


RETALHO DIGITAL

José António
Rousseau

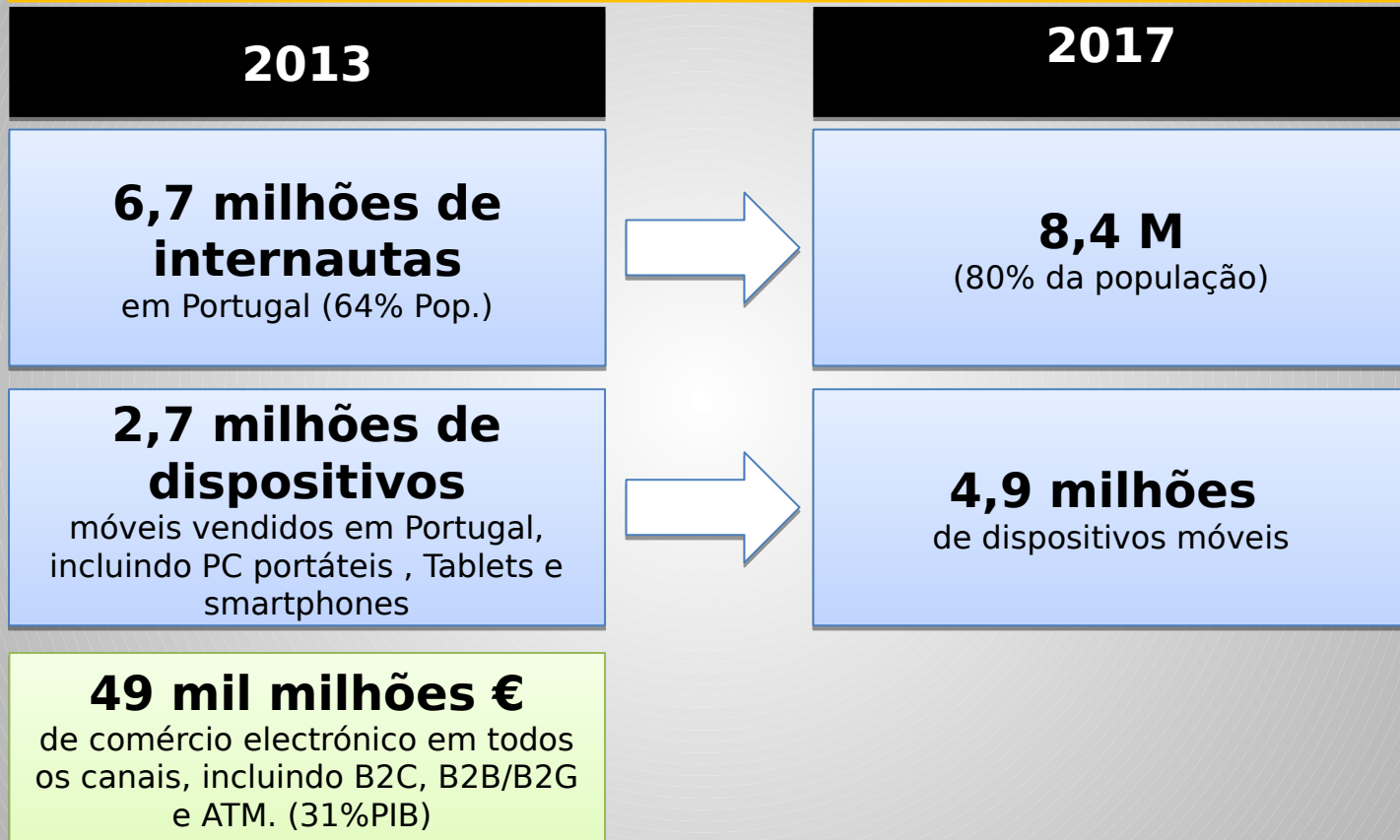
Carlos
Ascensão



A evolução do Marketing

	Marketing 1.0: Product	Marketing 2.0: Consumer	Marketing 3.0: Values	 Marketing 4.0: Digitalization
Goal	Sell products	Satisfy and retain consumers	Make the world a better place	Collaboration
Driving forces	Industrial revolution	Information technology	New wave technology	New wave technology
As companies see the market	Mass of buyers, with physical needs	Smart consumer, endowed with heart and mind	Being fully human, with heart, mind and spirit	Digital consumers
Marketing concept	Product development	Differentiation	Values	Digital
The company's marketing guidelines	Product specification	Positioning of the product and company	Mission, vision and values of the company	Marketing of content and multi-channel presence
Value proposition	Functional	Functional and emotional	Functional, emotional and spiritual	Greater company-consumer integration
Interaction with consumers	Transaction type one-to-one	One-to-one	Collaboration one-to-many	Hybrid: Off-line and online integration

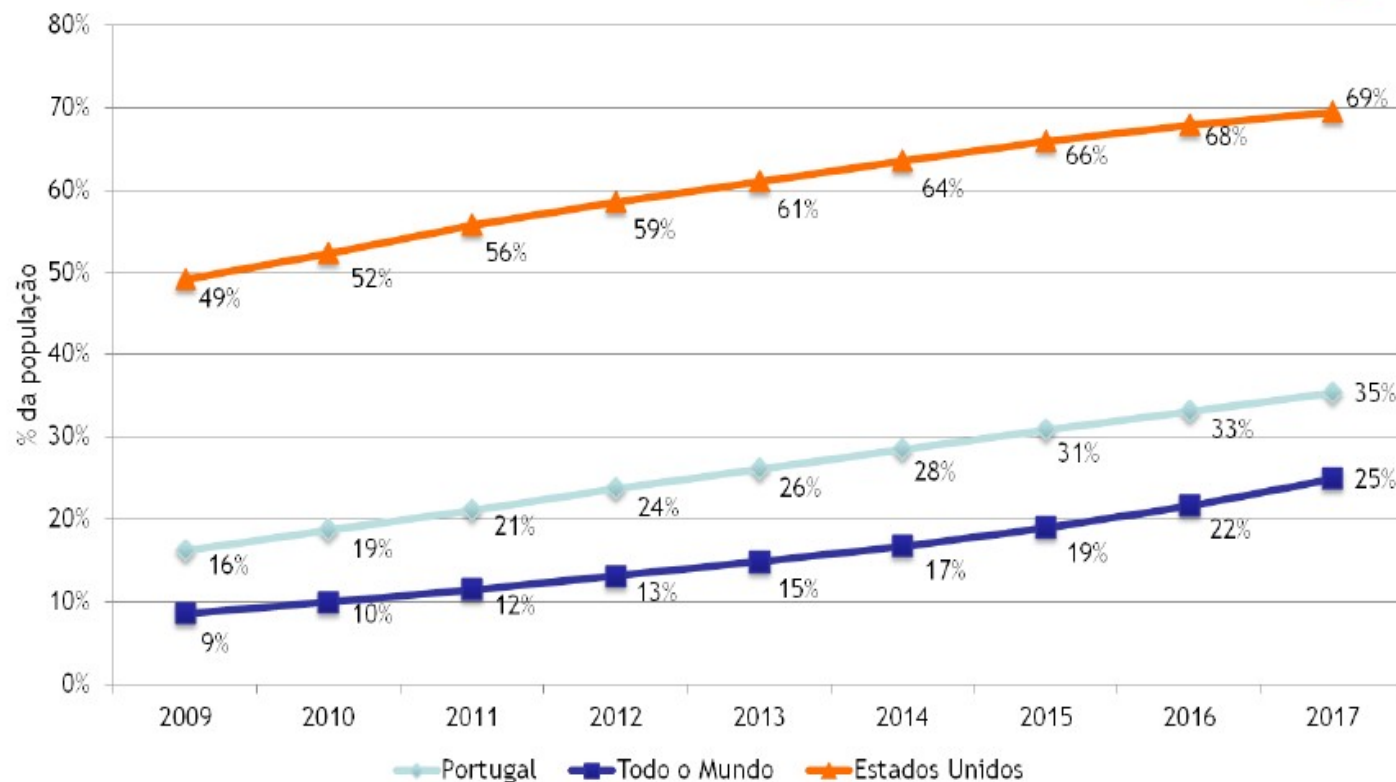
Economia Digital em Portugal (2012-2017)



Compradores Online (B2C)

