



The South American eMarket

Domenick Buonamici

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Me... Domenick Buonamici

- Lived in Latin America for 5 years (Mexico, Dominican Rep., Colombia, Ecuador)
- Lived in Spain 1 year
- SEO, copy specialist for small businesses
- Has sold online: Tourism, Products, Services, Events, eLearning and eBooks
- Interviewed by Playboy, NY Times

Me... Domenick Buonamici

- 在南美墨西哥/多米尼加/哥伦比亚/厄瓜多尔等地生活5年
- 西班牙生活一年
- 小企业的SEO/专利专家
- 在线提供的服务：旅游，产品，服务，活动，电子学习和电子图书
- 曾被花花公子/纽约时代采访过

Latin America

- 18 Spanish-Speaking Countries
- 589 million people
- Visa: 42% eCommerce growth in 2009, 2010
- Credit cards
- Broadband internet 39.5% Penetration
- Google Opps...



拉丁美洲市场

- 18个讲西班牙语的国家
- 5.89亿人
- VISA卡: 电子商务在2009年, 2010增长42%
- 信用卡
- 宽带互联网的普及程度为39.5%
- 谷歌等





Consumption/Prices Example

- Status: Trendy designs, foreign brands
 - LV, Gucci, DG, CK, Prada
- Big spenders.
- Similar to China: Big, expensive malls and street markets

消费水平/物价水平现状为例

- 现状：追求时尚设计，国外奢饰品
LV, Gucci, DG, CK, Prada
- 大量的暴发户
- 跟中国类似：价格昂贵的大型商场和街市

Example Buying Cycle: Hotel

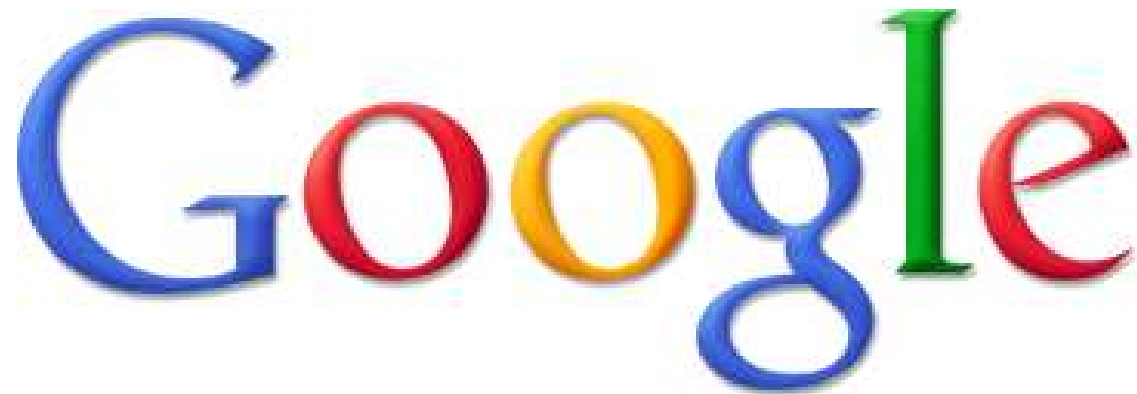
- **Search-Website-Booking (USA)**



- **Search-Website-Write-Call-Answer-Write-Answer-Reserve-Arrive-Pay (Ecuador)**

Penetrating the Market(进入市场) (The eMarketing Plan) (网络营销 计划)

- Google SEO (Spanish SEO)
- Google/Bing Adwords (in Spanish)

The Google logo is displayed in its characteristic multi-colored font. The letters are: 'G' (blue), 'O' (red), 'O' (yellow), 'g' (blue), 'l' (green), and 'e' (red). The logo is centered on the page.

Online Shopping Sites(网上购物网站)

- Mercadolibre.com.ec



Most Popular Online Classified Sites(最受欢迎的在线分类网站)

- Olx.com
- Mundoanuncio.com



Where Buyers Meet Sellers

Most Popular Social Media(最受欢迎的社交传媒)



facebook®



hi5

Closing the Sale

- Design (for Latinos)
- Testimonials/Press
- Multiple points of contact (chat, MSN)
- Multiple payment methods



达成交易需要

- 针对性的设计（拉美人）
- 推荐/新闻
- 多点的沟通方式（聊天型，MSN）
- 多样化的支付方式





Common e-Payment Methods

- Credit card (PayPal, osCommerce)
- Wire/Bank Transfer (B2B, B2C)
- Payment upon delivery (B2C)
- Direct deposit

常见的电子付款方式

- 信用卡（贝宝 os Commerce）
- 电汇/银行转帐（ B2B, B2C）
- 货到付款（ B2C）
- 直接存款



El Fin

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