



FUTURE OF ECOMMERCE

STAY AHEAD IN 2025

Michael Michelini

QUICK POLL



**WHOSE
SALES ARE UP
THIS YEAR?**



NOW...

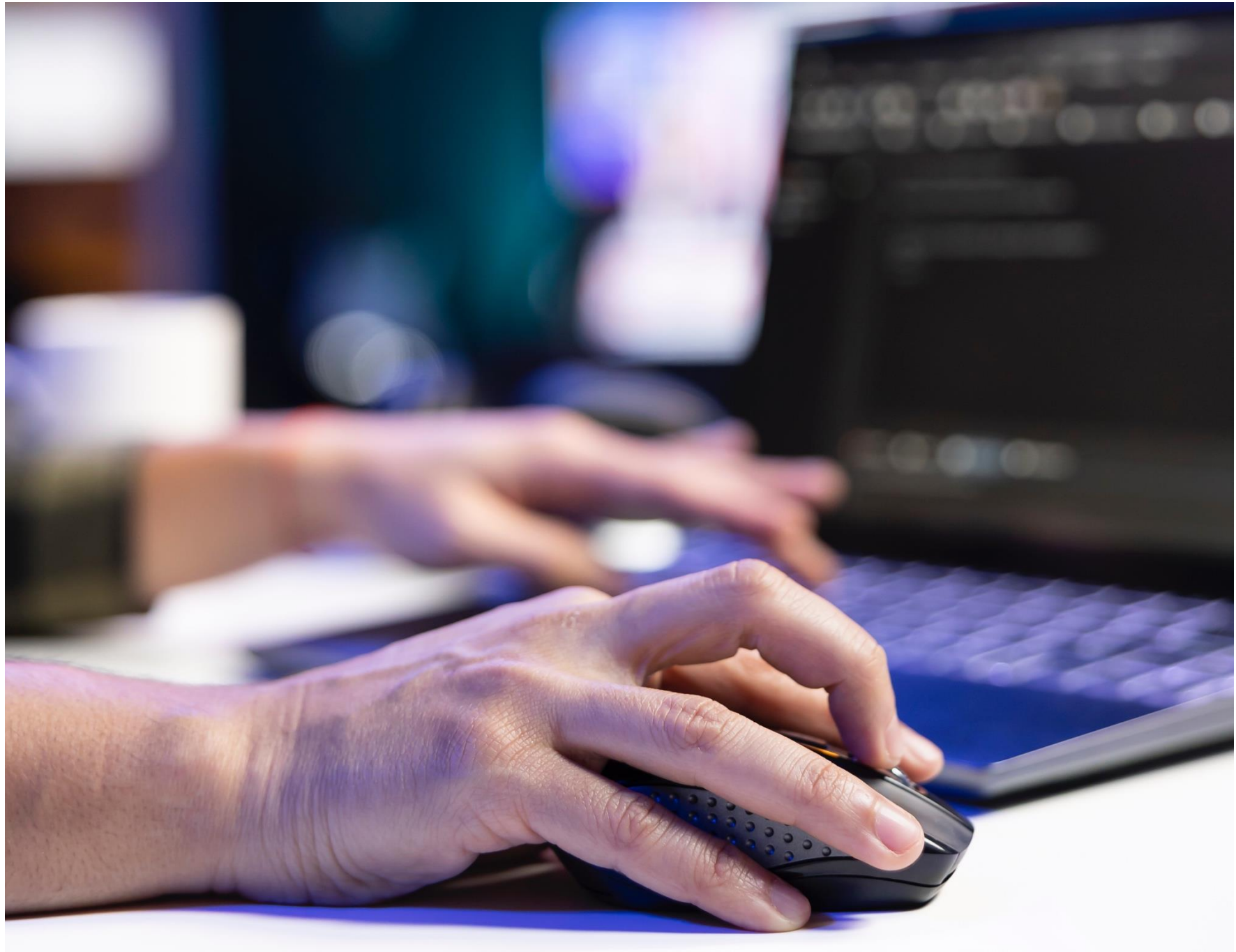


**WHO IS
LAUNCHING
NEW
PRODUCTS?**



WHAT IS A BRAND?

