



# Lessons learnt from 5 years marketing Greek F&B products in international digital marketplaces

**Tassos Koutlas**

Managing Director  
Akros Food Limited

# Contents

## Introduction

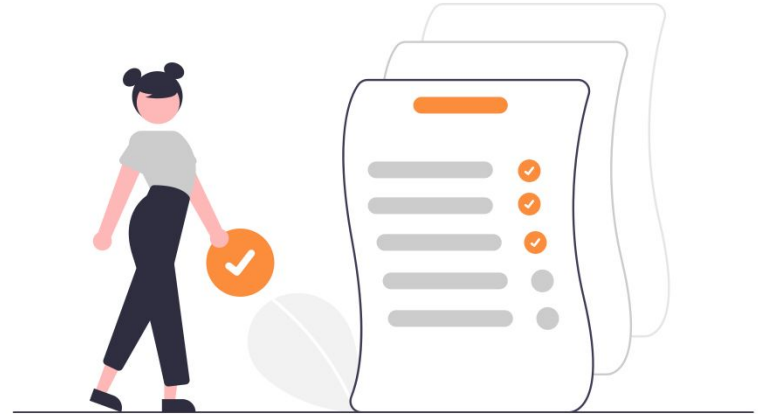
- Tassos Koutlas (me)
- Akros Food Limited (my company)

## Background info

- What is digital commerce
- What are digital marketplaces
- What is digital user journey

## Lessons learnt

- In creating awareness
- In achieving engagement
- In maximising conversions
- In creating loyalty and retaining customers
- In fostering advocacy



# (1) Introduction

# Tassos Koutlas



I work in digital transformation, technology and communication with a PhD in Artificial Intelligence.

I help senior leadership teams in companies, public institutions and non-profits unlock value and grow in local and international markets.

I have extensive experience creating evolutionary digital strategies, agile transformations and architecting complex digital solutions in the US, Europe and Asia.

I have worked with some of the world's leading brands within their respective fields: Pfizer, Nestle, Panasonic, Alcon, Red Bull Media, Randstad, MoMA, Barbican and many more.

Akros Food Limited is my latest venture.



tassos.koutlas@gmail.com



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

# Akros Food Limited

Akros A.E. launched in Greece 2015 as a digital marketplace (<https://akros.gr>) for quality food and wine products.

In 2017 we formed Akros Food Limited (AFL) to expand into the UK market through Amazon UK and in 2019 into Germany through Amazon DE.

## **AFL vision**

*Sell sustainably farmed Greek food and beverage products, that elevate every meal into a mediterranean experience and give our delighted customers a smile.*

## **AFL values**

Innovation | Honesty | Passion



(2) Background info

# Digital commerce

It all started with e-commerce. You set up a website and sell your products and services.

It then evolved into *digital commerce*:

The buying and selling of goods and services using the Internet, mobile networks, and commerce infrastructure

Including:

- digital marketing activities
- customer acquisition and retention
- content and analytics
- customer experience at all touchpoints

**Since COVID digital commerce is up ↑ by 40%**



In 2019, retail e-commerce sales worldwide amounted to 3.53 trillion US dollars.

# Digital marketplaces

A digital marketplace is an e-commerce website where product information is provided by multiple third parties called sellers.

35% of consumers shop at niche marketplaces, especially for apparel, sneakers and other footwear, and home products.

Marketplaces are clear on what they bring in terms of access to a massive consumer base, increasingly using the marketplace to begin product search, along with value added services.

Before COVID top 100 digital marketplaces rang up half of global online sales—\$2 trillion. Today this is number is approaching \$3 trillion.

**amazon.com**

**ebay**

**zalando**

**Vestiaire  
Collective**





# Marketplace scope matrix, not exhaustive

● Global headquarters   ● United States headquarters



# Digital customer journey

Refers to how a user discovers and consumes information, identifies products, engages with brands and purchases products and services.

