



Guide

# E-book for manufacturers

How Magento supports the effective launch  
of B2B & B2C online sales?





# E-commerce in the manufacturing sector

**There is no denying that the digitisation of the production sector took on a new meaning in times of the coronavirus epidemic. One element of this process, which guarantees business security, competitive advantage and profits for producers is investment in their own e-commerce channel.**

According to the Deloitte and Aleo report, the value of the entire B2B e-commerce market in 2020 is estimated at USD 6.7 trillion. How to approach the launch of online sales, what should the e-commerce platform have at its disposal, what sales strategy to choose and, above all, who are my customers? We will answer these questions in this ebook.





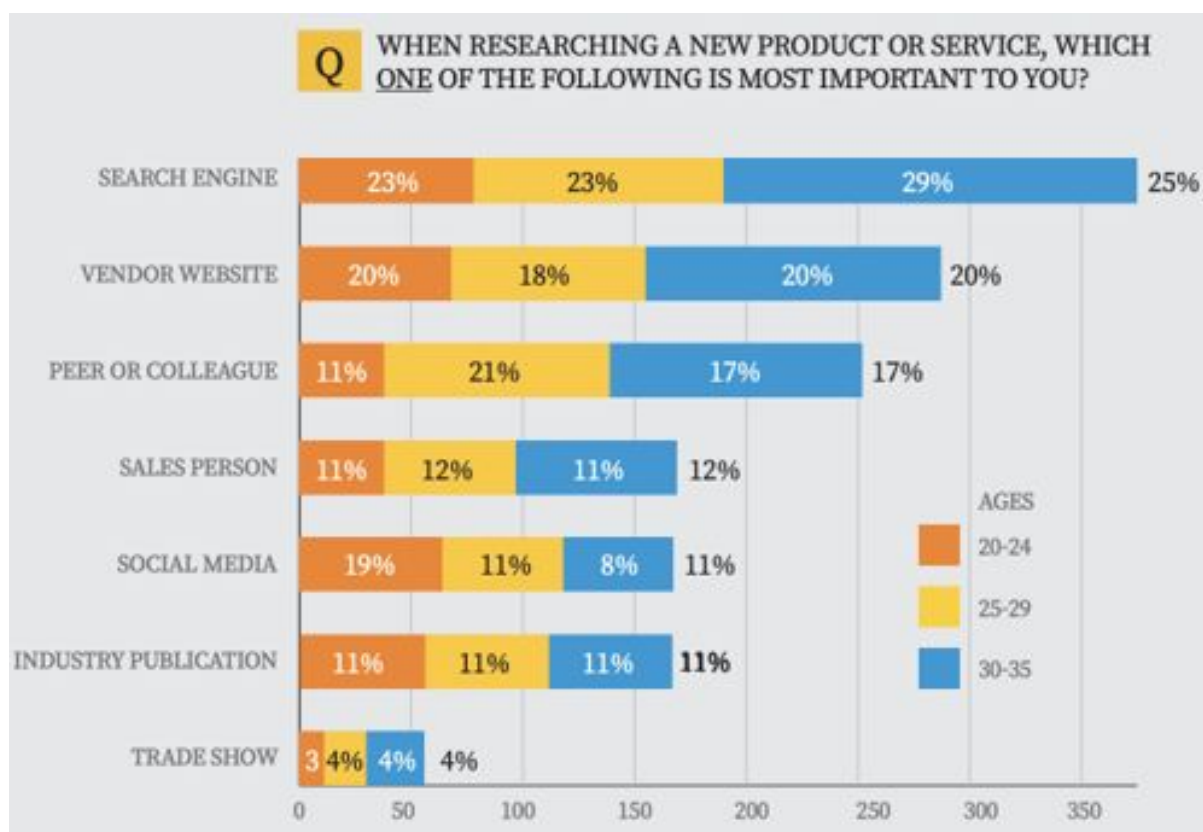
# Millennials & the new game rules

The crisis caused by the COVID-19 epidemic prompts us to re-examine the behaviour of modern consumers. It turns out, according to scientific publications, that there is an interesting trend. The consumers under the influence of today's situation, forced to stay at home and switch exclusively to telephone or Internet contact, are mostly behaving a bit like the millennials. What is the significance and impact of this on online sales, and what can we do with such information?

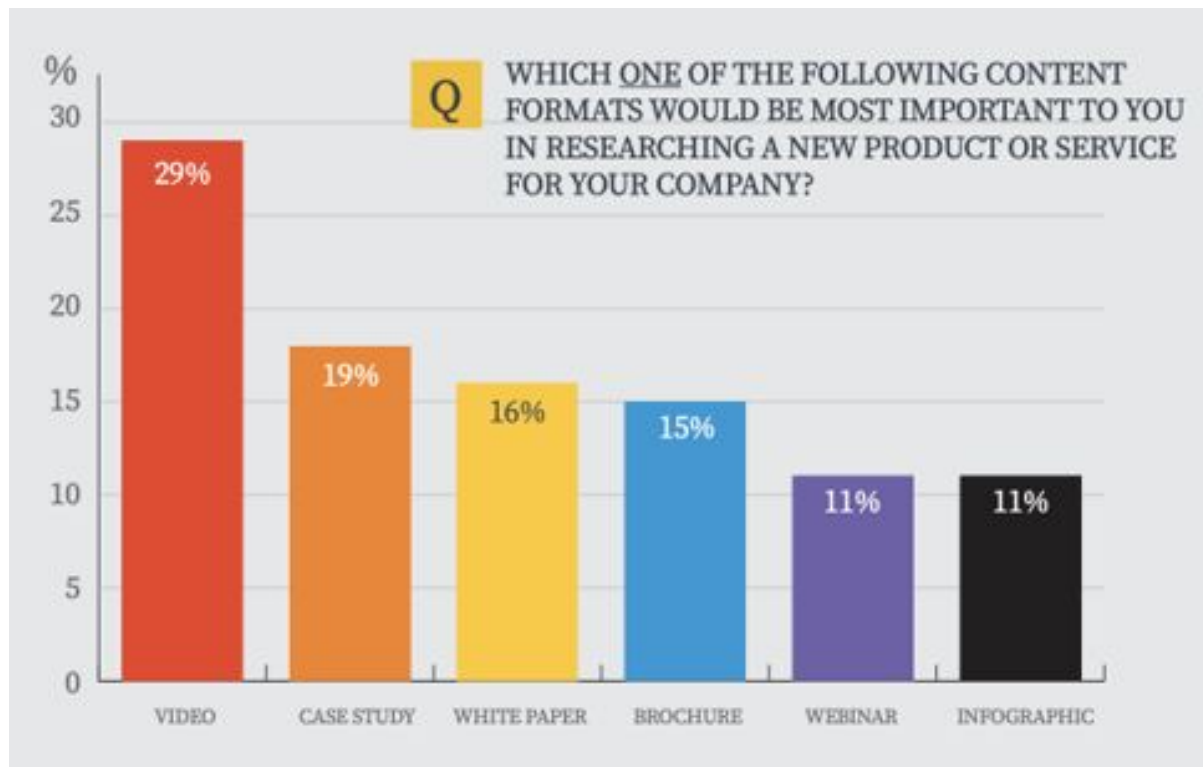
From the report prepared by Merit we learn what factors influence the millennials and how this group makes purchasing decisions in the case of B2B products, buying them from distributors or directly from producers.

