

How to sell a pink banana?

(actually no idea. Let's figure out together!)

**MELI MELO**  
**PARIS**



## Alina Mitrica

- 10 years along Meli Melo team
- I started with corporate contracts
- Now I manage 2 departments, e-commerce and corporate sales

# MELI MELO

---

PARIS

Meli Melo story begins with a single store opened in Bucharest in 1998.

It was from the beginning an overwhelming success, through our fashion accessories and jewelry collections, but also through the new concept who let people interact with the products.

Many of the girls, our clients at that time, grown us with Meli Melo and their girls are now our clients or future clients, together with their moms.

# Today's topics

1. Reasons to buy or not to buy a pink banana
2. Basic ingredients in e-commerce: website, products, client profile, content, data tracking and data use, forecasting and sticking with the plan. Case studies Meli Melo & others.
3. Online marketing tools **to sell** and have happy **returning** customers

# 1. Reasons to buy or not to buy a pink banana

**I have an online shop and I sell pink bananas. Wanna buy one?  
Why not?**

A) It's a strange product, never heard about it, I don't have trust

B) I don't know you, again, I don't have trust

C) Why do I need a pink banana? (rational reason)

D) Why do I have a desire to buy it? (emotional reason)

---

## A) Pink bananas are REAL!

*Musa velutina*, the hairy banana or pink banana, is a species of seeded banana. Its fruits are 8 cm long and pink obviously. It is often grown as an ornamental plant, but has soft, sweet flesh that can be eaten.



# Hainan island







## 100 pcs banana fruit seeds rare big hainan Pink Banana Seeds Musa Velutina

Item condition: --

Quantity:

3 available / 1 sold

Price: **US \$2.99**

**Buy It Now**

**Add to cart**

[Add to watch list](#)

[Add to collection](#)

**Free**  
Shipping

**Top-rated seller**  
fashionhouse1  
97.7% Positive feedback

- ✓ Consistently reliable
- ✓ Ships items quickly
- ✓ Has earned a top service rating

[Follow this seller](#)

Visit store: [fashionhouse1](#)  
[See other items for sale](#)



50 / bag **banana** seeds rare big hainan **Pink Banana** Seeds Fruit

**US \$0.33** / lot

US \$0.65 / lot  
50 pieces / lot

**Free Shipping**

★★★★★ (6) | Orders (39)



2016 100/bag **Banana** Seeds Fruit Seeds Rare Big Hainan Red

**US \$0.66** / lot

US \$1.29 / lot  
100 pieces / lot

**Free Shipping**

★★★★★ (19) | Orders (40)



50 / bag **banana** seeds rare big hainan **Pink Banana** Seeds Fruit

**US \$0.46** / piece

US \$0.88 / piece  
**Free Shipping**

Orders (4)

## B) Who am I? Why should you trust me?

- Especially if you are not a known brand, tell people about you. Be human, honest and transparent
- Tell your story
- Transparency with the buying, payment and returning policy
- Use testimonials about your site. Use REAL testimonials, happy clients are the best copywriters!



## C) Why do I need a pink banana? Create the need! (rational reason, right message for rational buyers)

Pink banana it's a special assortment from Hainan, where grace to the nutrients existing in the soil, these fruits are rich in Potassium and Magnesium, double in comparison with the normal yellow bananas.

->Magnesium helps fighting with chronic pain, fatigue and insomnia.

->Potassium fights with stress. It contains the components for maintaining a high level of well-being and an improved lifestyle.