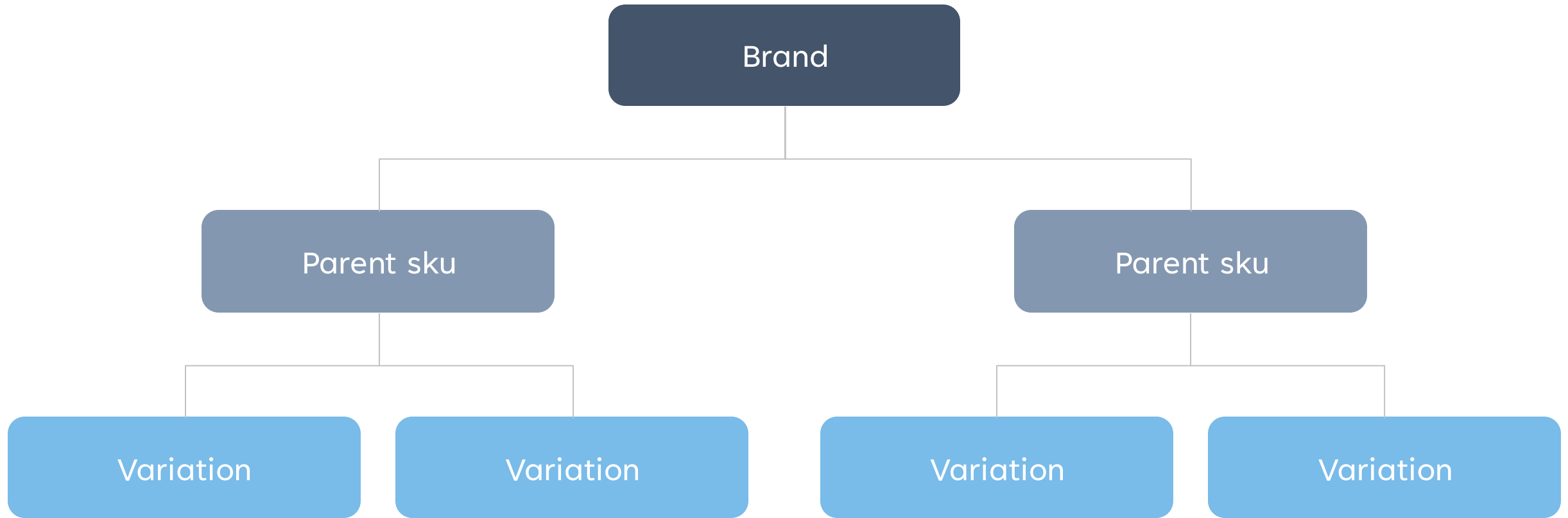
TO ME IT HAS BEEN
EVOLVING....