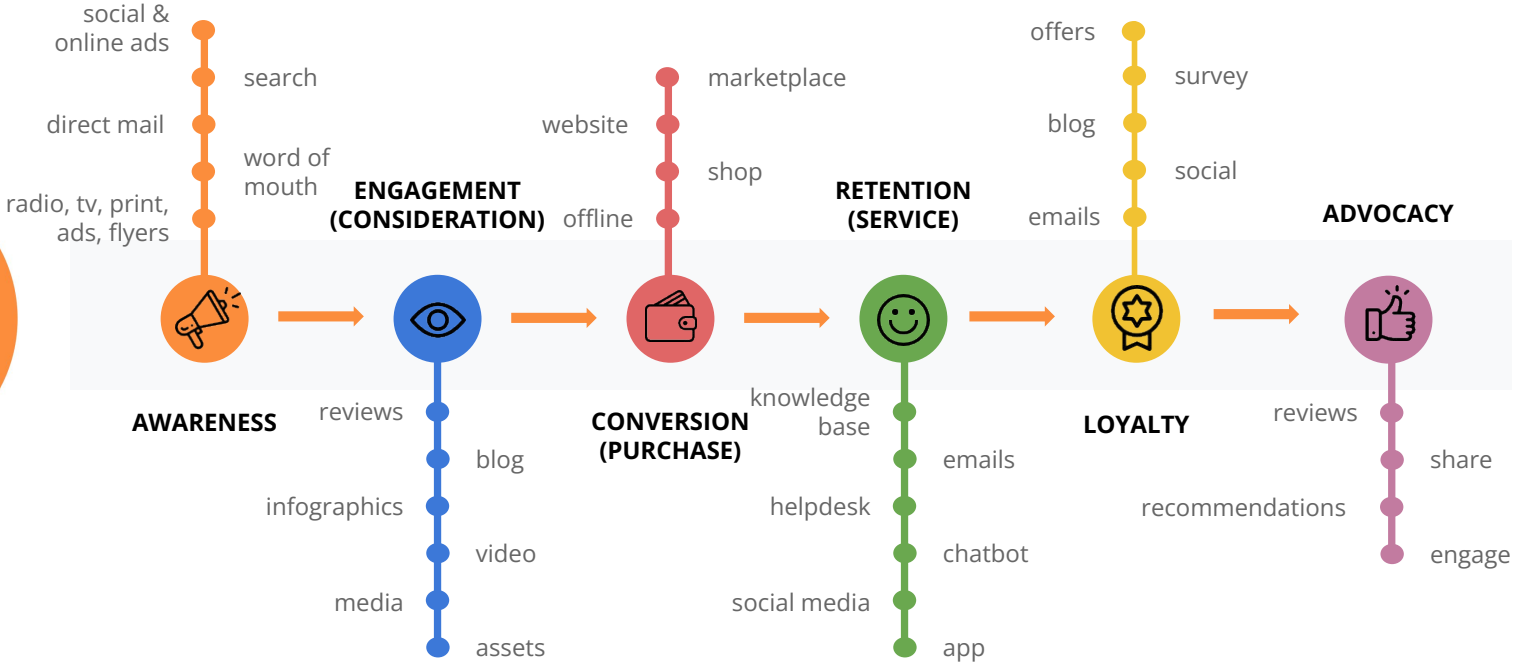
As aspects of our life become more digitised consuming digital content, purchasing digital goods and accessing digital services is increasing in importance.

Brands who want to succeed in digital commerce need to understand digital user journey and optimise every step.



# Digital customer journey

CUSTOMER



# (3) Lessons

Awareness

Engagement (consideration)

Conversion (purchase)