## D) Why do I have a desire to buy it? (emotional reason)

-Help local community of Hainan (social). **Storytelling, put a story behind!**



-Your little girls doesn't like fruits, but she loves pink

-It's a rare fruit, it's special (caviar example)- premium positioning

-It's different, your guests will be surprised

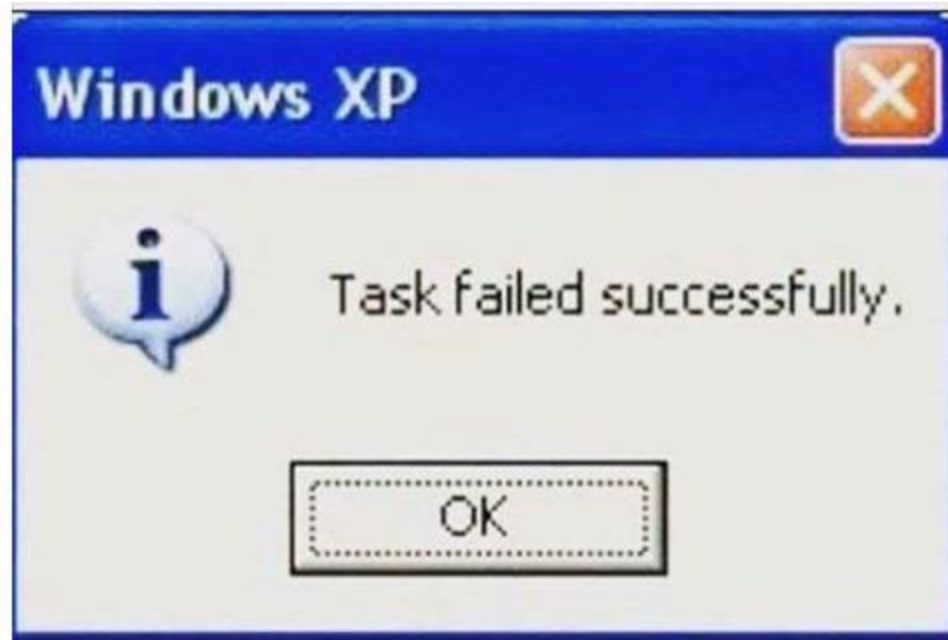
## 2. Basic ingredients in e-commerce: website, products, client profile, content, data tracking and data use, forecasting and sticking with the plan



2.1 Choose an website platform easy to be used by you, but specially by your clients!

- Pay attention to the site speed.

- Ask people, if you can, your clients, with no or low experience in online to test it.



If they fail, accept feedback, fix the problem, and permanently develop the site!

Put very clear information about terms&services, how to buy and return, how to pay, delivery term. Contact address, phone, email and if it's possible names.

Tell them welcome and...thank you. Be friendly, give a positive vibe.

## Livrare si Retur

Comanzi fara griji! Ai 14 zile in care poti returna produsele, in caz ca te razgandesti!

Pentru livrarea standard, oferim transport GRATUIT pentru orice comanda de minimum 100 RON. In plus, unele comenzi sunt purtatoare de CADOURI SURPRIZA, poate chiar comanda ta! :)

Cost transport Bucuresti:

Livrare STANDARD, 1-2 zile lucratoare.

## 2.2 Products

You might have a beautiful product, but if there is no demand on the market, your job to sell it it's tough.

Listen to the client needs (Google searches, Google trends, ask people)

Adapt to their needs is not the same with sell what the others are selling! You may identify a niche segment and cover the needs of that niche.

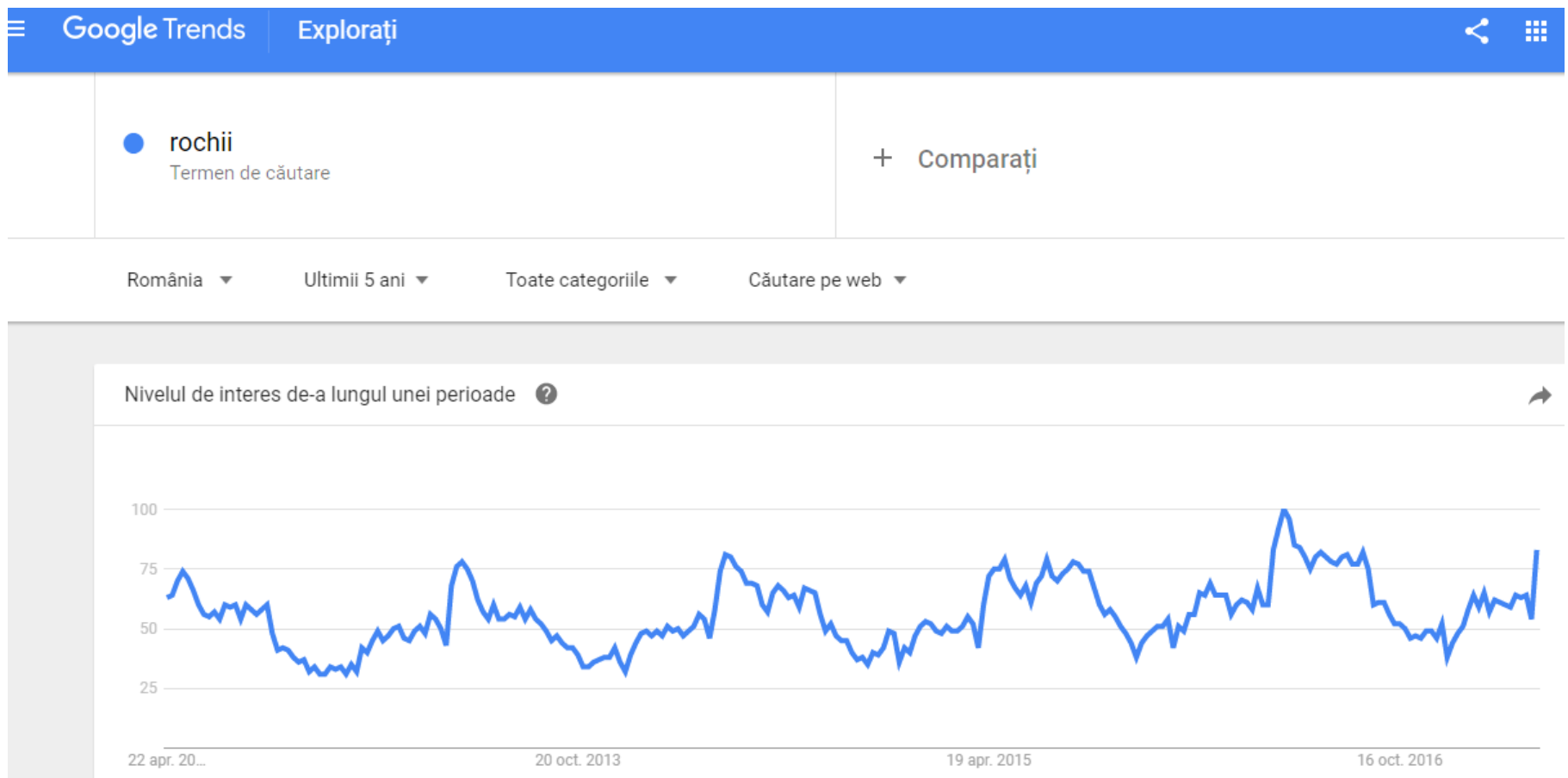
Always look at your competition even if (or especially when) you are on the top. Monitor their prices, what they do good and what they do wrong.

