

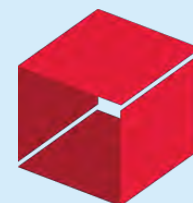
NATURALLY GOOD
**BUSINESS
SUMMIT**



**2:45pm - Direct-to-consumer
E-commerce: Why You Should Be
Doing it and How to Get it Right**

Laura Doonin, *Director & Partner*
Moustache Republic

Summit Sponsor:



UNLEASHED

Laura Doonin

Direct to Consumer Ecommerce:

Why you should be doing it
and how to get it right





Who Am I?

- Ecommerce Strategist
- Yogi
- Podcaster
- Whisky Drinker
- TedX Speaker
- Top 50 Person in Ecommerce 2019 (No. 35)

Laura Doonin

Let's set the scene

Ecommerce usage in Australia
in 2019



**AROUND THE WORLD, 1 MILLION PEOPLE
COME ONLINE FOR THE FIRST TIME
EVERY SINGLE DAY**



SOURCE: <https://wearesocial.com/global-digital-report-2019>



AUSTRALIA IS THE TENTH-LARGEST E-COMMERCE MARKET IN THE WORLD BY TOTAL SPEND

SOURCE: <https://wearesocial.com/global-digital-report-2019>

JAN
2019

E-COMMERCE USE AMONGST INTERNET USERS

PERCENTAGE OF **INTERNET USERS** WHO BOUGHT SOMETHING ONLINE VIA ANY DEVICE IN THE PAST MONTH [SURVEY-BASED]

