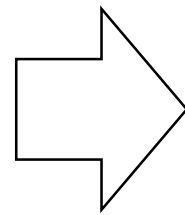


Go Digital

Dr Harris Alexopoulos
University of the Aegean

Contents



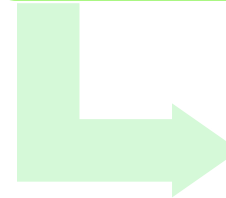
Introduction

- Context
- Problem
- ICT



Moving Forward

- Principles
- Be Informed
- Website



Web Marketing principals

- Basics
- Adwords
- Social Media



Go Digital Example

- Think Big
- Business Plan

Introduction

What is your family business ?

What do you want to do for a living ?

What do you think of expanding your family business ?

Agriculture domain

Romania

- 1 M Family farms
- of 3.1 hectares
- produce 25-30 per cent of national food consumption

Greece

- Average
- of 4.8 hectares
- Cost = 9.266,8
- Cost/hec = 1930

EU

- Average
- of 14.3 hectares
- Cost = 25.450,2
- Cost/hec = 1780

The Problem

- No access to funds
- Absence of big companies with access to world markets
- Insufficient structures for supporting entrepreneurship
- **No use of new technologies**



Moreover

- Absence of networking activities
- No use of ICT



Source: FAO, ITU

Moving Forward

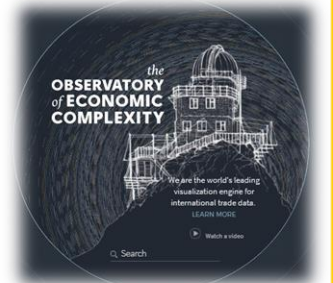
From what have you learned this month...
...what are your thoughts ?

Turn to a Sustainable growth model

- ✓ Establishing collaborations
- ✓ Increase competition for exports
- ✓ Look for niche markets (i.e. Mushrooms, raspberries)
- ✓ Grow your land & Invest in heavy machinery
- ✓ Look for exports
- ✓ Find new costumers by developing a website
- ✓ Be informed & always look into your data

Be informed

- World Bank
 - <http://www.worldbank.org/>
- Eurostat
 - <http://ec.europa.eu/eurostat>
- Organisation for Economic Co-operation and Development (OECD)
 - <http://www.oecd.org/>
- The Observatory of Economic Complexity (OEC)
 - <http://atlas.media.mit.edu/en/>



OEC

COUNTRIES PRODUCTS VISUALIZATIONS RANKINGS PUBLICATIONS ABOUT API



< 2014

What does Romania import from Greece? (2015)

TOTAL: \$790M

TREE MAP | **STACKED**

COUNTRY
Exports
Imports
Export Destinations
Import Origins

PRODUCT
Exporters
Importers

BILATERAL
Exports to Destination
▶ Imports from Origin
Exports by Product
Imports by Product