More than a third of the millennials have an impact on business decisions and B2B purchases. These are the 25-30-year-olds who have always been in the digital world. That is why most of the information related to B2B purchases is obtained by means of a search engine, on the platforms of manufacturers and distribution companies, on the basis of information exchange in social media, or on the basis of instructions from other users.

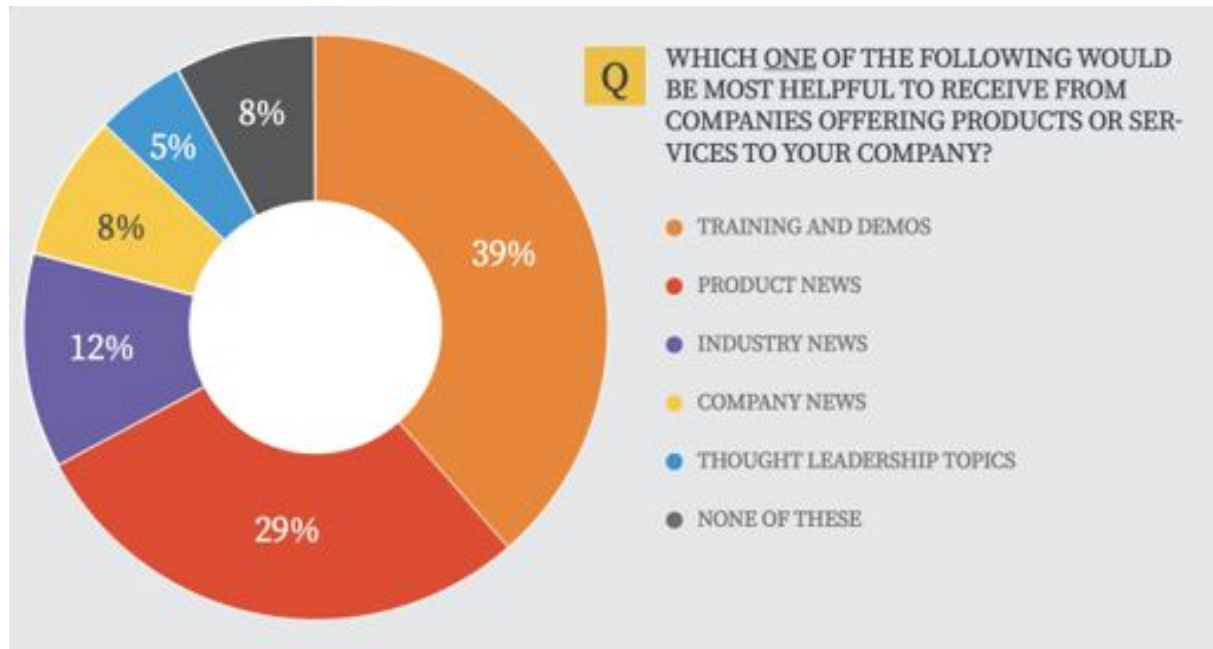
Interestingly, even before the crisis, only 4% of the sources of information, in the case of this group, were known trade fairs, contact with the seller and sales representative. And since the trade fair and conference industry has now basically been immobilised, the search and decision making is taking place in a completely different way. However, the Google report shows that B2B customers go through twelve different places with the information they need to make a purchase decision before they make a transaction.



From the point of view of a well-prepared, personalised offer from the point of view of our target group, it is worth paying attention to the form of communication that influences it, motivating to make a purchase decision. It is primarily interactive content, i.e.: video, case study, various types of ebooks presenting products, webinars.



The Merit report also shows what is most useful in the purchasing decision of the millennials. Precise product information, a good presentation of the product online, and on the Internet has a 40% impact on their decisions. It is worth taking this fact into account in your sales strategy.



The data provided by Merit and Google allowed us to draw conclusions about the sales strategy that can be followed by manufacturers when preparing to launch B2B/B2C online sales.

## Tips for B2B & manufacturers

- Regardless of the needs (B2B or B2C), customers use the same communication and purchasing channels (especially during COVID-19).
- If they want to sell effectively on the Internet to B2B, manufacturers should also learn about the mechanisms governing online B2C sales - because only so effectively will they be able to build loyalty.
- Product information - or more precisely, multimedia content is the basis of sales.
- Sales reps should support sales by properly presenting the product (online).





# How does Magento Commerce support B2B & B2C sales?

The licensed version of Magento Commerce is one of the most popular B2B and B2C sales solutions in the world. It is a flexible, stable, and secure platform with dozens of built-in functions, which has been highly rated in international rankings of B2B systems. Based on previous conclusions and taking into account the needs of the millennials, we have prepared a description of Magento functionalities, which support the efficient launch of the sales process in the online channel.

# Flexible import of products

In the purchasing process, the millennials pay particular attention to comparing, analysing, and seeking information from various sources. It is therefore important to provide them with product data in the best possible form. We mean both the quality of this data and its structuring, good presentation, and consistency throughout the entire product catalogue.

