



มหาวิทยาลัยราชภัฏนครปฐม



Chapter 3

Guidelines for entering the electronic commerce system



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Why learn electronic commerce?



Business Opportunities: The online world has made it easier for anyone to start a business. Whether it's a small or large business.

Competition: Understanding the principles of E-commerce will help you compete effectively in the market.



1. Set goals and customer groups



Create a Buyer Persona: Create an image of your ideal customer (Buyer Persona) to deeply understand their needs and purchasing behaviors, such as age, gender, occupation, and lifestyle. Channels for accessing information and interests





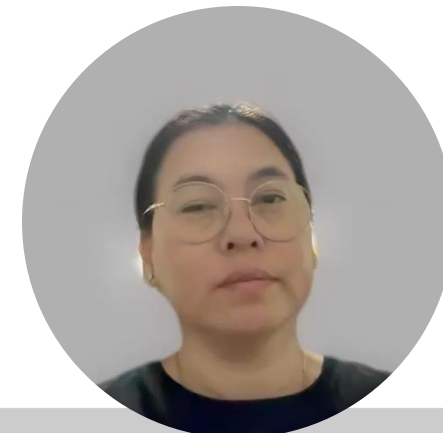
Market analysis: Study the market size of the product or service you are interested in, its growth rate, and seasonality of sales. and factors affecting customers' purchasing decisions





2. Study the market and competitors

SWOT Analysis: Analyze the strengths, weaknesses, opportunities, and threats of your own business and competitors. to plan appropriate strategies





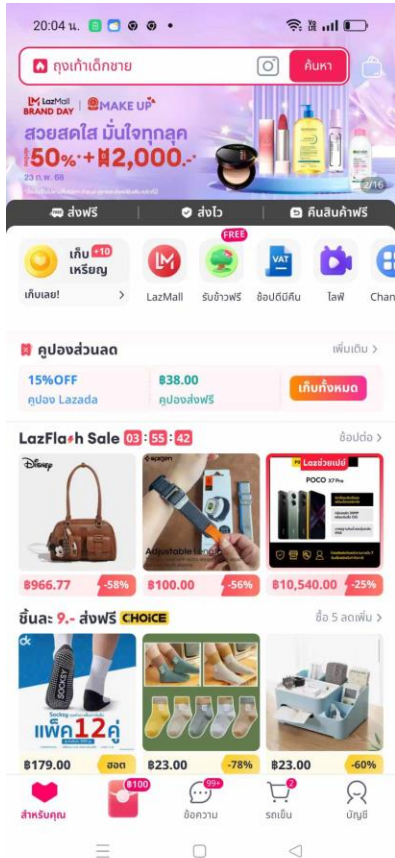
Track competitors

Follow your competitors' marketing activities, promotions, and new products. To adapt and make a difference





3. Choose the right platform



Consider factors: Budget, size of business. Type of product or service and target group

Popular platforms: Shopify, WooCommerce, Lazada, Shopee, LINE Shopping, Instagram Shop

Pros and Cons of Each Platform: Compare Fees
Provided features and ease of use



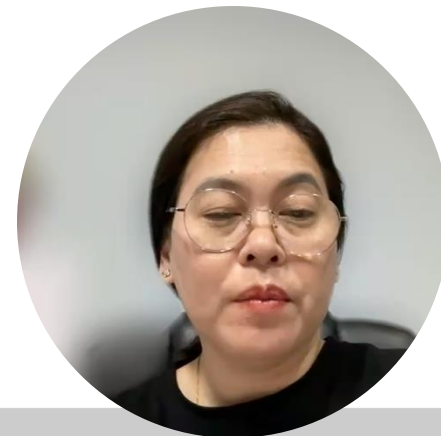


4. Build your brand and image

Storytelling: Create a story about your brand that customers feel confident and connected to.

Visual Identity: Design a logo with colors and fonts that reflect your brand's reputation.

Tone of Voice: Set a tone of communication that is consistent with the brand, such as friendly, dignified, or modern.



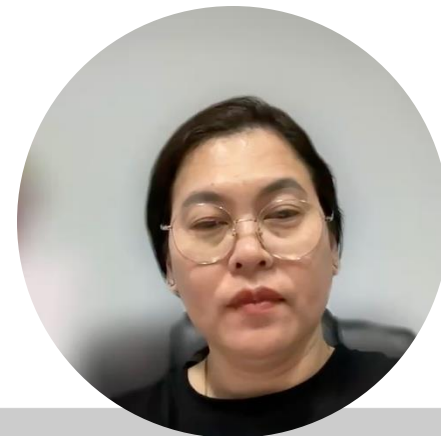


5. Prepare products and services

Quality and standards: Products must be of good quality and meet standards. To create satisfaction for customers

Storage: Organize the product storage system in an orderly manner. To facilitate delivery