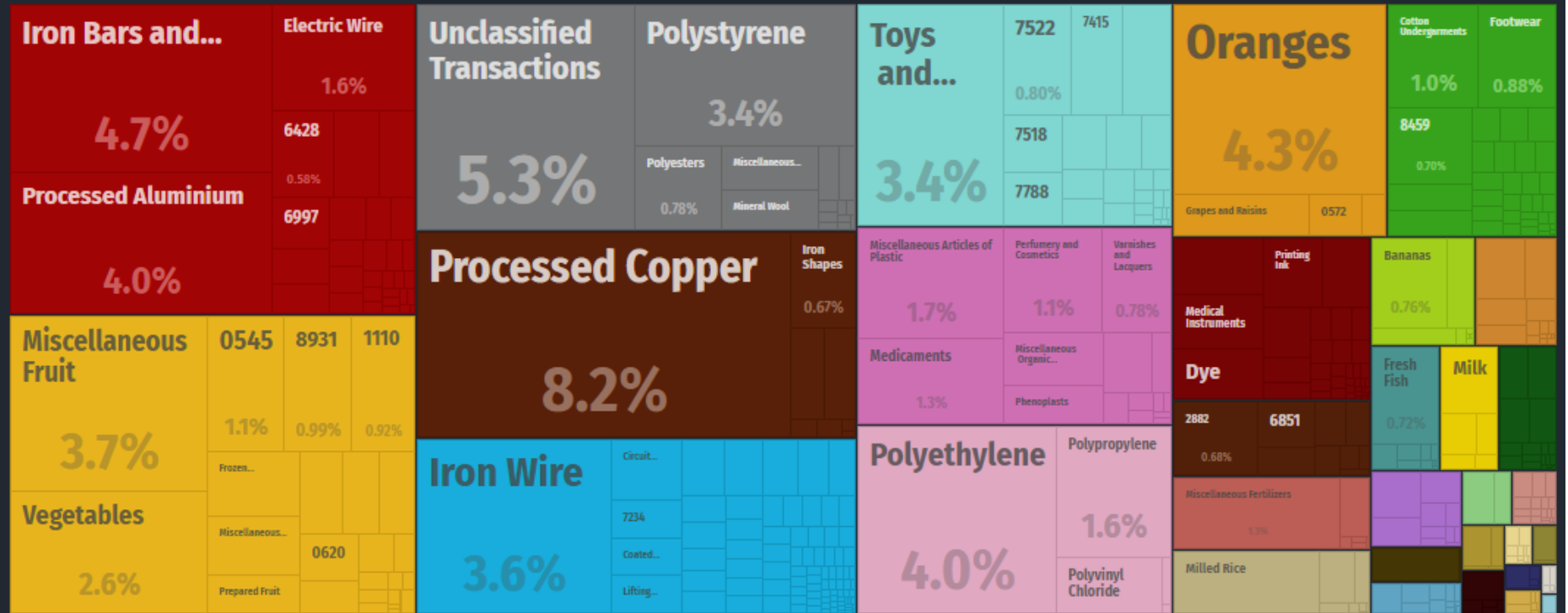
NETWORK | **RINGS**
GEO MAP | **LINE**
SCATTER

COUNTRY
Romania

PARTNER
Greece

TRADE FLOW | **DATASET**
Import | SITC

YEAR
2015



Depth SITC2 SITC4 Show All Years Color Category

Create your internet presence

- **Create your own Webpage**
- or **consider listing your farm with services** like LocalHarvest.org
 - you can sell directly to consumers without having a website of your own
- and/or **create a facebook page**
- **A website** presence is a must for basically any small business these days, and a small farm is no exception
- The website will **let people know you exist**, helping you to reach customers who might not otherwise find you

Why ?


- *Let the buyers know about your offerings, quality and prices*
- *Be known at the tourists community*
- *Turn your tourists into sales*
- You should have a minimum of a page that tells about your farm, **what products you sell**, and an email address that's clickable so visitors can send you an email
- Consider also including a **blog to keep readers up to date** on what's happening on your small farm
- **Photos are very helpful** to have, especially of your lovely, happy and healthy farm animals

Create a site on my own


Google Search my sites

Sites **CREATE** Cancel


Select a template to use:




Blank template




Classroom site



Soccer team



Spring Floral
Wedding
Instructional



Browse the
gallery for
more

Name your site:

Site location - URLs can only use the following characters: A-Z, a-z, 0-9
https://sites.google.com/site/

Select a Site Template

Public

Featured

Business collaboration

Activities & events

Schools & education

Clubs & organizations

Personal & family


Government & non-profits

Policy


Language

English (US) ↕


Search gadgets




Classroom site
Pull all your class information together in one place. Stay connected with pa...




Professional site template
Give yourself an online presence. Includes testimonials, a place to showcase ...




Project wiki
Pull all your project information together in one place and stay connected wi...



