



معاونت آموزش و کارآفرینی

سلسله نشست های علمی آینده مشاغل و مشاغل آینده آینده تجارت الکترونیک

سخنران: مهندس کاشی ساز (متخصص هوش مصنوعی)

زمان: سه شنبه مورخ ۱۴۰۱/۰۹/۲۲
ساعت ۱۰ الی ۱۱



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Businesses that not only own their customers and know who they are, but are speaking to them and listening to them, will have a definite advantage going forward.

Robert Befumo
Head of Ecommerce
Strategy and Marketing,
Parkfield Commerce

عادات خرج کردن تغییر کرده است

بر اساس تحقیقات شرکت Forrester consulting تا سال ۲۰۲۵:

- احتمال خرید از برندی که ارزش بالایی دارد ۴ برابر بیشتر می شود
- ۷۷ درصد از مصرف کنندگان نگران تاثیرات زیست محیطی محصولات خریداری شده خود خواهند شد
- ۶۵ درصد خریداران، خرید از یک برند مناسب را در مقابل پرداخت پول بیشتر و زمان تحویل دیرتر ترجیح می دهند.
- خرید از بازارهای جدید مثل social commerce سه برابر می شود.
- ۴۰ درصد از خریداران علاقه مند به پرداخت ارز دیجیتال خواهند شد.

بازار خراب نیست!

آنچه شما را به جایی که هستید رساند، شما را به جایی که می خواهید نمی رساند

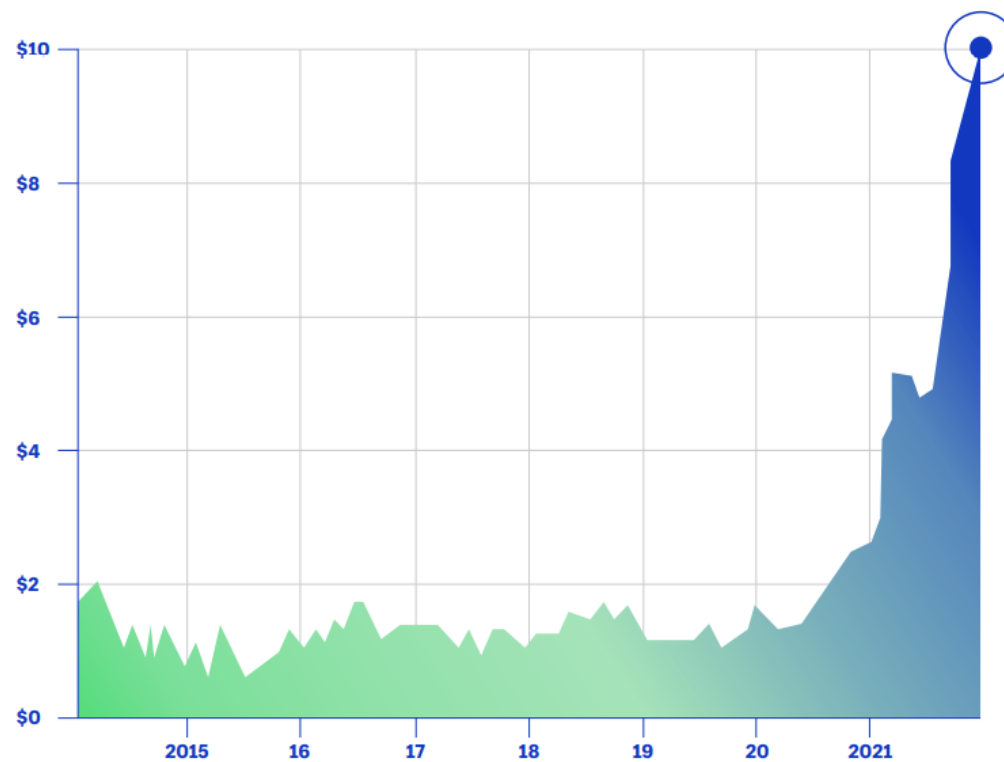
تغییرات بازار

- هزینه های بالای حمل و نقل
- کاهش بازدهی تبلیغات
- افزایش چشمگیر کسب و کارهای آنلاین
- افزایش فروش Direct to Customer
- افزایش هزینه های دیجیتال مارکتینگ
- برندسازی بی رویه

هزینه حمل و نقل

Global container freight costs

\$1,000 U.S. per 40-foot container



*Based on eight major shipping routes

Sourced from Drewry in The Economist

کاهش بازدهی تبلیغات

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Some brands are seeing ad costs go five times higher than [before] to drive the same amount of traffic.