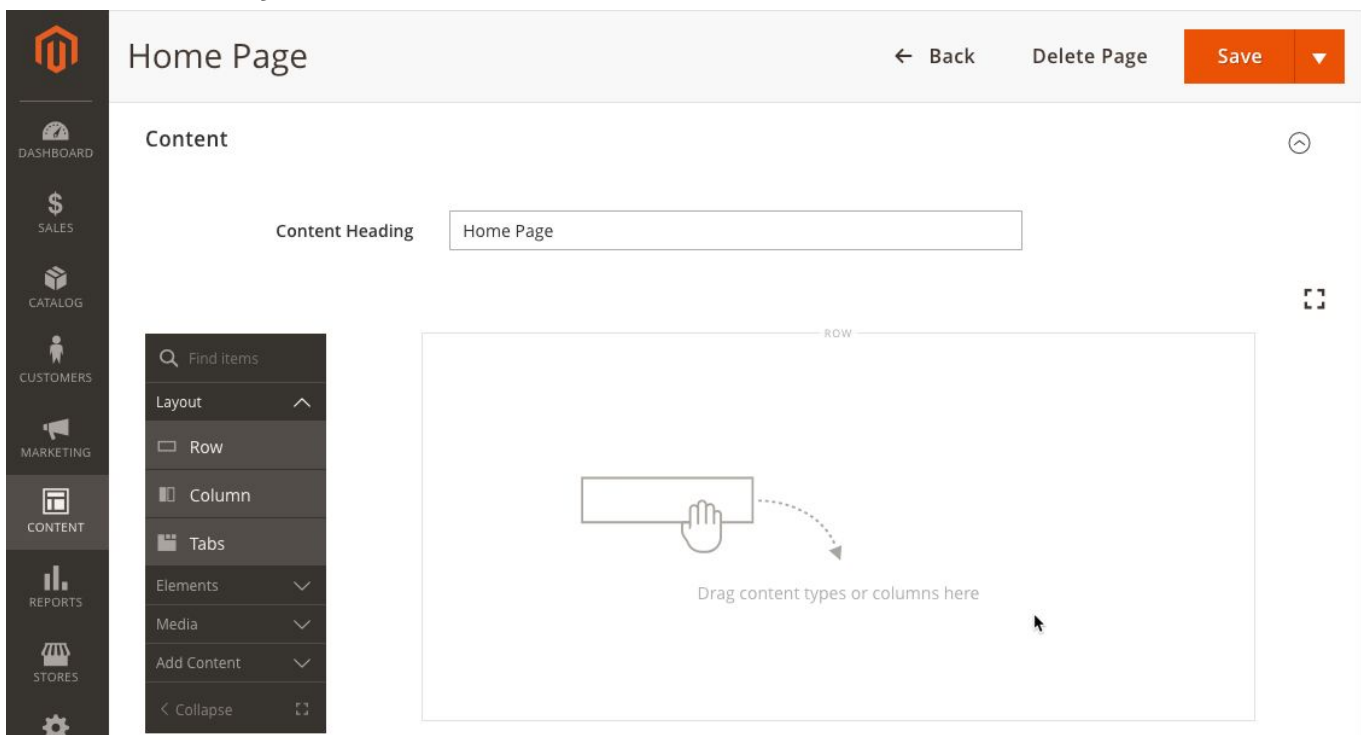
Magento meets these needs. Firstly, it allows the import of all types of data in many ways. Moreover, from the point of view of the architecture itself, possibilities on the API level, i.e. exchange of product information, as well as from the backend and administration panel level, Magento allows to store complex and complex product data structure. It can be said that it is used as a "micro PIM". It is also worth noting that thanks to its great flexibility, Magento's integration with the existing data system (which are processed in organisations) is very efficient. This is the case with regard to the use of modules, as well as PIM systems or other dedicated solutions.



# Easy content management

No one needs to be convinced that product content, especially in online sales, is of paramount importance. It attracts customers, arouses their curiosity, allows them to become acquainted with the company's know-how and product offer, and consequently motivates them to buy. Magento also offers great opportunities in this respect.

Despite the availability of Bluefoot only in a licensed version, Magento in the open-source version also offers many modules allowing for flexible work with content. Key in this respect are the possibilities and readiness of the platform to easily configure this content, present it quickly and personalise it, depending on the user we are dealing with.



# Managing price list catalogues

One of the most important functions of each B2B system is the ability to generate individual price lists. Magento Commerce allows you to create advanced price list catalogues and address them not only to groups of customers but also to individual contractors. Thanks to additional possibilities of managing catalogue promotions, it is possible to freely conduct a personalized e-sales policy.

**Magento allows us to differentiate prices per customer and even according to the selected products.** There is no rigid rule that you should work on the whole catalogue. Moreover, from the level of price list management we can define whether we want to show prices to customers who do not belong to a certain group at all, e.g. not logged-in customers. This means that the users of the platform can verify what the assortment is, but I will not have information about prices.

