



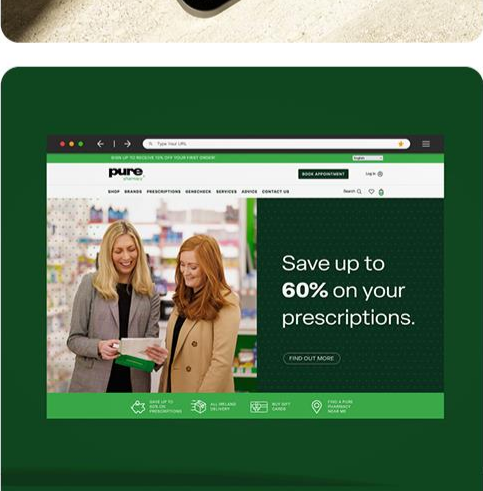
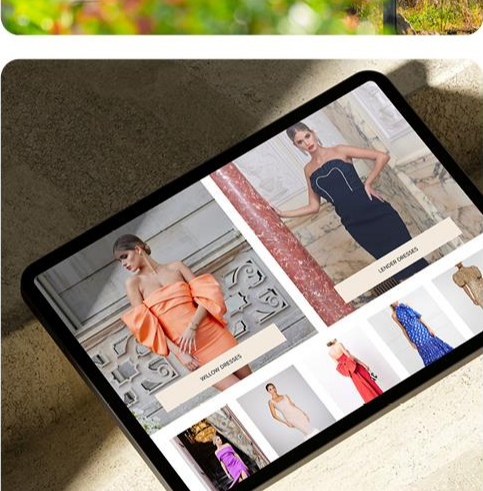
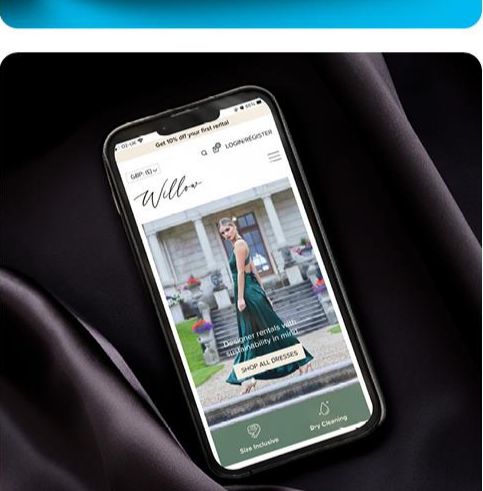
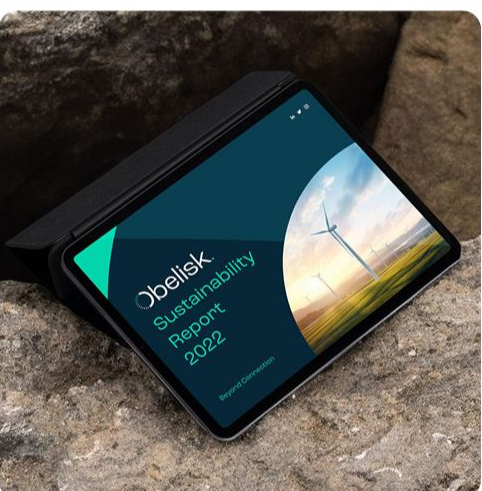
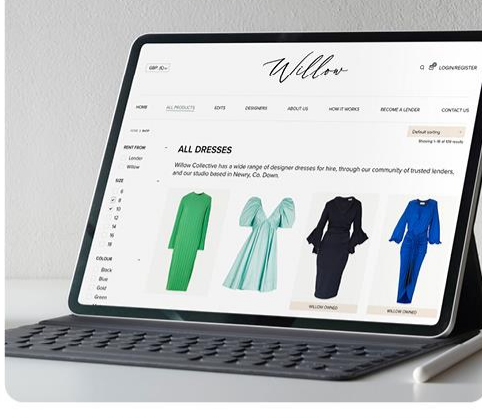
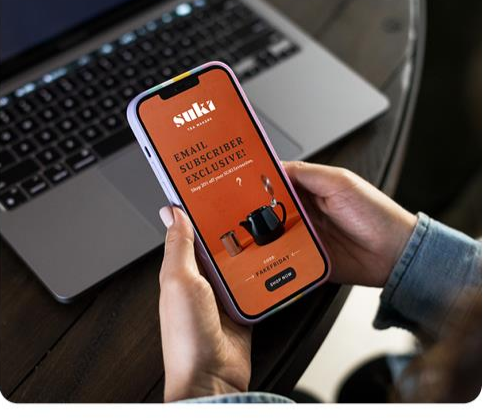
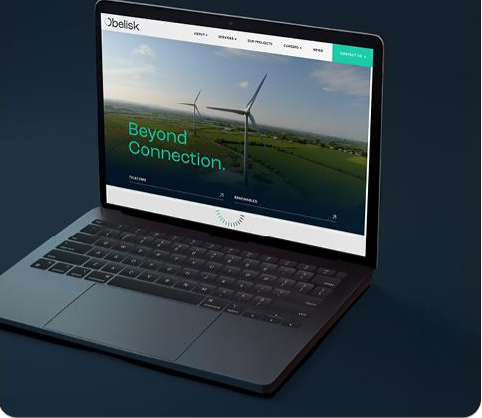
B2B Commerce: Open up a world of new possibilities

