E-Philately – The View From Jersey

Presented by Melanie Gouzinis
Macau
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An introduction to the island of Jersey – where is it?

Beautiful Beaches

Historical landmarks

Spectacular views

A few facts about Jersey:

- The Island measures 9 miles x 5 miles

- Population: 100,000

- British Crown Dependency

- Situated 14 miles from the coast of France

- New Jersey was named after our Island 350 years ago!

People are amazed at what the Island has to offer....

Jersey Post

It's the same story for Jersey stamps…

Once customers discover them, they find a collection of beautifully designed and innovative stamps.

24 carat gold, 22 carat gold, 99.9% silver

A genuine hand-cut diamond

Seven different print techniques in one issue
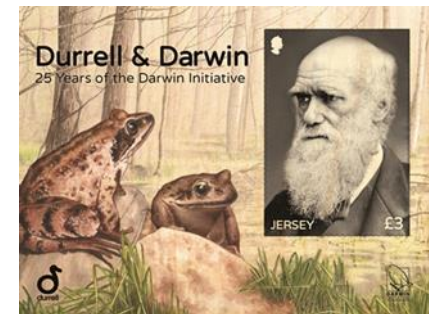
Hologram with the effect of being embossed

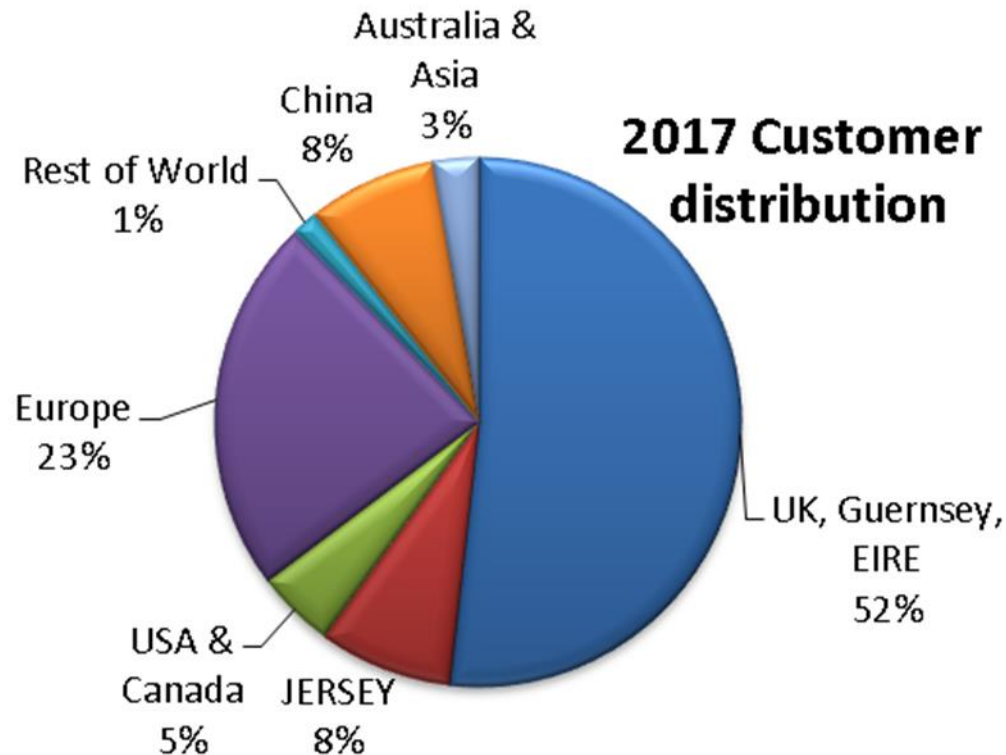One of the largest intaglio hand-engravings produced for a stamp

Portrait at Westminster Abbey, London, reproduced on silk

Portrait of Charles Darwin printed on wood (FSC sycamore)

Jersey Post

We must reach out to stamp collectors all over the world to offer them the opportunity to discover Jersey stamps.

2017 Customer distribution

- Australia & Asia 3%
- China 8%
- Rest of World 1%
- Europe 23%
- USA & Canada 5%
- JERSEY 8%
- UK, Guernsey, EIRE 52%

➢ Our home market is not our biggest market.