Outdoor club template
Keep your club connected with this central place to share all types of inform...



Travel Journal
Keep your friends and family connected with this central place to share all t...



Restaurant site template
Looking to get your restaurant online? This site template includes a restaura...

How to Sell Small Farm Products Online

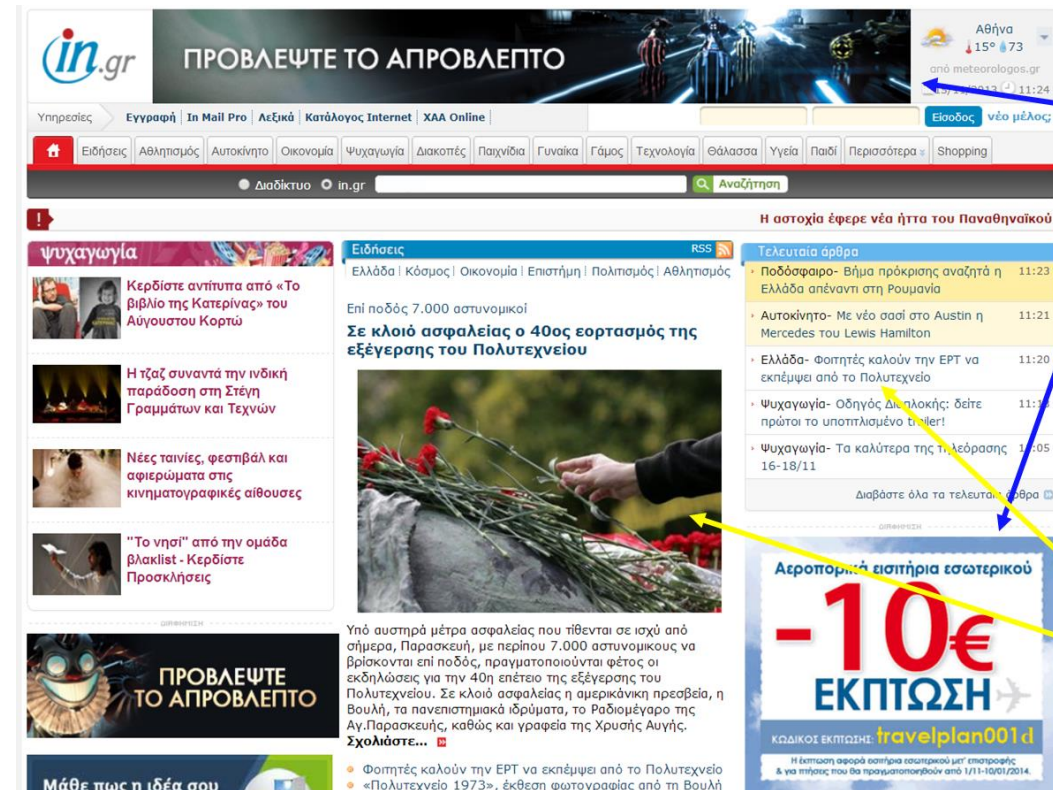
- Use the Web for Supplemental Sales
 - even if you sell cheese, you can ship it on dry ice overnight to customers
 - customers may be willing to pay for the relatively high cost of shipping
- Sell Exclusively on the Internet
 - you may choose to focus your efforts on selling via the Internet before expanding to your local market
- Considerations
 - Shopping cart software
 - Payment processing
 - Email support and/or Contact me page

Web Marketing Basics

Boost your website !