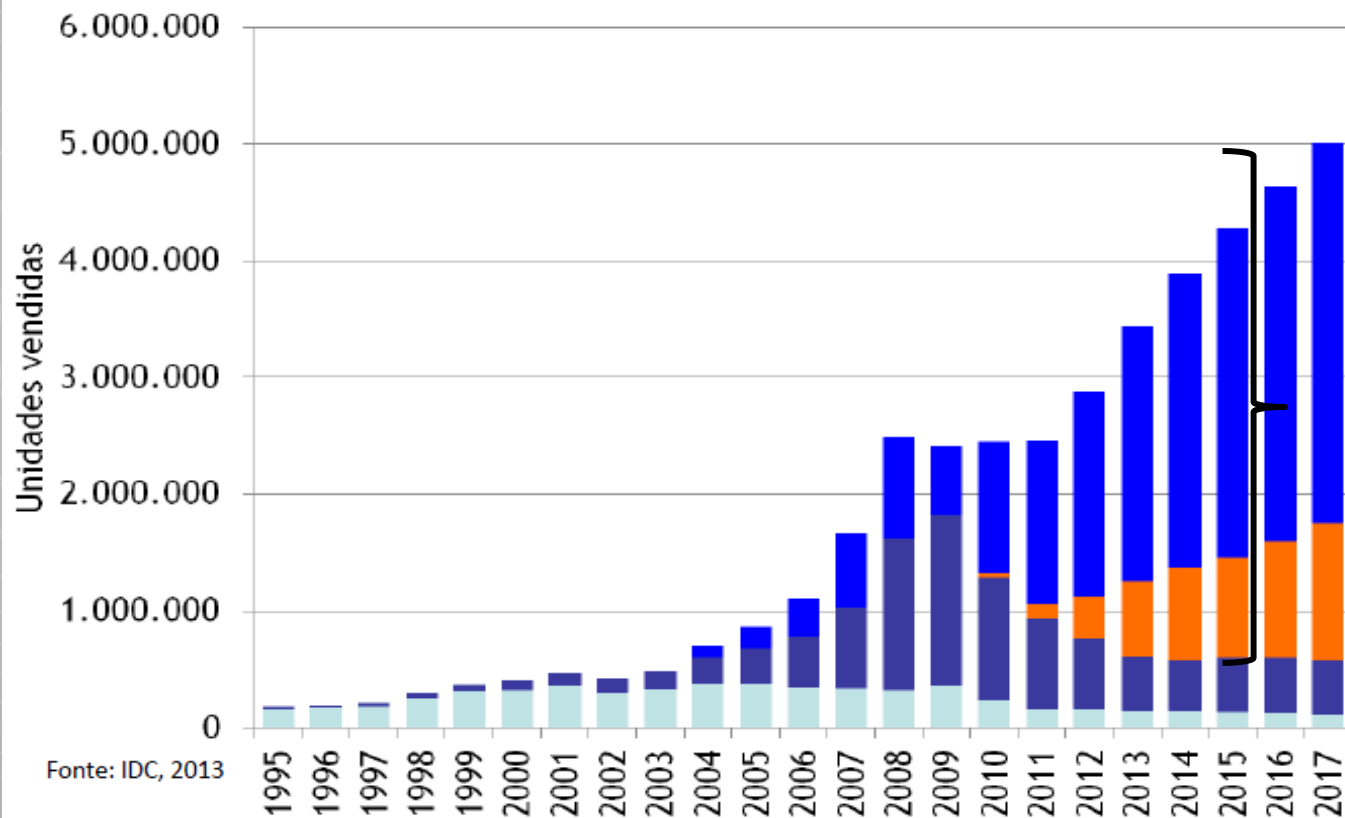


Compradores Online (B2C)



Oportunidade
de crescimento

Equipamentos com acesso à internet



4,9 M dispositivos móveis

GERAÇÕES DE B A Z



Baby boomer
1940–59



Gen X
1960–79



Gen Y (millennial)
1980–94



Gen Z
1995–2010

Context

- Postwar
- Dictatorship and repression in Brazil

- Political transition
- Capitalism and meritocracy dominate

- Globalization
- Economic stability
- Emergence of internet

- Mobility and multiple realities
- Social networks
- Digital natives

Behavior

- Idealism
- Revolutionary
- Collectivist

- Materialistic
- Competitive
- Individualistic

- Globalist
- Questioning
- Oriented to self

- Undefined ID
- “Communaholic”
- “Dialoguer”
- Realistic

Consumption

- Ideology
- Vinyl and movies

- Status
- Brands and cars
- Luxury articles

- Experience
- Festivals and travel
- Flagships

- Uniqueness
- Unlimited
- Ethical

Os quatro Cavaleiros do Anocalinse





Apple's Timeline

1976

Apple Inc. founded

Founded by Steve Jobs and Steve Wozniak. The first personal computer, Apple I, is launched.

Apple's IPO

Apple conducts an initial public offering of **4.6 million** shares at \$22 per share.

1980

1998

iMac

After welcoming Steve Jobs back as CEO, Apple launches iMac, a streamlined personal computer.

iTunes and iPod

iTunes is introduced in January and the iPod mp3 player debuts in October.

2001

2003

Safari and Music Store

Safari Web browser launched in January and closely followed by iTunes music store in April.

iPhone and Apple TV

iPhone is unveiled in January and shortly afterwards Apple TV is made available in March.

2007

iCloud and Company Restructuring

Apple introduces iCloud. However, Steve Jobs resigns as CEO and Tim Cook takes his place.

Controversies and lawsuits

Apple is fined **\$626 million** for patent infringements. The giant refuses to assist the FBI in hacking an account, and finally, is charged **\$14.5 billion** in back taxes owed to Ireland.

New Milestones

Apple and Oprah Winfrey collaborate on new software. In August, Apple becomes **first trillion dollar company** and faces ban on iPhone sales and import given the trade war

2010

iPad

In January, the iPad is announced and launched.

2011

Negotiations

Apple buys Beats for **\$3 billion**

They subsequently split their stock and bring it down from **\$647.50 to \$92.44**. Lastly, Apple introduces the Apple Watch and wins a lawsuit against monopoly

2016

iPhone X and Scandal

Apple launches the iPhone X alongside the iPhone 8 and 8 Plus. In December of the same year Apple admits to software updates which limit the performance of older models. They later apologized to the public and offered cheaper battery replacements.

2017

2017

Amazon's Timeline

1994

Amazon is born

Jeff Bezos and his wife open an online bookstore.

Amazon goes public

Amazon goes public at \$18 per share with a total value of **\$300 million**.

1997

1998

Amazon expands

Amazon expands into music and begins selling DVDs and CDs.

1-Click patent

Amazon patents their idea of a one-click purchase.

1999

2002

Amazon expands

Amazon begins selling clothes.

Amazon and the internet

Amazon launches web hosting service.

2003

2004

China

Amazon buys JoJo for **\$75 million**, the largest online seller of books

Amazon Prime

Amazon Prime is launched with more than **100 million** members worldwide.

2005

2007

Negotiations

Apple buys Beats for **\$3 billion**. They subsequently split their stock and bring it down from **\$647.50 to \$92.44**. Lastly, Apple introduces the Apple Watch and wins a lawsuit against monopoly allegations.

Kiva Systems

Amazon buys robotics company, Kiva systems for **\$775 million**.

2012

2017

Wholefoods

Amazon acquires Whole Foods for **\$13.7 billion**.

Market capitalization

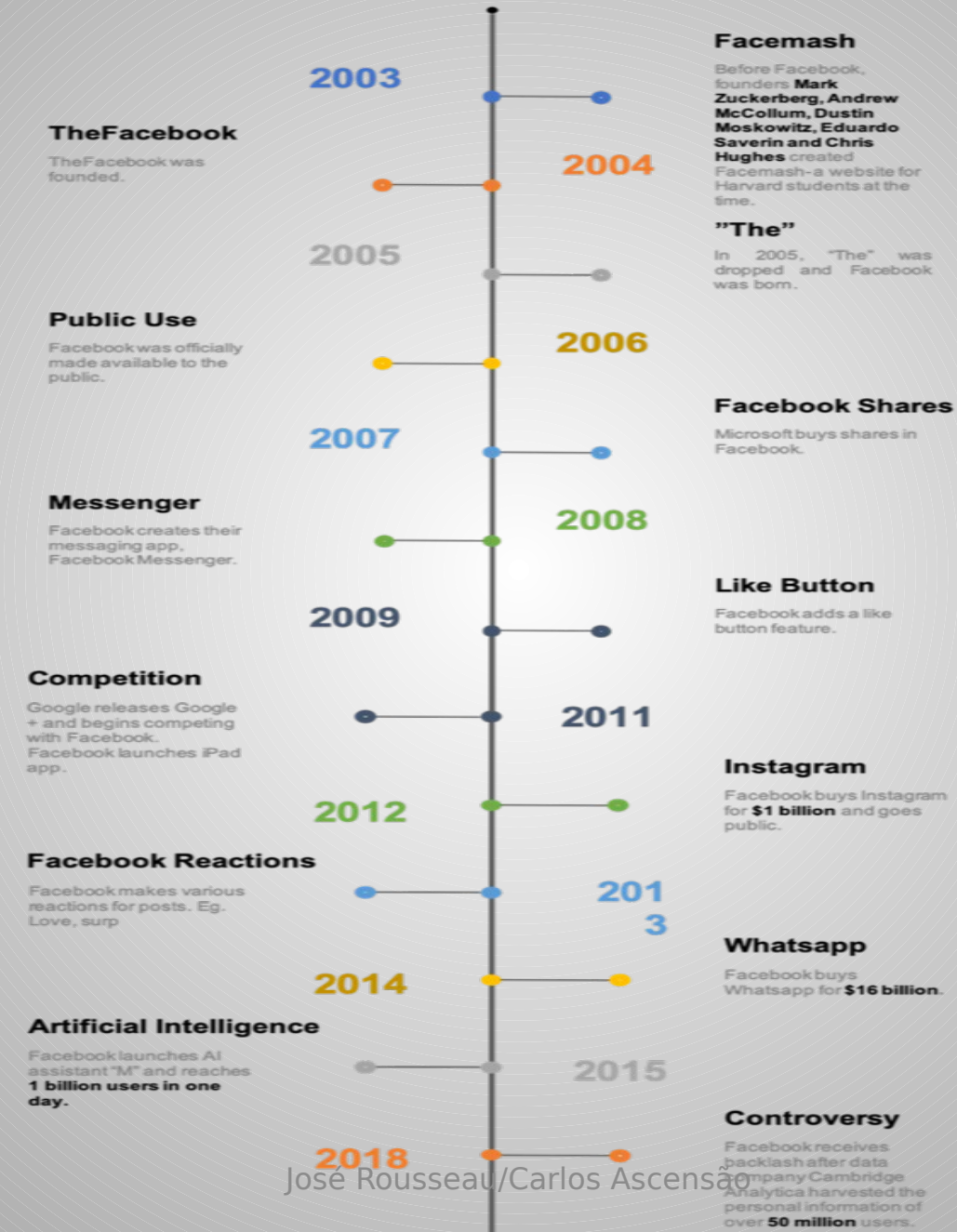
Amazon reaches the **\$1 trillion** dollar mark

2018

Google's Timeline



Facebook's Timeline



O QUE LEVA AS PESSOAS A CLICAR “Add to Cart”?



e-Commerce

33%

dos compradores portugueses com acesso online dizem que passam mais tempo a comprar online do que em lojas físicas

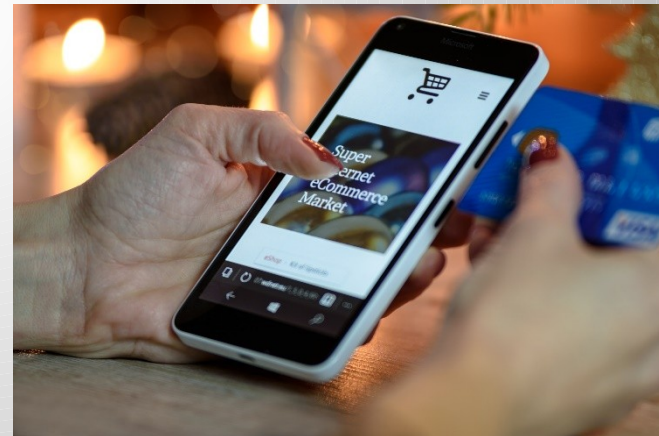
46% (Espanha)

33% (Franca)

56% (Brasil)

40% (EUA)

33% (Canadá)



O que influencia os shoppers online?



