

MOBILE COMMERCE

BUSINESS INNOVATIONS IN SOUTHEAST ASIA



ALBERT MERCADO | Lead Growth Hacker @ PocketMarket

Internet penetration in SEA is 32%

Which means there are almost 200 million internet users in the region.

The 5 Types of M-Shoppers

Exploiters

Strategy: Vouchers, Mobile Payment Processing

Savvy

Strategy: Vouchers, Information Apps, Loyalty Programs, Mobile Payment Processing

Price Sensitive

Strategy: Vouchers, Loyalty Programs

Traditionalists

Strategy: Information apps, loyalty programs

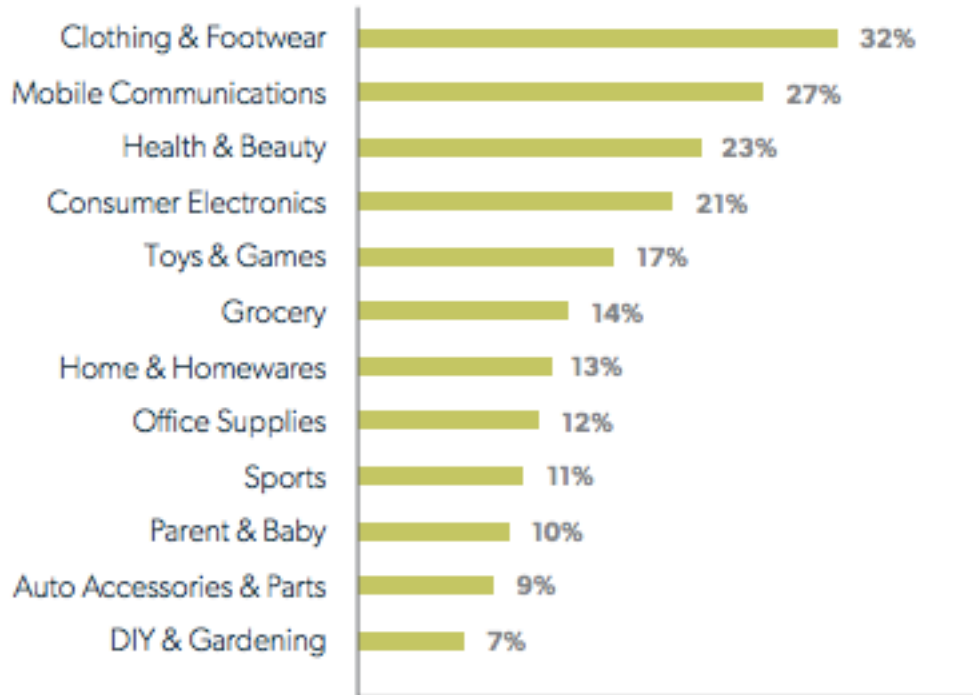
Experience Seekers

Strategy: Loyalty programs

Apparel and Footwear

37% of the internet retail market
in the Philippines In 2013

Non-Digital Products Most Researched on Mobile Devices



Source: Pinkerton, Malcolm. "Global M-commerce: E-commerce shopper insights." Planet Retail, July 2013.



CLASSIFIEDS



STORE PROVIDER



MOBILE BROKERAGE



LOCATION-BASED SERVICES



SHARING ECONOMY



COUPONS



AUCTIONS



LOGISTICS



Z A L O R A

RETAIL

Powered by



MOBILE TICKETING



MOBILE BANKING



MONEY TRANSFER

Social Commerce

Eight in Ten smartphone owners are online shoppers and 23% of the total transactions were driven by **Pinterest**.

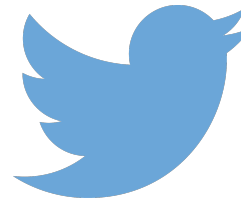


A **subset of electronic commerce** that involves using social media, online media that supports social interaction, and **user contributions** to assist in the online buying and selling of products and services.



Mobile shoppers who view **customer content** like reviews show 133% higher conversion rate – BazaarVoice (see source)

Where is it happening?