GET REAL



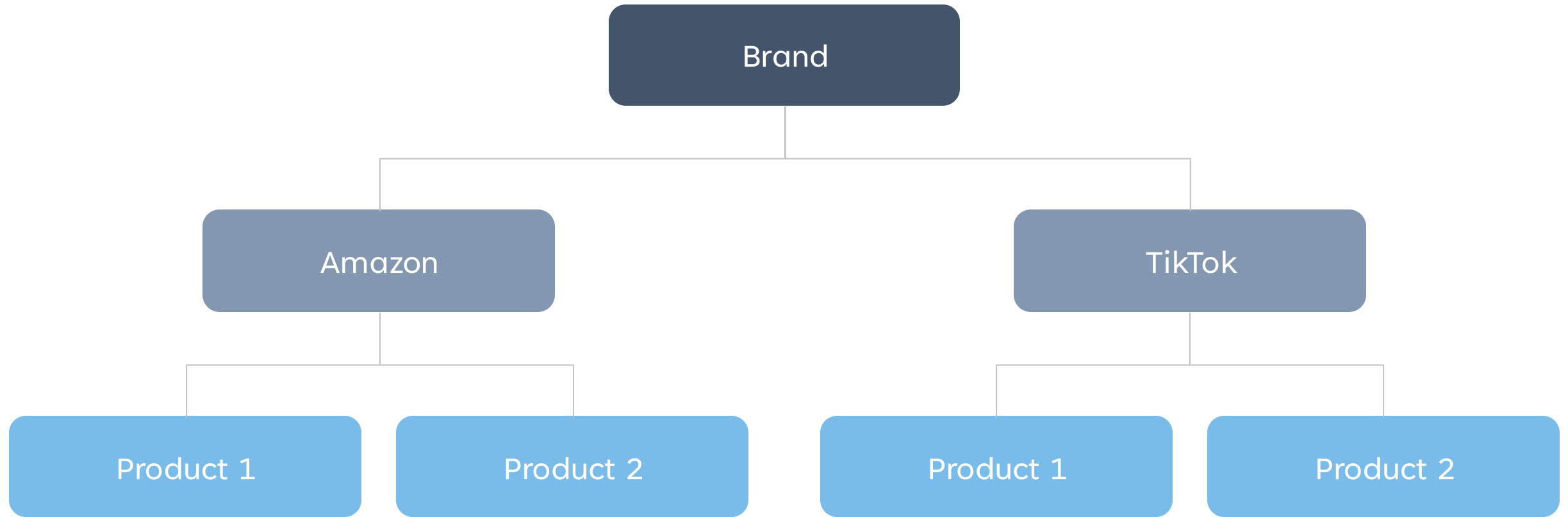
COLLECTION OF PRODUCTS



PREPARING FOR THE FUTURE