➢ Most of our long-standing 'traditional' collectors are in the UK and British Isles – this is where we are seeing the biggest decline in numbers – along with Europe.

USA & Canada
Australia & Asia
Russia } stability
China and
Rest of World growth

Jersey Post

Whilst this presentation focusses on E-commerce, it doesn't mean we are turning our back on page advertising and printed promotional material.

➢ In 2017, 79% of our revenue was from orders received by post, fax and email.

➢ Crucially, online and printed marketing needs to work together, hand-in-hand.

➢ We include our website URL and social media icons in all our printed marketing material.

➢ We reference each edition of our printed Stamp Bulletin in our E-Newsletter.

It's all about balance and making online and printed marketing work together.

As most of our customers are outside our jurisdiction….

E-commerce has become increasingly important to reach new and existing customers.

Our E-commerce strategy includes:

- Dedicated web-shop: jerseystamps.com

- E-Newsletter and electronic marketing material

- 3rd party philatelic web-shops/platforms

- Online advertising

- Social media platforms

Risks and Challenges:

➢ If we focus too much on E-Philately:

- Alienate traditional long-standing collectors
- Promote the decline of mail-usage

➢ If we don't focus on E-Philately enough:

- Alienate ourselves from new collectors and new technology

Jersey Post

www.jerseystamps.com
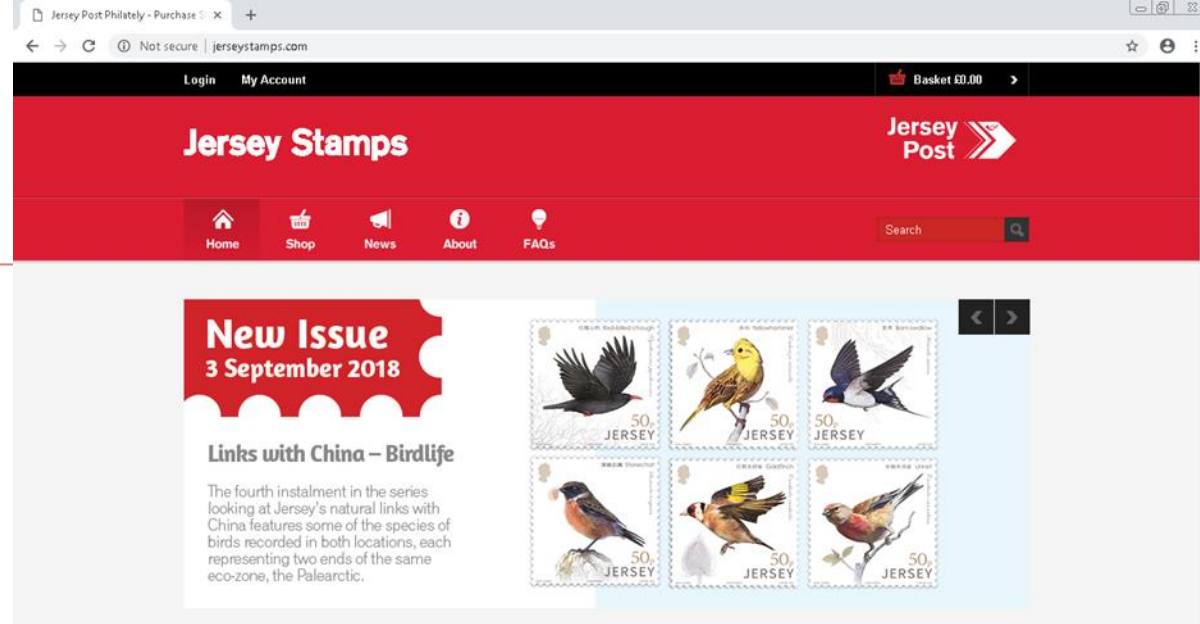
Some facts:

- Launched in 2013
- Attractive to look at
- Content management straight forward
- Customers can create an account
- Customers can set up / amend subscriptions
- Customers can pay money into their philatelic account
- Fully integrated with the stock management system
- Fully integrated with the 'back office' in terms of order generation and customer accounts
- Customers can sign up to receive our E-Newsletter

Perfect? …. Or is it….?