WEDNESDAY 9TH APRIL

Canal Court Hotel

EVENT

Ecommerce as a driver of Newry's economy



Our world is ever changing

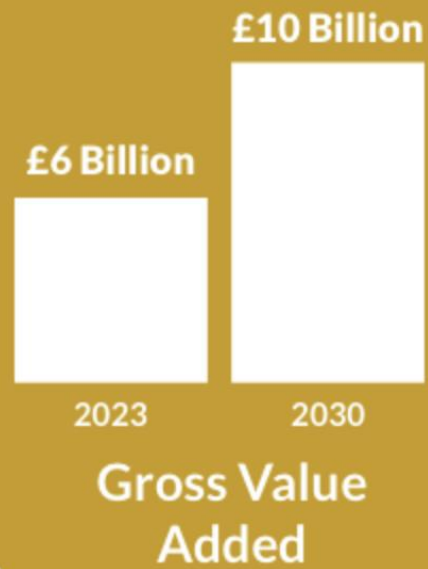


Photo Credit: Eason & Son (1900 – 1939) - <https://catalogue.nli.ie/Record/vtls000557259>

86.98% of individuals in Northern Ireland will have purchased online in 12 months

17%
of the economy

180,000
Jobs supported by
e-commerce
by 2030



Credit: IRP Commerce Report



After decades of watching great companies fail, we believe the focus on correlation and knowing more about customers, is taking firms in the wrong direction.

What they need to home in on is what the customer hopes to accomplish. This is what we've come to call **the job to be done**.

Clayton Christensen, Harvard Business Review

The job to be done...