Step 1: Select Products for Catalog

Store: All Stores

Filters Default View Columns

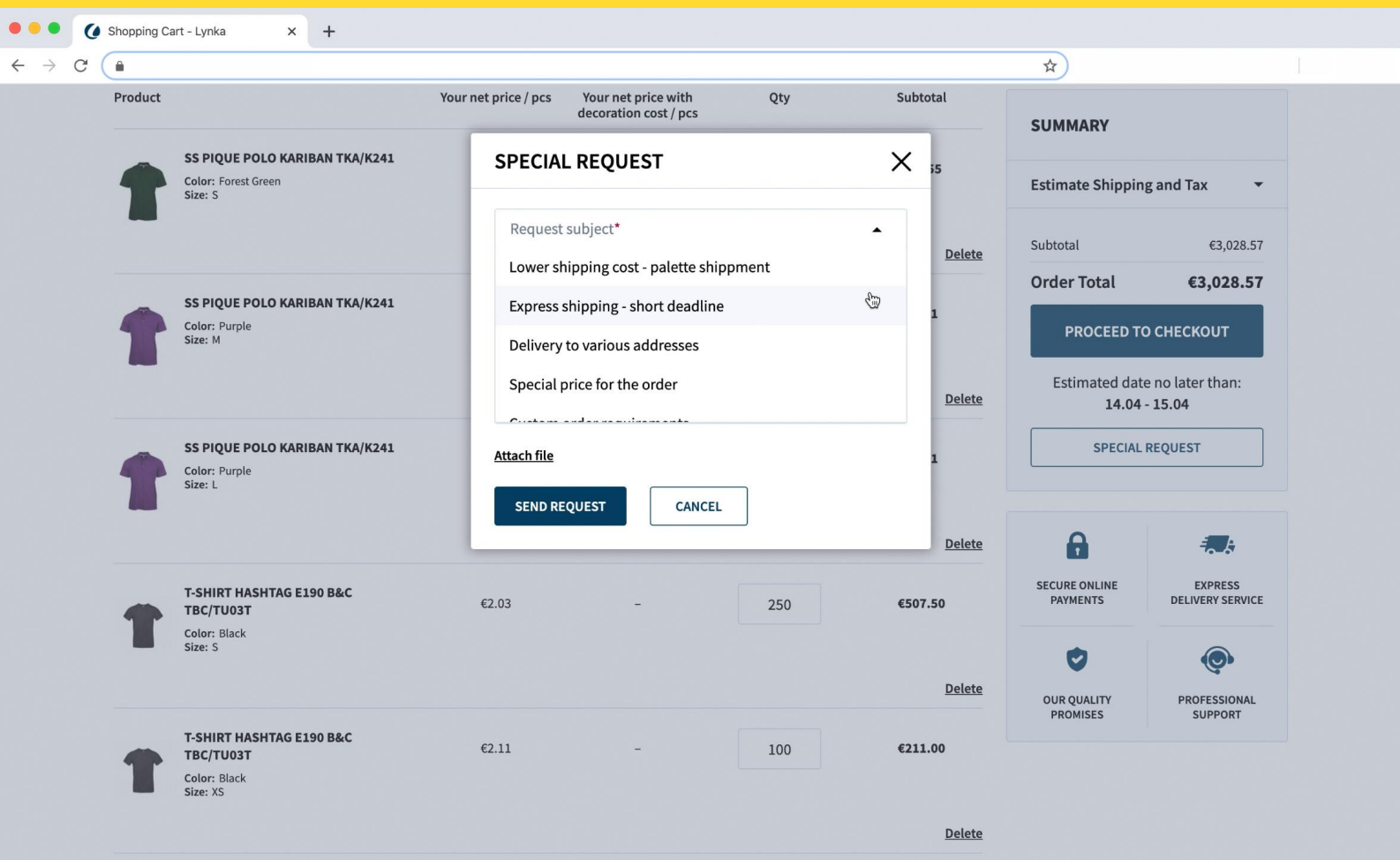
2048 records found

20 per page 1 of 103

ID	Thumbnail	Name	Type	SKU	Price	Status	Tax Class
1		Joust Duffle Bag	Simple Product	24-MB01	\$34.00	Enabled	
2		Strive Shoulder Pack	Simple Product	24-MB04	\$32.00	Enabled	Taxable Goods
3		Crown Summit Backpack	Simple Product	24-MB03	\$38.00	Enabled	Taxable Goods
4		Wayfarer Messenger Bag	Simple Product	24-MB05	\$45.00	Enabled	Taxable Goods
5		Rival Field Messenger	Simple Product	24-MB06	\$45.00	Enabled	Taxable Goods
6		Fusion Backpack	Simple Product	24-MB02	\$59.00	Enabled	Taxable Goods

Product Hierarchy:

- Root Catalog (1 of 2048 included)
  - Default Category (1 of 2048 included)
    - What's New (0 of 0 included)
    - Women (0 of 0 included)
    - Men (0 of 0 included)
      - Tops (0 of 0 included)
        - Jackets (0 of 176 included)
        - Hoodies & Sweatshirts (1 of 208 included)
        - Tees (0 of 192 included)



At Magento Commerce, contractors who expect to prepare individual offers can formulate enquiries based on their shopping baskets, which then go to dedicated sales managers.

Customers can request a reduction of price, faster shipment, or greater availability of products. And from the level of the panel, we can serve a ready-made package meeting the needs that our customer has asked for. Depending on the demand and business idea for this functionality, it can be an excellent channel of communication with the customer.

# Management company structure

Magento Commerce allows to create complex organisational structures for contractors. Thanks to this, the whole purchasing process can be organized in a hierarchical way, where purchasing specialists and their managers can be assigned appropriate rights related to ordering through the B2B e-commerce platform.

The screenshot shows a web browser window with the URL 'Company Structure - Lynka'. The page header includes a navigation bar with 'CALL US TODAY!', 'E-mail: europe@lynka.eu', a language selector set to 'English', and links for 'Account' and 'Sign Out'. Below the header is a search bar with the placeholder 'Products, categories or codes' and a 'SEARCH' button. A dark blue navigation bar contains links for 'PRODUCTS', 'DECORATION', 'MARKETING RESOURCES', and 'CONTACT'. The main content area has a breadcrumb trail: 'YOU ARE HERE: HOME / ACCOUNT / COMPANY STRUCTURE'. On the left is a sidebar menu under the 'ACCOUNT' header, listing: Dashboard, Settings, Address book, Special requests, Orders, My Agreements, Company profile, Company structure (highlighted), Company users, and Roles and permissions. The main content area is titled 'COMPANY STRUCTURE' and includes links for 'Expand all', 'Collapse all', 'Add user', 'Add team', 'Edit', and 'Delete'. The central diagram shows a hierarchical structure: 'Marcin Kowalski (me)' is the root, with two child nodes: 'purchase team' and 'purchase team2'. 'purchase team' has two sub-nodes: 'Maya Gutenberg' and 'Roman Kędzierski'. 'purchase team2' has one sub-node: 'John Doe'.

```
graph TD; MK["Marcin Kowalski (me)"] --> PT["purchase team"]; MK --> PT2["purchase team2"]; PT --> MG["Maya Gutenberg"]; PT --> RK["Roman Kędzierski"]; PT2 --> JD["John Doe"];
```



# Flexible export to marketplace

The e-commerce platform is one of many elements in the whole ecosystem. Very often, we need to export data to different locations, from Allegro, eBay, Amazon, to price comparison engines, Google, including affiliate programmes. Thanks to a technologically well-prepared product data structure that allows for easy adaptation to different solutions, the Magento system responds to the need for flexible export. Interestingly, in the case of Amazon Sales Channel UK, the price logic and comparison of the same product between different shares is very extensive. Magento supports this, ensuring that the price does not go down, has a good margin, but also is not unrealistic to other offers.



# Product recommendations based on AI

The largest players in the e-commerce market benefit from artificial intelligence, and machine learning. Such an opportunity is provided by Adobe Sensei technology, also available under the Magento Commerce license. It allows us to implement automated and intelligent product recommendations, increasing customer involvement, conversion and revenue. In the past, the effective use of AI was costly for many small and medium-sized enterprises, requiring them to allocate their budgets to data research or other burdensome technology for their teams. Thanks to Adobe Sensei, salespeople can easily automate the recommendation process, providing a diverse purchasing experience while gaining time for other business development activities. All this within the licensed version of Magento.