Nothing is perfect!   **But we're working on it!**

- Stock management functionality works very well
  but it is very time consuming with a significant impact on resource

- Confusing for customers who want to make a one-off purchase or create a new account
  to the extent that many are put off completing their order

- Lack of content flexibility prevents the ability to promote one-off events
  by uploading pdfs and competition entry forms

- No functionality to use promotional codes
  means we cannot offer promotional discounts or track the success of marketing initiatives

- Over 50% of all web searches are made using a mobile phone
  yet our web-shop is non-responsive for mobiles and tablets

- There is a high bounce rate for non-English visitors to the site
  yet 30% of our customers are overseas

Different customers have different needs

Philatelic customers like to see detailed, high quality images of the stamps so the website has 'zoomer' images'.
- The website takes longer to load up – pushing it down the Google rankings.
- It's harder for new customers to find us.

Philatelic customers often have specific requirements resulting in long lists of products, Blocks of 4, CTO etc.

Non-Philatelic customers are generally looking for mint sets of stamps, FDCs or Packs and often find the long lists intimidating and confusing.

Our website has an extremely high proportion of return visitors:
- 60%-70% new visitors is considered optimal
- Jerseystamps.com currently has 51.3% new visitors to 48.7% returning visitors
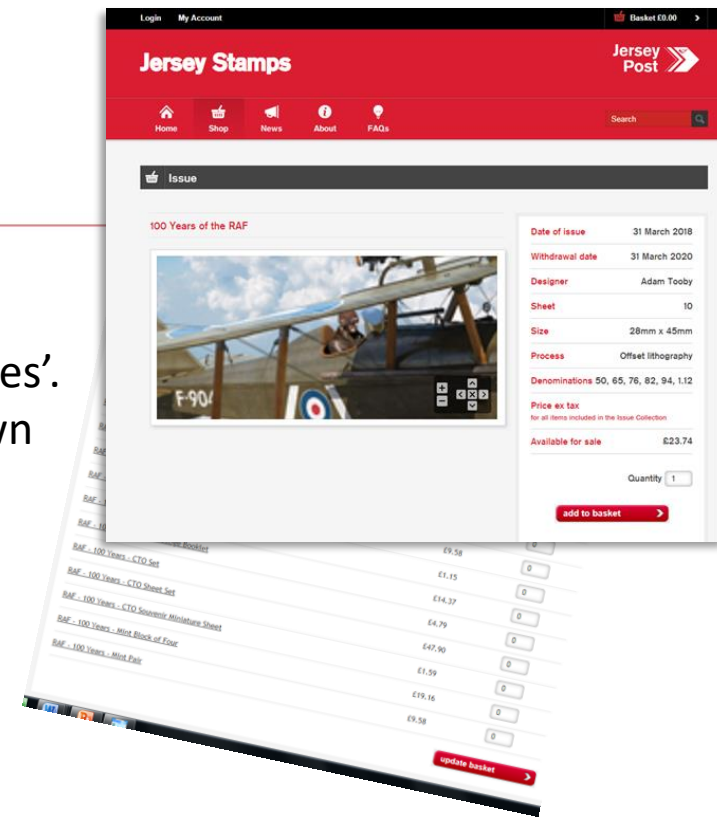
E-Newsletter

Some facts:

- Customers can sign up through the website home page
- Customers can be added manually upon request
- Distributed monthly
- Used to promote the new issue and what's coming up
- Used to promote an offer of the month
- Used to promote events, exhibitions and general news
- Always linking back to the website

