

kybun International Meeting 2022
E-COMMERCE

walking  **together** worldwide

- What we are currently doing – an insight
- Our three-pillar principle
- Best Practice / What can a single/small shop do?
- Reminder: use the tools we provide
- Selling on marketplaces?

What we do – An insight

- Shopify Webshops
 - Own: CH/EU/UK/HK
 - Built: UAE/KW
 - Marketplace: SA
- Klaviyo E-Mail Marketing (Mailchimp & Cleverreach)
- Online Advertising
 - Google / Bing (search engines)
 - YouTube (video platform)
 - Facebook / Instagram (Social Media)
- Content Marketing
 - Website, Shop, Facebook, Instagram, LinkedIn, YouTube, Google Maps

YouTube



shopify

facebook

Google



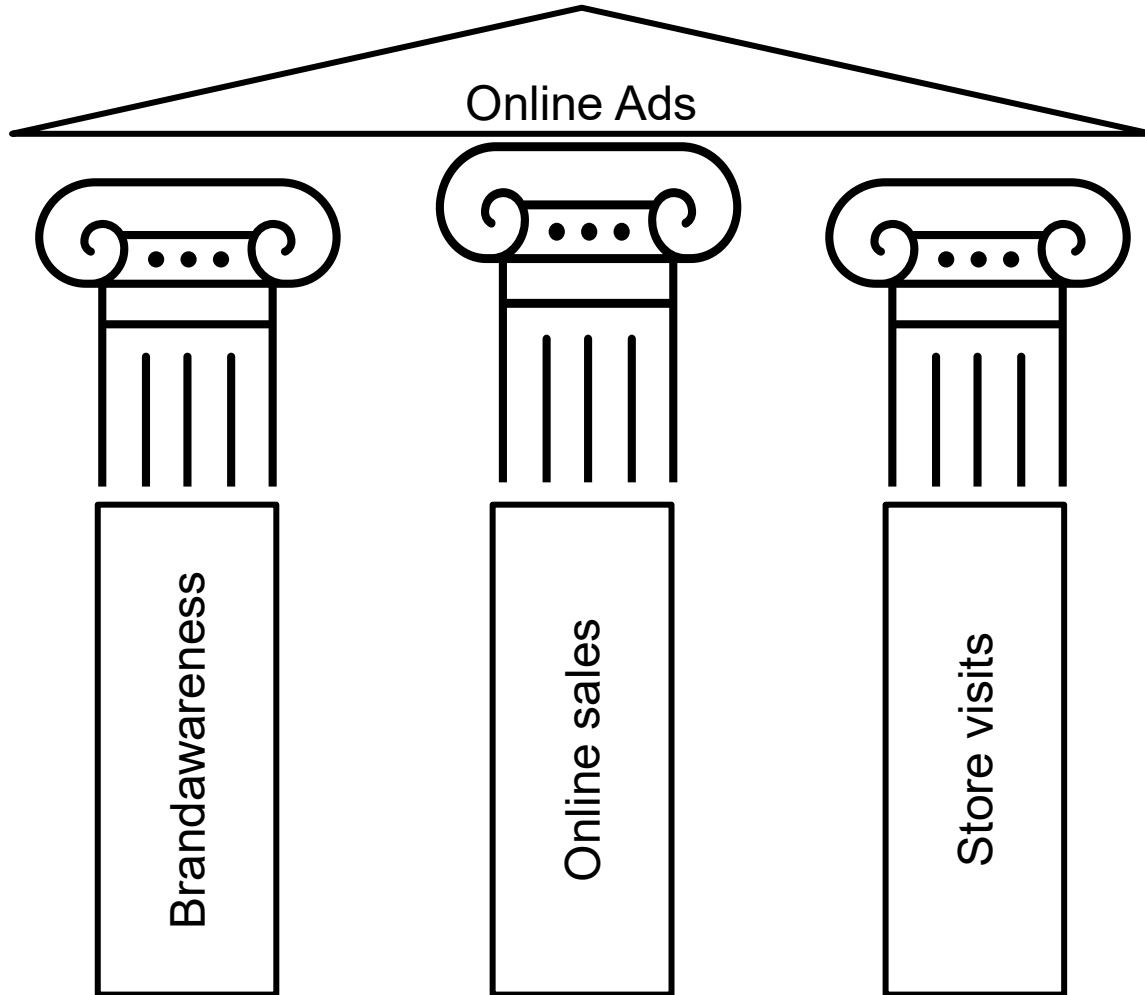
klaviyo

Affiliatly



Microsoft Bing

Our three-pillar principle



- Online store pays for growth
- Build and strengthen brand awareness
- Your partner plays a central role in the entire customer journey
- Looking for new store locator solutions to integrate you even better

- Selling, keep hurdles as low as possible
 - Equip the products on your platform with as much information as possible
 - Explains to the customer the business, idea and origin of the product
 - Do not hide the shoe price or appearance of the sole
 - Creating trust with reviews, certificates or badges > UCG
- Advertising
 - Be present where your target group is
 - Local websites / directories in your area often also offer advertising packages
 - Combine online & offline activities and vice versa
- Loyalty Programs
 - Refer a friend / rewards / etc.