Strategies and tools

- Banners
- E-mail marketing
- Google Advertising
- Social media
- Search Engine Optimization
- Content marketing
- Web Analytics



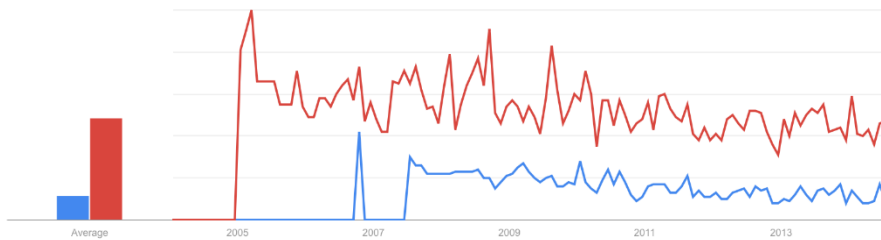
The screenshot shows the in.gr website interface. At the top, there's a navigation bar with categories like 'Ειδήσεις', 'Αθλητισμός', 'Αυτοκίνητο', etc. The main content area features a large article titled 'Σε κλοιό ασφαλείας ο 40ος εορτασμός της εξέγερσης του Πολυτεχνείου' with a photo of a person holding a bouquet of red flowers. To the right, there's a 'Τελευταία άρθρα' section with a list of recent articles. At the bottom right, there's a prominent advertisement for 'Αεροπορικά εισιτήρια εσωτερικού' with a '-10€ ΕΚΠΤΩΣΗ' offer. The website also includes a search bar, a weather widget for Athens, and various social media links.

Από
Ad Server

Από
Content
Server

Google adwords

- Online Marketing is 54% successful at generating leads
- >1.2M businesses advertise on Google Search Network
- Tip: Select Effective Keywords using Google Trends



Hello, and welcome to Google AdWords

Let's get started creating your account.

Please enter your email, time zone, country and currency. You won't be able to change these settings later, so choose carefully.

Enter your email

Country

Time zone

Time zone is used for account reporting and billing.

Currency

[Save and continue](#)

Social Media Marketing

- ‘Successful’ SMM implies high consumer engagement with the Brand’s messages on Social Media

Here, engagement is calculated as follows:

$$\text{Social Media Engagement} = 0.5 * \Sigma(\text{Likes}) + 1 * \Sigma(\text{Comments}) + 1.5 * \Sigma(\text{Shares})$$

facebook

Message Development

Message Appeal

Message Content

Message Richness

Message Placement

Channel

Timing

Frequency

Go Digital Example

Let's get started thinking of an idea !!!



“ Oliveo ! Probably the best olive oil in the world ! ”

