A Contract Packaging Playbook to Win E-Commerce
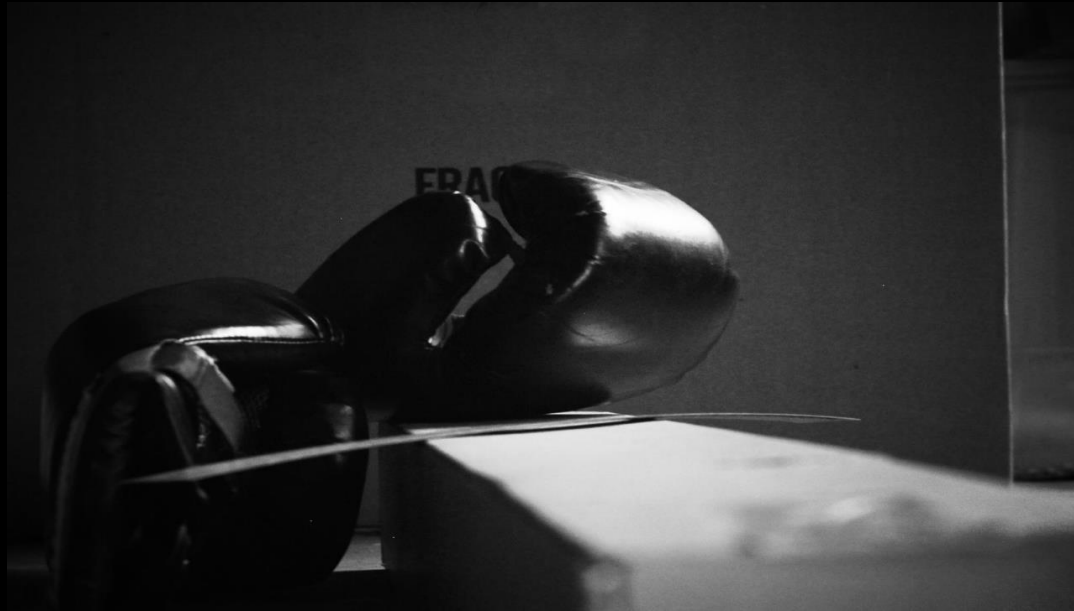
Matt Dingee

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In the next 51 minutes you will….

- 4 Inside E-Commerce Drivers

- Confirm your Role in e-commerce

- Peek into 4 Power plays that will…….

  - Expand e-com services

  - Embed e-com into brand strategy

  - Execute technical challenge

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Inside the Ropes

E-Com Channel(s)

USER X

SPEED

WEIGHT CLASS

E-Commerce connects the digital and physical elements.........

Speed

- Consumers Need for Speed (or free)
- Delivery Speed (2 Day Dominance)
- Speed of Supply Chain (Order to unbox)
- Craving Communication (notify me!)

Weight Class

- Miniaturization of Freight

- Consumers sense it

- Dimensional Weight- a new "Ruler" reigns
  - Carriers weigh in (Ruling class)
  - Brands Weigh Out (citizens of the state)

E Com Channel(s)

- Club or Bulk Online- boxed.com
- Amazon- retailer/brand
- Wal-Mart/JET- online retailer
- Direct-Subscription
- Affiliate Packs
- Grocery Delivery/Pick Up
- Meal Kits

User X

- Direct Connection
- Experience is King
- Unboxing + Videos = 20 Million You Tube Search Results
- Free Shipping is an obsession

Are you Rocky or Mickey?

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Play # 1- Call Lincoln Sun Socrates

"The general who wins the battle makes many calculations in his temple before the battle is fought. The general who loses makes but few calculations beforehand" – **SUN TZU**

"Give me six hours to chop down a tree and I will spend the first four sharpening the axe" – Abraham Lincoln

Play # 1- Call Lincoln Sun Socrates

Use Socratic questioning to challenge, refine, and define brand strategy online.

- Is my e-com strategy "Amazon"?
- Is the product a bowling ball or bag of chips?
- Is my product a mattress (near lifetime) or razor blades (monthly)?
- In my current package, what is my dimensional weight?
- What aspects of my product do consumers love? Hate?
- What is my Average Order Value (AOV)?
- Do I have any idea if people are abandoning carts?
- Does my product work with another product? Or could it?

Play # 2- E-Com Fit Club

- Create a place where brands come to get into e-com shape!
- Invest and learn leading tools

Play # 3- Block and Tackle

- Deploy Packaging to solve for.......
  - Frustration Free Design
  - Cold Supply Chain-meat in kits
  - Prevent Damage and Penalty
  - Predict multi-transit distribution paths

CERTIFIED
FRUSTRATION-
FREE
PACKAGING

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Play # 4 – Chase Chickens

- Help chase down the elusive…...

- "Free Shipping", "Fast Shipping", "Unboxing" "abandoned cart", "drone delivery"

Workout Notes

- 4 Dimensions (Speed, Weight Class, User X and E-Channels)

- Are you a competitor or trainer?

- 4 Plays to run; Which one fits best for you?

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