



New Zealand Post eCommerce experience



Our purpose

To design and produce stamps and coins that reflect New Zealand's culture, heritage, history and its people.



Some recent successes



New Zealand in Space



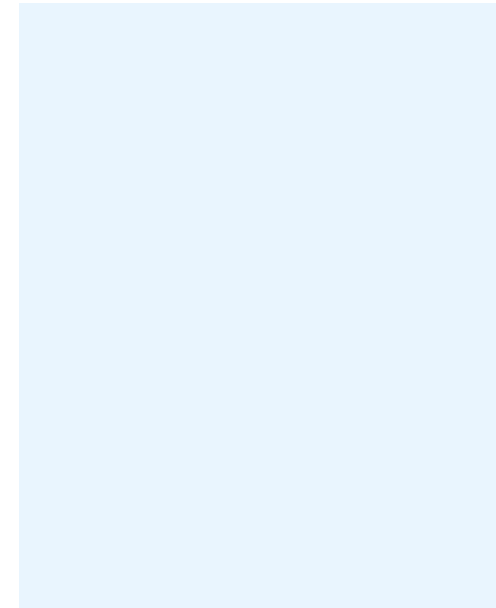
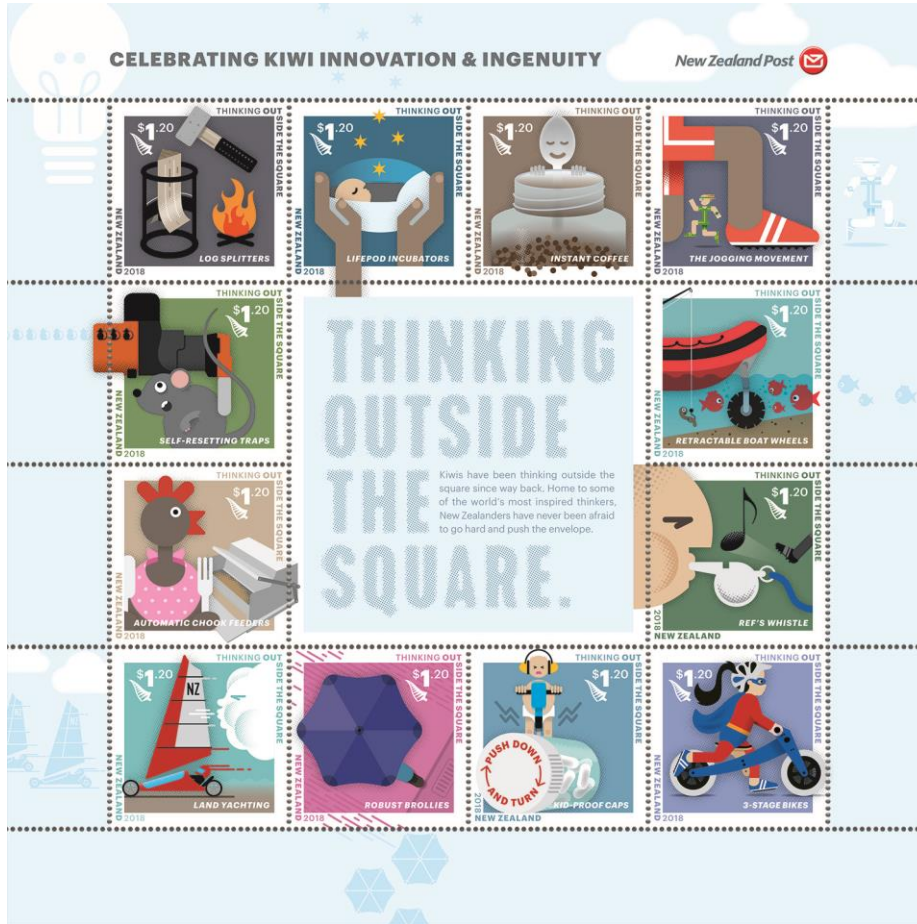


Royal Wedding





Thinking Outside the Square





Armistice Stamps and Coins





Current situation

- Historically, NZ Post relied exclusively on providing stamp collectables to a traditional collector base (customers who have purchased from us over a long period of time on a regular basis). This was a proven good business model, but is no longer sustainable with the decline of the 'traditional market' (at a rate of about 10% per year).
- Stamps have been issued by NZ Post (or its predecessors) since 1855. Legal tender commemorative coins have been issued by NZ Post on behalf of RBNZ since 2002. The issuing of coins has enabled the business to remain sustainable.
- To continue growth, NZ Post must replace the lost revenue from traditional collectors. We achieve this through thematic products, on the back of big events or moments in time.
- Putting the right product in front of the right market is fundamental to delivering a successful strategy. Moving forward this relies on digital marketing, supported by a strong social presence.