Retention (service) / Loyalty

Advocacy

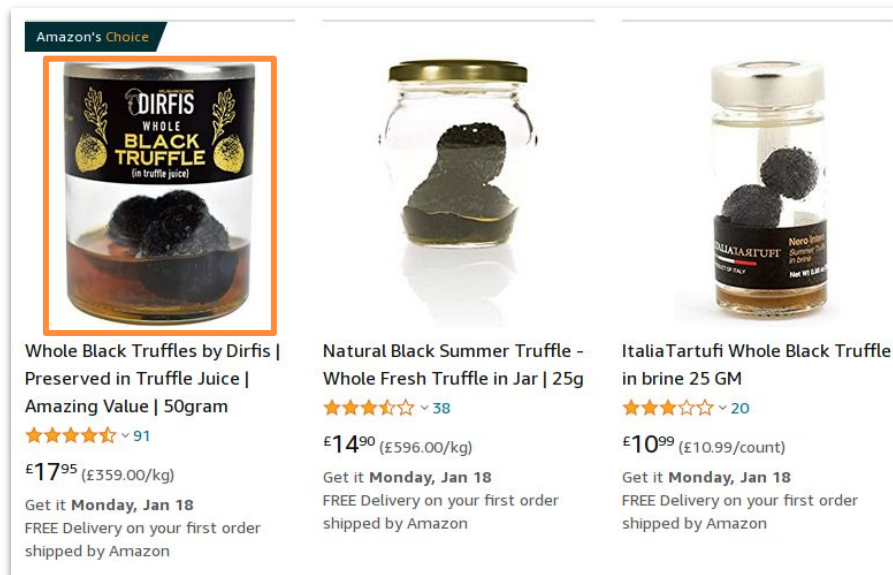
# Looks that kill, most certainly will (product images)

Every product on a digital marketplace needs one or more product images.

The primary image of your product displays in the search results and browse pages, and is the first image that customers see on product detail pages.

Images are very important to customers, so quality matters.

Choose images that are clear, easy to understand, information-rich and attractively presented.



The screenshot shows three product listings on Amazon. The first listing, 'Whole Black Truffles by Dirfis', is highlighted with an orange border and an 'Amazon's Choice' badge. It features a clear jar with a black label and a gold lid, containing truffles in a dark liquid. The second listing, 'Natural Black Summer Truffle - Whole Fresh Truffle in Jar', shows a similar jar with a gold lid and a clear label. The third listing, 'ItaliaTartufi Whole Black Truffle in brine 25 GM', shows a smaller jar with a clear label and a gold lid. Each listing includes a title, a star rating, a price, and delivery information.

Product Name	Price	Rating	Delivery
Whole Black Truffles by Dirfis   Preserved in Truffle Juice   Amazing Value   50gram	£17 <sup>95</sup> (£359.00/kg)	★★★★☆ ~ 91	Get it <b>Monday, Jan 18</b> FREE Delivery on your first order shipped by Amazon
Natural Black Summer Truffle - Whole Fresh Truffle in Jar   25g	£14 <sup>90</sup> (£596.00/kg)	★★★★☆ ~ 38	Get it <b>Monday, Jan 18</b> FREE Delivery on your first order shipped by Amazon
ItaliaTartufi Whole Black Truffle in brine 25 GM	£10 <sup>99</sup> (£10.99/count)	★★★★☆ ~ 20	Get it <b>Monday, Jan 18</b> FREE Delivery on your first order shipped by Amazon

# Words need to convey feelings (Product titles)

Customers must be able to find your products before they can buy them.

One way customers find your products is to search by entering the keywords, which are matched against information such as title and description that you provide for a product.

By providing relevant and complete information for your product, you can increase your product's visibility and sales.

Emotions facilitate purchases.

Adding **amazing value** to our product title allowed us to increase conversion

Very good benefit for those who know



# Pay money to make money (PPC)

Advertising can help you grow awareness of your brand and reach shoppers searching for products like yours.

Track how much you're spending for clicks on your ads, target keywords and products that shoppers are using and viewing, and measure the impact of your campaigns.

Adjust budget and bids at any time to test what's working well, and to test new keywords.