Ben Jabbawy
Founder and CEO, Privy

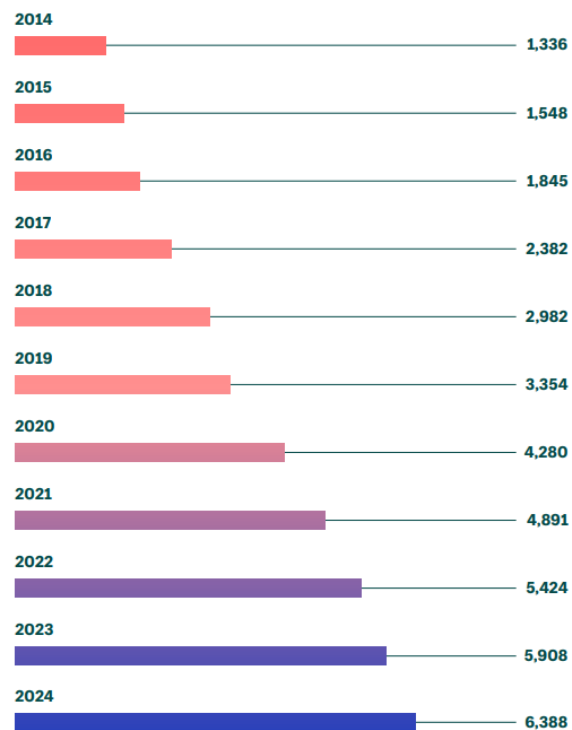
۴۱ درصد از برندها به دنبال تبلیغات هدفمند هستند

- سئو و موتورهای جستجو
- جمع آوری اطلاعات صحیح
- برندینگ از طریق شبکه های اجتماعی

افزایش چشمگیر کسب و کارهای آنلاین

Retail ecommerce sales worldwide from 2014 to 2024

In billion U.S. dollars



Sourced from [Statista](#)

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As more businesses are online, it's harder and harder to be found by new customers. Because it's so easy to start online now, there are definitely rising costs of customer acquisition. Paid ads are getting really expensive, not to mention the Apple iOS 14 release, which has made it more difficult to track results in ad spend.

Mel Ho
Senior Product
Marketing Lead, Shopify

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As the world has moved online and as commerce has had its second renaissance, the side effect is that customer acquisition costs have risen to enormous levels. The clear solution for brands is to increase their repeat rates and increase customer lifetime value.

Carl Rivera
VP of Shop, Shopify

- تجارت خود را چند کاناله کنید
- در را برای بازگشت مشتری باز نگه دارید
- ۵۴ درصد از خریداران خرد آنلاین می بینند و حضوری می خرند
- ۶۶ درصد از مشتریان به تاخیرات زنجیره تامین آگاه هستند و به دنبال شفافیت اند

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The brands that speak to everyone speak to no one. Whether brand differentiation means what the brand stands for, the way the product is made, or the way they engage their audience, consumers are looking for differentiated experiences and brands they can connect to.

Morgan Brown
VP Growth Marketing, Shopify

Consumers want to know how brands use their data

I will only share my personal information with a brand if required

**61%**

I'm increasingly concerned with how brands use my personal information

**57%**

I am OK with brands I like using my personal information to deliver relevant content and offers

**44%**

I have refused to buy from a brand because of concerns around personal data use

**40%**

Sourced from Shopify eCommerce Market Credibility Study, 2021

85%

of brands believe they're offering personalized experiences, while only 60% of consumers seem to agree

[The State of Personalization in 2021, Twilio Segment](#)

جهت شخصی سازی برند خود چه کار کنیم؟

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Customers are looking for brands to align with their values. They are calling out complacency and demanding transparency. A purchase now represents your values, a demonstration of shared beliefs between customer and brand.

