



TRANQUIL
CITY

Tokat

TRANQUIL CITY PROJECT - 2023-1-TR01-KA220-ADU-0160651



E-Commerce

EDUCATIONAL BOOKLET | TRAINING MODULE



Co-funded by
the European Union



TRANQUIL
CITY

Tokat

Introduction

Advancements in information technologies have laid the foundation for the emergence of e-commerce and digital marketing. This revolution created an unimagined global economy by evolving the commercial activities. Tokat also has significant potential in e-commerce and harnessing this potential could be an important tool for the progress of Tokat's local economy.

Rationale

Tokat's population is declining, and local economy is weakening. E-commerce can be used to solve these problems and provide new means of income generation and employment.

Objectives

- Popularise e-commerce in Tokat
- Increase both intra-city and inter-city sales
- Increase the number of businesses engaged in exports
- Increase trade in goods and services
- Making an e-commerce platform specific to Tokat
- Promote Tokat's local products and e-commerce platform through social media and digital marketing
- Enable Tokat residents to cater their needs fast and easily via online platforms

Aim

- Strengthen Tokat's economy through e-commerce
- Create new employment
- Increase the market value of local products
- Support development of local brands
- Increase the effective and ethical use of social media



Activities

Enhancing E-commerce Capacity

- Organizing e-commerce trainings for different sectors and target audience
- Offering trainings on advanced e-commerce techniques and strategies
- Providing one to one consultancy services to beginner level e-commerce sellers and entrepreneurs
- Preparation of special analyses and reports on the subject by experts

Creating an E-commerce Platform

- Building technical infrastructure of the e-commerce platform specific to Tokat
- Providing secure payment and delivery options on the platform
- Exploring opportunities for the platform's international expansion

Marketing and Promotion

- Preparing social media content and advertisements for the target audience on different social media platforms
- Effectively using tools such as influencer marketing and social media advertisements
- Employing Search Engine Optimization (SEO) and Search Engine Marketing (SEM) strategies
- Improving customer services through e-mail and content marketing

Expanding Product and Services Offerings

- Inclusion of new sectors to the e-commerce platform: Researching and developing the e-commerce potential of sectors such as Tourism, services and handicrafts
- Providing benefits for the online sales of local products and services
- Providing trainings and support for product design and packaging
- Assist with geographical indications and trademark registration

Encouraging Entrepreneurship

- E-commerce incubation and accelerator programs: providing mentorship, training and financial support to entrepreneurs
- Hosting investor meetings and networking events for the e-commerce startups
- Creating special programs and funds to empower women e-commerce entrepreneurship
- Enhancing the e-commerce capacities of women's cooperatives

Capacity Building

- Collaborate with local guilds and chambers of trade and commerce: reaching trades and industry people through e-commerce trainings and consultancy
- Supporting the integration of existing online sales channels and platforms
- Cooperation with the state institutions: Cooperating with state institutions to provide the necessary infrastructure to improve e-commerce and its promotion
- Working on data sharing and digital government integration

Sustainability:

- Developing a sustainable e-commerce eco-system
- Promoting eco-friendly and ethical e-commerce practices
- Emphasizing the importance of consumer rights and data security in e-commerce
- Reducing carbon footprint: Sometimes, products that are produced in Tokat are ordered from other cities, while products from Tokat are sold to other places. This increases the time and logistical expenses and increase carbon footprint. Solution: Knowing the product capacity of Tokat may enable more efficient product distribution. This way, unnecessary logistics and transport can be minimized, time and logistic expenses can be reduced and carbon footprint can be decreased.

