Internet Billions: Your Piece of the Pie

Presented July 2016 to
The University of Texas at Austin
McCombs School of Business Alumni
Dec. 2015: “Retail ecommerce will reach $1.671 trillion this year (7.4% of total retail market worldwide), up 25.1% from 2014. eMarketer expects online sales will grow at double-digit rates throughout the forecast period, reaching $3.578 trillion (12.8% of total retail market worldwide) in 2019.”
Trillions! Where’s Your Piece?

The volume of purchases flowing through the Internet is massive. The growth trends are undeniable.

There are countless ways to earn money online. It is up to you to evaluate, plan and take action!

“Abundance is not something we acquire. It is something we tune into.”
– Dr. Wayne Dyer

“We are creators. We are the ones who bring into existence what we believe is possible.”
– Dr. Wayne Dyer

What do you want and how will you set yourself up for success?
Nina Pickell, MBA 1997

• **Formal education:** BBA, MBA from UT - Austin

• **Business education:** 25+ years of leadership in global companies and entrepreneurial ventures
  - Strategy, branding, marketing, product development, training, talent acquisition/management, sales, tech leadership

• Entrepreneur; executive; strategic consultant / **advisor**; board member; owner of Internet businesses and music ventures; **marketing and branding expert**; public **speaker**; trainer; executive and entrepreneur **coach**; charity ambassador

• **My passions:** Growing companies and helping people achieve success; teaching; adding value to the world
Topics Today

• What’s happening in global ecommerce

• How you can tap into the ecommerce boom — whether you’re interested in launching or investing in a venture, expanding what you already do, or growing an existing business

• Current and emerging business models as well as predictions for the future

• What you need to think about as you evaluate options — fit for you, your desired income and the lifestyle you want

• Trends, terms and technologies

• Tips and case studies
Strong Online Brands

Selena Gomez's Social Media Posts Are Evidently Worth $550,000 Apiece
Women rule Facebook, Twitter and Instagram
By Christopher Heine
July 19, 2016, 6:01 AM EDT
Perspective and Trends

• Reliance upon public persona (e.g. connections, hiring, events, opportunities)

• Hot technologies – instant access, communications, education, the speed of *everything*!

• Social networks, content, video, mobile, texting, chat, etc. *Is it impersonal? Does it have to be?*

• Lifestyle brands, sharing/gig economy, job change culture, entrepreneurship, globalization, brand ambassadors, influencers

• Demographics, variety of priorities and styles

• More educated consumers with more information at their fingertips (e.g. peer reviews, blogs, profiles)
Who is Making $ Online?

- A travel blogger
- A girl with her guitar
- A fashion icon and trendsetter
- A work-from-home mom; a student
- A music legend; an up-and-coming recording artist
- A YouTube “star”; a fashion/rock photographer
- Retailers, restaurants, other businesses
- Advertising, marketing, PR firms
- Content providers, coaches, speakers, trainers, authors
- Small business owners and entrepreneurs around the world
Social Media Boom

“It’s not enough to be busy, so are the ants. The question is, what are we busy about?”
– Henry David Thoreau

Think about…

• Target audience
• Channels
• Branding
• What do you want to accomplish?

- Perception: sense of satisfaction from social numbers (e.g. followers, fans).
  - What do they really mean?
- Brand building, awareness
- Social selling
- Content
- Digital marketing
- Integrated strategy
- Resources
- The opportunities

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What happens in an Internet Minute?

- Facebook:
  - 701,389 Facebook logins

- Netflix:
  - 69,444 Hours watched

- YouTube:
  - 2.78 MILLION Video Views

- Uber:
  - 1,389 Uber Rides

- Tinder:
  - 972,222 Swipes

- Google:
  - 2.4 MILLION Search Queries

- Spotify:
  - 38,052 Hours of Music

- Vine:
  - 1.04 MILLION Vine Loops

- Instagram

- Twitter

- Amazon

- LinkedIn

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Viewpoints: Some of the Models

FOUR BUSINESS MODELS FOR THE DIGITAL ERA
In selecting the right business model, business leaders have four distinct options (alone or in combination), with associated capabilities and relationships. Executives need to determine (1) the extent to which they want to control the value chain, or drive or be part of an ecosystem that delivers on the end customer’s total needs; and (2) the extent to which they know about their end customer’s goals.

