

# Cross Border eCommerce: eCommerce Channel Mix - Part 3 of 3



3 Part Webinar Series

## Quick Reference Resource List:

- Explore eCommerce Resources: <https://www.trade.gov/e-commerce>
- eCommerce Innovation Lab Business Service Provider (BSP) List: <https://www.trade.gov/e-commerce-bsp-directory>
- Find a Local US Commercial Service Office: <https://2016.export.gov/usoffices/index.asp>
- Research Foreign Markets: <https://www.trade.gov/international-market-research>
- Exports for Beginners, a Basic Guide to Export Book: <https://2016.export.gov/basicguide/index.asp>
- Find a local State Trade Expansion Program (STEP) Grant office: <https://www.sba.gov/funding-programs/grants/state-trade-expansion-program-step/directory-step-awardees>

## Follow up Questions

### Previous Webinar Series Recordings:

Q: Where can I view previous webinars, Parts 1 and 2:

A: June 10, 2020: Part 1 – Five Steps to a Digital Strategy:

<https://resnet-garm.webex.com/resnet-garm/ldr.php?RCID=264b692d564e3fa34d4679596a725ac0>

A: June 17, 2020: Part 2 – Overcome Digital Roadblocks:

<https://resnet-garm.webex.com/resnet-garm/ldr.php?RCID=22b106736a1ad828dd097d658de6551f>

**NOTE: Please download the recording within 30 days of the referenced date above, June 10 and 17, 2020 respectively. After that time, the recording will be deleted from the server.**

### VAT and Taxes:

Q: Customs and shipping is expensive - any advice? Do you recommend that seller pays VAT? Duties/Shipping?

A: Please feel free to contact a [service provider](#) or Part 2 Overcome Digital Strategy guest speaker from [Euro VAT Refund, Inc](#)

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## General:

Q: Very interesting de japan market. Do you have something also for Latam?

A: While I can't comment on the quality of this webinar or the accuracy of the content, [this](#) might be helpful.

Q1: What is the most common fear or skepticism a small to midsize U.S. company might have when considering the option of selling internationally?

Q2: What's the biggest reason they usually decide not to do it and the biggest one where they decide to do it.

A: I've honestly found that the biggest skepticism to be companies not wanting to invest in market research to see if there's actually an opportunity and if there is, how to localize messaging. In the end, it's a lack of resources, i.e. Budget, that keep companies from expanding. In terms of reasons for going, it usually comes down to signals. Brands who are approached by a Japanese investor or distributor who handles a lot of the heavy lifting. Be sure to do due diligence though on whether the partner will be a good partner who understands your brand and voice.

Q: The data is from 2015 for a web data it is not too old?

A: True, I should have pointed that out while emphasizing that newer data is still showing direct and search to still be the two major traffic sources. Here's some more up to date data. I purposely tried to show a graph without too much text as I didn't want people reading the slides and miss out on some of the insights.

	Organic search	Paid search	Direct	Email	Social	Display	Referral	Other
Retail	32%	33%	12%	9%	8%	2%	1%	2%
Multi-channel	38%	24%	13%	13%	8%	1%	1%	2%
Online only	24%	46%	10%	4%	9%	5%	2%	1%
Travel	47%	19%	17%	1%	4%	2%	7%	2%
Travel - Hotels	34%	20%	21%	2%	3%	5%	12%	3%
Travel - Tickets & Tours	54%	19%	15%	1%	5%	1%	4%	1%
Overall	33%	32%	12%	9%	8%	2%	2%	2%

<https://www.statista.com/statistics/820293/online-traffic-source-and-medium-e-commerce-sessions/>

## **Customer Service:**

Q: What recommendations do you have for global after sales support (how do you take care of returns, technical issues, and customer service in overseas markets after you've made the sale online to an end consumer)?

A: This answer really depends on the type of product or service. When looking at selling into new markets, research what the consumer expectations with returns, issues, customer service. To address some of these concerns make sure to have FAQs that are transparent.

## **Logistics:**

Q: How difficult/impossible are online sales for frozen food products?

A: I think it depends on a few different factors such as what are the regulations associated with frozen food imports in a target market. Find a frozen food logistics partner who can help you with order processing, fulfillment, packaging, and any regulations you will need to address.

## **Regulations:**

Q: Are there any suggestions for resources to get more information on regulations applying to drop-shipping supplements from the US?

A: Resource recommendations depend on what channels you are selling on, target market, and the carrier providing fulfillment. I've recently found that depending on your target market, the platform you are selling on and/or your shipping partner should have some good insights/advice.

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