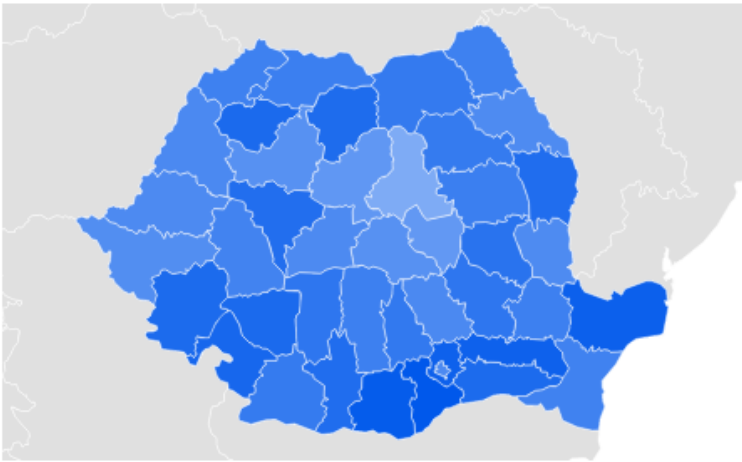
Trust in your product!



# Google trends <https://trends.google.com>

## Search for “rochii”





1	Județul Giurgiu	100	<div></div>
2	Județul Teleorman	97	<div></div>
3	Județul Tulcea	93	<div></div>
4	Județul Ilfov	92	<div></div>
5	Județul Ialomița	92	<div></div>

Subiecte conexe ?

În creștere ▼ ↗

1	Pantofi stiletto - Subiect	Creștere masivă
2	Gri - Culoare	+2.400%
3	Bandage - Subiect	+1.800%
4	MIDI - Protocol	+1.050%
5	Atmosfera Pământului - Subiect	+850%

Căutări similare ?

În creștere ▼ ↗

1	rochii 2016	Creștere masivă
2	rochii de seara 2013	Creștere masivă
3	rochii de seara 2014	Creștere masivă
4	rochii zonia	Creștere masivă
5	zonia	Creștere masivă