Fonte: Google/Ipsos, Global Retail Study

José Rousseau/Carlos Ascensão

O que influencia os shoppers online?



Grã-Bretanha

Os valores dos compradores no Reino Unido tendem a refletir os compradores dos EUA, com **preços baixos** considerados muito importantes.

Os compradores do Reino Unido prestam mais atenção às **tarifas aduaneiras, impostos e prazos de entrega** no futuro próximo, o que pode afetar a classificação e a ordem de seus valores.

O que influencia os shoppers online?



Estados Unidos

Os americanos tendem a identificar-se como “farejadores de oportunidades”: o **preço** é geralmente a consideração de compra mais importante, com **frete grátis** logo a seguir.

Os valores dos compradores nos EUA podem indicar as preferências do consumidor num mercado de comércio eletrónico **mais saturado e padronizado**.

O que influencia os shoppers online?



Brasil

Os compradores brasileiros valorizam mais as **opções de pagamento**, como o Boleto, do que os outros mercados do estudo.

Os consumidores brasileiros apreciam os detalhes das compras on-line, pois valorizam mais as especificações e **informações do produto** do que outros mercados do estudo.

O que influencia os shoppers online?






Índia

Os consumidores procuram apps de compras compatíveis com os métodos de **pagamento em dinheiro** na entrega. O dinheiro ainda é um dos principais meios de compra no país. As operações de reversão de compras são críticas, pois os consumidores tendem a valorizar opções de **garantia** e um processo de **devolução** fácil mais do que outros mercados.

O que influencia os shoppers online?

82%

das pessoas lêem comentários de clientes (★★★★★) antes de comprar

		
Máquina de café Krups...	THERA RETRO - Cafeteira...	Máquina de Café Cecotec...
29,90 €	89,95 €	76,90 €
El Corte Inglés	IKOHS	Onbit.pt
★★★★★ (3k+)		★★★★★ (226)
De Google	De Google	De Google

O que influencia os shoppers online?

5x

crescimento de visualização de vídeos relacionados com compras entre 2016 e 2018



Fonte: Earnest Pettie August 2019 [Video.](#)
[Retail](#)

O que influencia os shoppers online?

93%

dos clientes offline dizem que usaram recursos online na semana passada



Fonte: Sarah Bradley, Stephanie Cao June 2019 [Search, Consumer Insights, Retail](#)

O que influencia os shoppers online?

68%

dos compradores dizem que vão comprar mais online no próximo ano.

Motivos?

1

Melhor navegação



2

Mais sugestões e conselhos



3

Melhores preços



Fonte: Google/Ipsos, U.S., Shopping Tracker Study, n=11,191 Americans 18+ who conducted shopping activities in past 48 hours, Jan.-Dec. 2018.

O que influencia os shoppers online?

