

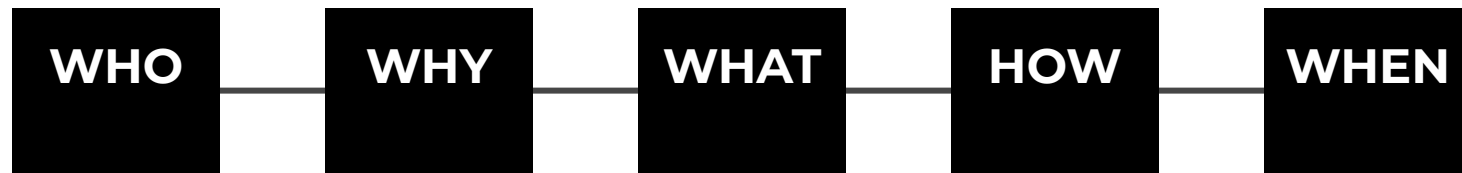


Think local, act global.

The world is at your feet.



Overview



Overview



This is me

- Jelle Sybesma
- Follow me on LinkedIn



The EMAKINA **Group** is a network of agencies



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The Reference
Ghent, New York

Nice to meet you





Digital shopping street of tomorrow

- People start their journey on marketplaces
- Reach the global market
- Take control

>62%

of global e-commerce sales were made through online marketplaces in 2020*

* Source: [Digital Commerce 360](#)





Think like a consumer, but keep an eye on your margin

- Decide on your fulfilment
- Pick the right assortment
- Content is king
- Happy buyers are your free publicity
- Pay to play



But where to start?

- Like we are 10 years back
- Define a strategy
- Create a business case
- Start small
- Think about automating things
- Remember: once you've started the real work begins



The best time to plant a tree was 20 years ago,
the second best time is now