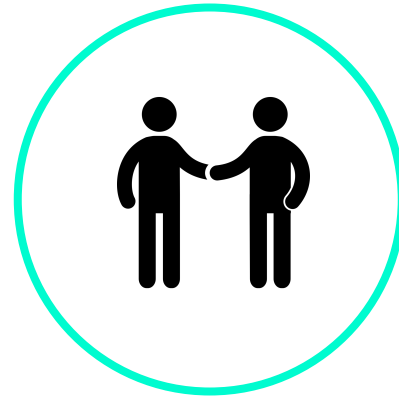


How can I attract businesses clients?

It's never about you. Remember, your client is the hero and you are his mentor.



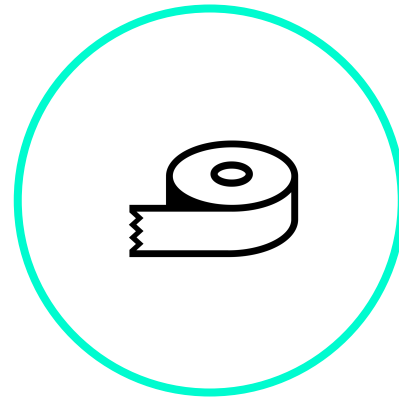
Free tools



Partnerships



Freemium

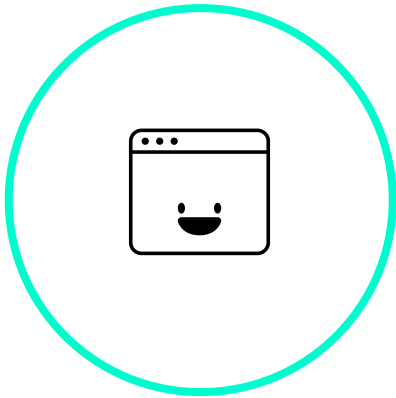


Integration

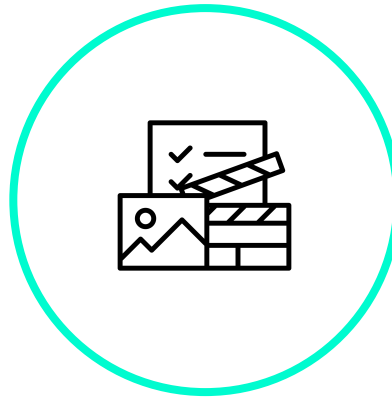
How can I make customers fall in love with my business?

Spend money if you want to make money.

There is no free magic formula.



Social



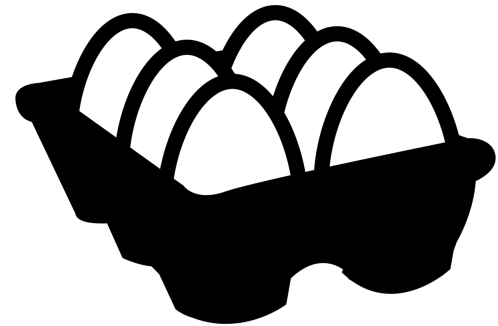
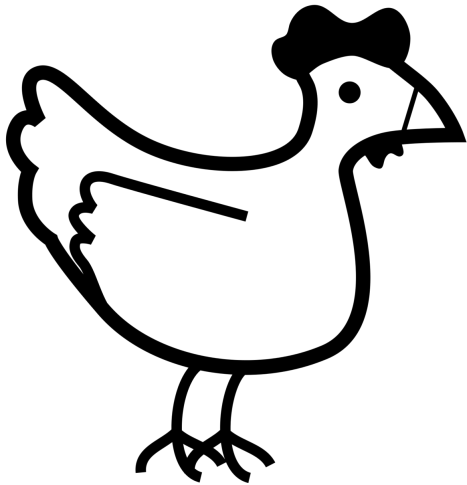
Content