PPC on "Greek Honey"



Sponsored

Kalliston Greek Thyme Honey from Crete by Apicreta | Natural Unblended Cretan Honey | 450g

★★★★★ < 3

€9<sup>95</sup> (£99.50/kg)

Get it **Monday, Jan 18**  
FREE Delivery on your first order shipped by Amazon



Sponsored

Greek Honey from Cretan Thyme by Meligyris | Pure Unblended Cretan Honey | 450gram

★★★★☆ < 175

€12<sup>95</sup> (£2.88/100 g)

Get it **Monday, Jan 18**  
FREE Delivery on your first order shipped by Amazon



Sponsored

Rare Greek Honey from Wild Herbs and White Thyme by Meligyris | Pure Unblended Cretan Honey | 450gram

★★★★☆ < 69

€9<sup>95</sup> (£33.17/kg)

Get it **Monday, Jan 18**  
FREE Delivery on your first order shipped by Amazon

# (3) Lessons

Awareness

Engagement (consideration)

Conversion (purchase)

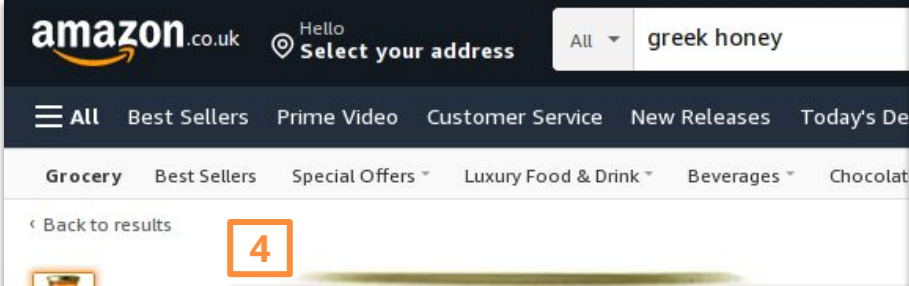
Retention (service) / Loyalty

Advocacy



# Ready, steady, action (action shots & USPs)

1



2



1

2

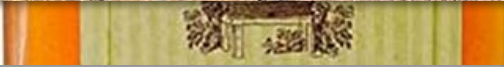
3

4



3

lost without a



www.meligyris.com

# Tell your story with rich informative copy

The image displays a screenshot of an Amazon Seller Central account interface. The top part shows the Amazon website with a product listing for "Greek Honey from Cretan Thyme by Meligyris | Pure Unblended Cretan Honey | 450g". Below the product listing is a table with columns for "Template" and "Version".

Template	Version
Product T	Seller SKU
feed_prod	item_sku
grocery	910000001801
grocery	U09100000017
grocery	091000000290
grocery	910000001801
grocery	910000001785
grocery	U09100000017
grocery	091000000290
grocery	910000001785
grocery	48-TZ0-0X40
grocery	910000001788
grocery	U09100000017
grocery	091000000290
grocery	910000001788
grocery	910000001789
grocery	U09100000017
grocery	091000000290
grocery	910000001798
grocery	U09100000017
grocery	091000000290
grocery	910000001798
grocery	910000002942
grocery	910000002941
grocery	910000002943
grocery	910000002940
grocery	U09100000045
grocery	U09100000045
grocery	U09100000045
grocery	U09100000054
grocery	U09100000054
grocery	910000002644
grocery	910000002650
grocery	910000002642
grocery	910000002658
grocery	910000002657

The bottom part of the image shows a document titled "520011680183 - ASIN - Pine & Thyme Honey, Tin 700g - Meligyris". The document contains the following text:

## Title

Product details sheet for:  
520011680183 - ASIN - Pine...

**Title**

Titles should be approximately 60 characters long. You only have a moment to catch the eye of a shopper, and your online title on Amazon should echo what would be on the physical packaging of a product. Include your main keywords in the title and high light them to make it easy to come back.

**Bullet points**

Testing shows that well-crafted bullet points increase sales. Customers rely on them to understand key product features as they highlight important or distinguishing facts about your product.