Dynamics at play

- A changing customer base, with traditional collectors dying or downsizing.
- Migration away from physical mail and stamps as a method of payment (includes single stamp sales).
- NZ Post is transforming its retail presence (reducing its store network).
- NZ Post's channel strategy is to move away from core products in the store network.
- Pressure from wholesalers to increase discount on stamps and coins. Competition in the international market is fierce. NZ Post cannot compete on price - value-add is key.
- International wholesalers are under similar pressures and purchasing behaviour has changed from large single purchases to multiple small orders – eCommerce has become a disrupter in this space and will continue to do so.

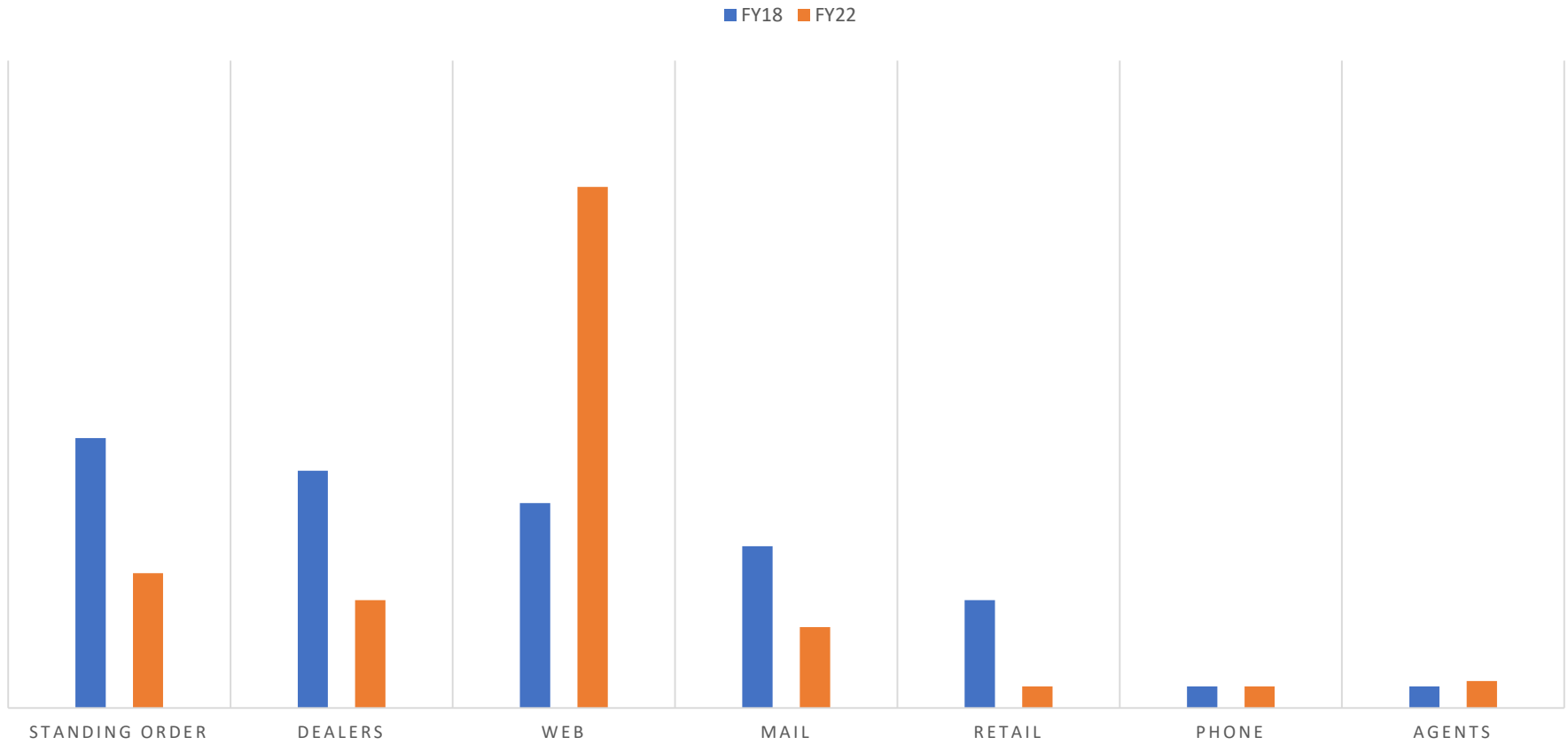


Channels to market

- Mail / Standing Order
- 0800 customer service / help desk
- NZ Post store network (fast diminishing)
- Agents / Dealers contribute 25% of the stamp and coin revenue
- Digital / website / programmatic / social



Channels to market





NZ Post eCommerce

- Have been selling philatelic and numismatic product online for over 20 years.
- Have been on the current platform since 2011 – and working on a new one!
- Moving to the 2011 platform was a milestone for us as it provided intergration to our inventory and customer systems.
- Roughly 20% of our sales are online and growing.
- eCommerce is important for our sustainable growth - it reflects the changing nature of our customers.