Wants to
discover

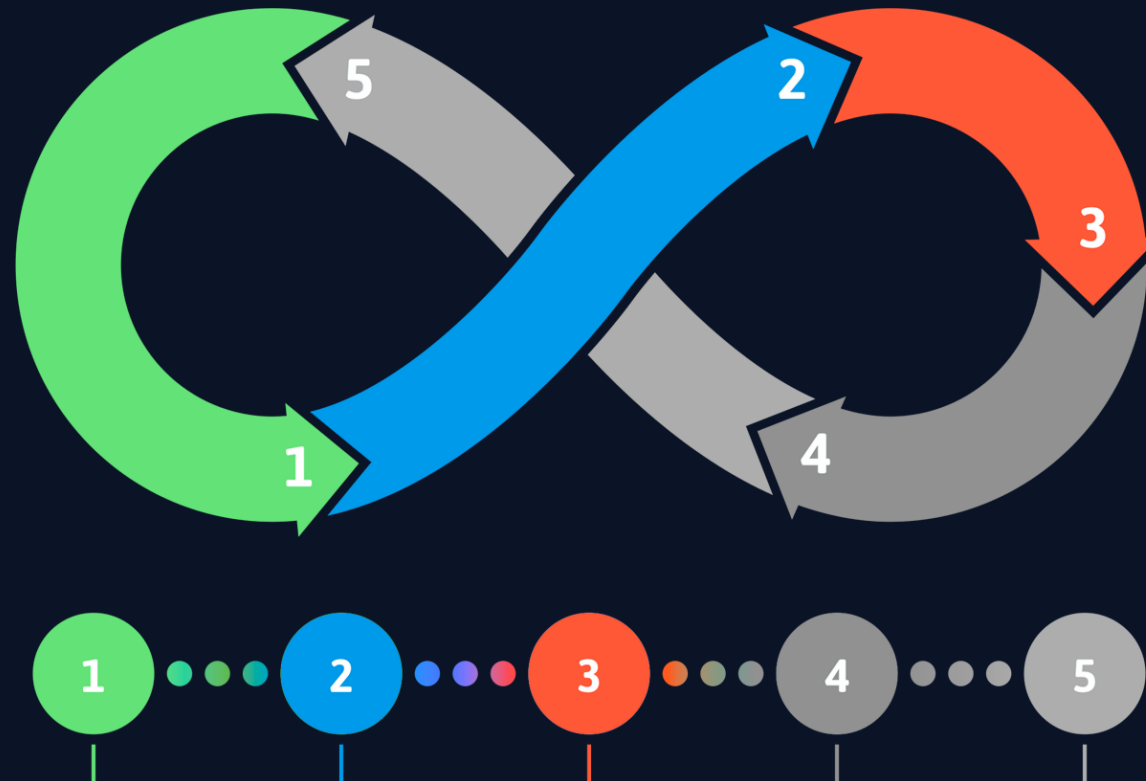


Wants to
click & collect



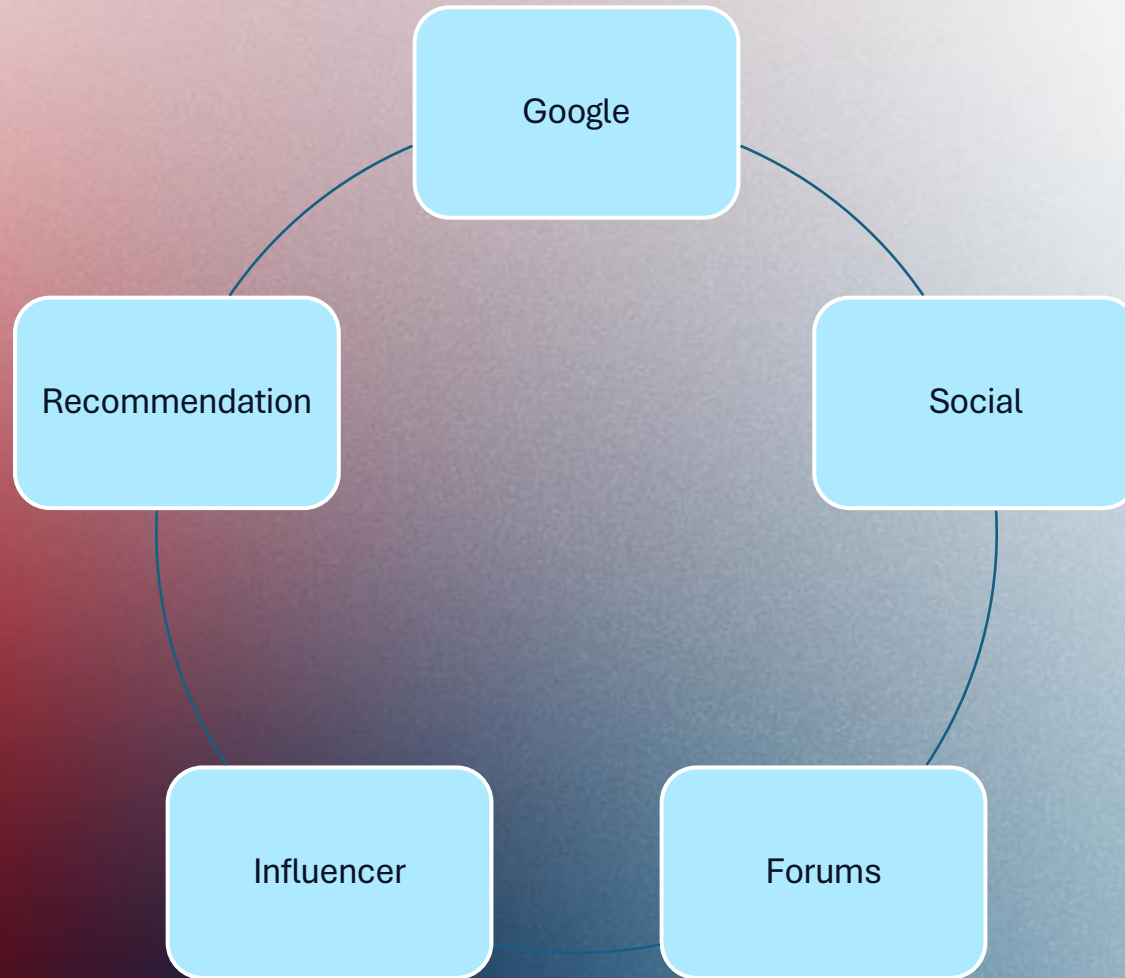
Wants to
book online

Marketing Loop



- 1. Engagement**
- 2. Exploration**
- 3. Evaluation**
- 4. Action**
- 5. Loyalty & Retention**