Sarah Brown
Founder, Pai Skincare

- ایجاد اعتماد
- جمع آوری اطلاعات
- ارائه پیشنهادات شخصی

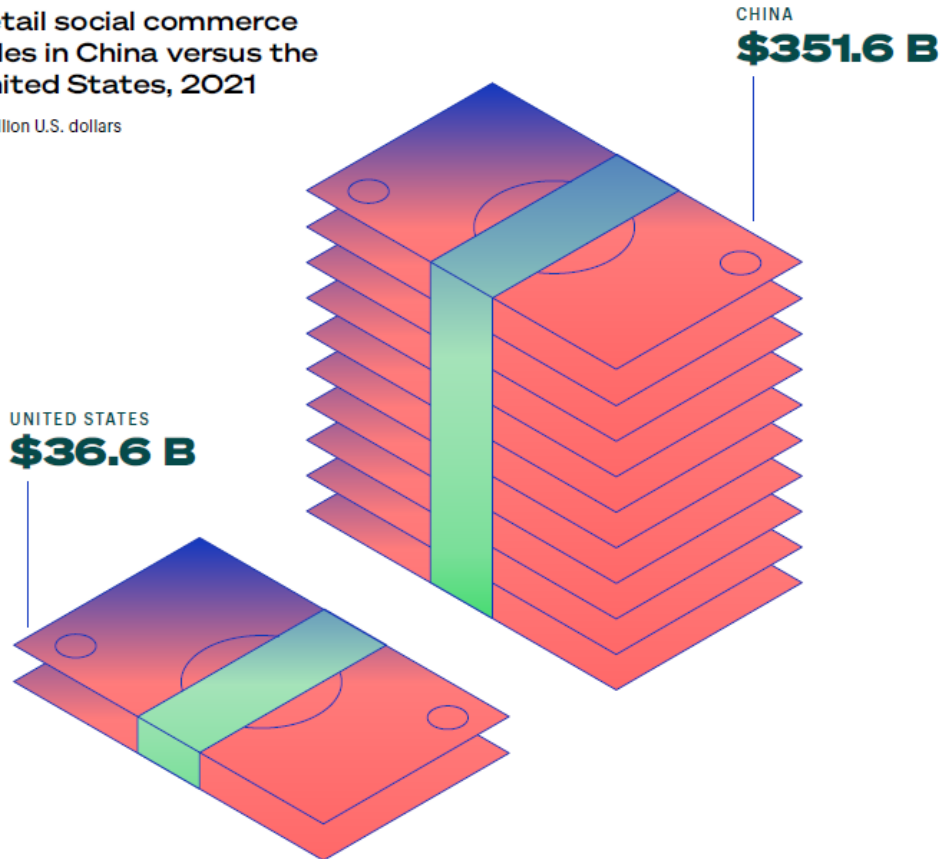
ایجاد اعتماد میان مشتریان

- داستان برندتان را با مشتریان در میان بگذارید
- به مشتریان نشان دهید که ویژگی های مشترکی دارند
- کارمندان شما برندتان را حمل می کنند

تجارت اجتماعی

Retail social commerce sales in China versus the United States, 2021

In billion U.S. dollars



Sourced from [eMarketer](#)



Brands build loyalty, not products. It's key for brands to develop their own DTC strategy and model to be able to build a strong, independent brand. Social commerce is definitely an opportunity for brands to reclaim their destiny by owning the customer experience and the relationship with customers, versus selling on Amazon, where price is king and your brand is an afterthought.

Étienne Mérineau
Senior Director of Marketing,
Heyday by Hootsuite

ارتباط زنده با مشتری

61%

Growth in livestream selling app installs globally between January 1, 2021 and September 30, 2021, compared to the same time period in 2020

Internal Shopify data

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My prediction is that in a couple years, the hottest role for a brand to hire is going to be a head of live shopping.

Kevin Gould
Co-founder, Glamnetic

Percentage of consumers who say the ability to easily reach customer service in the channel of their choice influenced their decision to purchase