Expected Outcomes:

General:

- Revitalization economy through e-commerce*
- Creating new employment*
- Increasing the value of local products*

By Target Group

Local sellers and producers:

- Increase in online sales*
- Brand creation and market expansion*
- Increased revenues*

Consumers:

- Access to broader product selection*
- Possibility to shop with affordable prices*
- Time saving and convenience*

Entrepreneurs:

- Establishment of new e-commerce start-ups*
- Access to investors and financial sources*
- Successful e-commerce businesses*

Women's Cooperatives:

- Economic empowerment and income increase*
- Wider market reach for products*
- Capacity building of women entrepreneurs*

Guilds and Chambers of Trade and Commerce:

- E-commerce capacity building of the members*
- Access to online sales channels and platforms*
- Increased competitiveness*



Broader Economic Impact

- Revival of the local economy*
- Improved quality of life*
- Preventing emigration and promoting returns*

Evaluation (Qualitative and Quantitative)

Qualitative Evaluation:

- Surveys: Learning about the perceptions and experiences on e-commerce through the surveys conducted on the target audience (sellers, producers, consumers, entrepreneurs)*
- Interviews: Gathering information about the existing situation and the future of e-commerce through interviews conducted with the shareholders of the e-commerce eco-system (sellers- platforms, consultants, public institutions)*
- Focus Groups: Doing deep analysis of different target groups on their needs and attitude towards e-commerce*
- Social Media Analysis: Evaluating the ideas and perceptions of the masses by analysing their posts and comments about e-commerce*

Quantitative Evaluation:

- E-commerce Volume: Tracking total sales and transaction volume of the e-commerce platform*
- Number of Sellers: Monitoring the number of new and existing registered sellers on the e-commerce platform*
- Product Range: Assessing the number and variety of products sold on the e-commerce platform*
- Number of Customers: Following the number of customers buying products from the platform and the rate of retention*
- Increase in the Number of Sales and Turnover: Measuring the increase in the sales and turnover on the e-commerce platform*
- Entrepreneurship Activities: Following the number of e-commerce start-ups, amount of investment and the potential to create new employment*
- Socio-economical Effect: Evaluating the overall influence on the economy and living standards of Tokat*



E-Commerce and Digital Marketing

People were using primitive means like smoke, messengers and messenger pigeons to communicate. In 18th century, invention of printing press increased the speed of knowledge dissemination. After the invention of telegraph by Samuel Morse in 1837, electric signals enabled long distance communication. This development endorsed information exchange.

With the invention of telephone by A. Graham Bell in 1876, long-distance voice communication was in the service of humanity. This took people interaction in communication to a different direction. Tele-sales platforms had become popular for a while.

In the 20th century, tools of communication have been used as means of entertainment with the invention of radio and television. This paved the way to tv marketing programs in addition to advertisement and various marketing techniques.

At the end of the 20th century, borders were abolished in information and communication and a universal web is formed with the invention of the internet. Internet was first developed for military purposes with the name ArpaNET, but later it was put into use all around the world. Through this process, first emails were sent. Then, with the development of the HTML language, web pages were put in service as online catalogues. At the start of the 21st century, users started to contribute to content creation with the web 2.0 platform. Through these interactive interactions, revolution in information technologies contributed to the emergence of e-commerce and digital marketing. This revolution transformed commerce activities and created an unforeseen global economy. Some brands sold more on the internet than their physical shops.

Tokat is facing decreasing population in recent years. This is a result of lack of employment opportunities and economic problems in the city. Metropolitans like İstanbul and Ankara provide more jobs. For this reason, people emigrate from Tokat.