50%

das vendas offline de mercearia são influenciadas pelo digital



otivos? Possibilidade de fazer uma lista de compras digital e de comparar preços

Fonte: Deloitte, U.S., "The Grocery Digital Divide," 2017



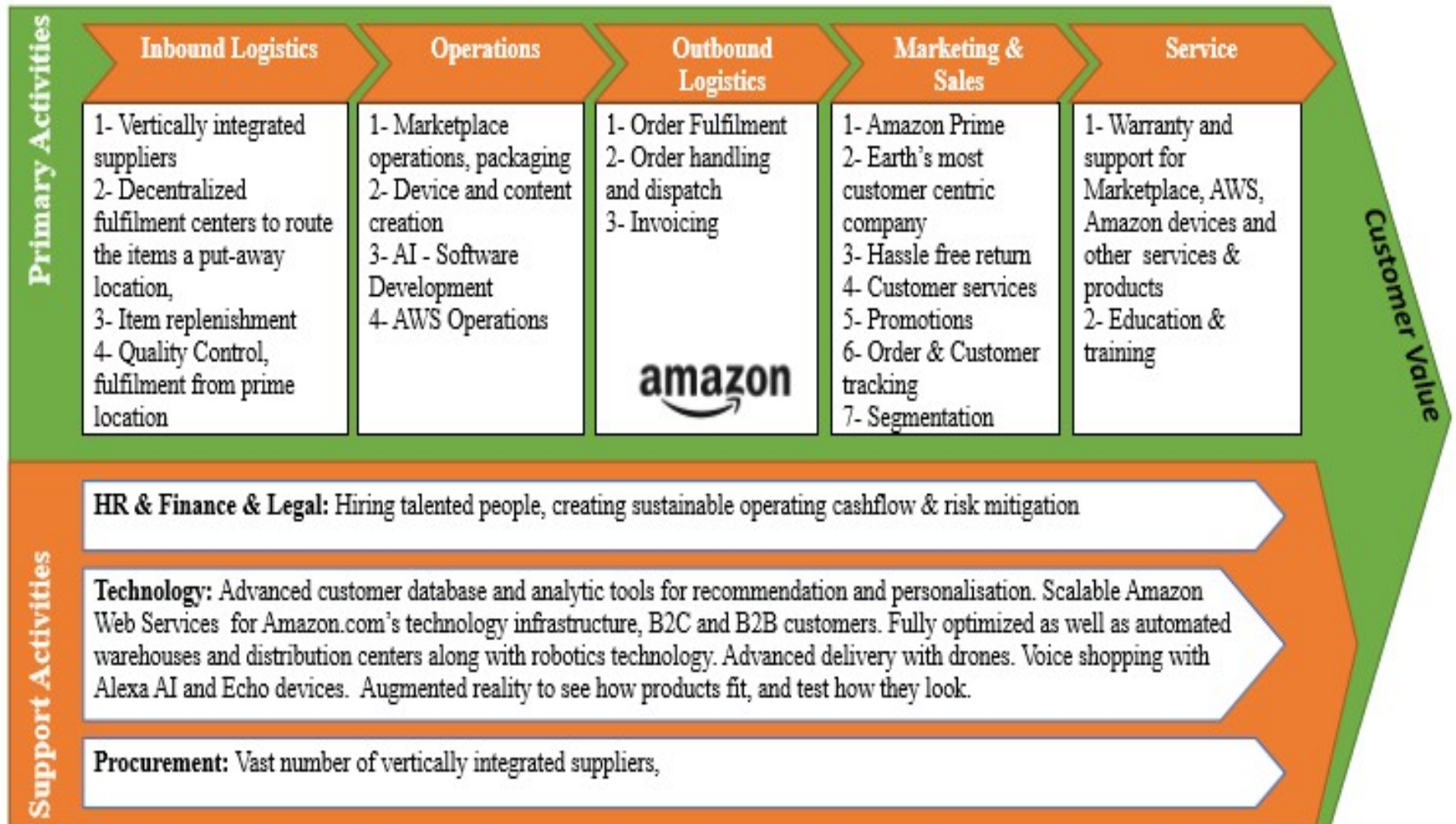
MAPA DE CANAIS DE DISTRIBUIÇÃO

ETAPAS DA CADEIA DE VALOR

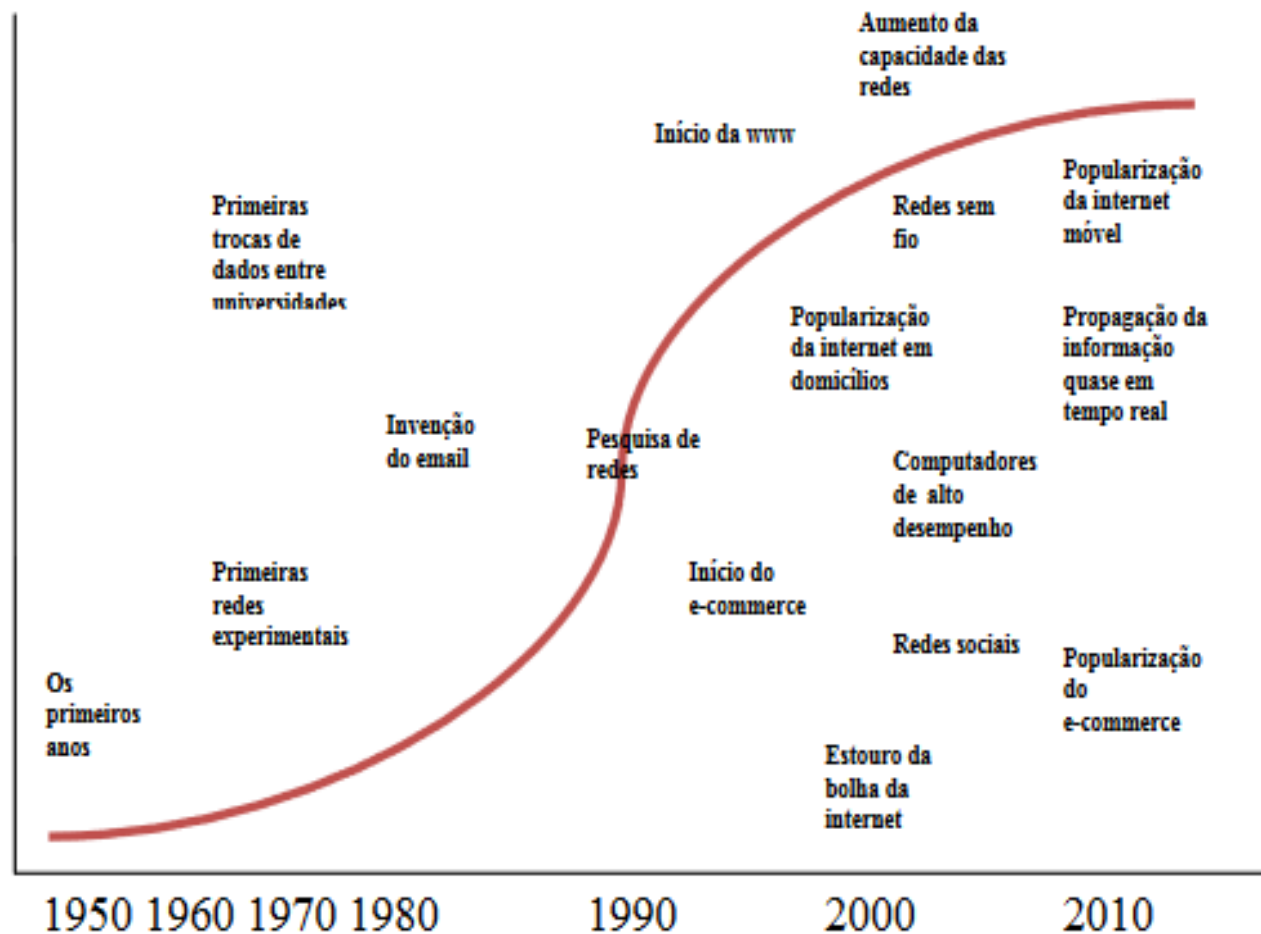
ETAPAS DA CADEIA DE VALOR (B2B)	COMÉRCIO TRADICIONAL	VENDAS POR CORRESPONDÊNCIA	E-COMMERCE
Avaliação de alternativas em termos de fornecedores e produtos	Lojas, exposições	Revistas, folhetos	Portais, novos intermediários e catálogos <i>online</i>
Seleccionar e especificar o produto pretendido	Retirar da prateleira e pagar na caixa	Formulário de encomenda e carta	Formulário <i>online</i> e <i>e-mail</i>
Nota de encomenda		Fax, correio, telefone	<i>E-mail</i> , EDI
Fornecedor verifica disponibilidade		Impressão	Consulta da base de dados <i>online</i>
Processamento da factura		Impressão	EDI ou cartão de crédito
Envio do produto		Transportador	Transportador ou entrega <i>online</i>
Confirmação de recepção	Formulário impresso	Formulário impresso	<i>E-mail</i>
Prazo de pagamento	Formulário impresso	Formulário impresso	EDI, base de dados <i>online</i>
Pagamento	Transferência electrónica de fundos no ponto de venda, dinheiro ou cheque	Correio (cheque) ou cartão de crédito (telefone)	EDI, transferência electrónica de fundos

Fonte: Chaffey, Dave et al (2000).

CADEIA DE VALOR DIGITAL



O DIGITAL NO MUNDO



O DIGITAL NO MUNDO



Digital in 2018 revela as estatísticas globais da internet.

Analytics

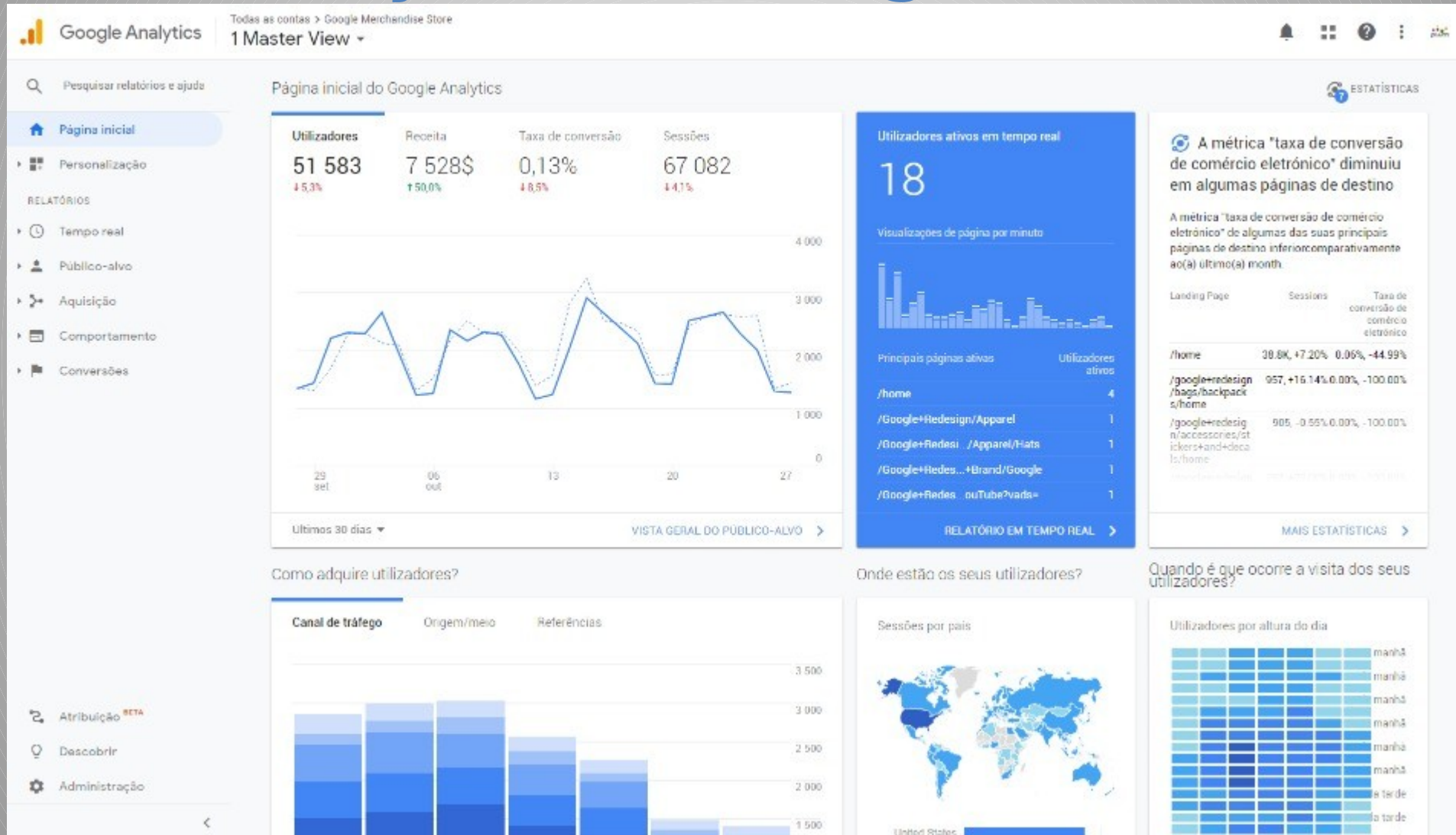
90%

dos marketers concordam que **compreender** a jornada do utilizador entre os canais e dispositivos é crítico para o seu sucesso



Fonte: Econsultancy/Google, U.S., "Customer Experience Is Written in Data,"

Analytics – Google Store



Google Merchandise Store



official merchandise store



official merchandise store



New Apparel Lifestyle Stationery Shop by Brand Sale Campus Collection

Login

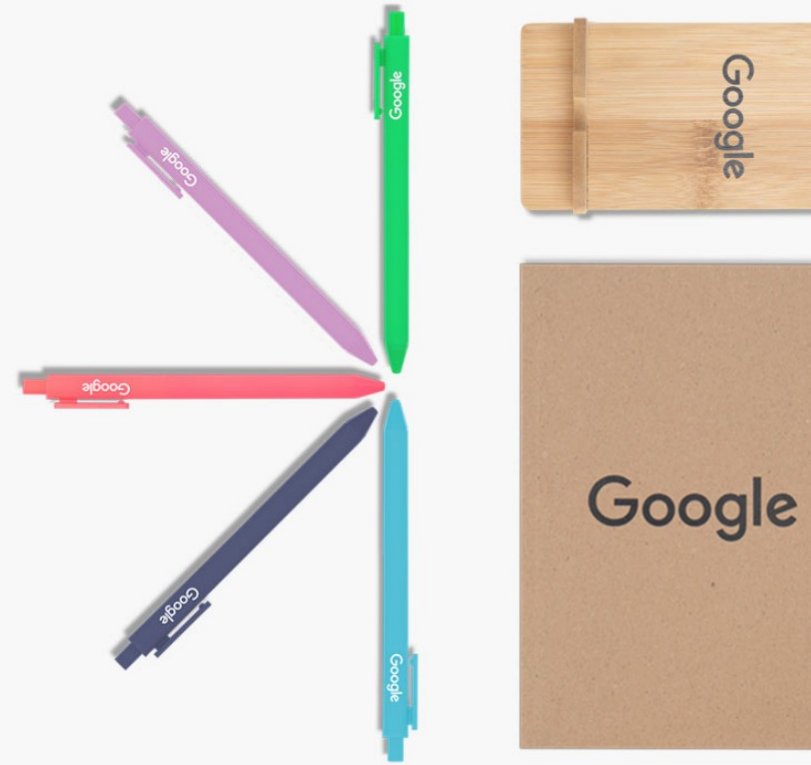
Sign Up

Help

Office Accessories

Make workspaces fun again. Pens, journals, décor, and so much more.