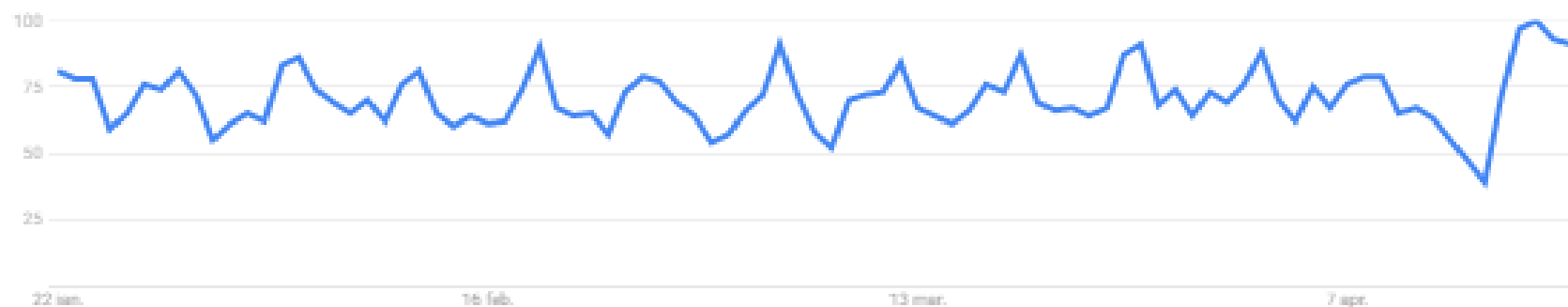
România ▼

Ultimele 90 zile ▼

Toate categoriile ▼

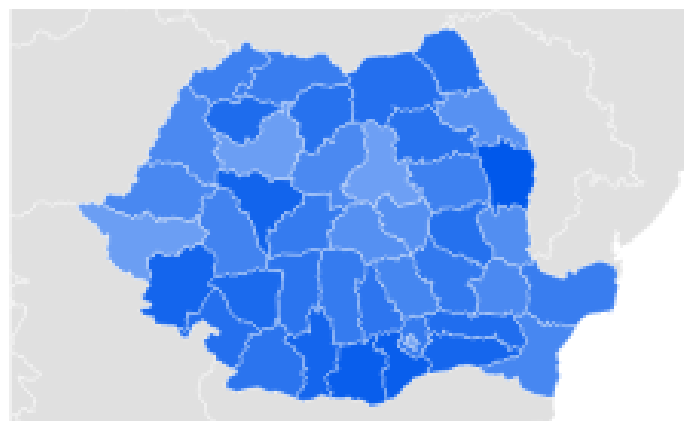
Căutare pe web ▼

Nivelul de interes de-a lungul unei perioade ⓘ



Interes în funcție de subregiune ⓘ

Subregiune ▼



1	Județul Vaslui	100	<div></div>
2	Județul Giurgiu	95	<div></div>
3	Județul Teleorman	95	<div></div>
4	Județul Alba	90	<div></div>
5	Județul Caraș-Severin	89	<div></div>

## Subiecte conexe ?

În creștere ▼ ➔

1	Vară - Subiect	+600%
2	Satin - Țesătură	+250%
3	Sandale - Subiect	+250%
4	Casual - Subiect	+190%
5	Zmeură - Fruct	+180%
6	Babydoll - Confecții	+150%
7	Mătase - Subiect	+150%
8	Bumbac - Subiect	+140%
9	Corset - Subiect	+130%
10	Botez - Subiect	+120%

## Căutări similare ?

În creștere ▼ ➔

1	rochii de primavara	+550%
2	rochii de seara desire	+250%
3	rochii de nasa 2017	+250%
4	rochii banchet 2017	+250%
5	rochii de vara	+200%
6	rochii de seara 2017	+200%
7	rochii versatile	+200%
8	rochii banchet	+140%
9	zonă rochii de seara	+130%
10	rochii elegante lungi	+110%

## 2.3 Buyer persona

- Do you know who is your client?
- Do you have only one client profile?
- Define your buyer persona. If there are many, define different profiles.
- Eg: Meli Melo – market search + online research.
- It's easy and cheap to use. Ask for information:
  - [www.SurveyPlanet.com](http://www.SurveyPlanet.com)
  - Send them an email inviting to give you feedback for your products, services, site, delivery etc

# Online survey –5% from the subscribers answered

MeliMelo

Question 1 (Multi-Choice)  
Cat de des cumperi bijuterii sau accesorii fashion?

Option	Percentage	Total
Saptamanal	7%	91
Lunar	43%	595
La 3 luni	21%	289
La 6 luni	5%	76
La 12 luni	0%	6
Ocazional, pentru diverse evenimente	25%	343

Total Answered: 1400

Total Left Blank: 0



## Question 2 (Multi-Choice)

### Ce stil te defineste?

Option	Percentage	Total
Clasic, elegant, office	42%	583
Modern, urmaresti mereu tendintele	23%	319
Romantic	9%	127
Indraznet, nonconformist	11%	150

<https://www.surveypplanet.com/portal#results/28175>

1/9

10/6/2014

SurveyPlanet.com | Survey Designer

Opulent, extravagant	2%	22
Discret, accesorii putine, dar din materiale pretioase	14%	199

Total Answered: 1400

Total Left Blank: 0

### Question 3 (Multi-Choice)

Dintre categoriile de mai jos, care este cea care se regaseste cel mai frecvent in cumparaturile tale?

Option	Percentage	Total
Esarfe	11%	149
Genti	30%	424
Bijuterii fashion	33%	466
Bijuterii din metale pretioase (argint, aur, otel)	14%	197
Accesorii de par	7%	103
Ceasuri	4%	61

Total Answered: 1400

Total Left Blank: 0

Question 13 (Multi-Choice)  
13. Care este varsta ta?