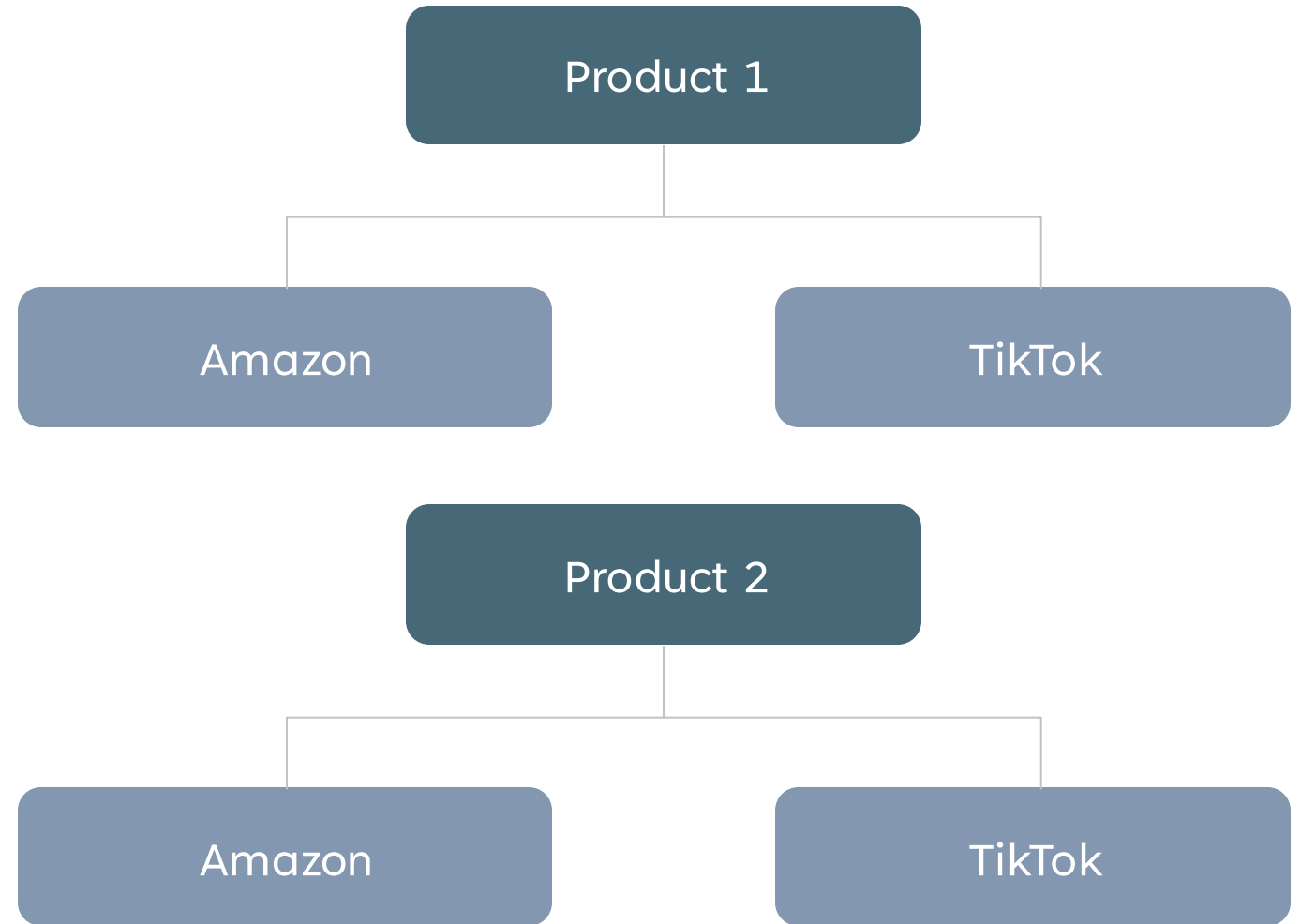
Calling Decentralized Commerce (decom)