Learnings

- Customers want to order quickly – 85% of traffic to our website comes from a mobile device – and our site isn't mobile responsive!
- Let customers be anonymous purchasers – we know that new customers don't become long term customers so don't put barriers up to stop them purchasing.
- Let customers use other accounts to make purchases (ie Google, Facebook etc).



A key learning

It's not the eCommerce platform that drives sales.

- It's driving customer awareness and we see digital and social media as the key to online growth.



What is social media?

Google describes social media as:

Noun: social media

Plural noun: social medias

Websites and applications that enable users to create and share content or to participate in social networking.



Social media

- Social media is more than just a customer service and marketing channel.
- We use our channels to communicate the width and breadth of what we produce and the stories behind the issues.
- Create external influencers (bloggers, journalists).
- Support our ongoing marketing messages.
- Get real time feedback on products and services.
- Is fully integrated with our other strategies and not just an afterthought.
- Allows us to interact directly with customers and create two - way relationships and meaningful conversations – we hear our customers as well as them hearing our side of the story.
- Reinforces stamps and coins and is digital - savvy and modern.



Our Social Strategy

- To be present
- To listen
- To understand
- To engage
- To learn
- And to leverage our single voice.



Our Social Strategy

- To grow our social presence as a communications channel and engage with our customers (new and existing)
- To achieve this we need to be where our customers are, create content worth talking about and use our channels to listen and engage with our customers.



Examples

 **New Zealand Stamps and Coins** ...
Sponsored · 🌐

The royal stamp of approval – collectables celebrating the wedding of the Duke and Duchess of Sussex now available to order:
nzpost.co.nz/royalwedding



New Zealand Stamps and Coins Shop Now
Product/Service

👍 🗨️ 🗑️ Helen Allison and 2.3K others
50 Comments 166 Shares

👍 Like 🗨️ Comment ➦ Share

 **New Zealand Stamps and Coins** Like Page ***
Published by Sprout Social [?] · September 20, 2017 · 🌐

The heroic feats of Captain Robert Falcon Scott and Sir Ernest Shackleton helped to pave the way for future exploration and study of the icy continent in the Geographic South Pole. The huts left behind from their various explorations have now been taken into the care of the Antarctic Heritage Trust.

Learn more about these important artifacts with our '2017 Historic Huts of the Ross Dependency', on sale now: <http://bit.ly/2fi6Xyj>
Artwork by Sean Garwood - Classic Fine Art



ON SALE NOW

Scott's Discovery Hut Historic Huts of the Ross Dependency \$1.00
Shackleton's Nimrod Hut Historic Huts of the Ross Dependency \$2.20
Scott's Terra Nova Hut Historic Huts of the Ross Dependency \$2.20
Man's best friend, Discovery Hut Historic Huts of the Ross Dependency \$2.00
Thank you Mrs Sara Nimrod Hut Historic Huts of the Ross Dependency \$2.00
Dearest, Terra Nova Hut Historic Huts of the Ross Dependency \$3.30

👍 Get More Likes, Comments and Shares
Boost this post for \$8 to reach up to 3,100 people.

13,357	578	830	Boost Post
People Reached	Engagements	Clicks	

👍 🗨️ 🗑️ Leslie Florence, Giovanni Colombo and 62 others 3 Comments 39 Shares

👍 Like 🗨️ Comment ➦ Share 🇳🇿



Examples

 **New Zealand Stamps and Coins** ...
Sponsored · 🌐

The tour may be over, but we have one last giveaway for our British & Irish Lions stamp and coin issue. Be in to win one of three stamp and coin packs! 🎁

How to enter: 1) Like our page, 2) like or react to this... [More](#)



   631 225 Comments 52 Shares

 Like  Comment  Share

 **New Zealand Stamps and Coins** ...
Sponsored · 🌐

Celebrate the final test match of the Lions tour with this special edition stamp and coin pack! Click here to get yours now: <http://bit.ly/lionsstampandcoin>



   1K 59 Comments 105 Shares

 Like  Comment  Share



Examples



'The Hobbit' Facebook page resulted in massive sales - approx \$150K in one day!