**Keywords**

Greek Honey from Pine and Cretan Thyme by Meligyris | Pure Unblended Cretan Honey | 700g

**Description**

Naturally pure active Greek honey, unheated, unpasteurized, unfiltered, unprocessed,

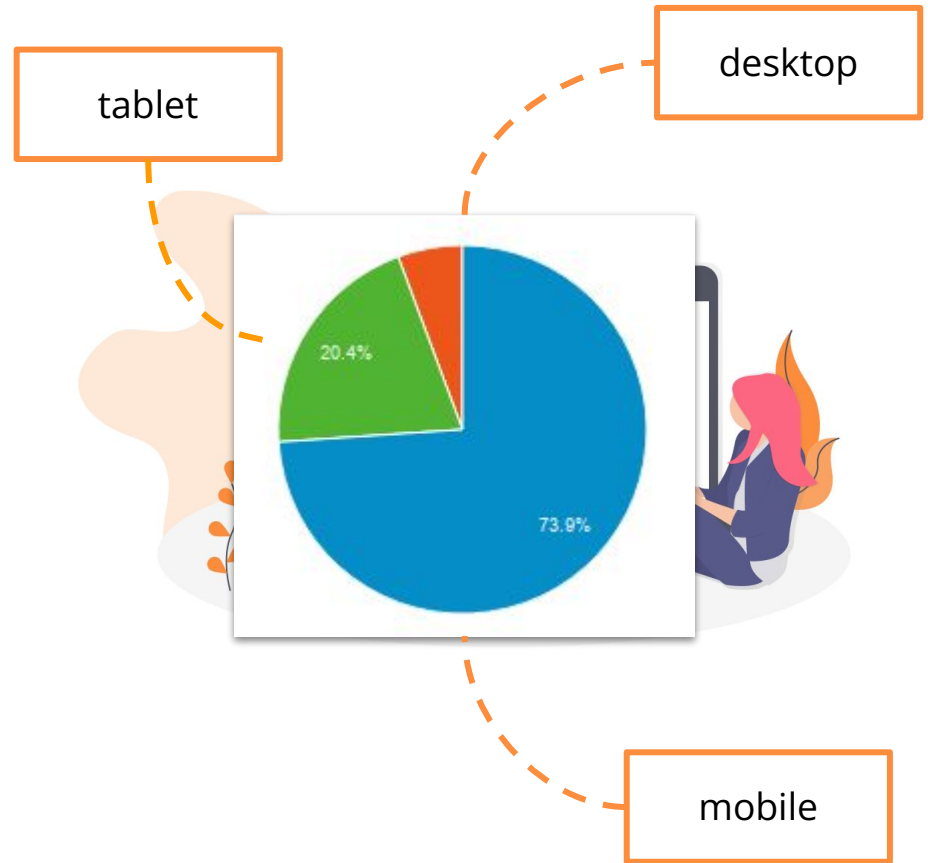
# Smarter than smartphones

An estimated 10 billion mobile connected devices are currently in use.

Statistically much more likely that customers will be interacting with a website from a smartphone or tablet than a desktop.

79% of smartphone users have made a purchase online using their mobile device in the last 6 months.

Almost 40% of all digital commerce purchases during the 2018 holidays were made on a smartphone.



# (3) Lessons

Awareness

Engagement (consideration)

Conversion (purchase)

Retention (service) / Loyalty

Advocacy

# Price smart (with all the tricks)

1



Meli Serron Blossom And Thyme  
Greek Honey 920gr glass jar

★★★★★ ~ 380

£13<sup>95</sup> (£1.21/100 g)

Get it **Tomorrow, Jan 18**

FREE Delivery on your first order  
shipped by Amazon

2



Meli Serron Greek Pine Honey  
(920)

★★★★★ ~ 359

£13<sup>95</sup> (£15.16/kg)

Get it **Tomorrow, Jan 18**

FREE Delivery on your first order  
shipped by Amazon

Amazon's Choice

3



Odysea Wild Thyme and  
Fragrant Herb Honey 480g

★★★★★ ~ 173

£6<sup>00</sup> (£12.50/kg)

Save 5% more with Subscribe &  
Save

Get it **Tomorrow, Jan 18**

FREE Delivery on your first order  
shipped by Amazon

4



Greek Honey from Cretan  
Thyme by Meligyris | Pure  
Unblended Cretan Honey |  
450gram

★★★★★ ~ 175

£12<sup>95</sup> (£2.88/100 g)

Get it **Tomorrow, Jan 18**

FREE Delivery on your first order  
shipped by Amazon

# Peer pressure is important (reviews)

## Customer reviews



175 global ratings

5 star

4 star

3 star

2 star

1 star

How are ratings calculated?