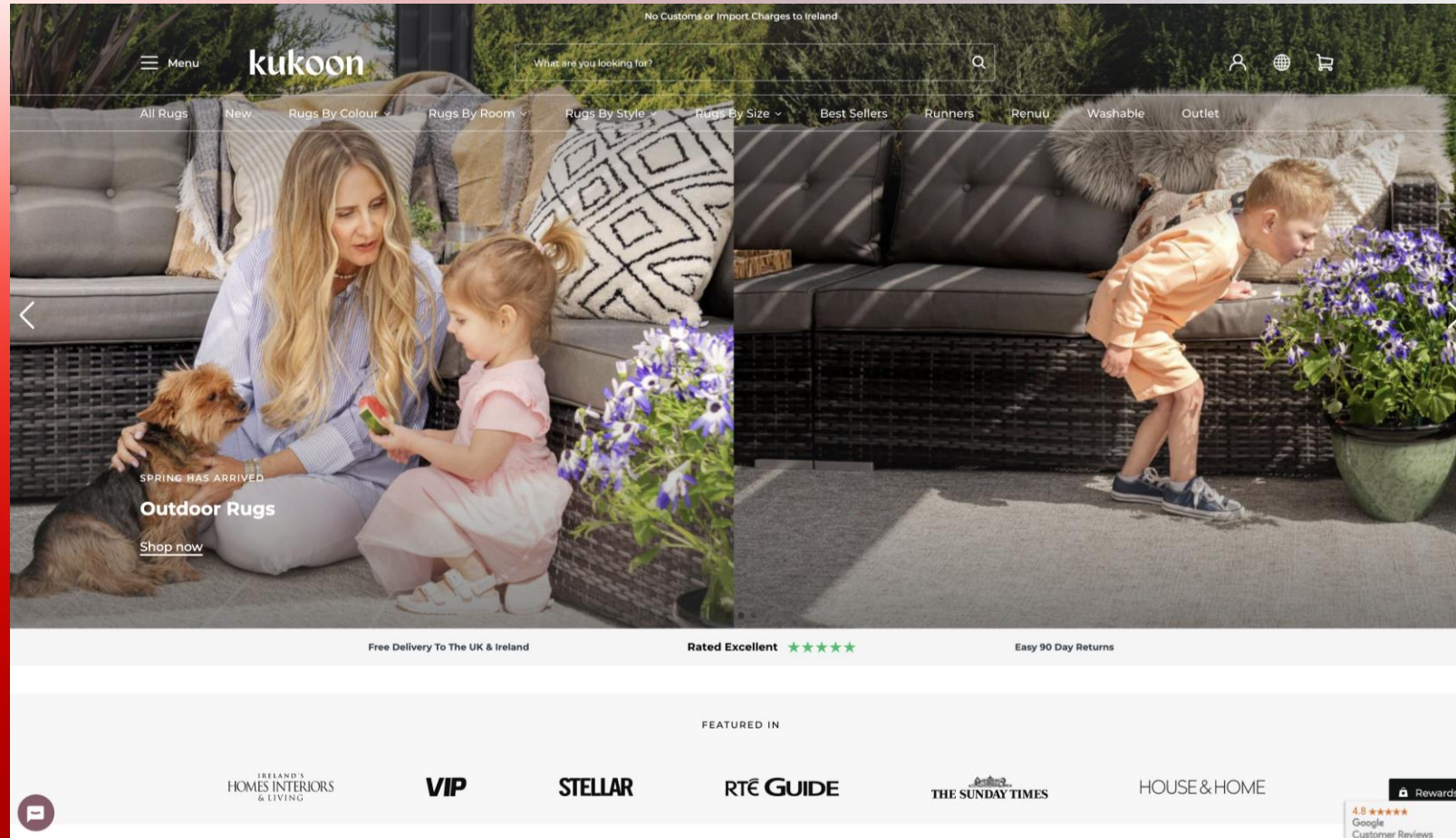
DISCOVERY



B2B:

Google Search
LinkedIn
Business Influencer
Backlinks
PR

EXPLORATION

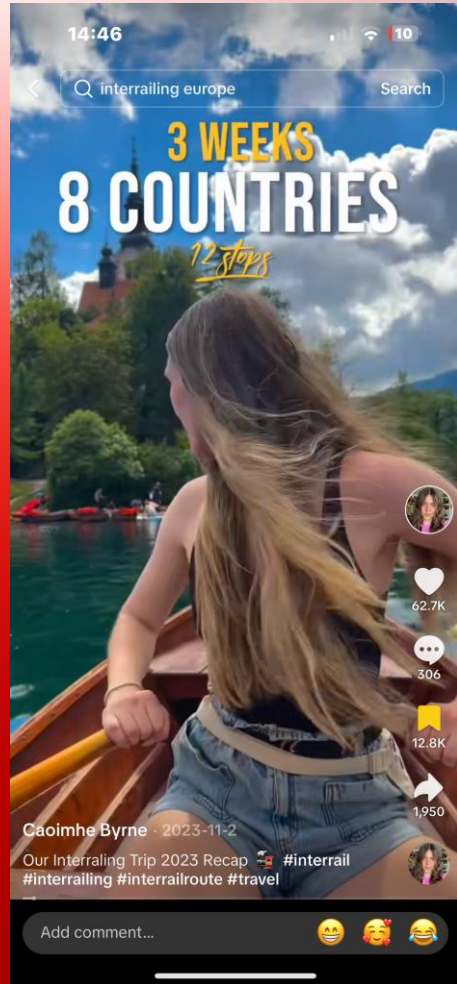


- Develop your brand
- Pick a trusted platform
- Speed
- Map your journeys
- Packages

B2B:

Case Studies
Blog
Brand Alignment

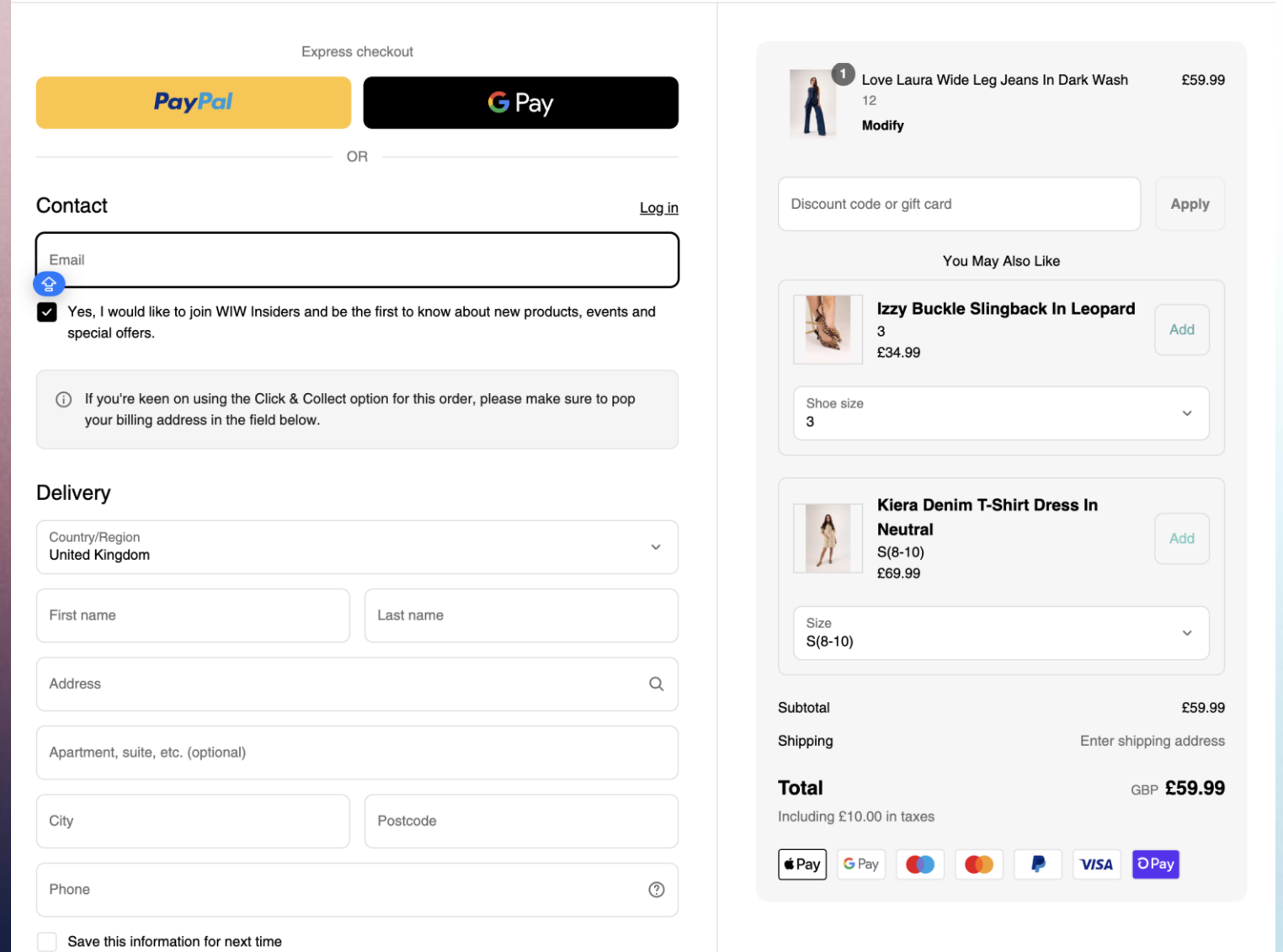
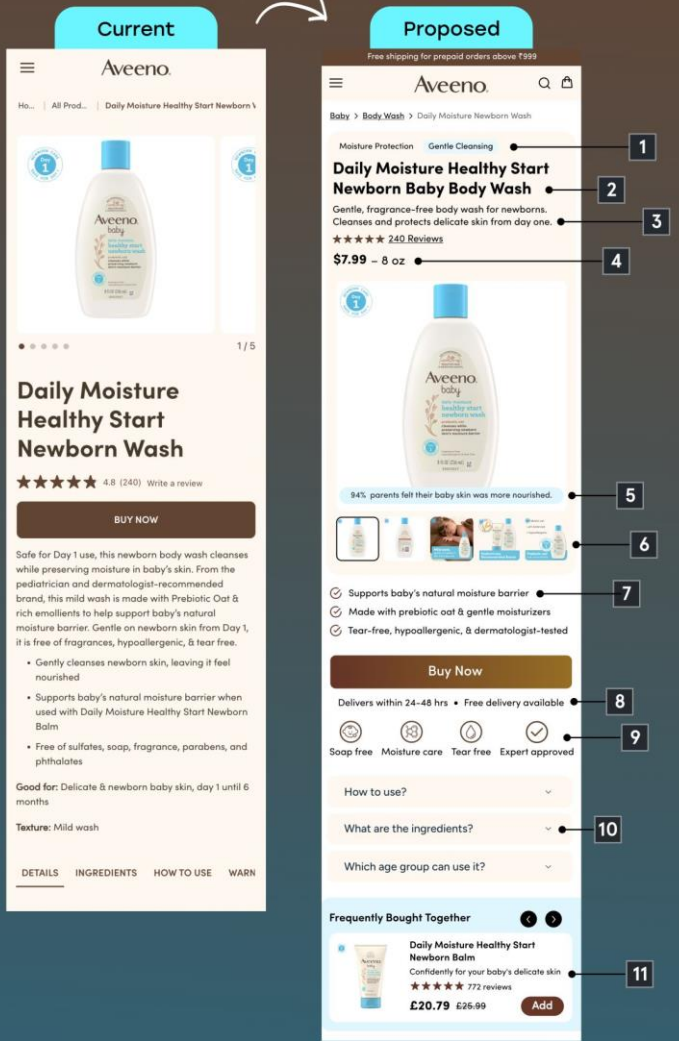
EVALUATION