- Current open rate: 66% - the average click through rate is 20%
- All recipients have asked to receive the E-Newsletter
- We are able to track the success of offers
- We are able to sell ends of product ranges
- Presents the opportunity to increase our database
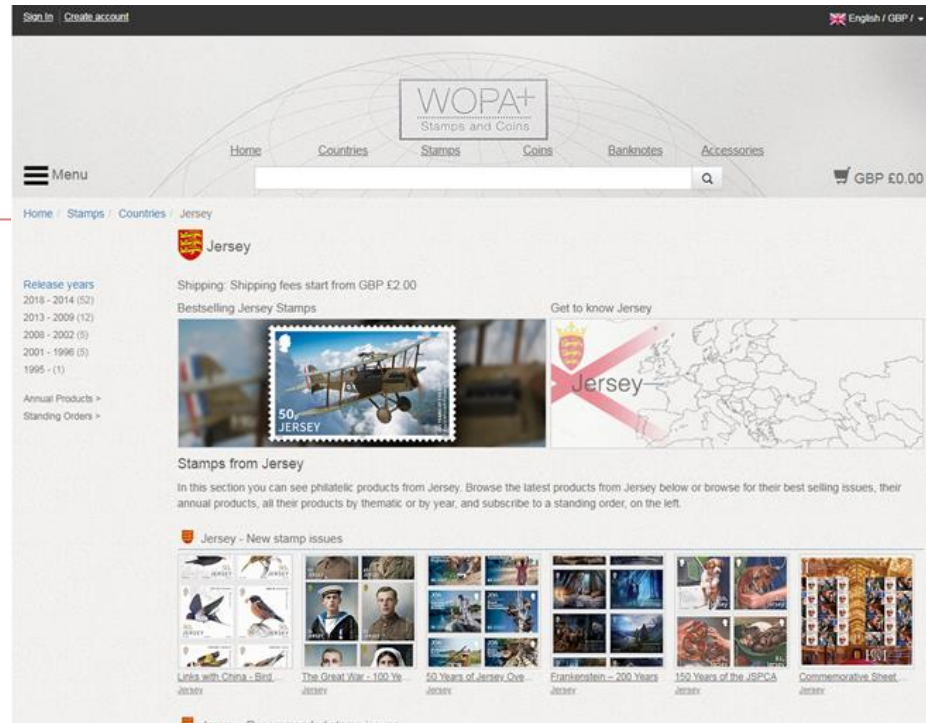
3rd Party Philatelic Webshops

Case study: WOPA+

Some facts:
- 4% of our revenue originates through WOPA+
- Commission is paid for each order received
- We fulfil and despatch the orders

Pros:
- Accessible in different languages
- Facility to accept a wider range of credit/debit cards (eg. JCB, Solo, Paypal)
- Opportunity for exposure to a very wide audience

Cons:
- Some of our customers have moved to WOPA+

Goal:
- Continue to harness databases we would otherwise not have access to

Online advertising

Case study: BBC History – "History Extra"

**We have run site takeovers with History Extra in 2017 and 2018**
- This year, we promoted our RAF 100th Anniversary stamp issue
- We created a new 'skin' for their website
- The 'skin' and promotional banners linked back to jerseystamps.com

The takeover was split into 2 campaigns
- Each was timed to work alongside printed advertising in the April and May issues of
- BBC History
- The 1st campaign was 30,000 impressions
- The 2nd campaign was 20,000 impressions

Statistics
- The average click-through rate over both campaigns was 4%
- History Extra's previous click through rates averaged at 0.6 to 1.42%
- Our campaign was the most successful they had experienced to date
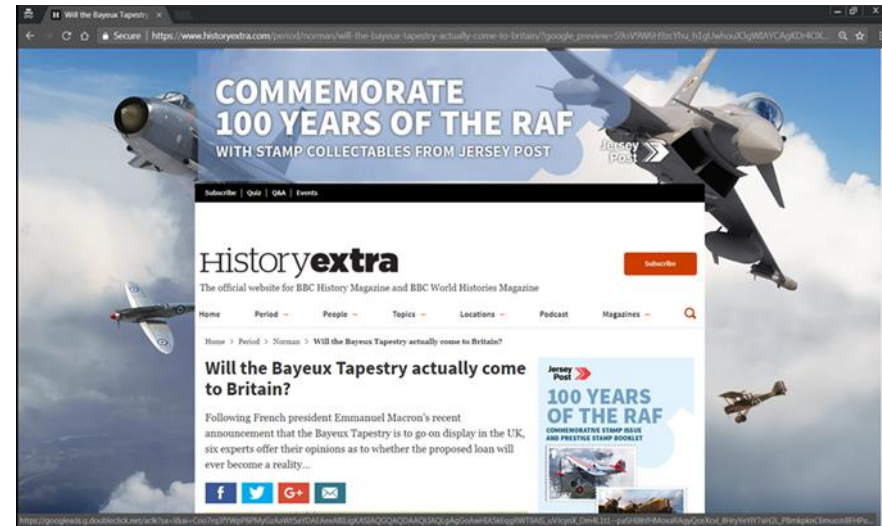
Social media platforms