GLOBAL AVERAGE

54%

NORTH AMERICA

57%

EUROPE, MIDDLE EAST, AND AFRICA

55%

ASIA PACIFIC

48%

Sourced from Shopify eCommerce Market Credibility Study, 2021

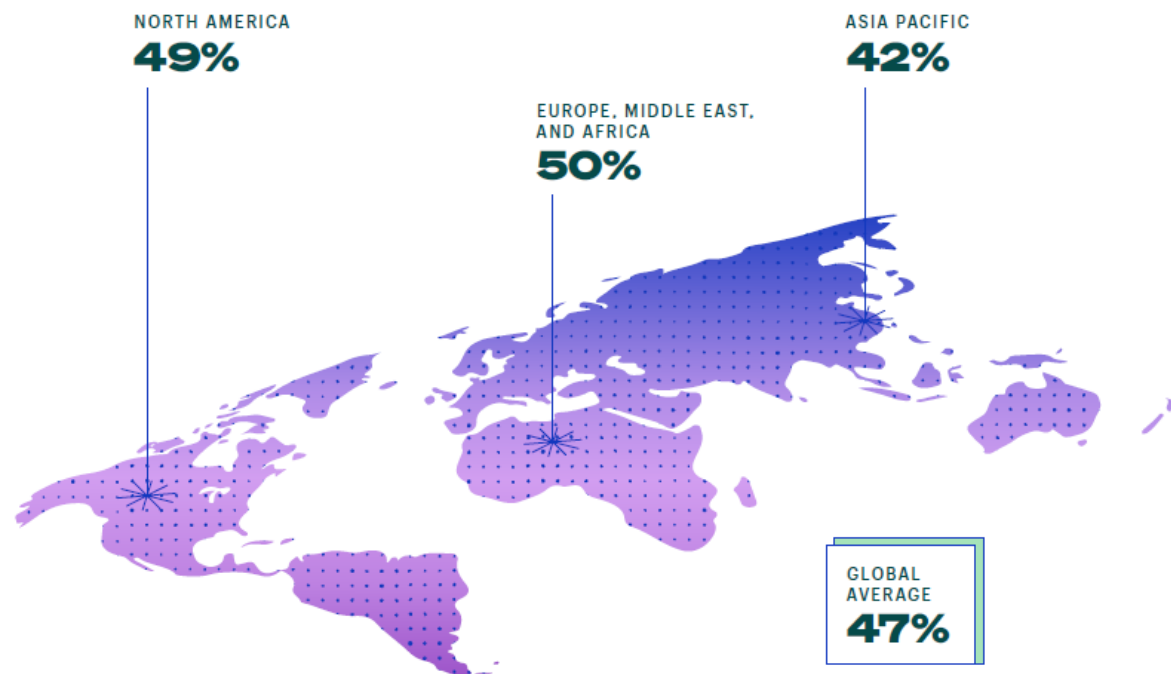
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Building relationships with customers is going to be the number one thing, not only through your website but all channels. Your brand presence and message have to be active and engaging across your website, email, and social. This is not only because acquisition is challenging, but also because brands will see the need to keep a dialogue going with their customers.

Robert Befumo
Head of Ecommerce Strategy,
Parkfield Commerce

اهمیت فروش فیزیکی و محلی

Percentage of consumers who are significantly more likely to buy from brands with a local presence



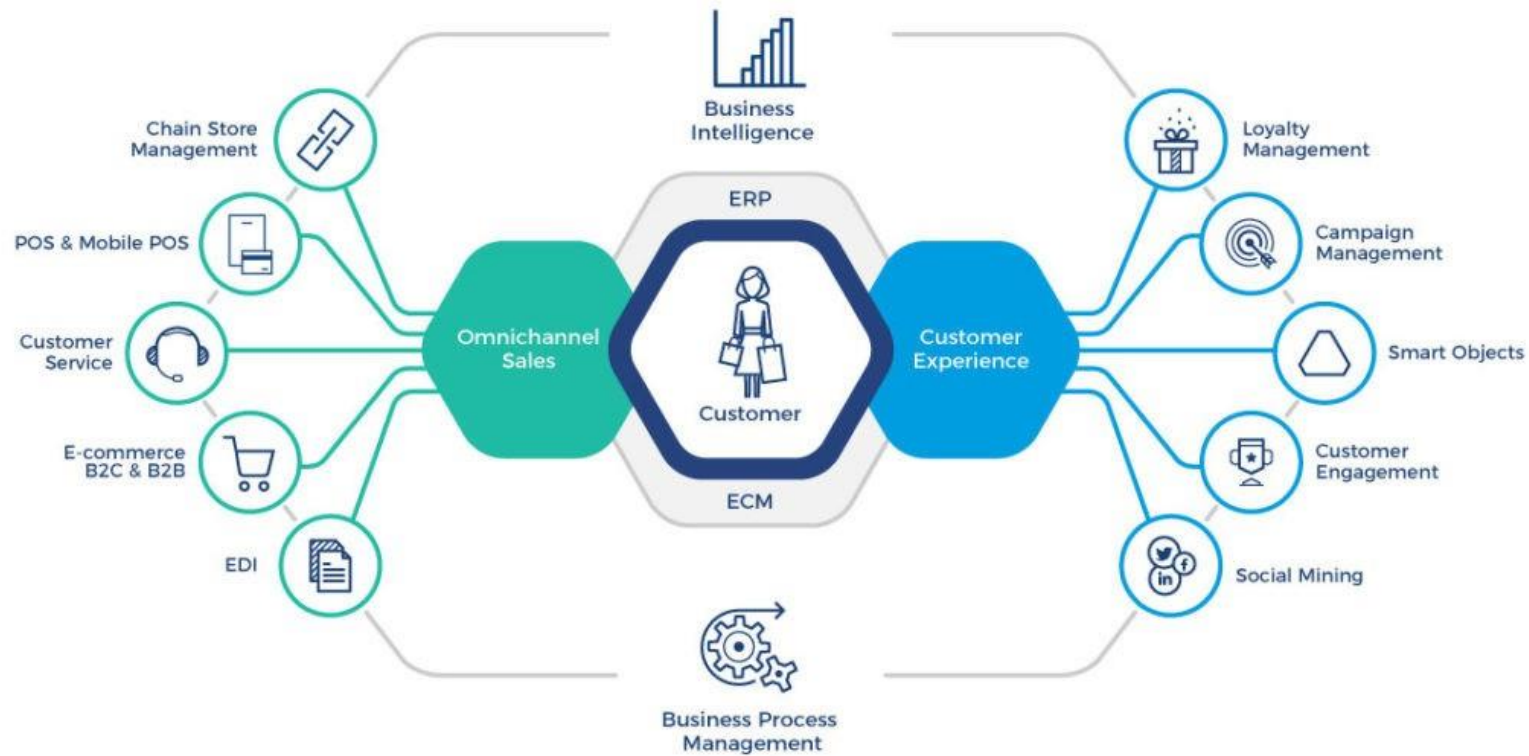
Sourced from Shopify eCommerce Market Credibility Study, 2021