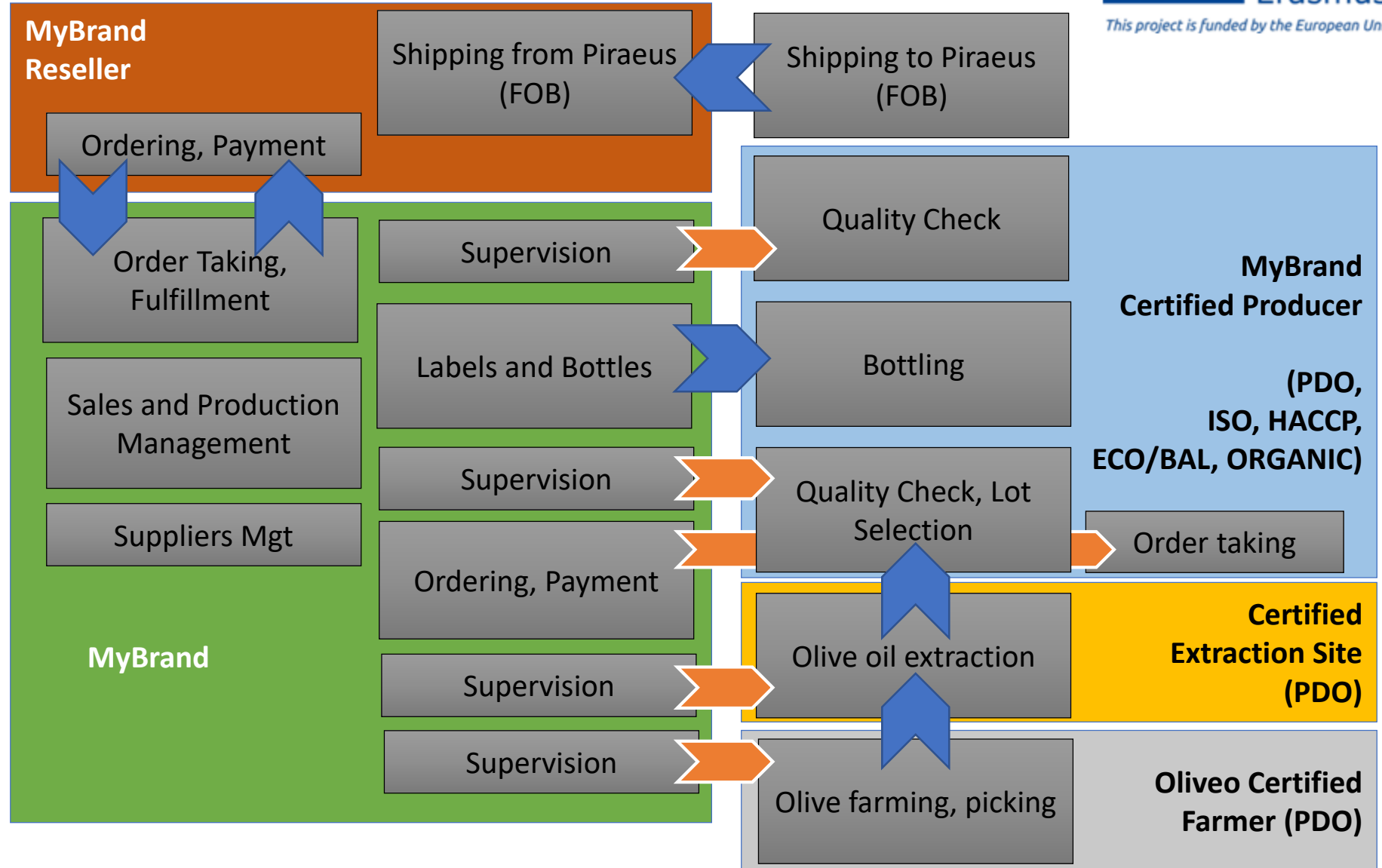
Vision

The vision of Oliveo is to be an **olive oil market innovator**,
through nurturing, accelerating and leading **business creation**, change and growth
offering high-value services to olive oil **producers, bottlers and wholesalers**
transforming technological leadership and skill **into societal and environmental well-being**

Services I: Establishing the Business idea

- ❑ Establish and own the brand (logo design, trademarking, brand identity)
- ❑ ICT systems and services for all key tasks:
 - Bottle selection, digital label design (unique traceability QR code, BarCode)
 - Selection of certified, PDO bottler facilities
 - Getting PDO, EcoLabel, ISO, HACCP certifications
 - Multi-lingual **MyBrand.com** web site creation

Services II: Setting the Supply chain



Example: Selecting the bottle



- High-end color glass
- Dorica bottle
- Dark Green (*)
- 500 ml (**)
- Ancient Greek logo: the first sign for “Olive Oil” in Linear-b Language (1800 BC)

(*) The most preferred Olive Oil bottle **color**, according to Oliveo survey, 2013

(**) The most preferred Olive Oil bottle **size**, according to Oliveo survey, 2013

Example : Rear Label



- Greek origin
- Acidity metrics
- K2X0 metrics
- Wax content
- 2D Scan Code (full traceability, per bulk)
- PDO and TSG stamps

Think: There are approximately 35,000 olive oil brands in the world

Example: Defining the USP's of your brand

- USP1: MyBrand is Extra Virgin Olive Oil - EVOO**

70% of olive oil brands are EVOO, or 26,250 brands

- USP2: MyBrand is Protected Designation of Origin - PDO**

50% of EVOO olive oil brands are PDO, or 13,125 brands

- USP3: MyBrand is Selected, to have premium characteristics (low acidity, low wax, high on polyphenoles)**