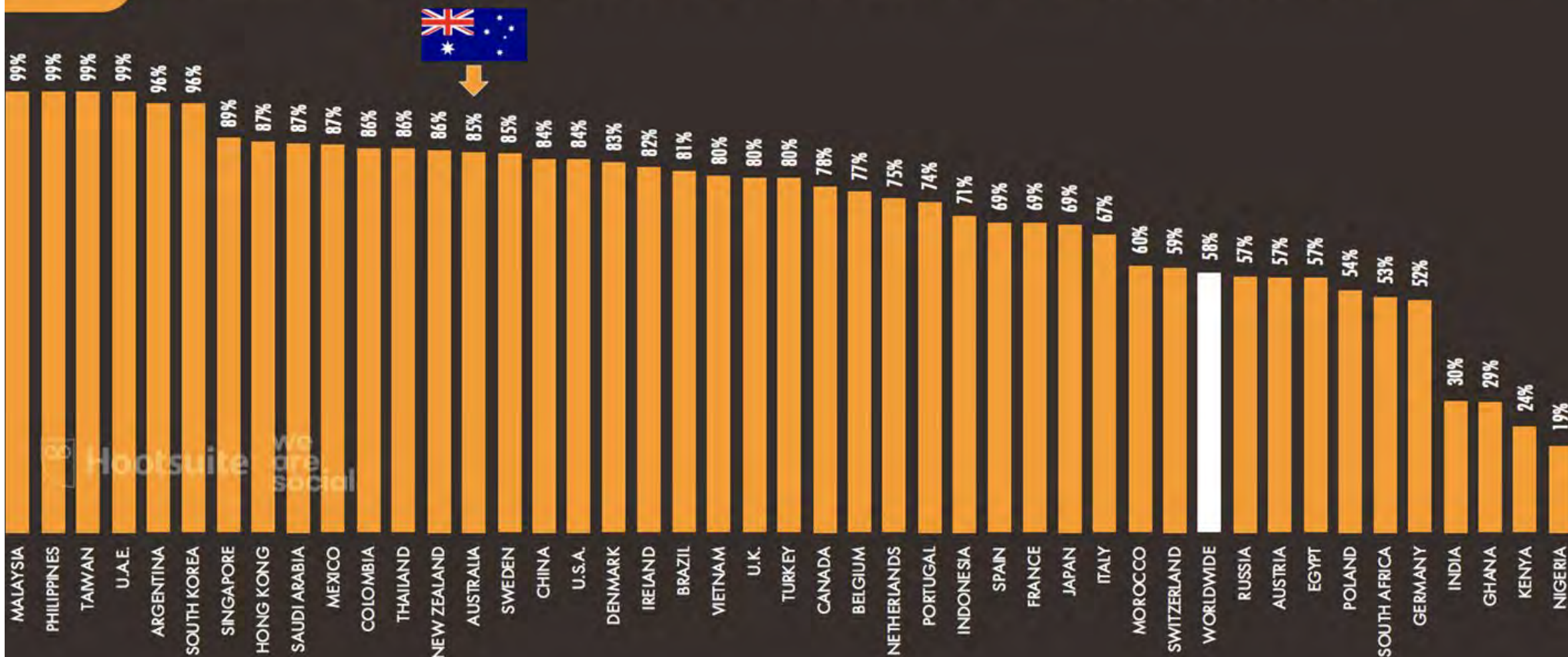


SOURCE: <https://wearesocial.com/global-digital-report-2019>

JAN
2019

SOCIAL MEDIA PENETRATION OF ELIGIBLE POPULATION

BASED ON MONTHLY ACTIVE USERS OF THE TOP SOCIAL NETWORKS IN EACH COUNTRY, COMPARED TO TOTAL POPULATION AGED 13+



SOURCE: <https://wearesocial.com/global-digital-report-2019>

**JAN
2019**

AUSTRALIA

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE



TOTAL
POPULATION



24.93
MILLION

URBANISATION:
86%

MOBILE
SUBSCRIPTIONS



32.47
MILLION

vs. POPULATION:
130%

INTERNET
USERS



21.74
MILLION

PENETRATION:
87%

ACTIVE SOCIAL
MEDIA USERS



18.00
MILLION

PENETRATION:
72%

MOBILE SOCIAL
MEDIA USERS



16.00
MILLION

PENETRATION:
64%

**APR
2019**