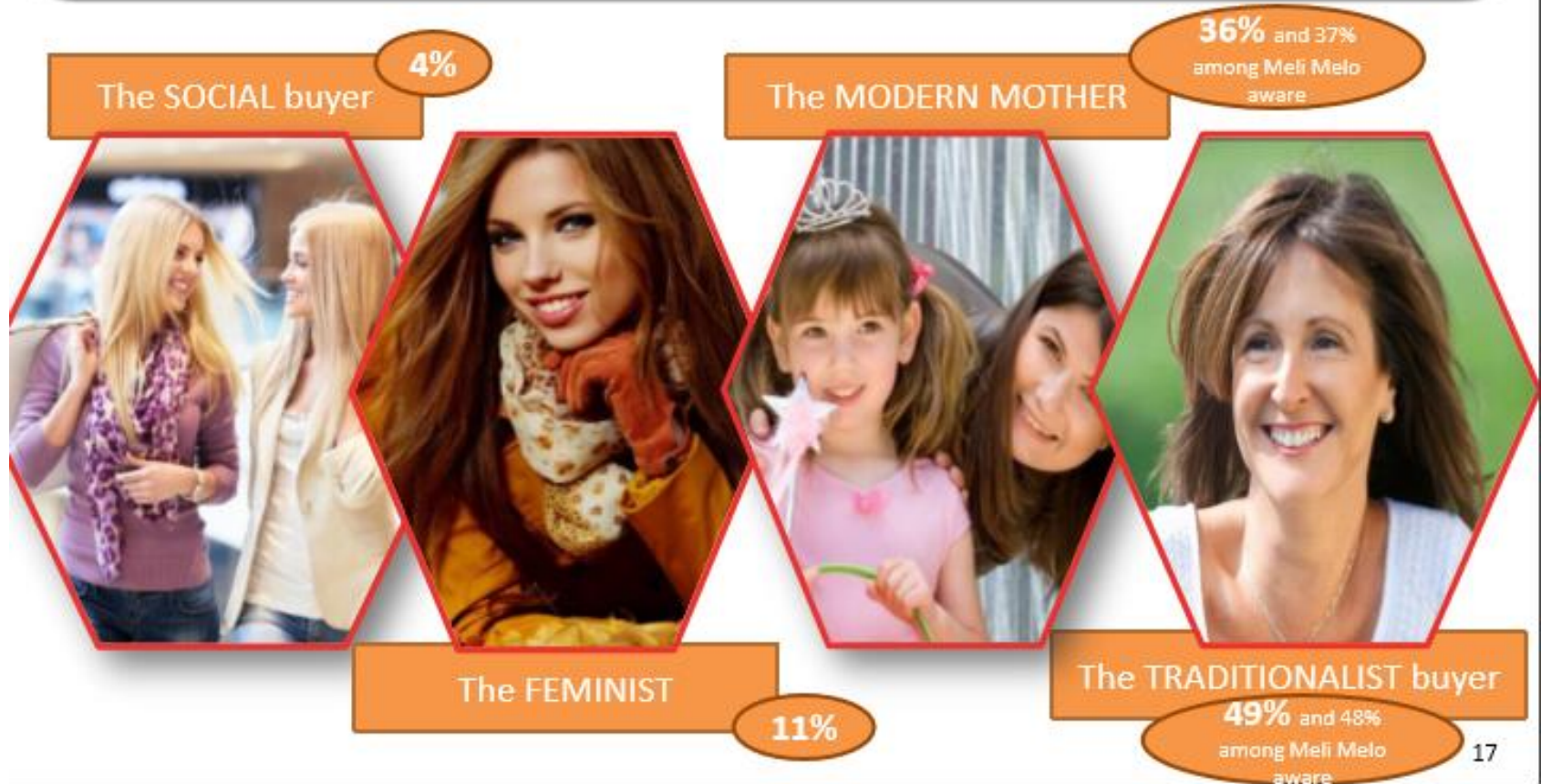
Option	Percentage	Total
Sub 16 ani	1%	8
16-20 ani	9%	132
21-25 ani	24%	342
26-30 ani	21%	287
31-40 ani	28%	396
Peste 40 de ani	17%	235

Total Answered: 1400

# Overall business & brand survey

Wearing jewelries and accessories boost a woman self esteem, they feel more attractive and confident.

We identified 4 segments on the basis of women's purchase behaviour patterns and habits, their attitude towards jewelleries, their needs and expectations.



## 2.4 Content, text and images

- Clear description of the product. If the description is not complete or wrong, the client can return the product on your cost.
- Give value, put attributes (roomy bag, elegant scarf) tell them why they need (a perfect backpack for your holiday). Create a need or a desire!
- Use many pictures, good quality. If you cannot afford a photographer, you can use even your phone camera, for the beginning and a photo editor.