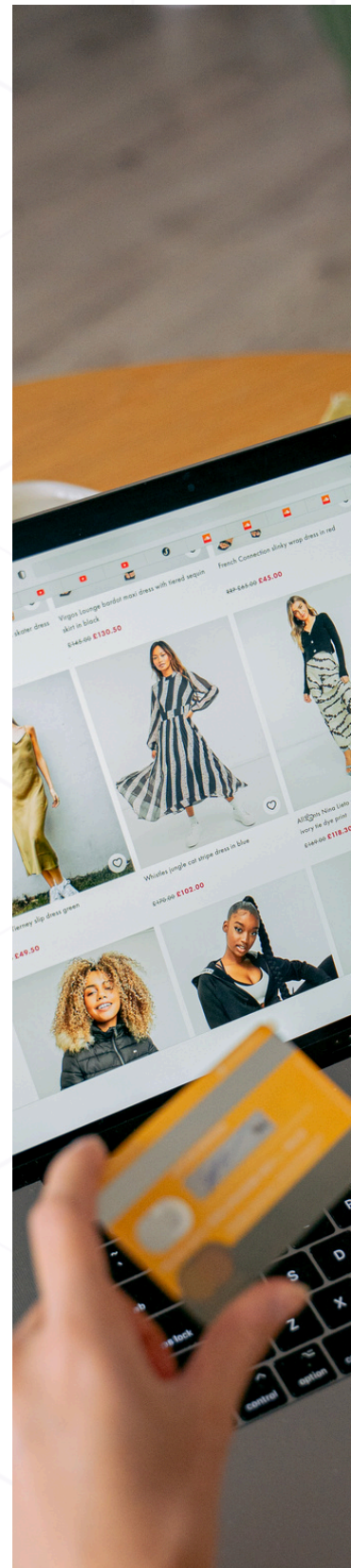


Some initiatives can be undertaken in this area: Local producers can be supported and trained in e-commerce, enabling them to sell their products on online platforms. A Tokat-specific e-commerce platform can be created to promote and market local products. Through the use of social media and digital marketing tools, Tokat's products and the e-commerce platform can be effectively introduced to wider audiences. In the long term, such efforts could help stop emigration, encourage the return of those who have left Tokat, and improve the standard of living for current residents.

One of the key commercial issues observed in our province is that its products, cuisine, services, and tourism sector do not receive the recognition they deserve. Branding is weak, and the products are not widely known. It is believed that products originating from Tokat are being sold under different city or brand names elsewhere. To increase and protect brand value, measures such as setting standards and registering products are being planned.

E-commerce can help Tokat's products become recognized brands and reach broader audiences. Promoting products on online platforms with detailed information and visuals will accelerate the branding process. It can serve as a significant tool for revitalizing Tokat's economy and addressing existing challenges. To harness this potential, current weak initiatives will be strengthened and necessary actions will be taken.

When we refer to e-commerce, we do not only mean intercity or international sales; we also aim to boost sales within the city. By launching platforms under names like "Buy from Tokat" or "Tokat Market," we can enable Tokat residents to meet their needs more quickly and conveniently through online platforms. This, in turn, can help reduce the carbon footprint.



E-commerce creates carbon footprint through transportation and delivery of the goods. To make e-commerce sustainable in Tokat, it is important to reduce the carbon footprint.

Existing Situation

Sometimes, products available in Tokat are ordered from outside the city, while Tokat's own products are also being sold to other provinces. This situation increases time and logistics costs, as well as the carbon footprint.



How?

- A database can be formed for the goods that are produced or sold in Tokat.
- This database can be used by e-commerce platforms and sellers
- Sellers can prioritize goods that are already in Tokat
- Consumers can filter and buy products that are produced or already exist in Tokat

Solution

Knowing the product capacity of Tokat may enable more efficient product distribution. This way, unnecessary logistics and transport can be minimized, time and logistic expenses can be reduced and carbon footprint can be decreased.



Benefits

- Reducing carbon footprint
- Decrease in time and logistics costs
- Contribution to the local economy
- Improvement of sustainable e-commerce

Case Study

Let's say apples are being produced in Tokat. A consumer in Tokat wants to order apples from Ankara. When the database is checked, it may show that there is sufficient stock of apples in Tokat. In this case, the apples can be shipped from Tokat instead of Ankara. This way, long-distance transportation is avoided, time and logistics costs are reduced, and the carbon footprint is minimized.

Result

Knowing the product capacity in Tokat and efficient distribution of goods is an important step for reducing carbon footprint and improving sustainable e-commerce. This way, it is possible to revitalize Tokat's local economy.

[Take the Survey, Test Yourself](#)