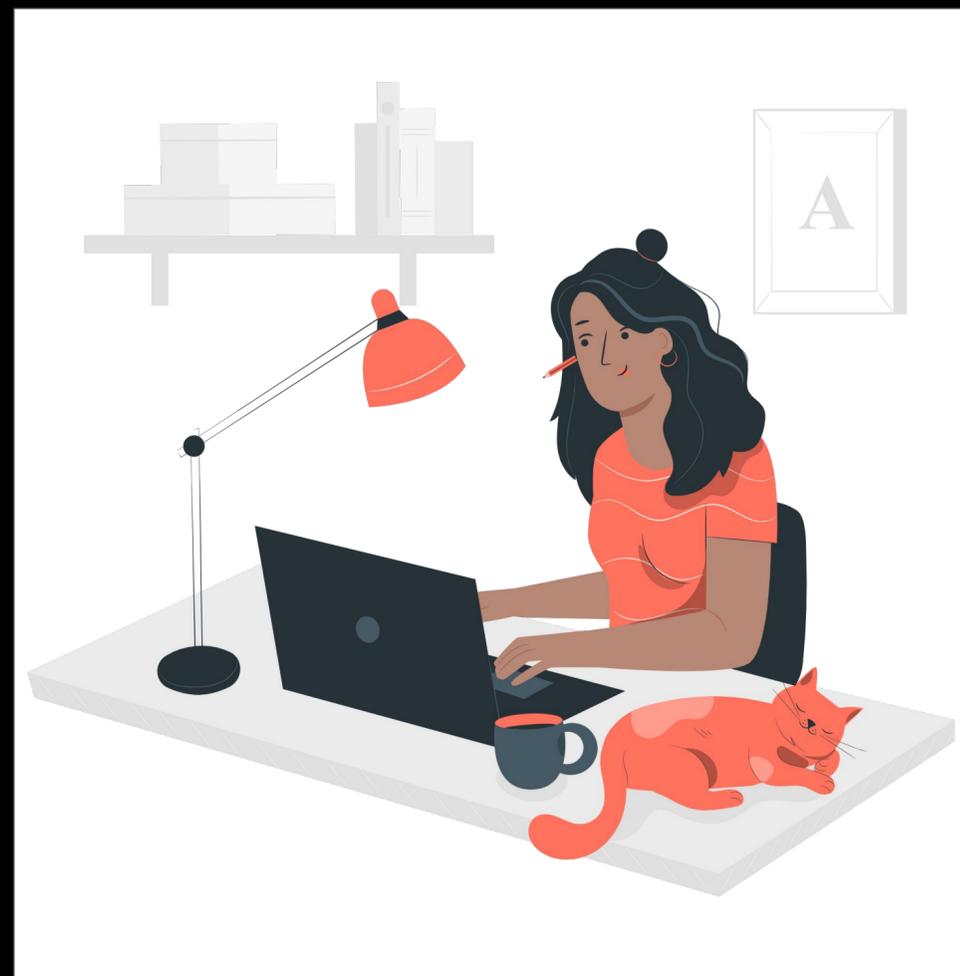
Cose da fare

3) pensare al ri-acquisto



Cose da fare

4) farsi seguire



Driver

1) + pubblico

2) + fatturato & margini



Quindi devo spendere 30k?

Growth Hacking!



**GRAZIE A
TUTTI**





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