DASHBOARD

SALES

CATALOG

CUSTOMERS

MARKETING

CONTENT

REPORTS

STORES

SYSTEM

FIND PARTNERS & EXTENSIONS

## Product Recommendations

Scope: Default Store View

Last 7 days

Settings

Create Recommendation

NAME	PAGE	TYPE	STATUS	CREATED	IMPRESSIONS	VIEWS	CLICKS	REVENUE	VIEWABILITY	CTR	VCTR
Home page - personalized	Home Page	Recommended for you	Active	Feb 1, 2020	12,765	8,645	2,468	\$1,893	49%	7%	11%
Similar items on product pages	Product Detail	More like this	Active	Feb 11, 2020	31,847	24,847	4,872	\$6,273	58%	9%	16%
Popular in categories	Category	Most viewed	Inactive	23 hours ago	21,846	14,847	1,963	\$3,283	62%	10%	10%

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Magento ver. 2.3.4

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# Building loyalty between customers

It is no longer known from today that a well-prepared and managed promotion can effectively stimulate consumers to buy. Promotional rules in Magento have the potential to increase the average value of the basket and/or increase customer involvement. By creating appropriate scenarios for price and sales promotions, Magento allows to attract not only new customers to the shop but also to increase the loyalty of existing customers, encouraging them to buy again.

The screenshot shows the 'Reward Points' configuration page in Magento. It includes several settings: 'Enable Reward Points Functionality' (Yes), 'Enable Reward Points Functionality on Storefront' (Yes), 'Customers May See Reward Points History' (Yes), 'Rewards Points Balance Redemption Threshold' (empty), 'Cap Reward Points Balance At' (empty), 'Reward Points Expire in (days)' (empty), 'Reward Points Expiry Calculation' (Static), 'Refund Reward Points Automatically' (No), 'Deduct Reward Points from Refund Amount Automatically' (Yes), and 'Landing Page' (Reward Points).

Loyalty program

The screenshot shows the 'Company Credit' page in the LUMA system. It displays a summary of the company's credit status and a table of transactions.

Date	Operation	Amount	Outstanding Balance	Available Credit	Credit Limit	Purchase Order	Updated By
08/28/19	Purchased	-\$1,040.00	-\$4,130.00	\$870.00	\$5,000.00	ABC12346	Lois Price
08/28/19	Purchased	-\$1,195.00	-\$3,090.00	\$1,910.00	\$5,000.00	ABC1234	Lois Price
08/19/19	Purchased	-\$1,895.00	-\$1,895.00	\$3,105.00	\$5,000.00	ABC123	Lois Price
08/19/19	Allocated	\$0.00	\$0.00	\$5,000.00	\$5,000.00		Store Owner

Company credit

# Trade limits

For each counterparty, there is a possibility of assigning a dedicated trade credit, under which they will be able to make purchases, where payment will be made on a deferred basis. The amount of the trade credit limit is defined by the administrators (or a dedicated caretaker of a given contractor) in the Magento Commerce system.

# Extensive management of promotions

Magento supports the management of promotions through:

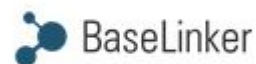
- a system of banners to communicate promotions,
- a registration system for a newsletter and a promotional code for registration,
- catalogue promotions, set for products,
- basket promotions, set for shopping conditions,
- promotional codes and vouchers,
- a wishlist of products.





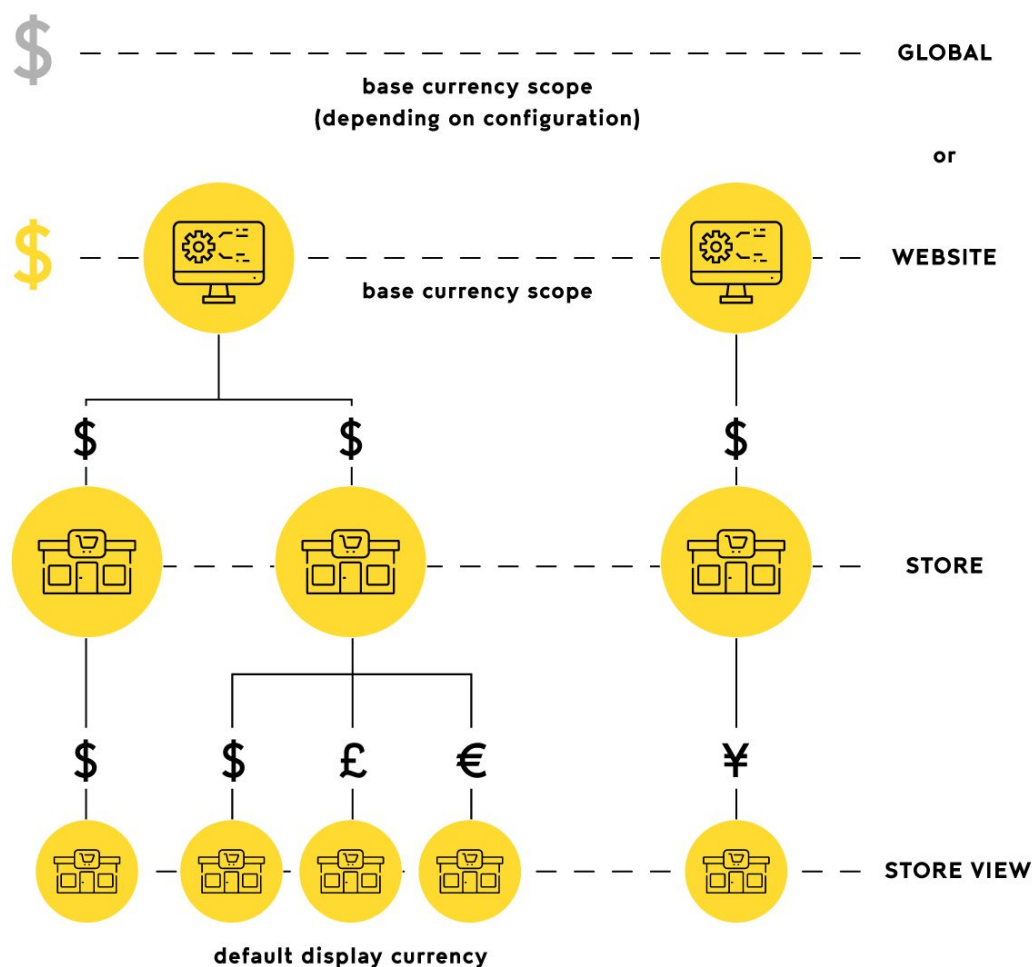
# Wide range of integration

Whether we are thinking of domestic or foreign sales, Magento offers an impressive range of ready-made integration. Looking at the UK market we have modules for integration with payment operators, couriers, automation systems, etc.