SEO

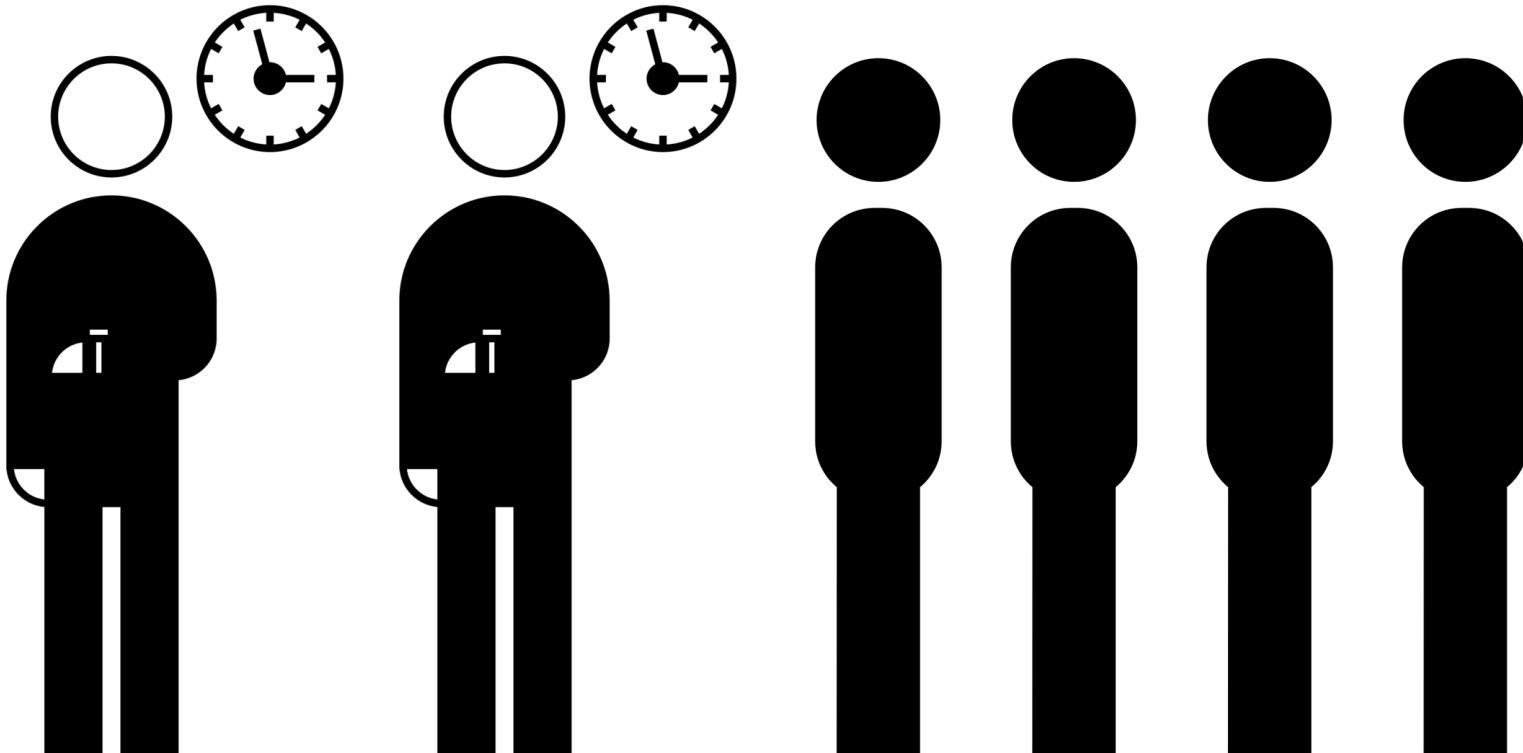
What about two-sided markets?

It's a never ending chicken and egg problem.
The solution? Focus on one side first.



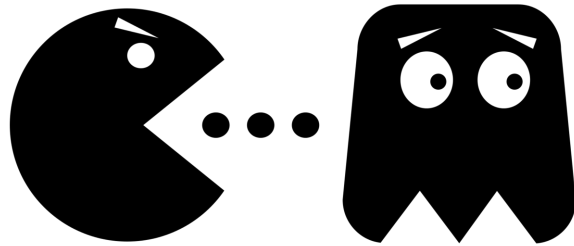
Then

"Let's wait in line for the most awesome product in the planet!"