ADVERTISING REACH OF SOCIAL PLATFORMS

TOTAL POTENTIAL REACH OF ADVERTISING PRODUCTS ON EACH SOCIAL PLATFORM



POTENTIAL REACH
OF ADVERTISING
ON FACEBOOK



**15.0
MILLION**

FEMALE: **54%**
MALE: **46%**

POTENTIAL REACH
OF ADVERTISING
ON INSTAGRAM



**8.8
MILLION**

FEMALE: **57%**
MALE: **43%**

POTENTIAL REACH
OF ADVERTISING
ON TWITTER



**3.1
MILLION**

FEMALE: **39%**
MALE: **61%**

POTENTIAL REACH
OF ADVERTISING
ON SNAPCHAT



**6.4
MILLION**

FEMALE: **54%**
MALE: **45%**

POTENTIAL REACH
OF ADVERTISING
ON LINKEDIN



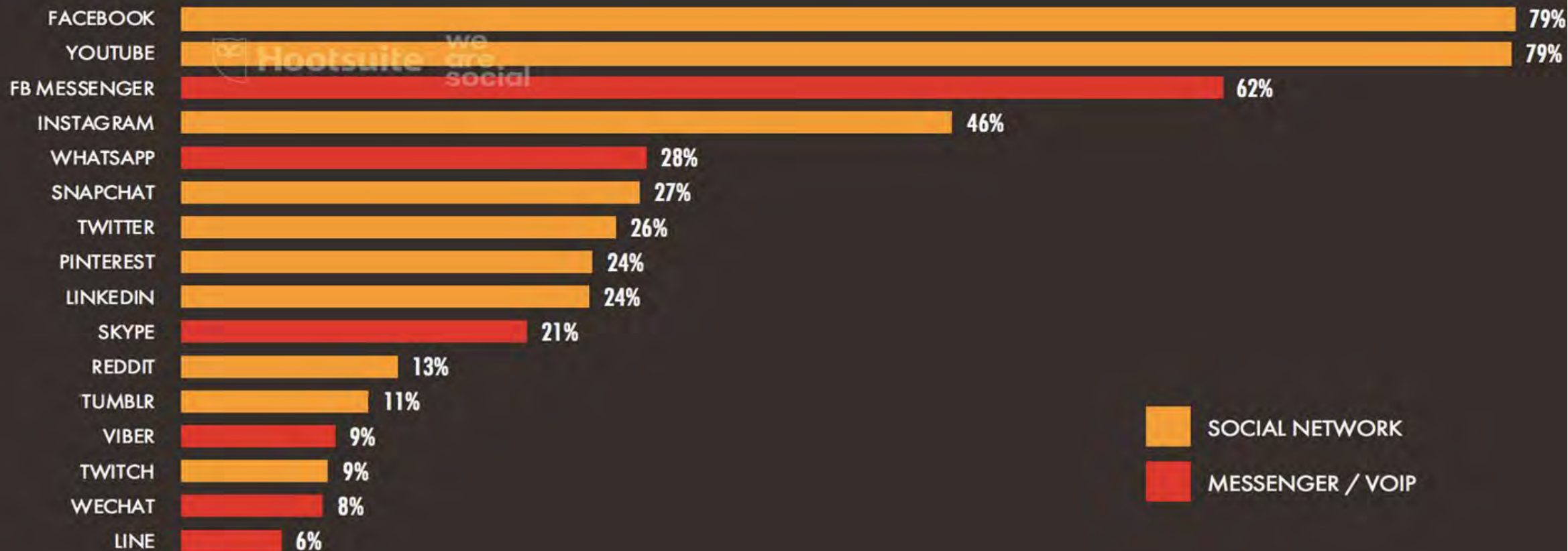
**10.0
MILLION**

FEMALE: **45%**
MALE: **55%**

JAN
2019

MOST ACTIVE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS WHO REPORT USING EACH PLATFORM [SURVEY BASED]