# Extensive sales opportunities

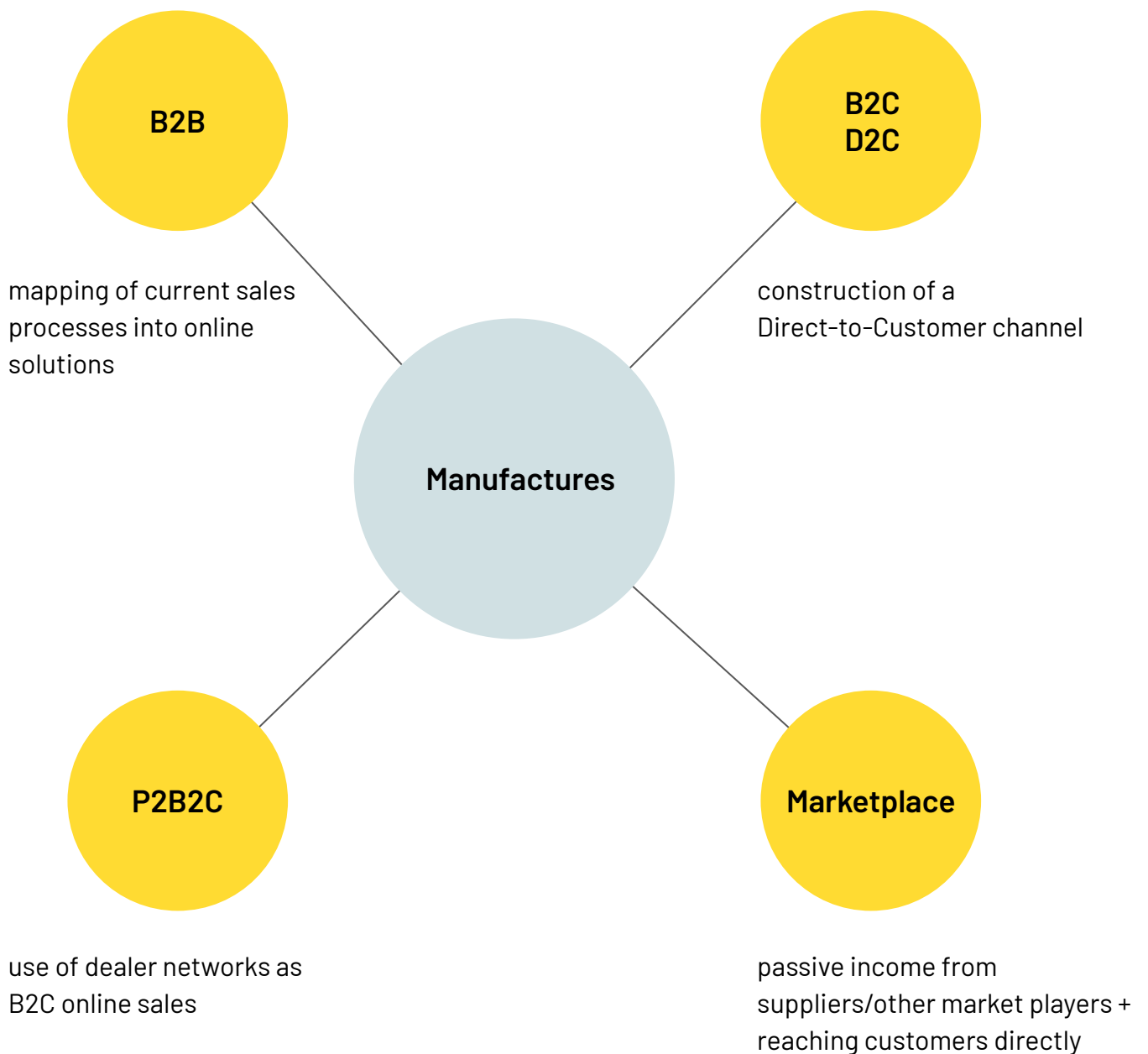
Magento's flexible architecture enables sales in many markets, currencies and languages. At the same time, it provides advanced management of pages and products in multiple shops, managing multiple warehouses. And all this from a single panel.





What strategy to  
choose?

There are various online sales options and many strategies to implement them.