- Content-Marketing
 - Be active on your channels and interact with your audience
 - Make your shop / page look up-to-date and fill it with life
- Customer Service
 - View it as a profit center
 - Lead customers the way you want
- Automation
 - Proactive information
 - Complete the same requests / tasks automatically
- Trial shoes as #1 “fishing hook” for new customers

Use the tools we provide - Reminder

- Affiliate program (commissions; optional: Google Advertising) (EU&US)
- Integration with kybun's global online advertising
 - Google myBusiness Location
- Event promotion via newsletter and social media (Corsizio)
- Newsletter flow for new customers (CleverReach)

What can a single / small shop do?

- Optimize local visibility
 - Online and offline
 - Citation Building (kybun Webinar)
 - Local SEO
- Ads via Google Maps > myBusiness
- Cooperation with other businesses
- Loyalty Programs, online and/or offline

Selling on marketplaces?

- A possibility? Perhaps
- Advantages
 - ❖ Brand awareness > digital shop window
 - ❖ Very popular as a product search engine in some countries
 - ❖ No monthly basic costs
- Disadvantages
 - Not all data in your own hands > e-mail as an example
 - Hard rules / complicated uploads
 - Sales commission reduces margin
 - Consulting / Product Descriptions insufficient
 - Integration of own tools/apps hardly or not at all possible

One more thing...

- kybun product feed
 - CSV
 - Updated daily
 - All important data available
 - Multilingual
- Available from October 2022

```
SELECT p.ProductNumber, isnull(av.attr_psku,avp.Attr_PSKU) SKU, isnull(pde.Name1,p.Matchcode) as Title, p.Matchcode + ' - ' + pv.VariantDesc as VariantTit  
isnull((select dvVar.ValueDesc  
from wfuser_kybun.dbo.tdDimensionCombinations dcVar  
inner join wfUser_Kybun.dbo.tdDimensionValues dvVar on dcVar.DimensionValueID = dvVar.ValueID and dvVar.DimensionID = dcVar.DimensionID  
where dcVar.VariantID = pv.VariantID and dcVar.DimensionID = 18),avp.Attr_HK) as Origin, pde.AdditionalText as Description, *  
FROM dbo.tdProducts p  
LEFT OUTER JOIN dbo.tdAttributeValues avp on avp.RecordID = p.ProductID and avp.EntityID = 2000  
LEFT OUTER JOIN dbo.tdProductDesc pde on pde.ProductID = p.ProductID and pde.Language in ('E')  
LEFT OUTER JOIN dbo.tdProductVariants pv  
LEFT OUTER JOIN dbo.tdAttributeValues av on av.EntityID = 2200 and av.RecordID = pv.VariantID  
ON p.ProductID=pv.ProductID AND ISNULL(pv.IsExpired, 0)<>-1  
WHERE p.ProductGroup IN ('Fusswerk','kyBouncer','kybunJoya') AND p.inActive = 0 AND p.Matchcode NOT LIKE 'ALT%' AND isnull(av.attr_psku,avp.Attr_PSKU) NOT  
ORDER BY SKU
```