## By feature

Flavour

Packaging

Value for money

## Customer images



## Top reviews from United Kingdom



R. Wane



### ★★★★★ **Sumptuous honey**

Reviewed in the United Kingdom on 12 August 2019

Reviewed in the United Kingdom on 12 August 2019

Item Display Weight: 450.0 grams

Item Display Weight: 450.0 grams | **Verified Purchase**

This is not a product of the United Kingdom

produce

nothing

This is not a product of the United Kingdom

when you



It's been 18 years since I holidayed in Crete and the taste of this honey brings back memories of a meal which ended with yoghurt dribbled over with honey. Wonderful. My husband wanted to buy some Manukka honey for me and I declined because this was on its way to our home. No contest as far as I am concerned. A very good price too for the jar size.

Its the best tasting honey ever in my opinion. Its the taste of Crete.Highly recommend. So glad I found this seller!

Helpful

Report abuse

Helpful

Report abuse

# Be helpful and provide value (questions)

## Customer questions & answers

Q Have a question? Search for answers

▲  
0  
votes  
▼

**Question:** How long does it keep in the fridge after opening?

**Answer:** Hi,  
I kept it for 3-4days, then it was gone. There was no issue for that period of time.  
RW  
By Fani G on 15 March 2020

▲  
0  
votes  
▼

**Question:** Is there garlic in this paste

**Answer:** There is no garlic . Olives, oregano and spices....  
By Georgiana Stan on 17 May 2020

▲  
0  
votes  
▼

**Question:** The description says the sun dried tomatoes and oregano are added to give depth of flavour so why so much salt?

**Answer:** Salt is used as a good, natural preservative.  
It protects food against bacteria, mould and spoiling.  
By using salt, we avoid the use of chemical preservatives. ... [see more](#)  
By Akros Food [SELLER](#) on 14 May 2019

Some times, play the system a bit ;)

Proactively help answer your customer's questions

# (3) Lessons

Awareness

Engagement (consideration)

Conversion (purchase)

Retention (service) / Loyalty

Advocacy



# What do I get out of it? (e-book)

Greek recipes e-book

To retain a relationship with your customer you need to ask for personal information and get consent to continue communication.

Typical personal info

- email address (email)
- mobile phone (sms, instant message)
- Facebook profiles (re-targeting)

The best way to ask for something is to give something in return.

The cheapest way is to offer something in the form of a digital asset. Digital assets are developed once and have zero cost to distribute.



The World Wide Web was 2 years old when those people went to uni

# Email is king! (newsletter)

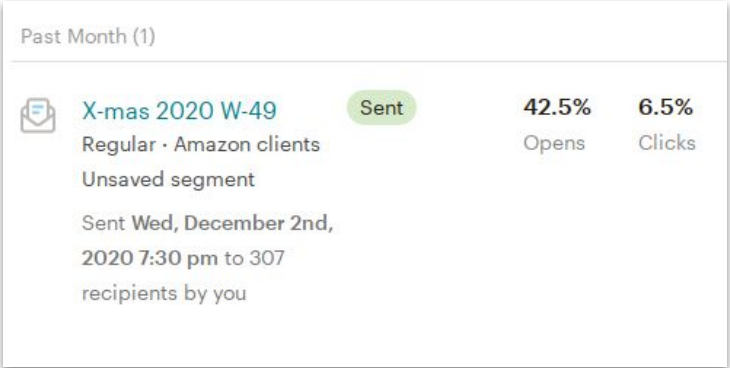
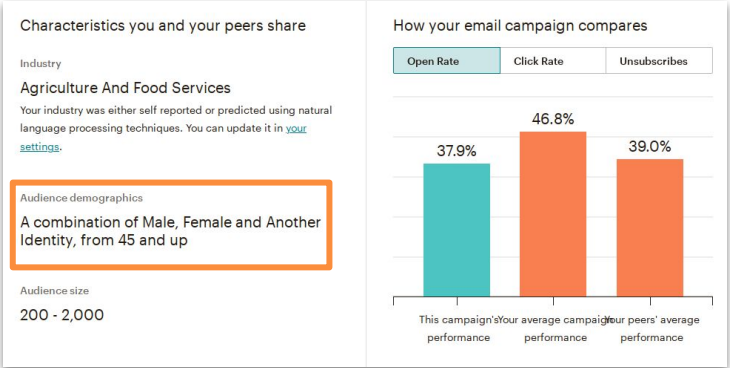
When selling in marketplaces you don't own most of the customer journey.