No more than 30% of EVOO, PDO olive oil brands are selected, or 6,563 brands

USP4: MyBrand is Extracted and Bottled in Cold

50% of EVOO. PDO olive oil brands are extracted in cold, or 3,282 brands

USP5: MyBrand is Ecologically Balanced (CO2 is offseted)

5% of EVOO, PDO, extracted in cold brands are ecologically balanced, or 164 brands

USP6: MyBrand is fully traceable, from the tree o the self

5% of EVOO, PDO, selected, extracted in cold, are traceable, leaving 8 brands

USP7: MyBrand is harvested, extracted and bottled in Greece

There is only one brand in the world, with the above 7 characteristics ...

Services III: The Oliveo Platforms

MyBrand.gr

- The key site for consumers
- Presents all information on selling points
- Presents all information on product characteristics
- Gives the ability to “trace” each bottle

OliTrace

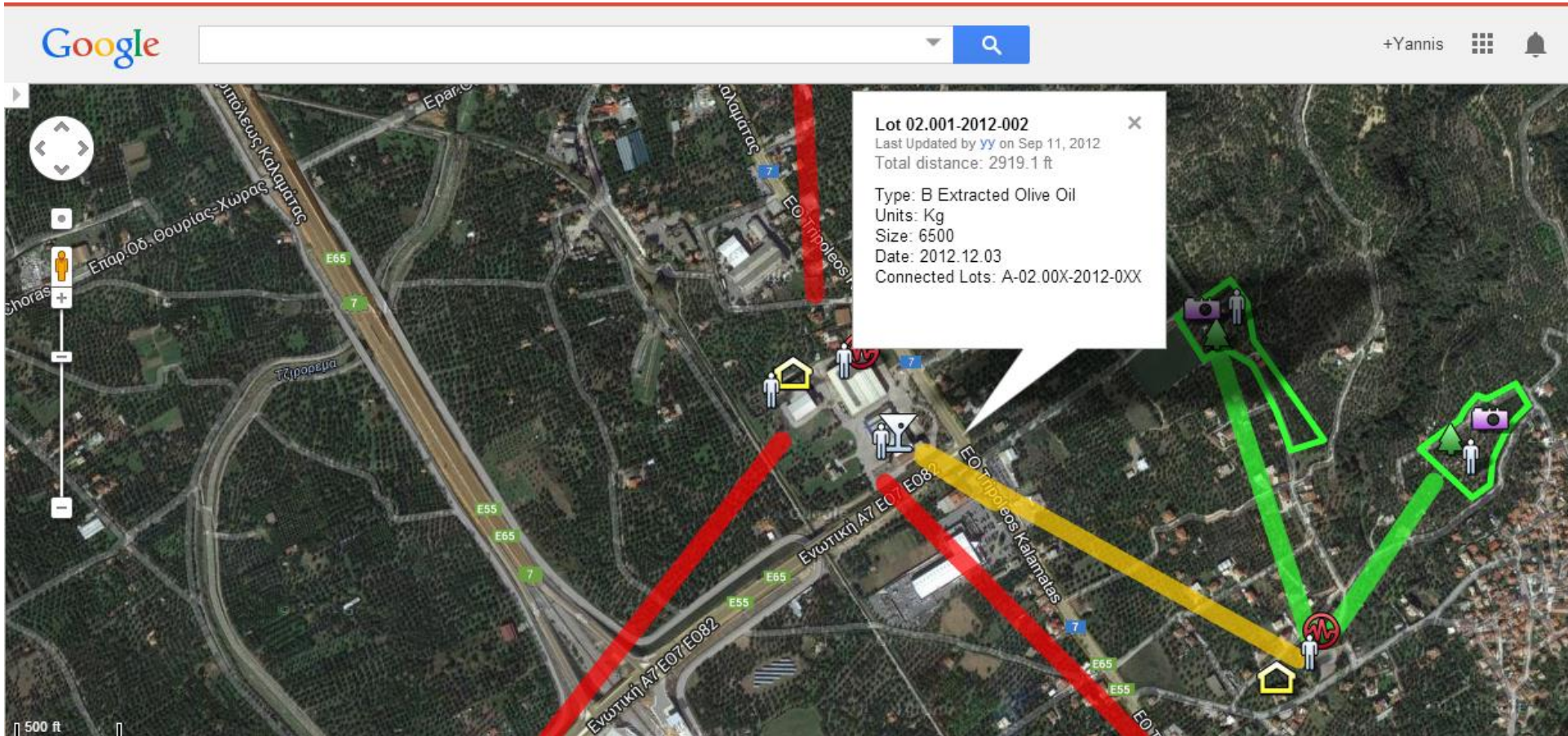
- The platform for the production sites
- Keeps information on farmers, extracting sites, bottling sites
- Provides full traceability per bottle / lot
- Interconnects with my.brand.gr