## RUCSAC albastru, cu clapeta croco

PRET: 119,99 RON

Culoare: Blue

Alege cantitatea

Cod produs:  
E41CSLCS82426-CL17V



Comanda  
telefonica la:  
+40 31 425 11 85

**ADAugĂ ÎN COȘ**

Detalii produs

Cost transport

Livrare și retur

Ce spun clientele

Rucsac albastru, cu clapeta croco. Modern și încapător, încadrându-se perfect unei tinute casual sau chiar office, te va însoți pretutindeni!

Compoziție:

Exterior: 95% poliuretan, 5% aliaj zinc

Interior: 100% poliester

L = 25 cm

I = 13 cm

H = 33 cm

Maner = 27 cm

Bretea = 84 cm, reglabila

GHID DIMENSIUNI

CERTIFICAT DE GARANȚIE

**Contactează-ne!**

Telefonic:

+40 31 425 11 85

L-V, 09-17:30

Email:

online@melimeloparis.ro



No fancy words! Use familiar words, it's also SEO friendly (find the key words for your products and include them in the title and description)



PORTOFEL roz cu bufnite

PRET: 39,99 RON

Culoare: Pink

Alege cantitatea  ▼

Cod produs:

E22HBT0000007-CL17V



Comanda  
telefonic la:

+40 31 425 11 85

**ADAugĂ ÎN COȘ**

Detalii produs

Cost transport

Livrare și retur

Ce spun clientele



Portofel roz cu broderie si aplicatii. Are un model haios ce include bufnite si flori. Un compartiment inchis cu fermoar, impartit in doua si un compartiment inchis cu capsă, cu spatii pentru bancnote si carduri.

Compozitie: Exterior: 95% poliuretan, 5% aliaj zinc; Interior: 100% polyester  
Dimensiuni 13 x 9 x 3.5 cm

GHID DIMENSIUNI

CERTIFICAT DE GARANTIE

Telefonic:

+40 31 425 11 85

L-V, 09-17:30

Email:

online@melimeloparis.ro

**Contactează-ne!**

## 2.5 Data tracking and data use, forecasting and sticking with the plan

Everything is written in the statistics!

- How many visitors in a month,
- how many bought,
- how long they stayed,
- from where they came and in which landing page,
- from where they left your website,
- if they are at the first time in your website or not,
- The efficiency of each traffic source and the efficiency of your advertising! ( to be discussed at chapter 3)

Google analytics is free and gives you all these information:

<https://analytics.google.com>

-> Real time data

PERSONALIZARE

Rapoarte

ÎN TIMP REAL

Prezentare generală

Locații

Surse de trafic

Comportament

Evenimente

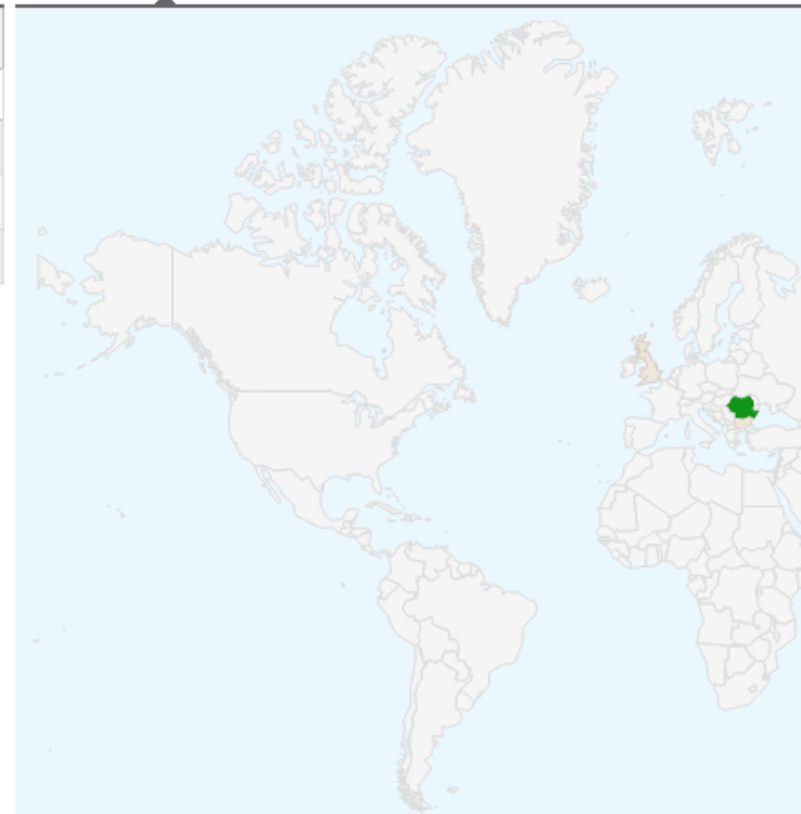
Conversii

PUBLIC

ACHIZIȚIE

COMPORTAMENT

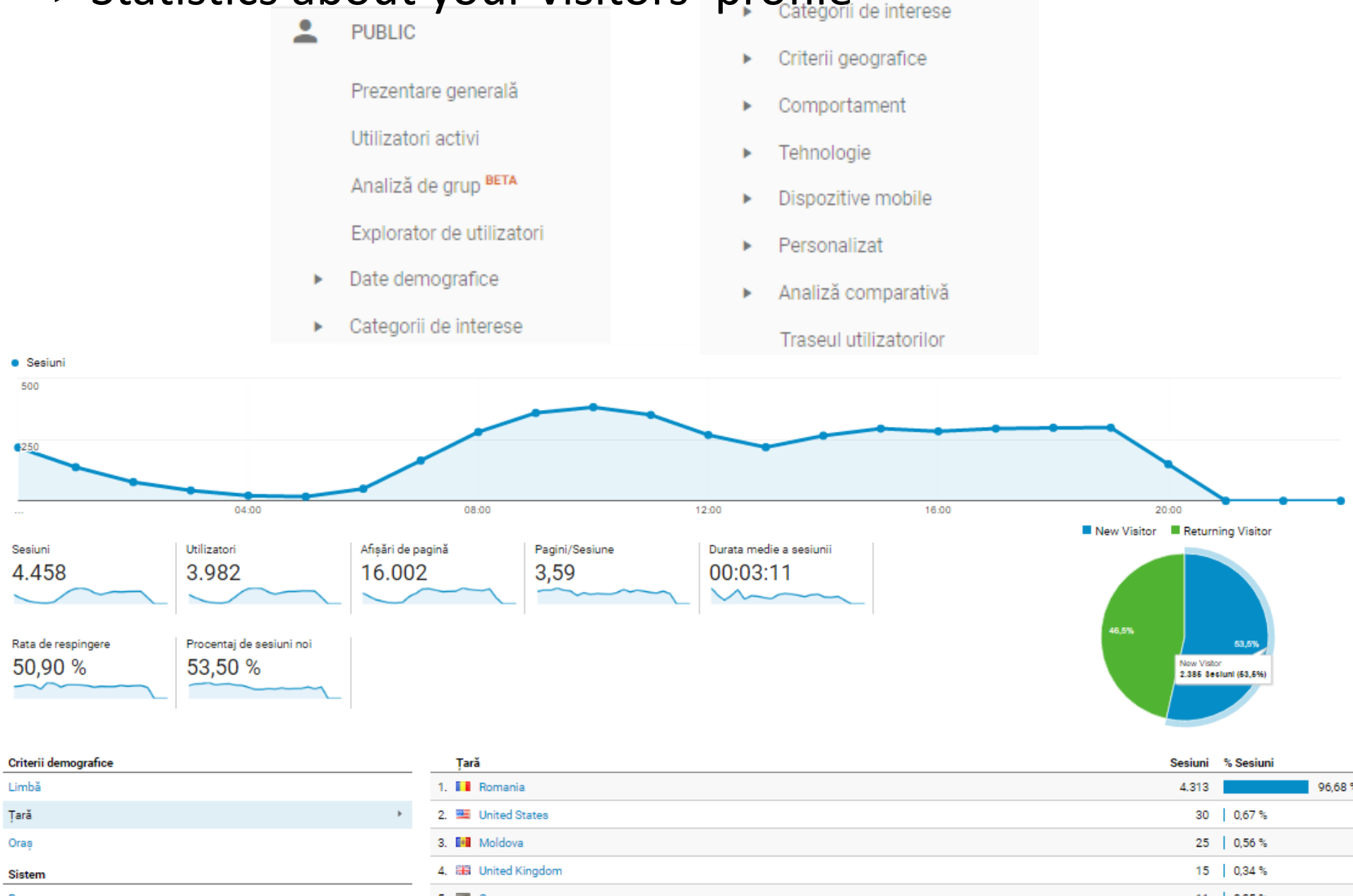
Totalul valorii: 32		<input type="text"/>			
Țară		Utilizatori activi ↓			
1.	Romania	30	93,75%		
2.	Bulgaria	1	3,13%		
3.	United Kingdom	1	3,13%		



	Modalitate	Sursă
1.	Aprilie	FB_Post
2.	(none)	(direct)
3.	Organic	google
4.	cpc	google
5.	email	newsletter
6.	Campaign	2Performant