Also the customer is not your customer, it's the marketplace's customer.

Reclaim some of the control email marketing.

Email marketing is a digital marketing strategy based on sending emails and developing relationships with customers.

Email marketing is ranked as one of the most effective marketing channel, beating out social media, SEO, and affiliate marketing.



# (3) Lessons

Awareness

Engagement (consideration)

Conversion (purchase)

Retention (service) / Loyalty

Advocacy

# Tell a friend (promotions/coupons/offers)

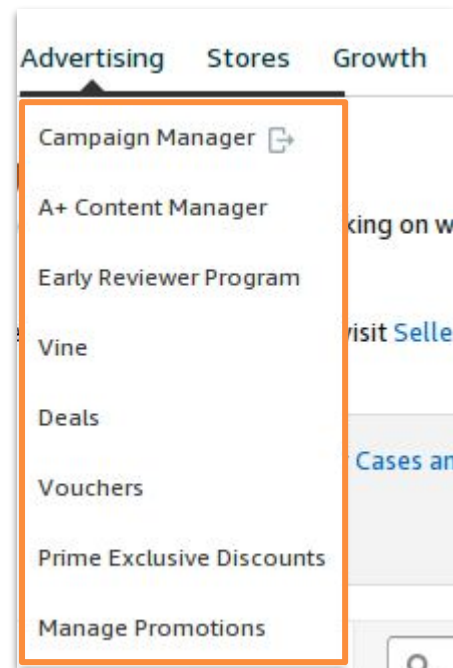
If you get people to talk about your product you've won half the battle.

Everyone loves getting a deal, whether shopping online or off.

Marketplaces offer multiple ways to engage with customers for deals:

- Promotions
- Coupons
- Offers

Need to create a mixed strategy to ensure that you grow sales and awareness from your customer and her friends.



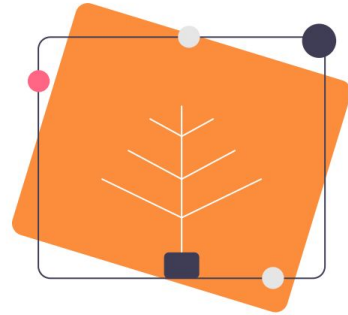
# It's a dead end without quality

Not just product quality, increasing importance on “soft” product features and brands behind them:

- Social responsibility
- Environment friendliness
- Peer advise

Creating products and packaging that are friendly for the planet is increasingly one of the most important aspects.

Legislation is also moving to that direction (e.g. In Germany packaging law requires to specify which recycled materials are used).



(4) Bonus

# Placements at AFL

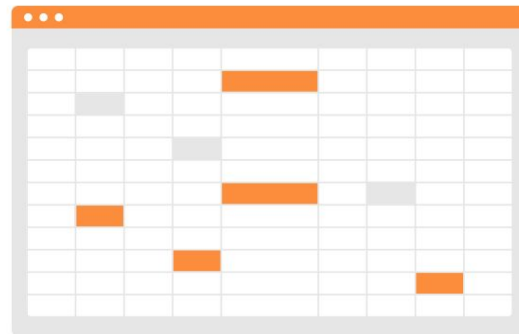
## Looking for your next challenge?

Young professionals interested in exploring the world of digital commerce are welcome at Akros Food Limited.

What will you learn:

- Digital marketing (paid + organic)
- Product marketing & optimisation
- Customer journey optimisation
- Hands-on the largest marketplace in the world

To get an offer solve the problem on the right and email me your answers.



[Go to the challenges](#)

# Questions