OliGate

- The platform for Oliveo resellers
- Provides services for ordering, payments
- Tracks dispatching towards resellers
- Provides up-to-date information on reseller status
- Interconnects with my.brand.gr

The OliTrace Platform

- Olive oil traceability platform that tracks olive oil production “from the tree to the self”
- Keeps information about fields, extraction sites, bottling sites, people involved in the process, etc
- Gives the ability, through 2-D barcode to trace back the “history” of each bottle
- Watch the Olitrace video at [http://youtu.be/ DiO3YN8JUM](http://youtu.be/DiO3YN8JUM)



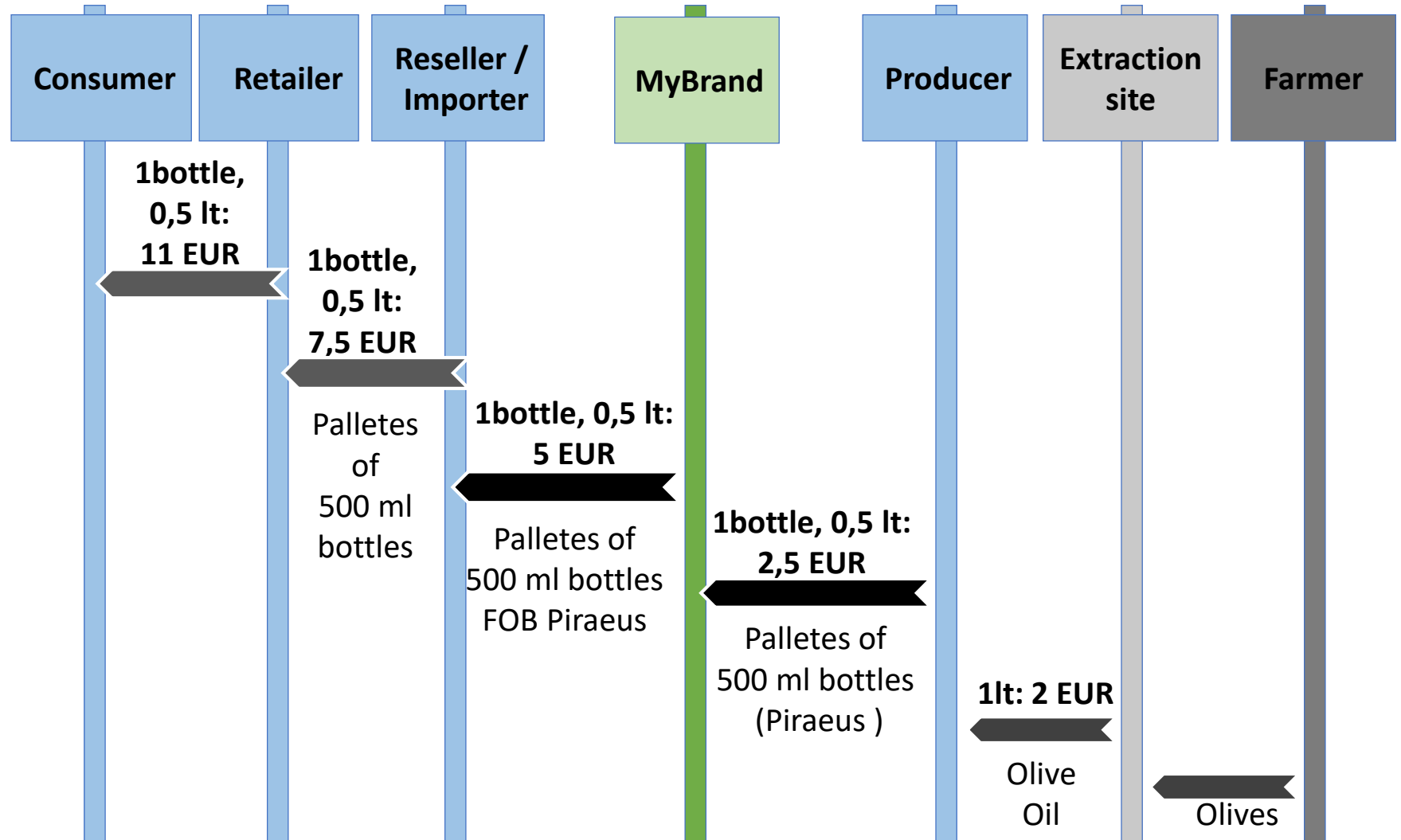
- ❑ Extract from the OliTrace prototype in Google maps, showing a specific lot from the fields to the extraction site and to the bottling site, in Kalamata