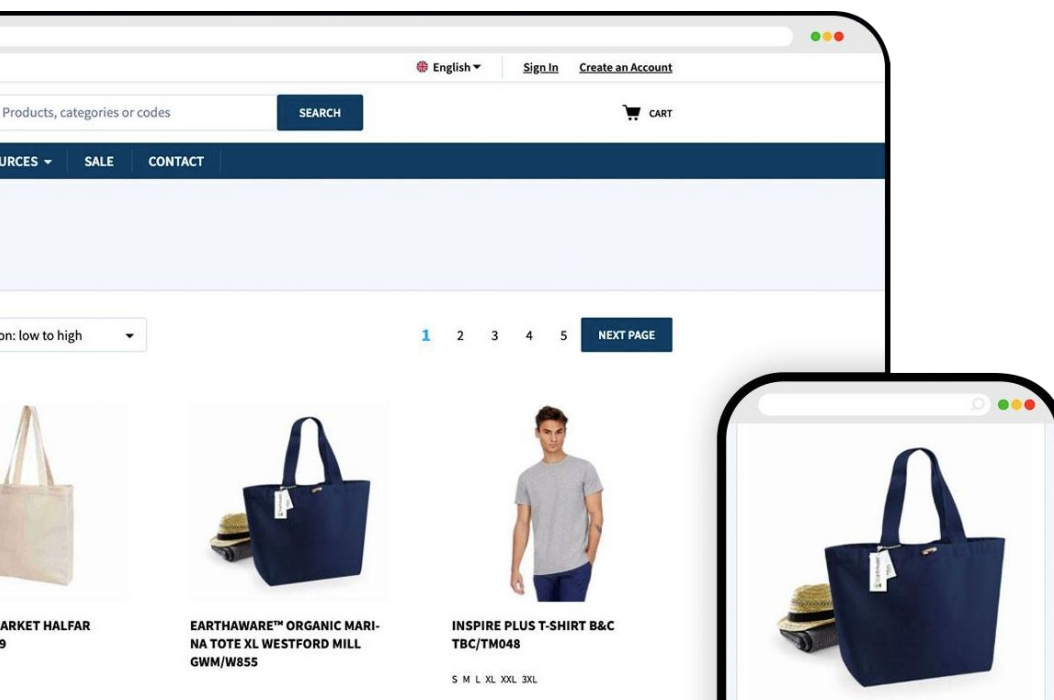




# Strategy nr 1 – B2B

## Mapping of current sales processes into online solutions

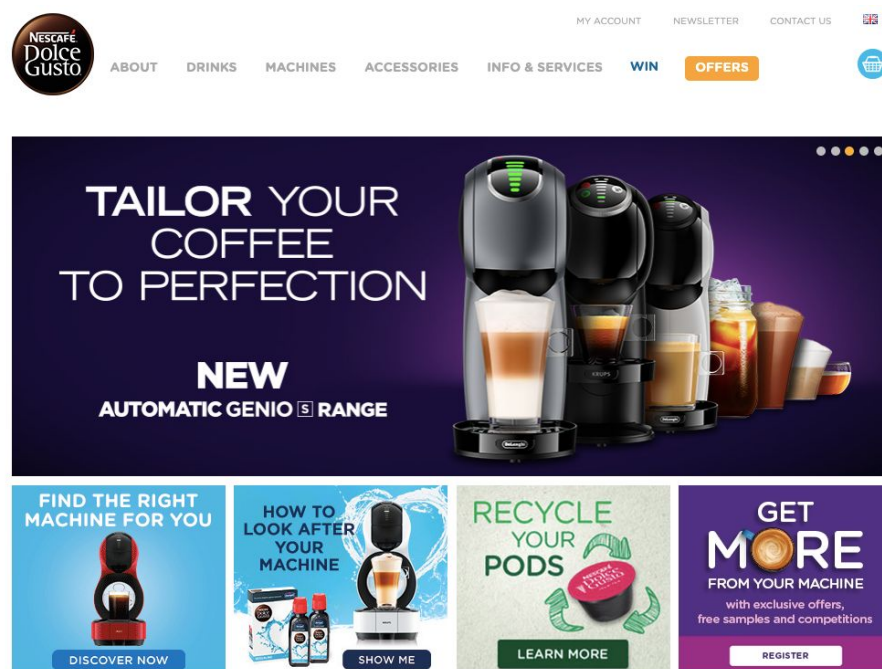
This strategy assumes the mapping of all processes that take place in ground sales on an e-commerce platform. This applies both to the activities performed by traders, i.e. preparing an offer, sending it to customers, as well as the implementation of the entire policy related to discounts and sales. Thanks to this, B2B customers gain space in which they can learn about the assortment, prices, use advanced B2B functions - related to discounts or mass ordering of products.



# Strategy nr 2 – B2C/D2C

## Construction of a Direct-to-Customer channel

The implementation of a direct sales channel for products to the end customer provides many benefits that manufacturers often do not think about. First of all, they have much closer contact with customers, which results in their greater loyalty. Close relationships and direct contact quickly provide the necessary market data: which products are sold and what are the customer reactions. In the case of traditional forms of sales, it is only after a while that producers obtain such information. With our B2C channel, we can also test various strategies and customer sensitivity to promotions.



The screenshot displays the Nescafé Dolce Gusto website. The top navigation bar includes the brand logo, a search icon, and links for 'MY ACCOUNT', 'NEWSLETTER', and 'CONTACT US'. A secondary menu features 'ABOUT', 'DRINKS', 'MACHINES', 'ACCESSORIES', 'INFO & SERVICES', 'WIN', and 'OFFERS'. The main banner promotes the 'NEW AUTOMATIC GENIO S RANGE' with the tagline 'TAILOR YOUR COFFEE TO PERFECTION', showing three coffee machines and various coffee drinks. Below the banner are four promotional tiles: 'FIND THE RIGHT MACHINE FOR YOU' with a 'DISCOVER NOW' button, 'HOW TO LOOK AFTER YOUR MACHINE' with a 'SHOW ME' button, 'RECYCLE YOUR PODS' with a 'LEARN MORE' button, and 'GET MORE FROM YOUR MACHINE' with a 'REGISTER' button.

## Strategy nr 3 – P2B2C

### Using the dealer network as B2C online sales

A slightly different, more advanced sales model is the use of the dealer network as B2C online sales. It assumes that the manufacturer does not sell himself, but allows you to select a distributor on his website and buy through his online shop. A perfect example is the Stihl form, which by supporting and using its sales network for online sales reaches the end customer in this way.



# Strategy nr 5

## Marketplace

We usually associate the Amazon platforms with marketplace. By analysing the market we can find many places where you can sell your own products. Today is also a good time for the manufacturer to appear on the marketplace on its own, using various sales strategies, focusing on product presentation, creating space for customers to get to know its product range.

### **Advantages of the marketplace for retailers:**

- the ability to reach a larger target group of customers, especially in the initial phase of implementing online sales
- less technical problems - marketplace platforms offer necessary sales functionality
- the possibility of entering new markets faster



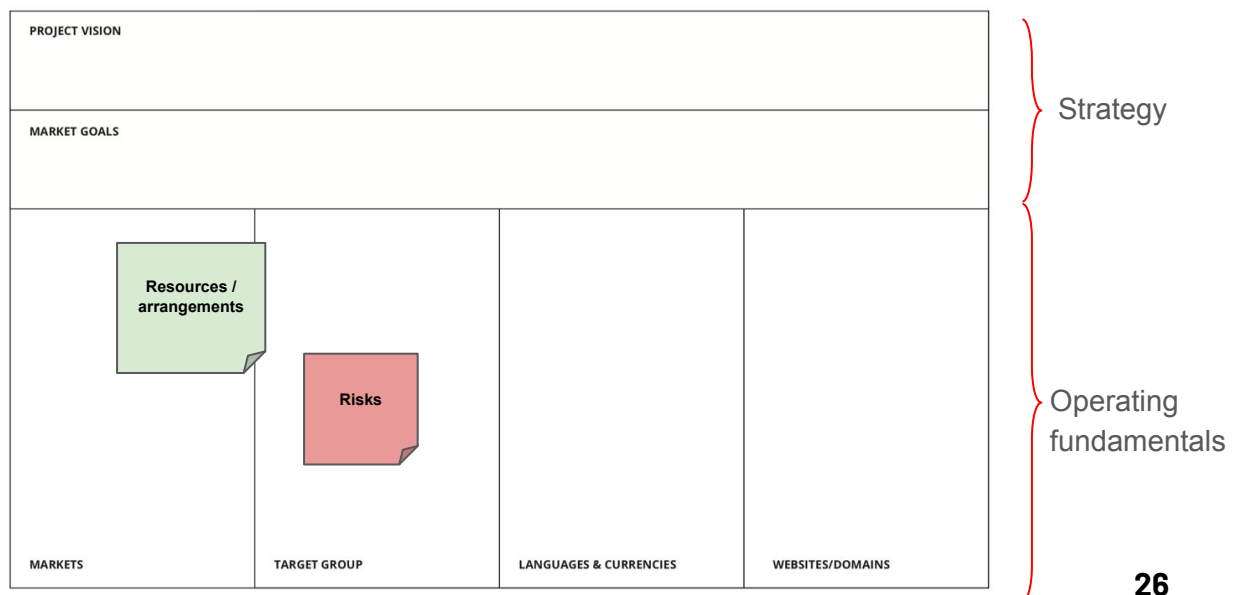


How to approach  
impementation?