Shop now



1-855-300-2945

Monday - Friday: 8:00am - 8:00pm EST

Email Us

Then go outside. We will take it from there.

Customer Support

FAQ | Returns and Exchanges | Shipping

Privacy Policy | Terms of Use

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Google Merchandise Store

Produto	Receita do Produto	Receita do Produto	Contribuição para o total:
	7 847,85 US\$ % do total: 100,00% (7 847,85 US\$)	7 847,85 US\$ % do total: 100,00% (7 847,85 US\$)	Receita do Produto
1. ■ Google Color Block Notebook	1 812,00 US\$	23,09%	
2. ■ Google Campus Bike Tote Navy	1 661,00 US\$	21,17%	
3. ■ Google Pen Grey	262,50 US\$	3,34%	
4. ■ Google Zip Hoodie F/C	240,00 US\$	3,06%	
5. ■ Google Bike Mini Backpack	200,00 US\$	2,55%	
6. ■ Google Twill Cap Charcoal	195,00 US\$	2,48%	
7. ■ Google Mens Microfleece Jacket Black	150,00 US\$	1,91%	
8. ■ Android Iconic Backpack	125,00 US\$	1,59%	
9. ■ Google Tee Mint Green	125,00 US\$	1,59%	
10. ■ Google Chrome Dinosaur Collectible	120,00 US\$	1,53%	

Fonte: Google Analytics

Google Merchandise Store

The screenshot shows the product page for a Google Color Block Notebook. The page features a navigation bar with categories like 'New', 'Apparel', 'Lifestyle', 'Stationery', 'Shop by Brand', 'Sale', and 'Campus Collection'. The product is displayed with a large image of the notebook and a smaller thumbnail showing the back cover. The price is \$12.00, and the quantity is set to 1. There are 'ADD TO CART' and 'Add to Wishlist' buttons. A 'DETAILS' section provides information about the notebook's pages and size. The footer contains contact information, customer support links, and copyright details.

Google
official merchandise store

New Apparel Lifestyle Stationery Shop by Brand Sale Campus Collection

Google Color Block Notebook
\$12.00

Available Quantity
Out of Stock

ADD TO CART Add to Wishlist

Click to zoom

This notebook is a great way to capture all your notes or ideas you have throughout each day.

DETAILS

Notebook contains 136 pages (68 sheets).
Size: 7.25 x 10"

1-855-300-2945
Monday - Friday: 8:00am - 8:00pm EST


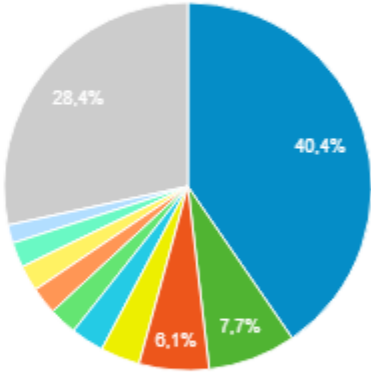









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Then go outside. We will take it from there.

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FAQ | Returns and Exchanges | Shipping

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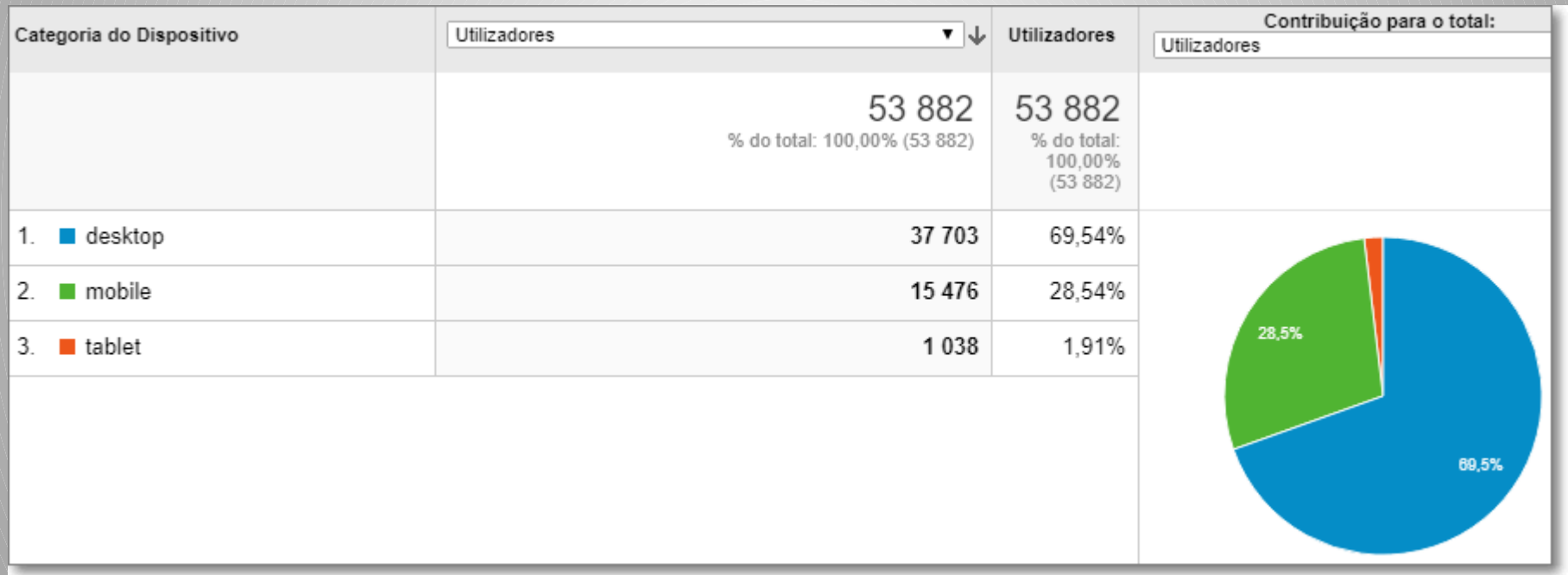
Fonte: Google Analytics

Google Merchandise Store

País	Utilizadores	Utilizadores	Contribuição para o total:
	Utilizadores	Utilizadores	Utilizadores
	53 882 % do total: 100,00% (53 882)	53 882 % do total: 100,00% (53 882)	
1.  United States	22 051	40,40%	
2.  India	4 225	7,74%	
3.  United Kingdom	3 348	6,13%	
4.  Canada	1 892	3,47%	
5.  France	1 592	2,92%	
6.  Germany	1 347	2,47%	
7.  Japan	1 309	2,40%	
8.  Taiwan	1 245	2,28%	
9.  Spain	1 205	2,21%	
10.  Australia	877	1,61%	