CURRENT



FUTURE

Brand



HEY ALEXA,
BUY ME A
GLASS RIMMER



BE THE
GLASS RIMMER



INFLUENCER:
PROMOTE THE
GLASS RIMMER



WE CANNOT JUST
BE AN AMAZON
SELLER ANYMORE



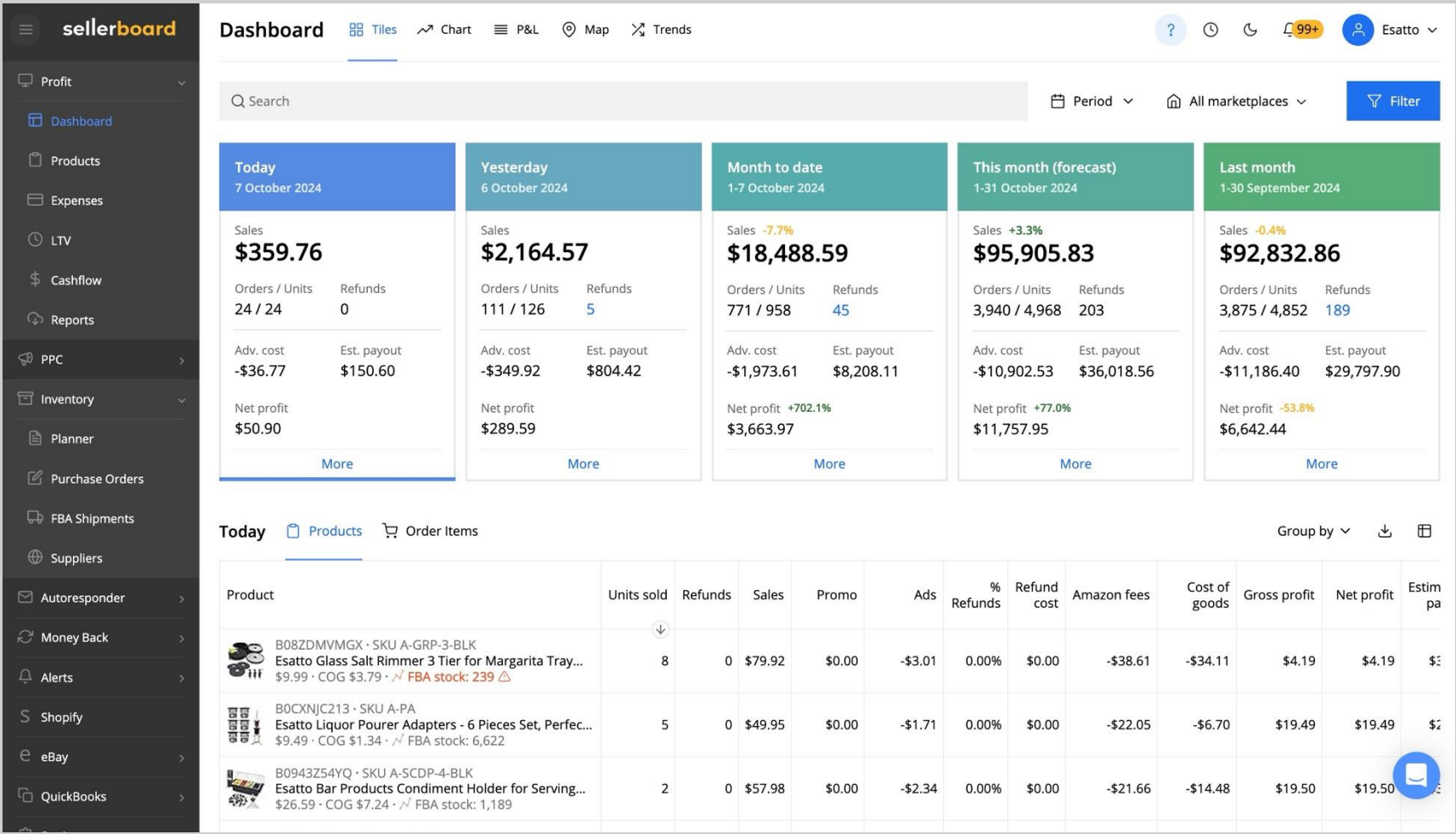
**MINDSET:
“THERE IS
NO SPOON”**



A blue-tinted photograph of military personnel in formation. On the left, a line of soldiers in camouflage uniforms and hats is seen in profile, facing right. On the right, a man in a military uniform and a wide-brimmed campaign hat stands facing the line. The background shows a clear sky and some foliage. The text "LET'S TALK TACTICS" is overlaid in the center in white, bold, sans-serif capital letters.








LET'S TALK TACTICS

FOCUS ON
THE 80/20



FOCUS ON THE 80/20

Today [Products](#) [Order Items](#)

Product	Units sold	Refunds	Sales	Promo	Ads	% Refunds	Refund cost
 B08ZDMVMGX · SKU A-GRP-3-BLK Esatto Glass Salt Rimmer 3 Tier for Margarita Tray... \$9.99 · COG \$3.79 ·  FBA stock: 239 	8	0	\$79.92	\$0.00	-\$3.01	0.00%	\$0.00
 B0CXNJC213 · SKU A-PA Esatto Liquor Pourer Adapters - 6 Pieces Set, Perfect... \$9.49 · COG \$1.34 ·  FBA stock: 6,622	5	0	\$49.95	\$0.00	-\$1.71	0.00%	\$0.00
 B0943Z54YQ · SKU A-SCDP-4-BLK Esatto Bar Products Condiment Holder for Serving... \$26.59 · COG \$7.24 ·  FBA stock: 1,189	2	0	\$57.98	\$0.00	-\$2.34	0.00%	\$0.00

