



HKRMA TIP-TALK Series: Retail Transformation
電子商貿疫境之成功法則

Episode 9:

eCommerce Success by Loyalty Program & Affiliation

以會員及加盟制度產生重複的忠誠轉化

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HKRMA TIP-TALK Series: Retail Transformation 零售大轉型TIP-TALK系列 - 電子商貿疫境之成功法則

- 7. 以出色顧客體驗實現線上銷售 eCommerce Success by Great User Experience
 - Provided relevant potential customers are drawn to the eCommerce site (online shop), creating a great user experience is probably the most important task for all retailers to achieve better sales on their online shop.
- 8. 以有效的銷售漏斗創建銷售 eCommerce Success by Sales Funnel Creation
 - How would you design a sales funnel when customers are visiting your eCommerce site (online shop) is an art and it will greatly increase the chance of conversion for your online shop and grow faster with sales.
- 9. 以會員及加盟制度產生重複的忠誠轉化 eCommerce Success by Loyalty Program & Affiliation
 - For returning customers, creating demand for them to repeat purchase is crucial to sustain your online shop sales growth. Hence, Loyalty & Affiliation Programs are critical success factors.

eCommerce Success by Loyalty Program & Affiliation

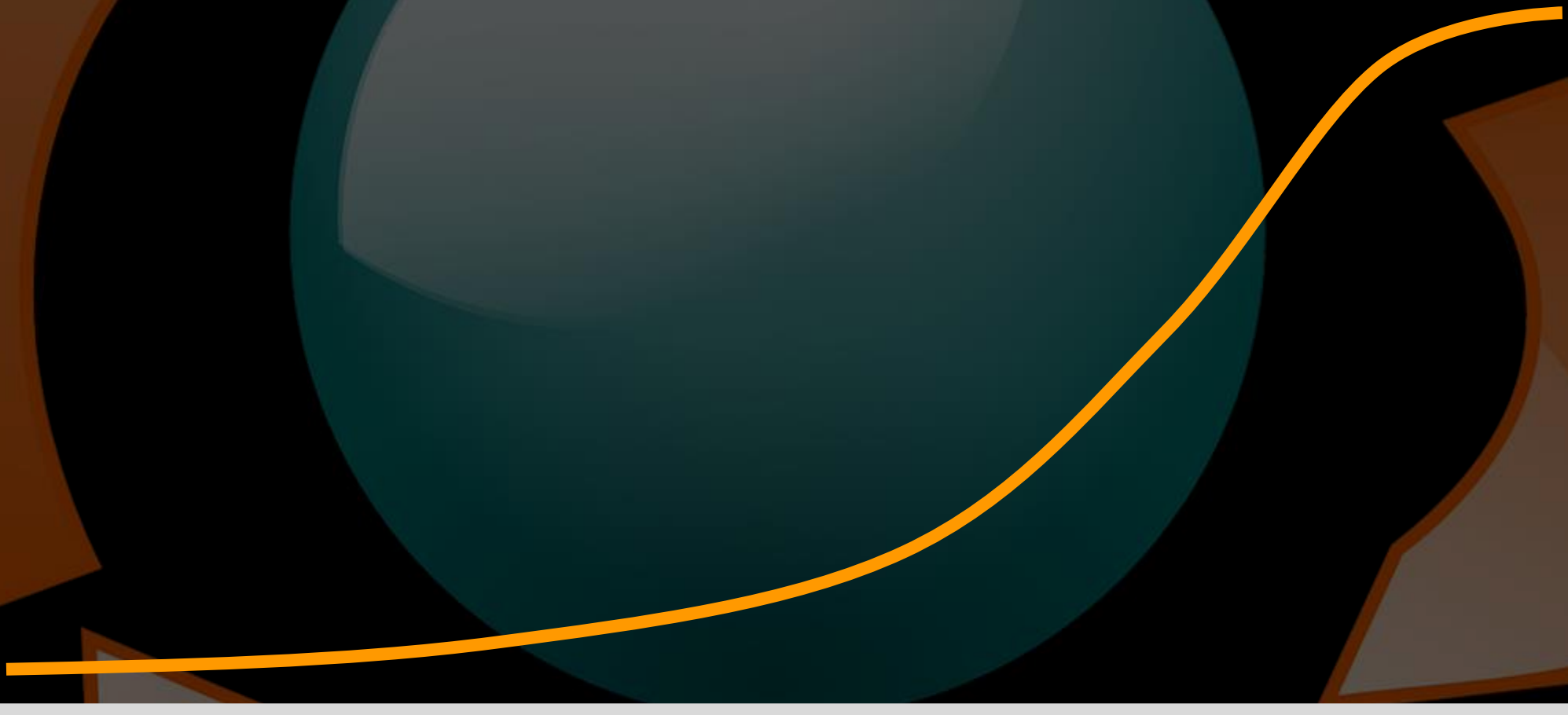


RETURN. **R**EPEAT. **R**EFERRAL.

Growing Sales - The Idea of Critical Mass

Advertising should only acquire NEW CUSTOMERS

Sales



Returning Customers

What are the reasons for customers to RETURN?



Customer Experience



Product Quality



Service Quality



Product Variety



New Products



Cash Coupon (next purchase)



Return Discount (coupon)



Gift Redemption



Birthday /Anniversary Offer



Exclusive/Privileged Offer



Reward Points



...

RETURN: Top of Mind

On-going communication,
reminders... through



How to make
your
customers to
REPEAT
purchase?



Consumables



Complementors



Trendsetters



Seasonable
Activities



REPEAT:
Cross-selling



REPEAT:
Online & Offline
Reward Points /
Loyalty Membership

How to build a win-win REFERRAL system?



Affiliation (Cash,
Points, Gifts...)



Member gets
members (Cash,
Points, Gifts,
Discount...)



Group Buy
(Corporate
Discount?)

REFERRAL: Affiliation
Hyperlinks, Website Banners,
emails (with links), QR Code



Growing Online Sales by **3R**



RETURN. **R**EPEAT. **R**EFERRAL.



Thank you!



Find out how to
Elevate Your Success in the Right Ways.
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Video Sharing

Episode 7

Cantonese: <https://youtu.be/LUjc5dhdAoc>

English: <https://youtu.be/FgWoPW7CvHA>

Episode 8

Cantonese: https://youtu.be/8Rmj_y_UsAM

English: <https://youtu.be/OFauX9uAMeE>

Episode 9

Cantonese: <https://youtu.be/evOWbsx1tOs>

English: <https://youtu.be/gGUKANL0uil>