1.	/produse/cercei.html	Cercei - Cercei Dama Lung...Perle - Meli Melo - Paris
2.	/produse/coliere-1.html	Coliere - Coliere Dama St...nline - Meli Melo - Paris
3.	/produse/meli-melo-deco.html	MELI MELO deco- Obiecte d... si accesorii pentru casa
4.	/produse/noutati.html	Noutati - Meli Melo Paris...uterii, Haine, Genti Dama
5.	/produse/promomania.html	PromoMania - Meli Melo Pa...uterii, Haine, Genti Dama
6.	/produse/bijuterii-argint.html	Bijuterii Argint - Bijute...stale - Meli Melo - Paris
7.	/produse/lenjerie-intima.html	MELI MELO Paris - Lenjerie intima pentru femei
8.	/produse/portofele-dama.html	Portofele Dama - Portofel...nline - Meli Melo - Paris
9.	/	Meli Melo Paris: Magazin ...uterii, Haine, Genti Dama
10.	/comanda/livrare-si-plata.html	Meli Melo Paris: Magazin ...uterii, Haine, Genti Dama
11.	/cont/autentificare.html	Autentificare - Meli Melo...uterii, Haine, Genti Dama

# -> Statistics about your visitors' profile



-> Statistics about your traffic and how efficient is every traffic source and advertising campaign

Grupare de canale standard	Sesiuni ? ↓	Procentaj de sesiuni noi ?	Utilizatori noi ?	Rata de respingere ?	Pa
	615.881 Procentaj din total: 100,00 % (615.881)	48,76 % Media pentru vizualizare: 48,69 % (0,13 %)	300.289 Procentaj din total: 100,13 % (299.893)	46,20 % Media pentru vizualizare: 46,20 % (0,00 %)	
1. (Other)	202.245 (32,84 %)	56,85 %	114.981 (38,29 %)	55,43 %	
2. Organic Search	174.049 (28,26 %)	58,00 %	100.946 (33,62 %)	34,51 %	
3. Email	115.390 (18,74 %)	21,79 %	25.149 (8,37 %)	49,13 %	
4. Direct	39.633 (6,44 %)	69,96 %	27.728 (9,23 %)	45,91 %	
5. Paid Search	35.603 (5,78 %)	43,77 %	15.584 (5,19 %)	46,86 %	
6. Display	22.097 (3,59 %)	9,33 %	2.062 (0,69 %)	42,73 %	
7. Referral	15.047 (2,44 %)	50,47 %	7.594 (2,53 %)	47,53 %	
8. Social	11.817 (1,92 %)	52,85 %	6.245 (2,08 %)	35,43 %	
Tranzacții ?					Venit ?



### 3. Online marketing tools to sell and have happy returning customers

3.1 Go where your clients are! If they are in social media, go there. If you are in B2B, maybe linkedIn is an option, Adwords or business magazines

For Meli Melo, the main traffic channel are:

- Organic search and direct traffic (brand)
- Newsletter
- PPC campaigns
- Social media

3.2 Identify your needs, purposes, function of the maturity of your business. Use appropriate marketing channels for each of them:

- Brand awareness: display banners, advertorials, endorsement, blogging, social media

- Lead generation – build your own community on facebook and email, let people to get use with you. It's like a relationship, sometimes it takes time to convince them to buy.

-Conversion generation- Evrika! Performance marketing.  
google search ads, affiliate marketing, newsletter  
campaigns, facebook ads and posts.



## But there is still life after SALE (conversion)

First conversion (sale) cost is not cheap! Take care of your clients! Talk with them, “haunt” them, don’t let them forget you!

- Thank you email after you receive the order
- Ask for feedback
- Little gifts, surprises
- Use remarketing
- Fidelity card

3.3 Make tests, what is useful for me maybe is not good for you!

Sometimes you fail and spend money with no reason, but this is part of the experience.

Use A/B test to diminish your risks.

Journalist: "What is the secret of your success?"

CEO: "Two words."

Journalist: "And, what are they?"

CEO: "Right decisions."

Journalist: "But how do you make right decisions?"

CEO: "One word."

Journalist: "And, what is that?"

CEO: "Experience."

Journalist: "And how do you get experience?"

CEO: "Two words."

Journalist: "And, what are they?"

CEO: "Wrong decisions."

There is no perfect recipe for a marketing mix,  
applicable to all.

But unfortunately we need advertising.

- Offline parabola

- Mom's example

# **MELI MELO**

---

PARIS

You can find us in the major cities in Romania, in Chisinau and Sofia, and, of course, online at:

[www.melimelo.ro](http://www.melimelo.ro)

[www.melimelo.eu](http://www.melimelo.eu)

<https://www.facebook.com/MeliMeloFashion/>

[https://www.instagram.com/meli\\_melo\\_paris/](https://www.instagram.com/meli_melo_paris/)

Keep in touch at:

email me: [Alina.mitrica@melimelo.ro](mailto:Alina.mitrica@melimelo.ro)

Call me @ 0746 196 482

Facebook addicted: <https://www.facebook.com/alina.mitrica.31>

Let's keep it business @ <https://www.linkedin.com/in/alina-mitrica-8a6a237/>