Examples

The Lord of the Rings Trilogy

15 November · Edited

New Zealand Post has just released their worldwide exclusive coins and official stamps for 'The Hobbit: The Desolation of Smaug'. You can order these from anywhere in the world online at www.nzpost.co.nz/thehobbit ... check them out today!



Like · Comment · Share

4,047

Francisco Perez, Xhin Dee, Bryan Malone and 36,834 others like this. Top Comments ▾



Weta Workshop @wetaworkshop

Oct 22

New Zealand Post's official **stamps** and coins celebrating The **Hobbit: The Desolation of Smaug** are here!

Take a... fb.me/2qpH1Ny7m

Expand

Reply Retweet Favorite More HootSuite

Evangeline Lilly 'stamps' her mark on Middle-earth

DECEMBER 3, 2013 at 12:29 PM by CHRIS PIRROTTA

Actor Evangeline Lilly says she is delighted to be featured on an official New Zealand Post stamp and coin to help celebrate the upcoming release of the epic fantasy adventure *The Hobbit: The Desolation of Smaug*, a production of New Line Cinema and Metro-Goldwyn-Mayer Pictures (MGM).

Lilly plays a fierce Elf warrior named Tauriel in the second film in *The Hobbit* Trilogy from Academy Award-winning filmmaker Sir Peter Jackson, and is excited to feature on New Zealand Post's latest collection of *The Hobbit* movie-inspired stamps and coins.

"I'm on a stamp and coin from Middle-earth. It doesn't get much cooler than that," said Lilly.



New Zealand Stamps and Coins

Sponsored ·

Happy Hobbit day! To celebrate, we're proud to announce that we're taking one last journey through Middle-earth with this special collectable - 'A Journey Through Middle-earth'. For the first time, all 37... [More](#)



Murray Pugh and 1.9K others
143 Comments 271 Shares

Like Comment Share



Examples

ONE NEWS @ONENewsNZ Oct 21
 #Hobbit stamps and coins attract global interest. ow.ly/q2H8L
[#onenews pic.twitter.com/Awh2ZJQqMA](https://twitter.com/onenews/pic.twitter.com/Awh2ZJQqMA)
 Expand Reply Retweet Favorite More HootSuite



TheOneRing.net @theoneringnet Dec 3
 Forgot the image! How cool are these stamps and coins?! @nzpost #hobbit [@nzpost pic.twitter.com/JFVsknmuaW](http://ow.ly/mNwx)
 Expand Reply Retweet Favorite More HootSuite



Luke Evans moustache @MoustacheLuke Oct 20
 #TheHobbit - #TheDesolationOfSmaug New Zealand Postage Stamps
stamps.nzpost.co.nz/new-zealand/20... pic.twitter.com/phhNZU4pZO
 Expand Reply Retweet Favorite More HootSuite



bilbo baggins @hobbitmovieblog Oct 25
 The Hobbit "DoS" featured on New Zealand stamps and Coins
goo.gl/5zlDV7 fb.me/18jqrege1
 Expand Reply Retweet Favorite More HootSuite

LA Times Movie News @latimesmovies Oct 23
 'Hobbit: Desolation of Smaug' characters featured on stamps, coins
lat.ms/18Mh2Xr
 View summary Reply Retweet Favorite More HootSuite

Newstalk ZB @NewstalkZB Oct 21
 Hobbit themed stamps, coins will be international hit
[newstalkzb.co.nz/auckland/news/...](http://newstalkzb.co.nz/auckland/news/)
 View summary Reply Retweet Favorite More HootSuite

We ♥ Orli Fans! @WeLoveOrli Oct 21
 Pre- order your very own The Hobbit: The Desolation of Smaug Stamps today at stamps.nzpost.co.nz/new-zealand/20...
pic.twitter.com/2TpyNtDNEj
 View photo Reply Retweet Favorite More HootSuite

EL @EvangelineLilly Oct 25
 Good time to start writing letters in #Elvish? ;-) #Tauriel #Stamp
tinyurl.com/kxuslgh tinyurl.com/3wkq5 pic.twitter.com/WKU09fHson
 Expand Reply Retweet Favorite More HootSuite





What does the future hold

- **Digital investment** is key to delivering against future sustainability. This includes infrastructure, marketing capability / resource and most of all social media. New Zealand is too small, so we need to look worldwide for new customers.
- To attract new customers and sales, content needs to be where the customers are.
- Longer term potentially we don't require an eCommerce website. We simply serve up content on third party platforms such as ebay, Amazon, Tmall, Aliexpress, WOPA etc and have an intergrated back end.
- Whatever happens Social Media will be key to driving sales and growth.