SOURCE: <https://wearesocial.com/global-digital-report-2019>

Laura Doonin

But social media
isn't the only thing keeping
Australians busy online



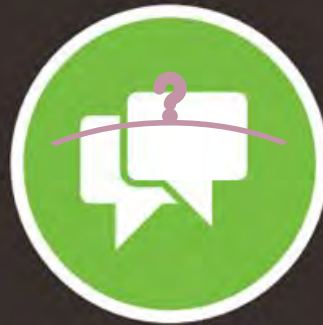
TOP MOBILE APP CATEGORIES IN 2018



GAMES



ENTERTAINMENT



SOCIAL



PHOTO & VIDEO



LIFESTYLE



FINANCE



HEALTH & FITNESS



SHOPPING



PRODUCTIVITY



DATING

TOP MOBILE APP CATEGORIES IN 2018



GAMES



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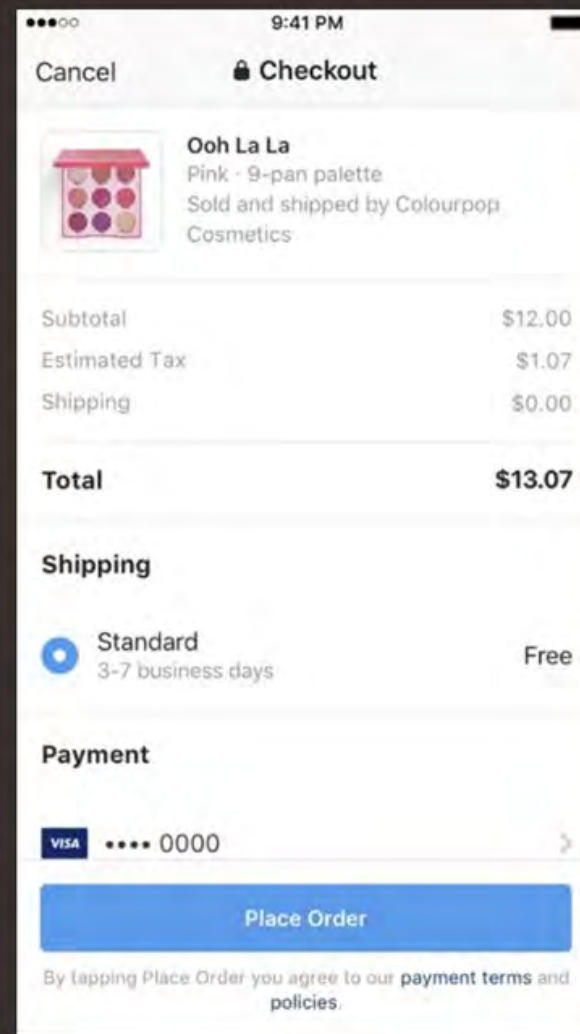
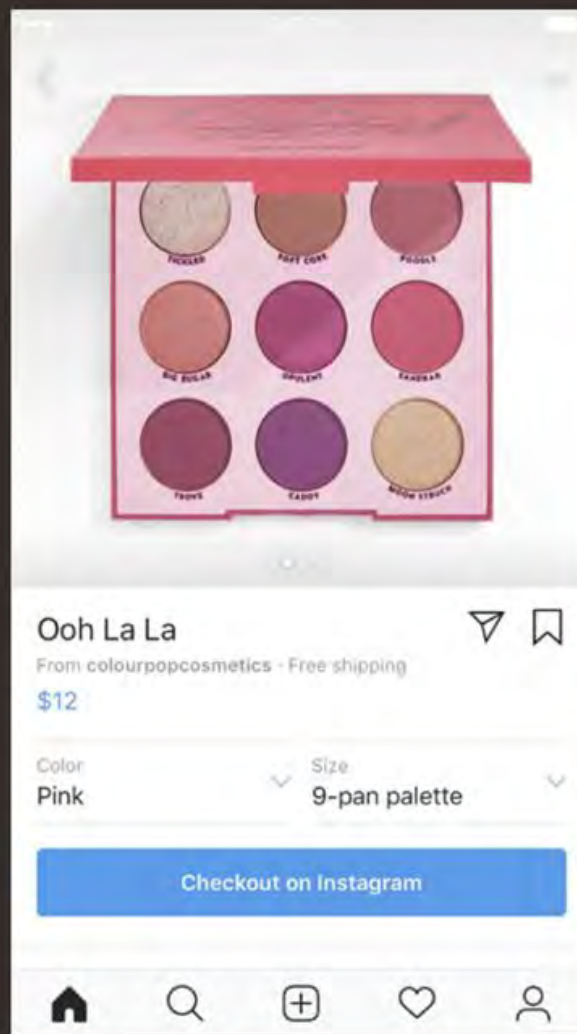
DATING

Laura Doonin

Social commerce developments

like Instagram Checkout
sound promising...