We have established a presence on Facebook, Twitter, WeChat and Sina Weibo

Social media platforms such as Facebook:

- are very visual - particularly helpful for our non-English speaking customers:
  See – like – click
- are engaging and immediate
- offer a different way of reaching and communicating with people
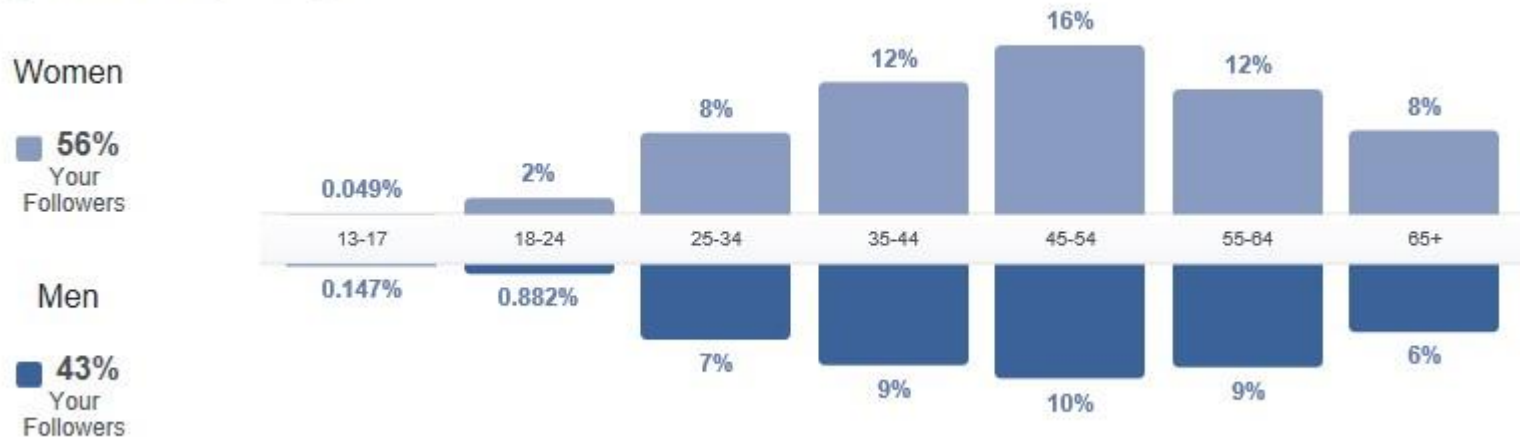- have a personal feel that people like

We use social media to engage with collectors and to incite interest in stamps.
Always linking back to the jerseystamps.com

Jersey Post
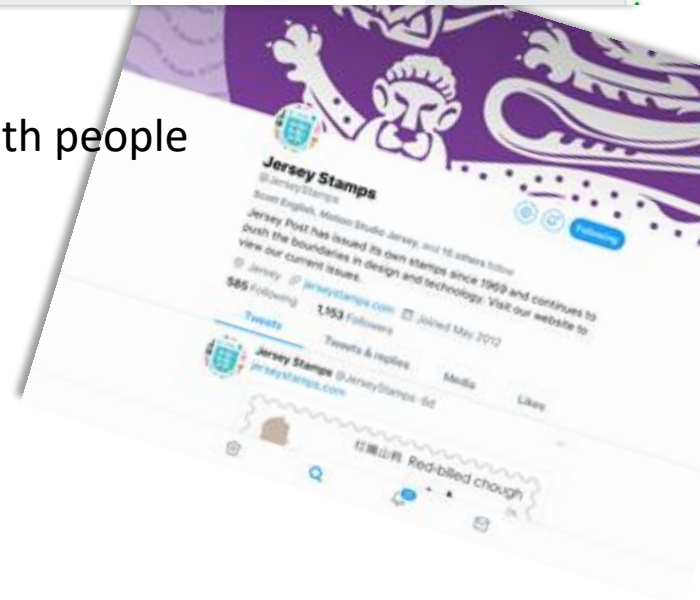
Facebook statistics:

- 2043 followers, 1015 of which are from Italy!
- Top 5 countries are: Italy, UK, Spain, USA, Jersey
- 56% women, 43% men – reaching a different demographic compared to our 'typical' collector
- people in the 45 – 54 age bracket make up the largest percentage of our followers

The people who follow your Page

Women

■ 56%
Your
Followers

	13-17	18-24	25-34	35-44	45-54	55-64	65+
Women	0.049%	2%	8%	12%	16%	12%	8%
Men	0.147%	0.882%	7%	9%	10%	9%	6%

Men

■ 43%
Your
Followers

Conclusion: Social media is an important tool to reach a new and different audience

Social media platforms in China

Our WeChat and Sina Weibo presence presents Jersey scenery and Jersey culture as well as Jersey stamps

This holistic approach raises awareness of Jersey as a whole to people in China – important for developing the market.
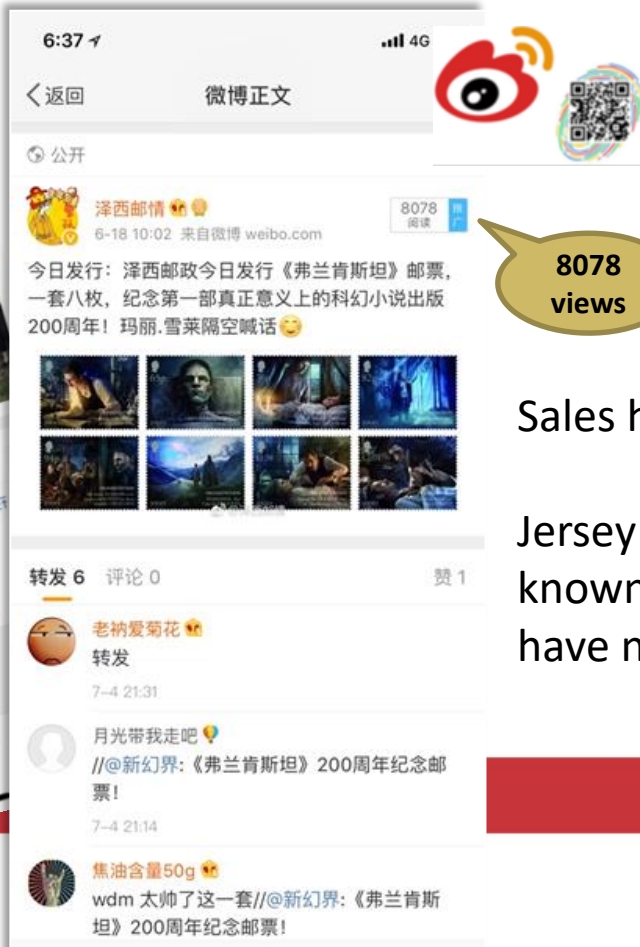

8078 views

Sales have grown 300% in the last 4 years.

Jersey and Jersey stamps continue to become known in parts of the world which, previously, have not been accessible to us.

Jersey Post

Our Ultimate Goal

- To improve the customer experience
- To increase our customer database
- To analyse marketing strategies
- To produce better marketing campaigns
- To capitalise on our marketing strategies
- To increase the number of orders received
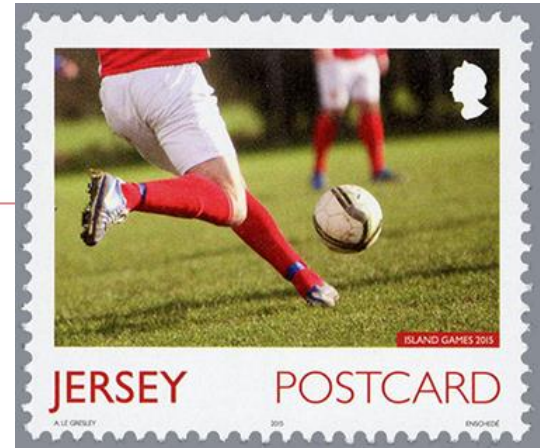
The last word

➢ Since 2013, our overall revenue has remained stable

➢ Our online revenue has increased by 40%

Thank you

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