ProductNumber	SKU	Title	VariantTitle	EAN	Origin	Description	ProductID	ProductNumber	Matchcode	
1	413acs	413acs0000	Ecological Shoe Sponge	NULL	9120050340237	Osterreich	<p>Sponge for applying and smearing leather crea...	2996	413acs	kybun Joya Care Ökologisc
2	470acs	470acs3638	Diabetic Socks	Diabetes-Socken - 36-38 (S)	7630261802964	Portugal	<p>The kybun Joya diabetic sock optimises comfort...	2965	470acs	Diabetes-Socken
3	470acs	470acs3941	Diabetic Socks	Diabetes-Socken - 39-41 (M)	7630261802971	Portugal	<p>The kybun Joya diabetic sock optimises comfort...	2965	470acs	Diabetes-Socken
4	470acs	470acs4244	Diabetic Socks	Diabetes-Socken - 42-44 (L)	7630261802968	Portugal	<p>The kybun Joya diabetic sock optimises comfort...	2965	470acs	Diabetes-Socken
5	470acs	470acs4546	Diabetic Socks	Diabetes-Socken - 45-46 (XL)	7630261802965	Portugal	<p>The kybun Joya diabetic sock optimises comfort...	2965	470acs	Diabetes-Socken
6	473acs	473acs3638	Compression Socks	Kompressionssocken - 36-38 (S)	7630261803060	Portugal	<p>The kybun Joya compression socks are perfect ...	2966	473acs	Kompressionssocken
7	473acs	473acs3941	Compression Socks	Kompressionssocken - 39-41 (M)	7630261803077	Portugal	<p>The kybun Joya compression socks are perfect ...	2966	473acs	Kompressionssocken
8	473acs	473acs4244	Compression Socks	Kompressionssocken - 42-44 (L)	7630261803084	Portugal	<p>The kybun Joya compression socks are perfect ...	2966	473acs	Kompressionssocken
9	473acs	473acs4446	Compression Socks	Kompressionssocken - 45-46 (XL)	7630261803091	Portugal	<p>The kybun Joya compression socks are perfect ...	2966	473acs	Kompressionssocken
10	474acs	474acs3538	Grip Socks, pack of 2 pairs	Grip Socken Duo Pack - 35-38 (S)	7630261803398	Portugal	<p>Walking barefoot is known to be healthy, espec...	2967	474acs	Grip Socken Duo Pack
11	474acs	474acs3942	Grip Socks, pack of 2 pairs	Grip Socken Duo Pack - 39-42 (M)	7630261803404	Portugal	<p>Walking barefoot is known to be healthy, espec...	2967	474acs	Grip Socken Duo Pack
12	474acs	474acs4546	Grip Socks, pack of 2 pairs	Grip Socken Duo Pack - 43-46 (L)	7630261803411	Portugal	<p>Walking barefoot is known to be healthy, espec...	2967	474acs	Grip Socken Duo Pack
13	475acs	475acs0001	Table Display for kybun Joya Socks (23x41x50cm)	NULL	7630261809079	Portugal	<p>	3018	475acs	Tischständer kybun Joya So
14	947mar	947mar0000	Leather Care Lemongrass	NULL	9120050342774	Osterreich	<p>This care cream cleans, nourishes and impregn...	2881	947mar	kybun Joya Care Leder-Pfleg
15	948mar	948mar0000	Leather and Textile Cleaner	NULL	9120050342798	Osterreich	<p>This organic care foam cleans, cares and readd...	2882	948mar	kybun Joya Care Leder und
16	949mar	949mar0000	Foot and Shoe Deodorant Spray	NULL	9120050342804	Osterreich	<p>This deodorant refreshes the body, feet and yo...	2880	949mar	kybun Joya Care Fuss und
17	950mar	950mar0000	Leather and Textile Waterproofing Spray	NULL	9120050342781	Osterreich	<p>The impregnation spray offers high-effective sur...	2883	950mar	kybun Joya Care Leder und
18	951mar	951mar0000	Shoe Care Set BASIC	NULL	7630261802940	Osterreich	<p>Care set consisting of: <p> -<u>=</u> 1 x Eco Te...	2888	951mar	kybun Joya Care Set Basic
19	952mar	952mar0000	Shoe Care Set PREMIUM	NULL	7630261802957	Osterreich	<p>Care set consisting of: <p> -<u>=</u> 1 x Eco Te...	2889	952mar	kybun Joya Care Set Premi
20	953mar	953mar0000	Shoe Care Set SMALL	NULL	7630261802933	Osterreich	<p>Care set consisting of: <p> -<u>=</u> 1 x Eco Te...	2887	953mar	kybun Joya Care Set Small
21	AM000A	AM000A.3923-IT	Jindo Black M	Jindo Black M - 39 2/3	7640141510018	Made in Italy	<div>This classic 100% leather shoe in smart black ...	295	AM000A	Jindo Black M
22	AM000A	AM000A.39-IT	Jindo Black M	Jindo Black M - 39	7640141510001	Made in Italy	<div>This classic 100% leather shoe in smart black ...	295	AM000A	Jindo Black M
23	AM000A	AM000A.4013-IT	Jindo Black M	Jindo Black M - 40 1/3	7640141510025	Made in Italy	<div>This classic 100% leather shoe in smart black ...	295	AM000A	Jindo Black M
24	AM000A	AM000A.4123-IT	Jindo Black M	Jindo Black M - 41 2/3	7640141510049	Made in Italy	<div>This classic 100% leather shoe in smart black ...	295	AM000A	Jindo Black M
25	AM000A	AM000A.41-IT	Jindo Black M	Jindo Black M - 41	7640141510032	Made in Italy	<div>This classic 100% leather shoe in smart black ...	295	AM000A	Jindo Black M
26	AM000A	AM000A.4213-IT	Jindo Black M	Jindo Black M - 42 1/3	7640141510056	Made in Italy	<div>This classic 100% leather shoe in smart black ...	295	AM000A	Jindo Black M