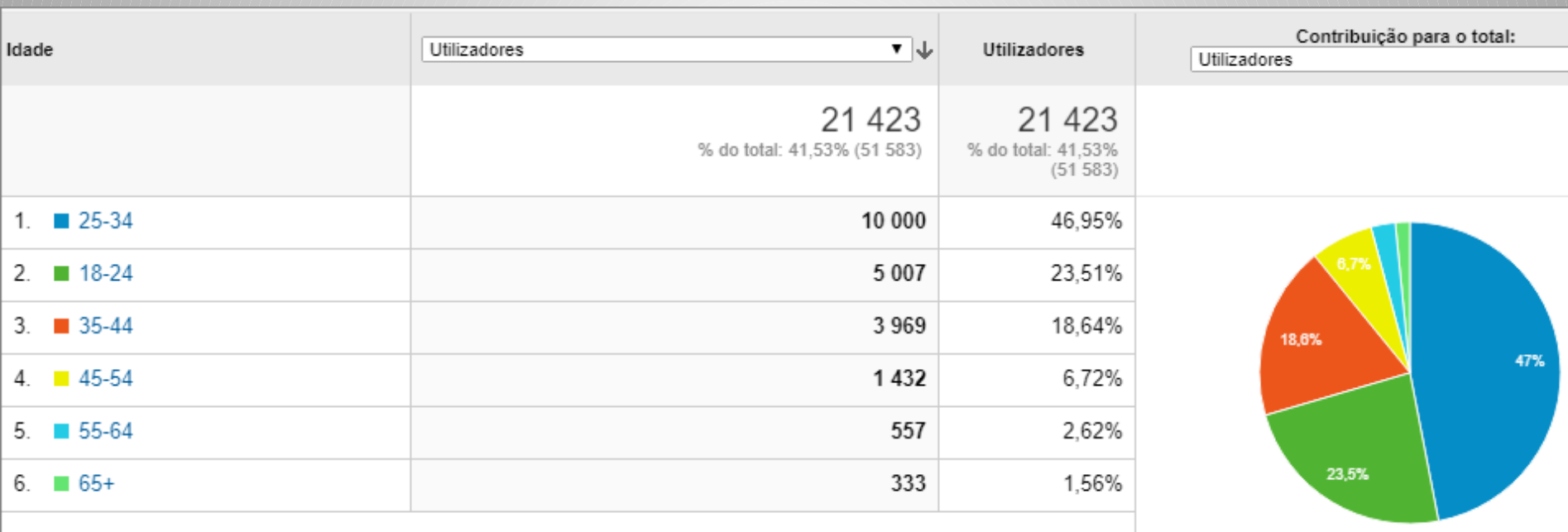
Fonte: Google Analytics

Google Merchandise Store



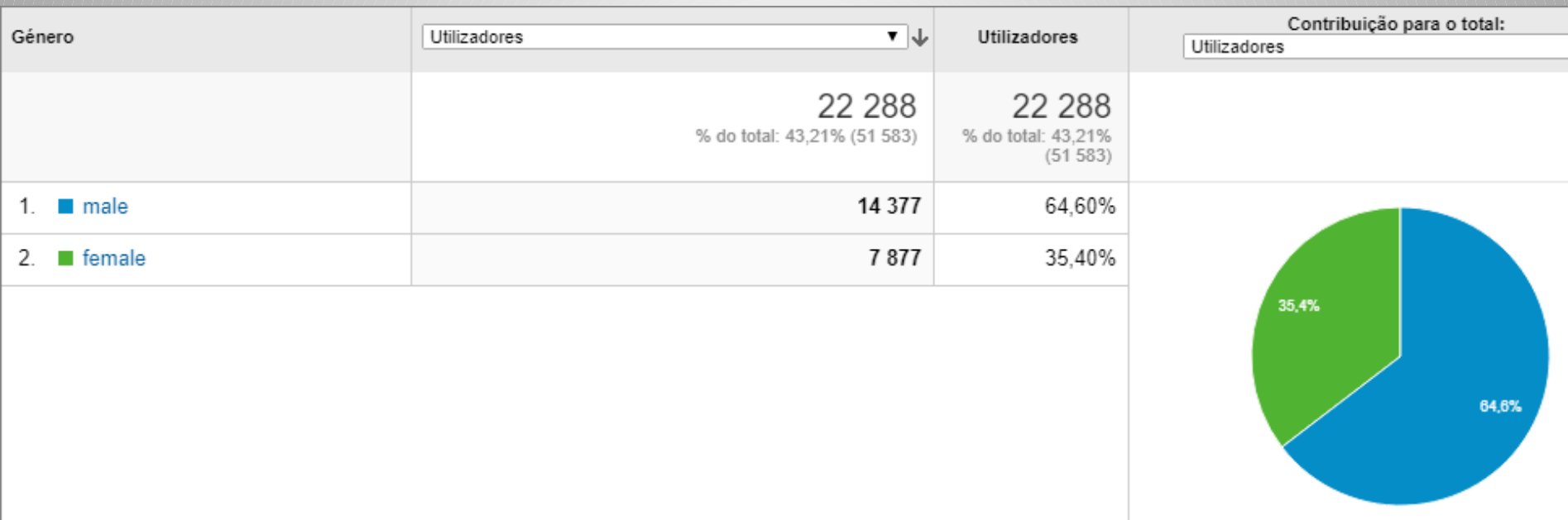
Fonte: Google Analytics

Google Merchandise Store



Fonte: Google Analytics

Google Merchandise Store



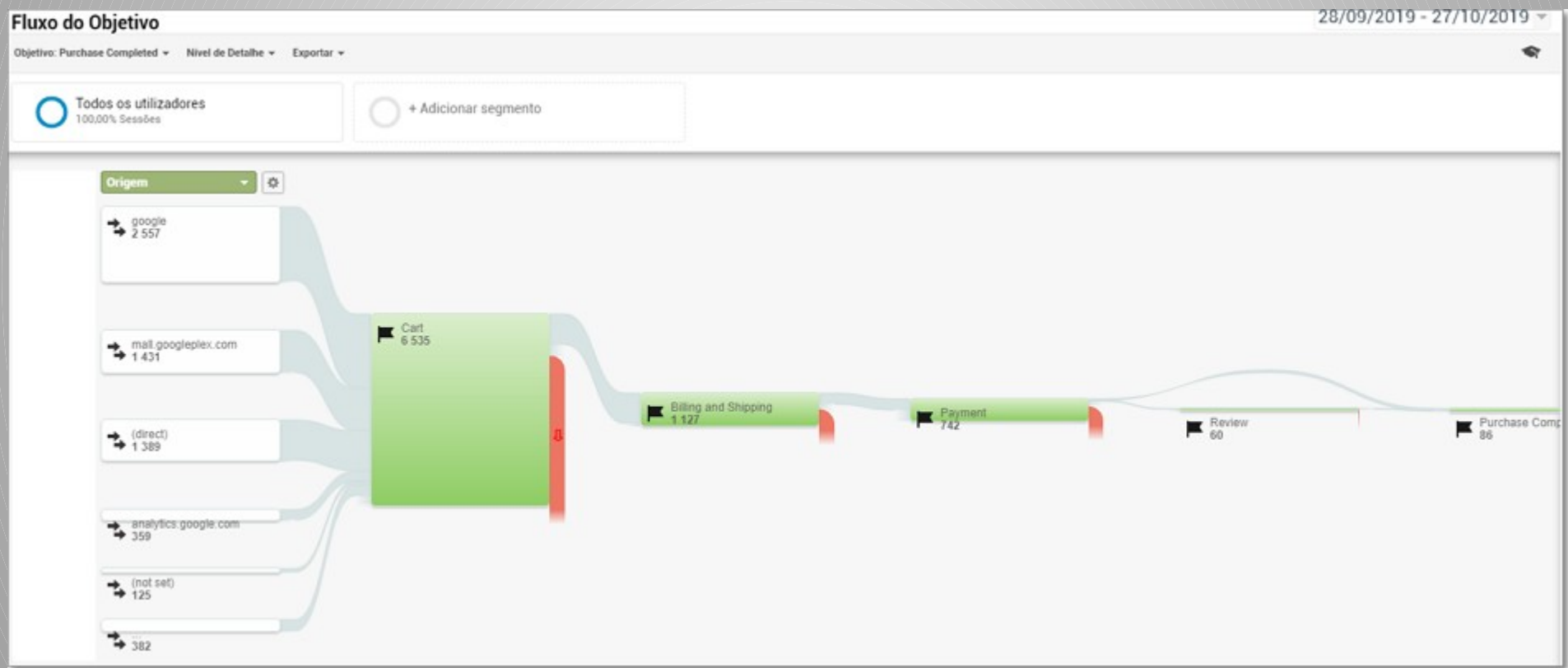
Fonte: Google Analytics

Google Merchandise Store

Categoria de afinidade (alcance)	Utilizadores	Utilizadores	Contribuição para o total:
	Utilizadores	Utilizadores	Utilizadores
	26 191 % do total: 50,77% (51 583)	26 191 % do total: 50,77% (51 583)	
1. ■ Shoppers/Value Shoppers	17 909	3,93%	<p>72,4%</p>
2. ■ Media & Entertainment/Movie Lovers	16 556	3,63%	
3. ■ Technology/Technophiles	16 074	3,53%	
4. ■ Media & Entertainment/Music Lovers	11 148	2,45%	
5. ■ Media & Entertainment/Light TV Viewers	10 930	2,40%	
6. ■ Lifestyles & Hobbies/Green Living Enthusiasts	10 866	2,38%	
7. ■ Travel/Business Travelers	10 864	2,38%	
8. ■ Sports & Fitness/Health & Fitness Buffs	10 711	2,35%	
9. ■ Travel/Travel Buffs	10 683	2,34%	
10. ■ Technology/Mobile Enthusiasts	10 236	2,25%	

Fonte: Google Analytics

Google Merchandise Store



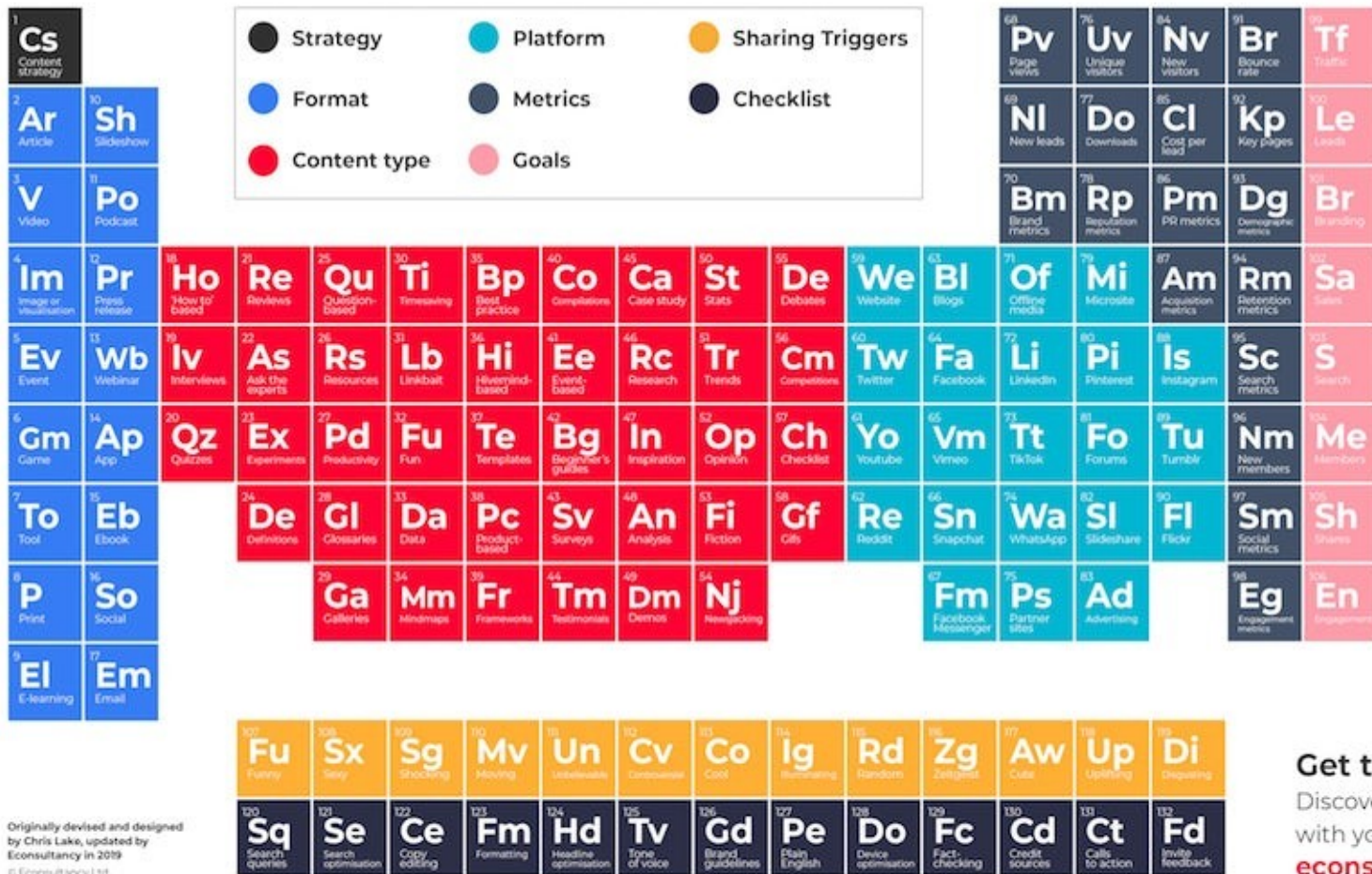
Fonte: Google Analytics





The Periodic Table of Content Marketing

An overview of the key elements of content marketing



- Strategy
- Platform
- Sharing Triggers
- Format
- Metrics
- Checklist
- Content type
- Goals

A seven-step guide to success:

1. Take some time to define a strategy.
2. Figure out the formats you plan on using.
3. Think about the content types that will appeal to your audience. Do your research. Brainstorm ideas. Create.
4. Share your content across key content distribution / social platforms.
5. Track the key metrics and map these to your goals.
6. Be aware of the main sharing triggers. Be sure to work the emotions.
7. Always double check your work.