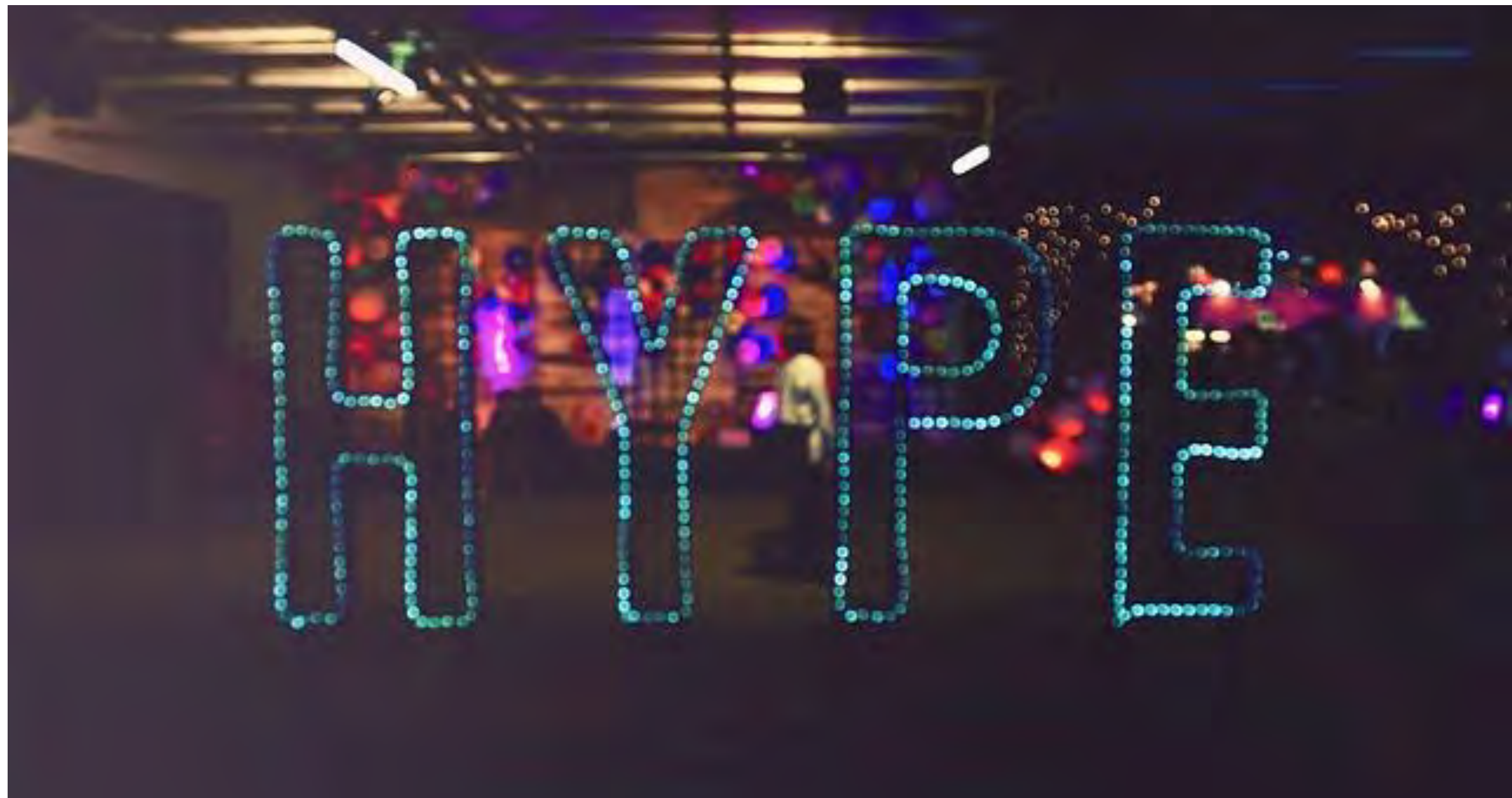


Laura Doonin

But beware of losing control
to social platforms -

remember organic reach?





Laura Doonin

What do today's customers
expect?





be unique



be relevant



be rebellious



be authentic

*amplify the
'wow'*



*go big or
go home*





*get smaller
and closer*

A vibrant night festival scene. In the background, two large, brilliant bursts of fireworks explode upwards, casting a strong red glow across the dark sky. Below them, a large, complex stage structure is illuminated with various lights, including a prominent red light on the left. A dense crowd of people is in the foreground, many with their arms raised, some holding up smartphones to capture the moment. The overall atmosphere is one of high energy and celebration.

*be a
showstopper*

built for me



be frictionless





test and learn

Laura Doonin

Namaste

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Whisky & Commerce

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<https://www.linkedin.com/in/lauradoonin/>