- Range of product
- Personalisation
- UGC
- Suitability

B2B:

Expert Led Content –
LinkedIn Newsletter
Partners
Offline



B2C ACTION

- Book a gym class
- Check availability
- Book kids swimming
- Book a nail appointment
- Click & Collect

[Get a Quote](#) [Order Prescription](#)


Get a Quote for your Prescription
Complete the form below,
and upload your prescription to receive a quote.

**Submit your prescription to
receive a quote**

First Name* Last Name*

Ireland +353 Phone*


Email* GP Name*


Script Image Upload*
[BROWSE FOR FILES](#)


[Submit Prescription](#)

Frequently Asked Questions

B2B ACTION



Malone Accounting



Aidan Malone
Client Meeting

🕒 1 hr

📄 Web conferencing details provided upon confirmation.

[Cookie settings](#) [Report abuse](#)

Select a Date & Time

powered by Calendly

< April 2025 >

MON	TUE	WED	THU	FRI	SAT	SUN
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

Time zone


🌐 UK, Ireland, Lisbon Time (12:47am) ▼

Are you PIPA compliant?

Organizations across Bermuda are rushing to comply with the new Personal Information Protection Act, which took effect on January 1, 2025.

We can help – simply enter your email address to download our Guidance on Maintaining PIPA Compliance and ensure your business is prepared today.

[DOWNLOAD GUIDE](#)

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kukoon

New Bestsellers Washable

Outdoor Spaces...

They Deserve Rugs Too!

15% Off
Outdoor Rugs!

Sunshine's back (mostly)
and your outdoor space?

It's ready for a little glow-up!

Our Outdoor rug collection is made to handle it all—morning coffees, family BBQs, and the odd glass of rose (or three). It is durable, weather-friendly, and undeniably stylish.

For a limited time only, get 15% off all outdoor rugs by entering the code **OUT15** at the checkout.

SHOP OUTDOOR RUGS



WIW

NEW IN

DRESSES

OCCASION

SHOES

Sunshine, Style & Sips – Join Us This Saturday, 12th April

SPRING EVENT

PASTELS & PETALS

FASHION SHOW | GOODIE BAGS | Q&A
| FLOWERS & TASTY TREATS



MUSIC BY BERNICE | NINE SQUARED COFFEE
WITH MATCHAS & PASTRIES BY BAKARI

9:00 AM – 13:00 PM
SATURDAY 12TH APRIL 2025



LOYALTY & RETENTION

B2B:

LinkedIn Newsletter
Monthly Zoom
Upsell

LOYALTY & RETENTION

B2B Trade

- Exclusive access
- Volume discount
- Flexible payment options
- Bulk ordering; list view
- Customer accounts
- Custom shipping
- Tailored marketing automation

**Catering for Trade
customers online**

Users based in Northern Ireland were the ones spending the most time on Amazon in November 2024 (290 minutes)



THANK YOU