Complete
- Omnichannel business
  - "Owns" customer relationship
  - Multiproduct, multichannel customer experience to meet life events
  - Integrated value chain
    Example: banks, retailers

Knowledge of end consumer
- Ecosystem driver
  - Provides a branded platform
  - Ensures great customer experience
  - Plug-and-play third-party products
  - Customer knowledge from all data
  - Matches customer needs with providers
  - Extracts "rents"
    Example: Amazon

Partial
- Supplier
  - Sells through another company
  - Potential for loss of power
  - Skills: low-cost producer, incremental innovation
    Example: insurance via agent, mutual fund via broker

- Modular producer
  - Plug-and-play product/service
  - Able to adapt to any ecosystem
  - Constant innovation of product/service
    Example: PayPal

Value chain
Business design
Ecosystem


And there’s this…

- Uber: The world’s largest taxi company owns no vehicles
- Facebook: The world’s most popular publisher creates no content
- iTunes: The world’s largest music distribution doesn’t own a recording studio
- Airbnb: The world’s largest lodging and accommodations provider owns no real estate

- Retailers without inventory
- Annuity without the investment
- And more!
Exactly How Will You Make $?

- Ecommerce on your site
- SEO, analytics
- Integrated marketing (e.g. email), social presence
- Social selling, paid media, promotions, sponsored posts
- Internet retail venture, online stores (e.g. Amazon, etsy, eBay), retail partners
- Outsourcing models
- Affiliate networks
- Blogging, content (e.g. videos, white papers)
- Influencers, endorsement deals
- Lifestyle merchandising, augmented reality, gaming
More Data, Trends, Projections

- The market will continue to grow in both B2B and B2C categories
- Follow the leaders, subscribe to information of interest
- Watch the global trends
- Think about the data! It presents a number of business opportunities for those who capture it -- in addition to informing your seller and buyer spend!
Over 7 billion people worldwide…

How will you reach them?

• Think strategically – for you and your business.
• Who are they and what do they want?
• How are they spending their time and money?
• Where are they online, offline?
• What are the trends, influences?
• What do you want to invest?

If you don’t choose to pay attention, and take action where you need to, the results can be devasting. Remember that your competitors are – and the landscape continues to expand.
Online Presence

Today, people have made up their minds long before they take action. They seek information online before they buy, offer opportunities, and invest in relationships.

• What do your social media profiles say about you?
• Status updates by you and comments by your followers?
• Are you on the right channels?
• Do you provide opportunities to interact and build relationships?
• Are you telling the stories – the people side – that people can relate to?
• Images, video, content, thought leadership

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Integrating Content

• What do you want to accomplish?
• Budget and plan to fit your audience
• Mix of curated and original content
• Blogs – plan ahead *if you do it!*
• Profiles – share passion, heart!
• Stories – personal, business, values
• Video and pictures
• Webinars, thought leadership, ebooks
• Email campaigns, website, social media, talent community
• One to one

*Interviews (blog, video) are great ways to build your brand and share your message!*
What’s Next?

• Do something with what you learned today!
• Continue learning and evaluating.
• Know yourself and what you want.
• Think about your brand, messaging and integrated strategy.
• Get feedback to assess how you’re doing. **(Pro assessment?)**
• Listen to your audience and keep an eye on the market! Read and learn!
• Follow great brands on social media! Watch interactions.
• Pay attention to ecommerce models and overall market trends.
• Tap into resources (experts, partners, advisors).
• Build your plan and do it!
Keep Learning!

• My webinars and offline/online workshops, such as
  • “Entrepreneurship: Is It For You?”
  • “Reinventing Yourself: You Can Do What You Love”
  • “Power Branding: Build YOUR Brand for Life”
  • “An Entrepreneur’s Getting Started Guide”
• Social selling, social recruiting, content marketing, thought leadership, digital marketing, my new online series, and more!
  • Sign up for event notices by email or at ninapickell.com.

• Consulting and advisory sessions, outsourcing
  • Determining your next career or venture
  • Preparing for, and being successful at, your business/product launch
  • Effective content marketing, social selling and thought leadership
  • Multiple income streams, business models, options, systems
  • Strategy, marketing, branding, new products, messaging, ghostwriting
Food for Thought…

Even if you’re on the right track, you’ll get run over if you just sit there.

Will Rogers

If today were the last day of your life, would you want to do what you are about to do today?

Steve Jobs
1955 – 2011
Questions?

Special offers:
1. Sign up for my blog at ninapickell.com or email me to receive my new tip sheet.
2. Send me an email or call me to learn about the new online course (limited special promotion – act now)!

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