Get the reaction you want. Discover how Econsultancy can assist with your content marketing strategy. [econsultancy.com/content-hub](https://www.econsultancy.com/content-hub)

Originally devised and designed by Chris Lake, updated by Econsultancy in 2019. © Econsultancy Ltd

A woman with blonde hair is wearing a black VR headset. She is smiling and looking upwards. The background is dark with some white curved shapes. The text is overlaid in yellow.

MAS A INOVAÇÃO NÃO TEM LIMITES...

E SERÁ SEMPRE POSSÍVEL
SURPREENDER OS
CLIENTES!



Mobile retailing

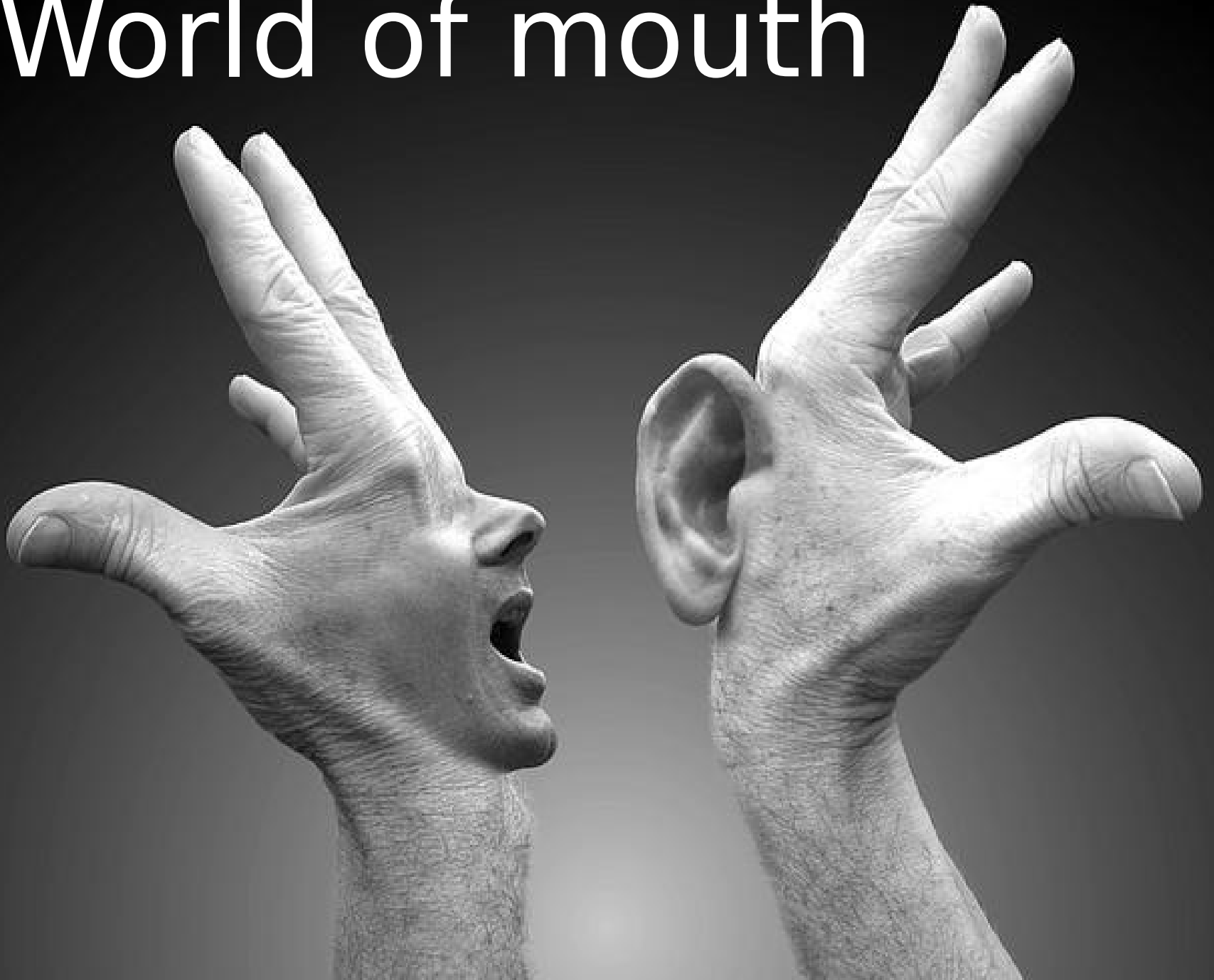
Fast retailing

Travel retailing

Experience retailing

Innovative retailing

World of mouth



CONNECTIVIDADE

Reduz custos de interação entre empresas e consumidores

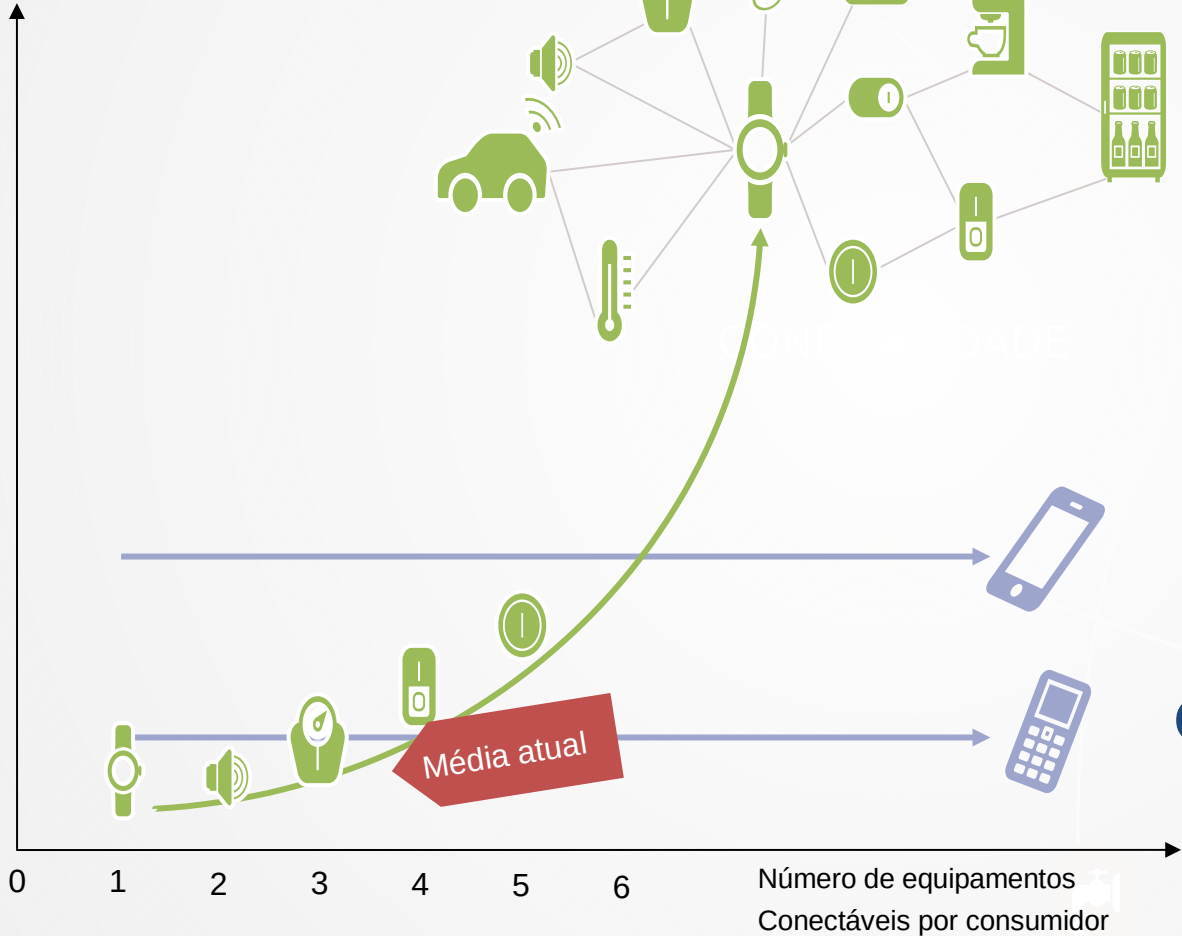
Reduz barreiras à entrada nos mercados

Reduz tempo de construção de marcas

Criou a Cooptição e a Cocriação
(Kotler
2017)

