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SheTrades



SheTrades Commonwealth Sharing for Success

A Virtual Gathering for Business Support Organisations
25th of November 2020

How BSOs can assist small
firms to address opportunities
and barriers for e-commerce

Resources



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ecomConnect

How BSOs can assist small firms to address opportunities and barriers for e-commerce

E-commerce is fast becoming a significant channel for international trade and one that offers the potential for renewed economic growth in developing and least developed countries.

Doing business digitally will be essential in the new era: unfortunately small businesses from these countries are often excluded from e-commerce due to the limited availability of international payment solutions, affordable and reliable logistics services and suitable technologies, on top of legal and regulatory barriers, insufficient skills and a lack of financial support.

The International Trade Centre's (ITC) EcomConnect programme actively supports small businesses through its training programme, research and facilitation of innovative solutions, collaborative structures, partnerships and digital tools and technologies.

ITC's fieldwork has confirmed that the strength of the e-commerce ecosystem is critical to building greater success in e-commerce. The programme has designed trainings and tools to provide SMEs with the necessary skills to better support the e-commerce businesses locally.

Resources indicated during the Q&A

Ecomconnect community platform:

<https://ecomconnect.org/>

Projects examples and cost-effective e-commerce best practices:

<https://www.intracen.org/ecomConnect/Projects/>

Comprehensive data on all the B2C marketplaces in operation in every single African country:

<https://ecomconnect.org/page/african-marketplace-explorer>

Summary sheet – E-commerce market research:

<https://ecomconnect.org/news/218109>

Courses to structure your approach to e-commerce:

Introduction to E-commerce:

<https://learning.intracen.org/course/info.php?id=794>

Creating Quality E-commerce Content:

<https://learning.intracen.org/course/info.php?id=342>

Using Virtual Marketplaces for your E-commerce Initiative:

<https://learning.intracen.org/course/info.php?id=328>

How BSOs can assist small firms to address opportunities and barriers for e-commerce

Resources indicated during the Q&A

Market research:

- Google Trends: <https://trends.google.com/>
- Google Keyword planner: <https://ads.google.com/>
- Ubersuggest: <https://neilpatel.com/ubersuggest/>
- Answer the public: <https://answerthepublic.com/>

Define your customer:

- Facebook Audience Insights: <https://www.facebook.com/business/news/audience-insights>
- Hubspot Make My Persona: <https://www.hubspot.com/make-my-persona>

Competitors' research:

- Alexa Site Ranking: <https://www.alexa.com/siteinfo>
- Similar Web: <https://www.similarweb.com/>
- Google search

Potential countries research:

- Google Geo Report
- Google Market Finder: <https://marketfinder.thinkwithgoogle.com/>

Other tools:

- E-commerce Cost Calculator: <https://ecomconnect.org/page/tools>
- Algopix: <https://algotpix.com/>
- Sellics: <https://sellics.com/>
- Terapeak research for Ebay: <https://pages.ebay.com/seller-center/listing-and-marketing/terapeak.html#optimize-your-listings>

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