Warranty: Provide product warranty To create confidence for customers



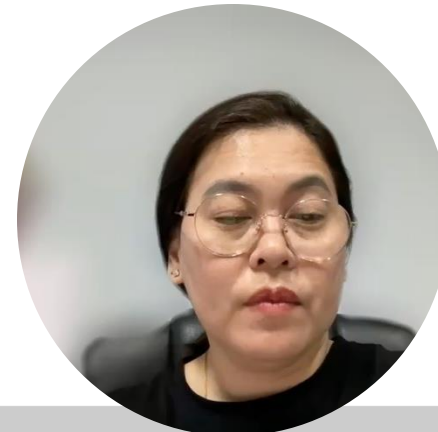


6. Online Marketing

SEO (Search Engine Optimization): Improve your website to rank on Google search pages by using keywords related to your product or service.

SEM (Search Engine Marketing): Advertise through Google Ads to make your website appear in the top ranks. of search results

Social Media Marketing: Create engaging and relevant content for your target audience. Interact with customers and use advertising on social media





Content Marketing: Create a blog, video, infographic, or e-book to provide useful information to your customers.

Email Marketing: Build a customer database and send emails with news, promotions, or related content.



7. Payment and Shipping:

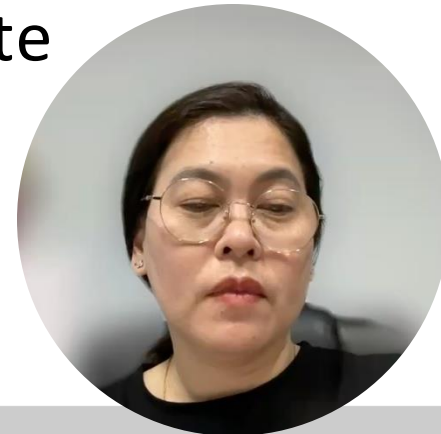


Payment System: Choose from a variety of payment systems such as credit/debit card, money transfer, cash on delivery.

Shipping: Choose a fast and reliable shipping carrier. Follow up on delivery status to customers.



Product Returns: There is a clear product return policy. To create confidence for customers



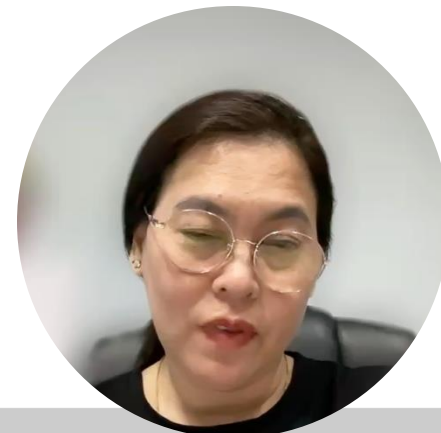


8. Analyze results and improve:

Google Analytics: Analyze website visitors' behavior such as traffic sources, bounce rates, and time spent on the website.

Facebook Insights: Analyze the performance of your posts and ads on Facebook.

Continuous improvement: Use the information obtained to improve marketing strategies to be more effective.





Additional tips:



Build customer relationships: Create customer groups on social media. Organize activities to thank customers

Learn from mistakes: Every business has obstacles. Learning from your mistakes will help you grow.

Follow trends: Follow new trends in the E-commerce industry to apply to your business.





Example of creating a Buyer Persona



Name: Mr. Nuthapong

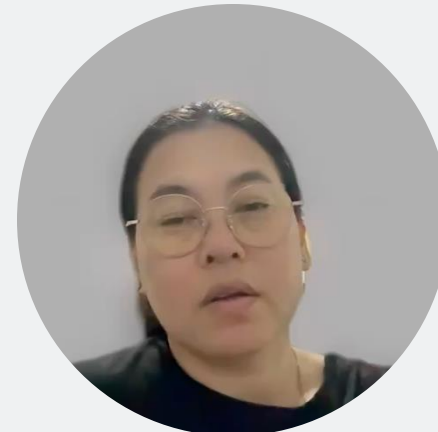
Age: 25 years

Occupation: Office worker

Interests: Technology, games, sports

Buying Behavior: Likes to compare prices. I like to read product reviews before deciding to buy. Like to buy products online via mobile phone

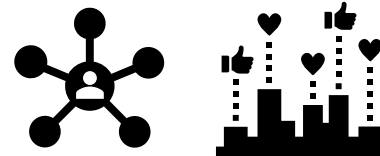
Creating a Buyer Persona will help you better understand your customers' needs and can communicate with them directly



Summary



Define business goals, choose the right platform, and develop a digital marketing strategy (SEO, SEM, social media, email). Ensure a user-friendly UX, secure payment system, and data security compliance while managing logistics and after-sales services. Continuously analyze customer data and improve strategies for sustained online business success.





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