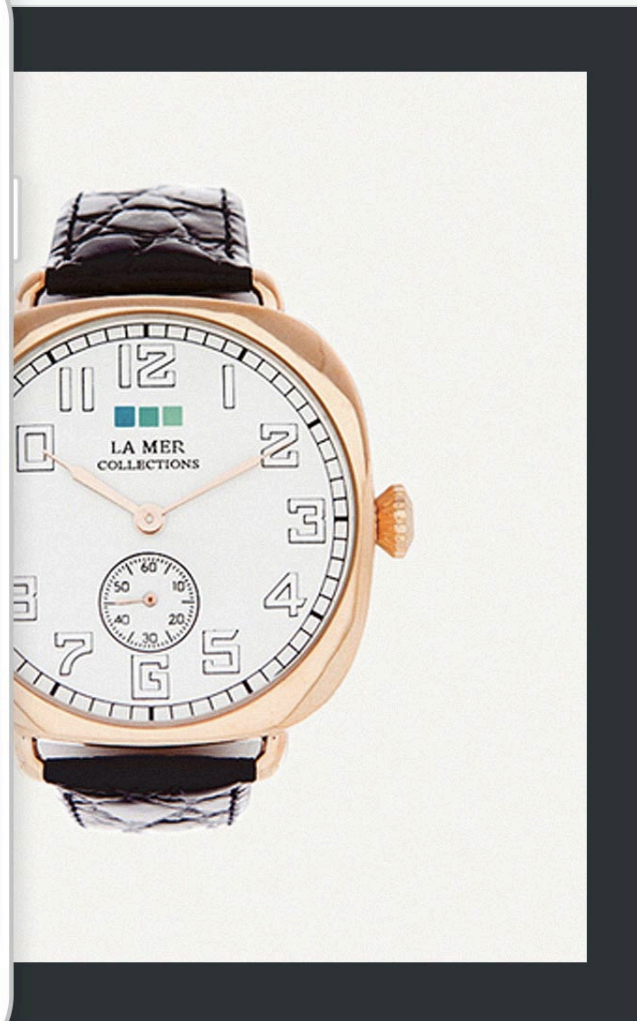
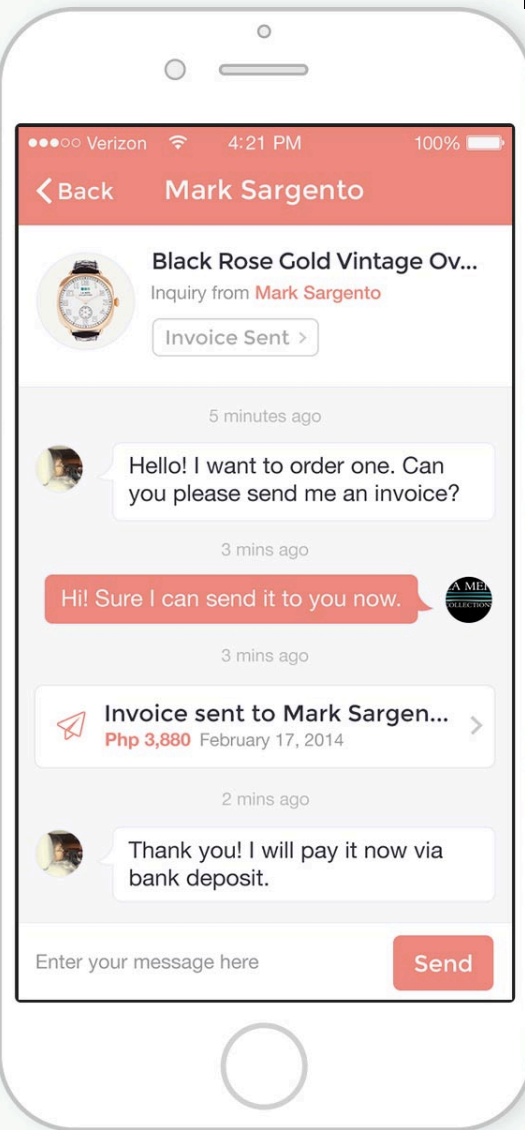


Now

“I want it here and I want it now!”



Instant Messaging



Black Rose Gold Vintage Oversize Watch



Php 3,880.00 Available for Meetup and Delivery


[View Invoice & Pay](#)

Show description ▾

 **Invoice received from La Mer**
Php 3,880 February 17, 2014

[View invoice](#)

2 mins ago

 Thank you! I will pay it now via bank deposit.

Enter your message here

[Reply](#)

Makes Instant Sales

pocketmarket.com *I work here. We built a storefront for online sellers.*

albert@pocketmarket.com *Send me a love letter and I'll send one back.*

linkedin.com/in/albertluism *Want more? Send me an InMail. I reply to EVERY inquiry.*

@albbbertm *Follow me on Twitter for a daily dose of strategies!*

THANK YOU!

- ALBERT MERCADO | Lead Growth Hacker @ PocketMarket