CONECTIVIDADE ADE

Benefício para o consumidor



A média atual é de 3 a 4 equipamentos conectáveis por consumidor

CONNECTIVIDADE



Tecnologias de Sensores- Ibeacon



Tecnologia de Sensores - NFC



e-Commerce Tendências 2020



e-Commerce Tendências 2020

Assegurar entregas rápidas

Independentemente do mercado, os consumidores online desejam tempos de entrega curtos



e-Commerce Tendências 2020

Ser Mobile Friendly

77% dos compradores em smartphones têm maior probabilidade de comprar a empresas cujos sites para mobile sejam rápidos



Fonte: Google/Ipsos, Playbook Omnibus 2019

e-Commerce Tendências 2020

Mobile First Approach

57% dos internautas afirmam não recomendar uma empresa com um site mal projetado para mobile



Fonte: <https://www.sweor.com/firstimpressions>

e-Commerce Tendências

2020

% Mobile Usage

A maioria dos sites já tem mais tráfego de dispositivos móveis do que de computadores

Industry	2016	2017	2018
Adult			
Gambling			
People and Society	73%	86%	84%
Pets and Animals	66%	77%	80%
Food and Drink	63%	71%	68%
Autos and Vehicles	59%	65%	65%
Internet and Telecom	67%	68%	64%
Sports	60%	67%	64%
Business and Industry	62%	68%	63%
Books and Literature	59%	67%	61%
Beauty and Fitness	57%	67%	60%
Recreation and Hobbies	54%	61%	60%
Health	65%	65%	60%
Home and Garden	55%	63%	59%
Shopping	62%	64%	58%
Reference	62%	63%	56%
Law and Government	58%	61%	55%
Travel	56%	60%	54%
News and Media	52%	56%	53%
Computer and Electronics	52%	54%	53%
Games	53%	55%	51%
Art and Entertainment	43%	53%	50%
Finance	42%	49%	47%
Career and Education	46%	48%	46%
Science	41%	51%	45%

Fonte:

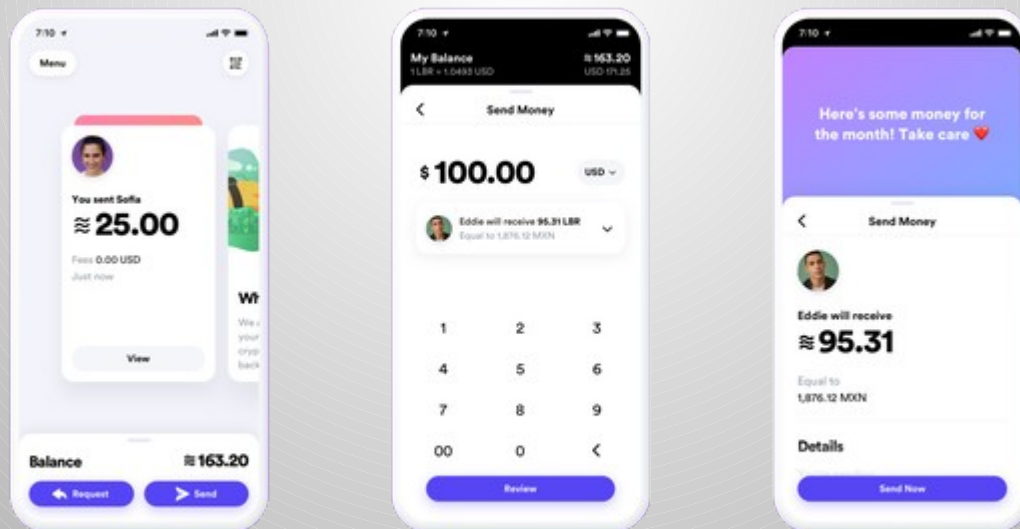
<https://www.perficientdigital.com/insights/our-research/mobile-vs-desktop-usage-study>

José Rousseau/Carlos Ascensão

e-Commerce Tendências 2020

Opções de pagamento

Com o advento do tráfego mobile é de esperar uma preferência cada vez maior pelos pagamentos móveis tipo “Mobile wallets”.



e-Commerce Tendências 2020

Chatbots

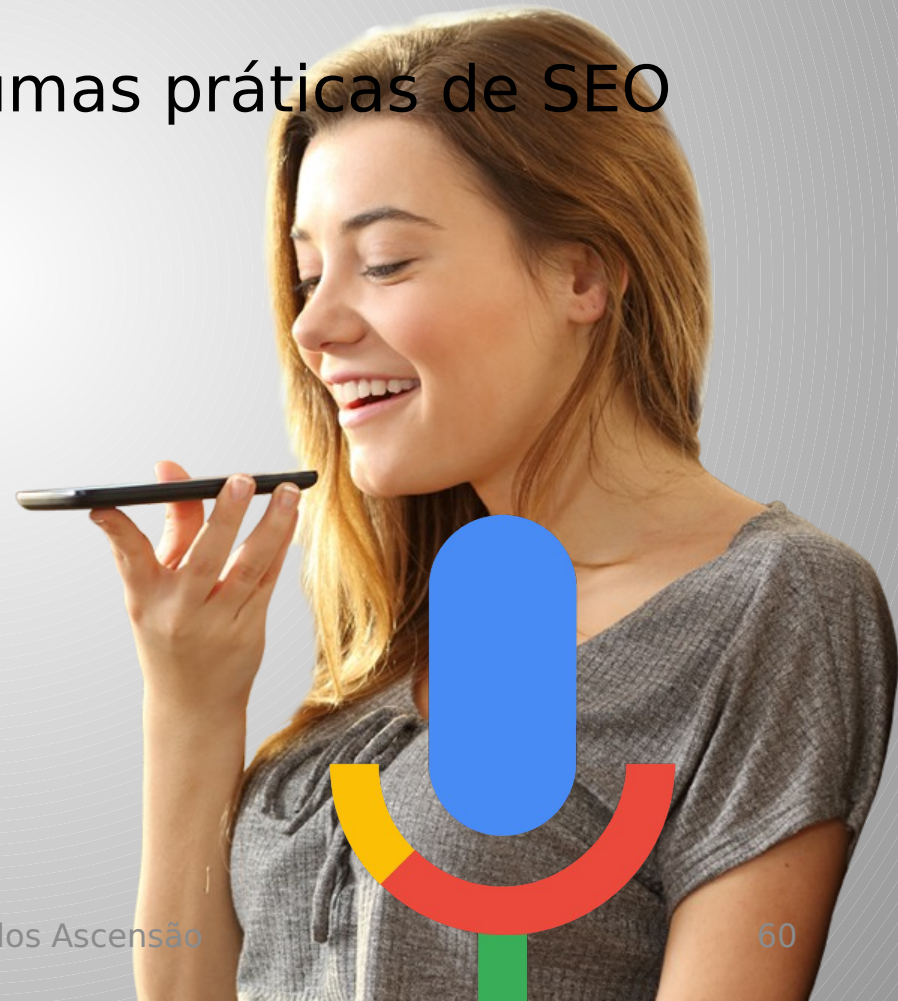
Interação não invasiva, inteligente acessível e conveniente.



e-Commerce Tendências 2020

Pesquisa por voz

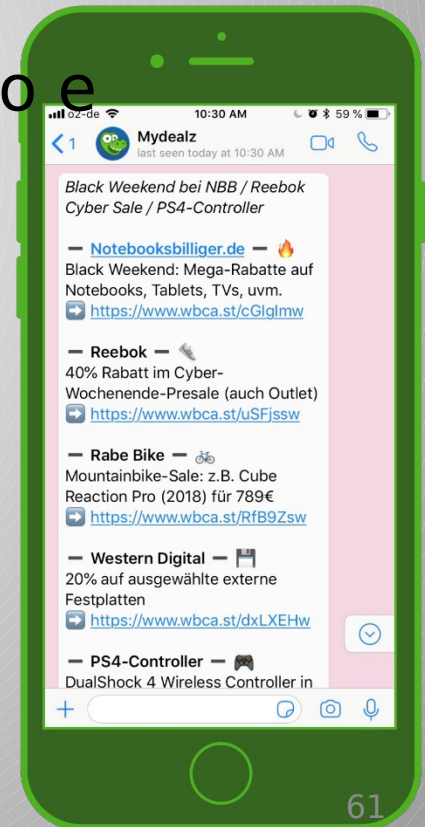
Necessidade de alterar algumas práticas de SEO



e-Commerce Tendências 2020

Integração com apps de mensagens

Oportunidade para desenvolver interação e
confiança.



e-Commerce Tendências 2020

Conteúdo gerado pelo utilizador



GoPro



TeslaCam

amazon go



Get the app
to enter



amazon go

Entrance
this way



amazon go



**INFORMAÇÃO PRECISA, DETALHADA E
SEMPRE ATUALIZADA À DISTÂNCIA DE UM
CLICK**



amazon go

coop



- Não possui caixas registradoras ou caixas eletrônicos
- O supermercado através de câmaras e sensores de peso detecta os itens que os clientes recolhem nas prateleiras
- Para o pagamento da compra usa um aplicativo da Amazon

- Procura proporcionar uma experiência no consumidor.
- Use telas de realidade aumentada através das quais você conhece melhor o produto
- Use sensores para detectar o produto escolhido e informar em tempo real

Pingo Doce & Go (UNOVA)

App

Código de segurança de desbloqueio do telemóvel

QR Code para entrar na loja

Registo dos produtos através de leitura dos CBs no telemóvel

Validação do pagamento através da conta bancária

Saída com compras através do QR Code



Pingo Doce & Go (UNOVA)



Tecnologias mais usadas

Pagamento em caixas automáticas
Auchan, Continente, Leclerc, Lidl

Apps
Auchan, Continente

Automatização logística
Mercadona, Lidl e Continente

IA

Auchan (segurança)

Uberização do mundo?



OBRIGADO

www.rousseau.com.
Carlos Ascensão | PWM