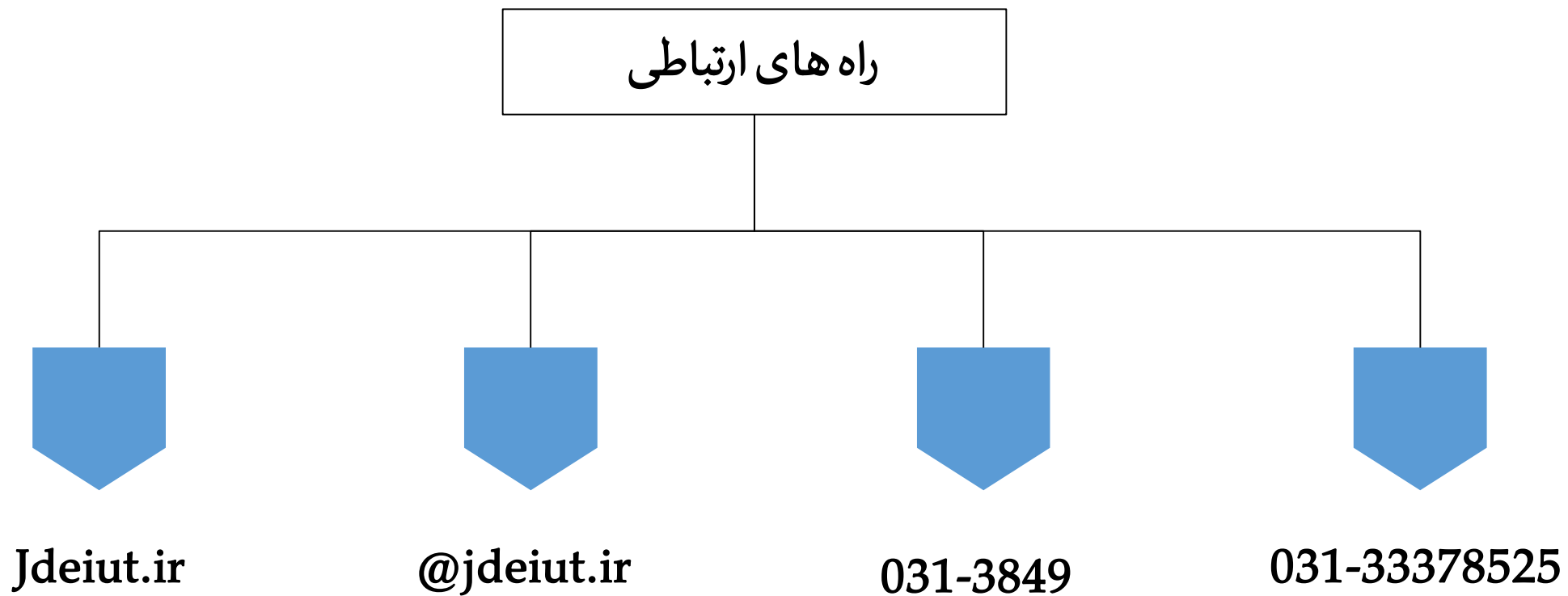
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So many businesses have closed, so there's a lot of availability, and a new wave of really cool, interesting businesses are going to pop up. It's a great time to think about expanding into a physical space.

Kimberly Smith
Founder, Marjani and Board of Directors, National Retail Federation

هوش تجاری و تاثیر آن بر تجارت الکترونیک





از توجه شما سپاسگزاریم!

•Do you have any questions?

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