The OliGate Platform

Olive oil fullfilment web-based platform, available to Oliveo Partners, performing all the necessary collaboration tasks electronically:

- Sending of partner documents
- Ordering
- Managing and supervising transportation
- Checking order and payments status
- Managing partner status and electronic material
- Automatically updating partner web page in oliveo.gr

Services IV: Your value flow model



Services VI: Commercial Policy

- ❑ Create a marketing strategy (web, social media, digital campaigning, mobile apps, SEO, quality digital material)
- ❑ Build resellers networks in 20 countries, internationally, assisted by a global digital marketing campaign and innovative commercial policy
- ❑ Deliver through various means, with specialised web technology (OliGate Web Platform ©)
- ❑ Innovate the product mix, adding full traceability “from the tree to the self” (OliTrace Web Platform ©)
- ❑ Use a network of supporters and investors

Services VII: Financial Impact Analysis

“MyBrand is breaking-even at a level of production / sales of approximately 80,000 bottles per year (40 tons)”

Production Level (bottles)	10000	20000	40000	80000
Revenue	50.000 €	100.000 €	200.000 €	400.000 €
Cost of Goods Sold	26.400 €	51.800 €	102.600 €	204.200 €
Gross Profit	23.600 €	48.200 €	97.400 €	195.800 €
Gross Margin	47,20%	48,20%	48,70%	48,95%
Sales and Marketing Cost	10.000 €	15.000 €	40.000 €	60.000 €
Operational Costs	41.000 €	41.000 €	61.000 €	61.000 €
Other Costs	4.000 €	8.000 €	16.000 €	32.000 €
Total Costs	81.400 €	115.800 €	219.600 €	357.200 €
Net Profit	-31.400 €	-15.800 €	-19.600 €	42.800 €
Net Profit Margin	-62,80%	-15,80%	-9,80%	10,70%

References

www.olivebetter.com

<https://oliveo-oliveoil.blogspot.gr/>

Dr. Harris Alexopoulos, Go Digital

Twitter: @xalexopoulos