Our many years of implementation experience allowed us to develop our own tool - Strix Commerce Blue Print. It assumes synergy of actions in three areas: Clear vision, Digital Product Journey and Business Units Policies.

## Clear vision

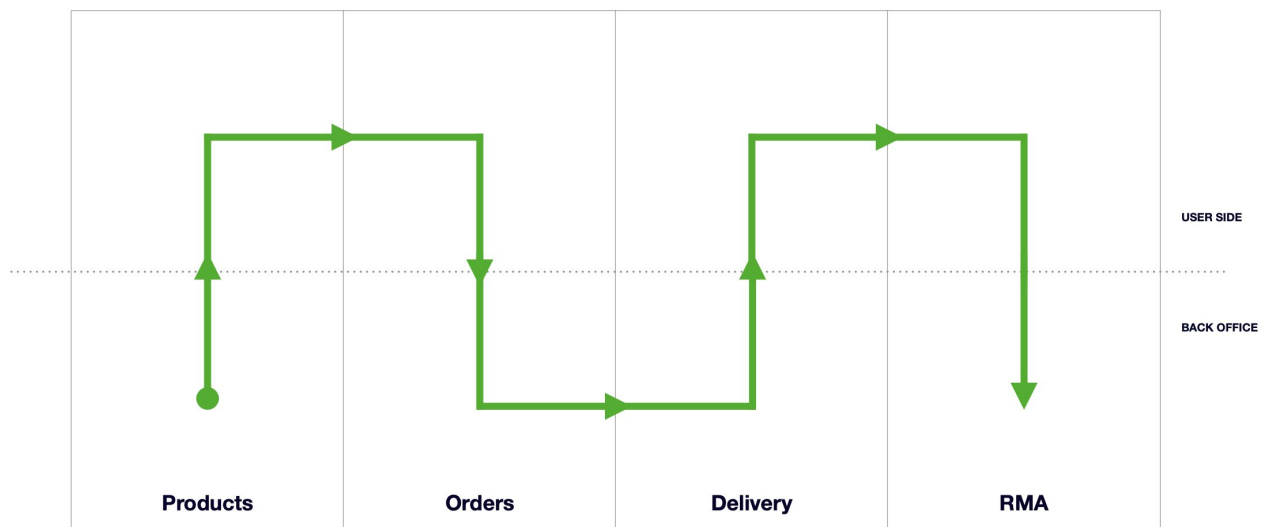
The launch of an online channel must be matched by a very clear vision of what we want to achieve, in which markets, in which online channels we will operate and sell. With this knowledge, the manufacturer or B2B distributor can quickly verify and test its approach. This is what the two-day workshop with the customer is all about, during which with the help of the Strix Commerce Blue Print tool we can crystallize the topic of strategy taking into account the company's operational processes.



# Digital Product Journey

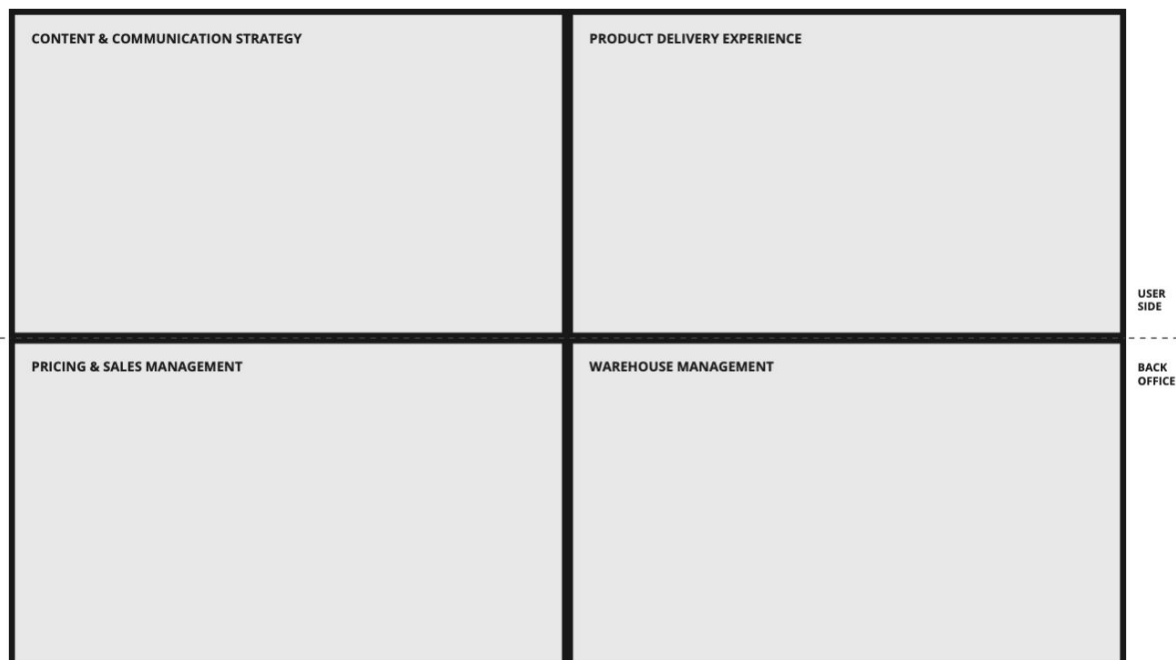
Together with the customer we analyse the "digital product journey", i.e. the "journey" of the product from the moment it appears in our organisation and is a ready-to-sell product, through the order process on the part of the customer and the company, the delivery process, and finally the return and complaint process.

By preparing them for implementation, it allows us to collect and map all the processes that take place on the side of the organisation and the customer, and then prepare the e-commerce platform for it.



# Business Units Policies

The third area that creates our synergy of activities is the organization's business policies, which include: price and sales management, warehouse management, content and communication strategy, product delivery process management and customer experience.



# Basic principles

A tool such as Blue Print allows you to start the implementation work after only 2 days of workshop and focus on what is necessary to start. The following rules determine the success of an effective and fast start-up of e-commerce:

- Selecting only key functions and solutions.
- Agile approach - it is better to start with something imperfect, but guaranteeing stable sales in the MVP model and then develop it.
- Focus on testing... not everything will work immediately, the key is the ability to react quickly.





As a producer, are you thinking about starting online sales? Contact us! **We will prepare a relevant strategy for your business and implement the B2B/B2C e-commerce system - even in a few weeks!**



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e-commerce platforms



Award finalist  
2019



Award winner  
2018



Award finalist  
2017