DOUBLE DOWN



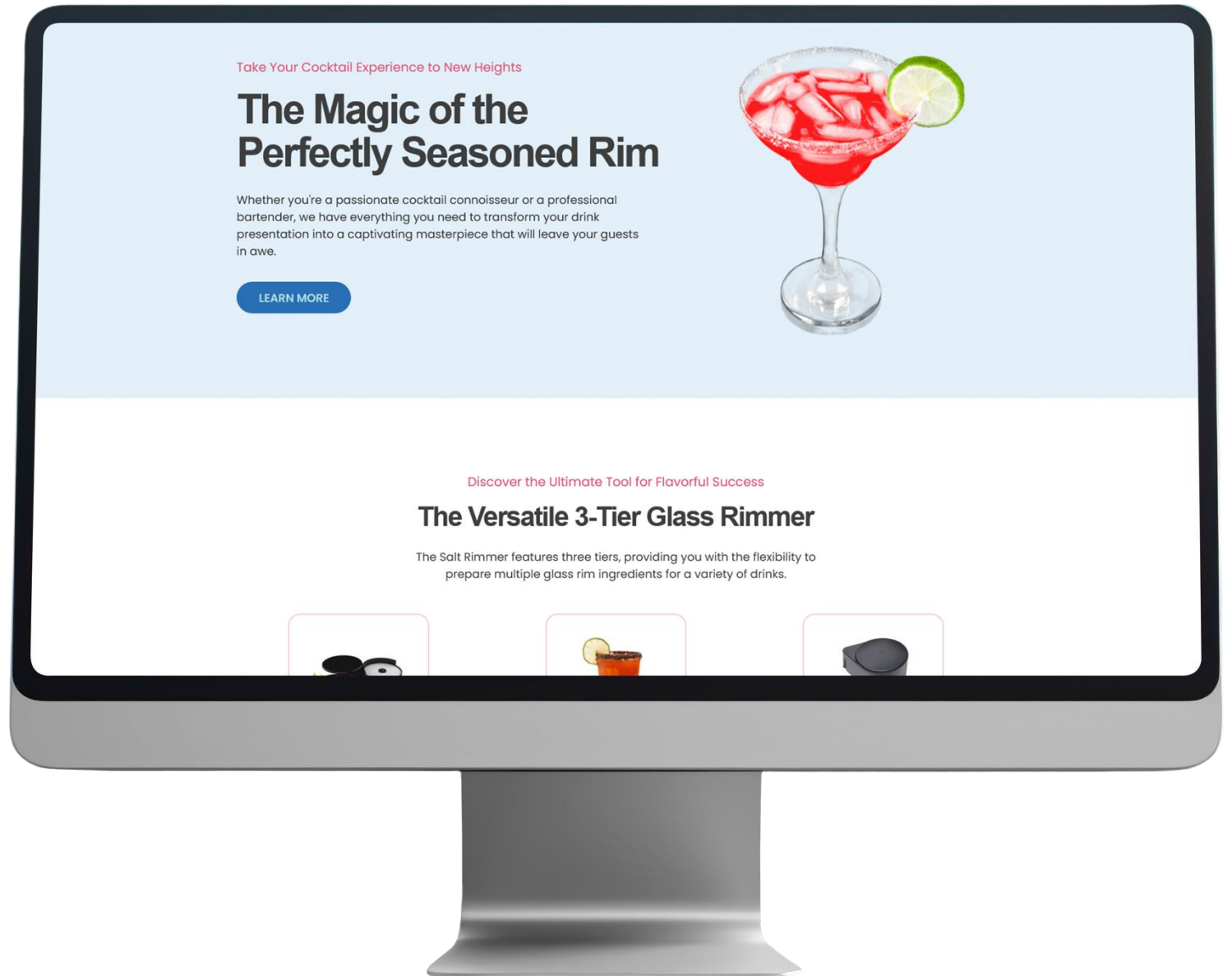
SPIN OUT FROM
BRAND SITES +
AMAZON LISTINGS

MINI SITES

CAMPAIGNS



MINI SITES- GLASSRIMMER.COM



CONTROL YOUR TRAFFIC & CHANNELS – PER PRODUCT



Let Your Mixology Skills Shine

Upgrade your bartending experience with the innovative salt rimmer. This essential bar tool allows you to effortlessly decorate glass rims with a variety of ingredients, such as salt, elevating both the aesthetics and flavors of your drinks.

With three tiers to work with, the possibilities are endless. But the benefits go beyond aesthetics. Certain drinks, like the classic margarita, require ingredients on the glass rim to enhance their flavor profile. For instance, adding salt to the rim can cleverly cut through the sweet and sour notes, resulting in a harmonious and balanced taste experience.

BUY NOW 

BUY ON
AMAZON



BUY ON
WALMART



AGAIN: BE THE AUTHORITY



Segundo | [redacted]

To: support@saltrimmer.com

Anyone, Active

Hello,
my name is Segundo Mota and I work for the Mexican startup [redacted] de la Quebrada.

Our business is based in the production of margaritas ready to drink, and now we are searching for a supplier of salt rimmers.

Our principal objective is to gift these rimmers to our clients to increase our brand visibility.

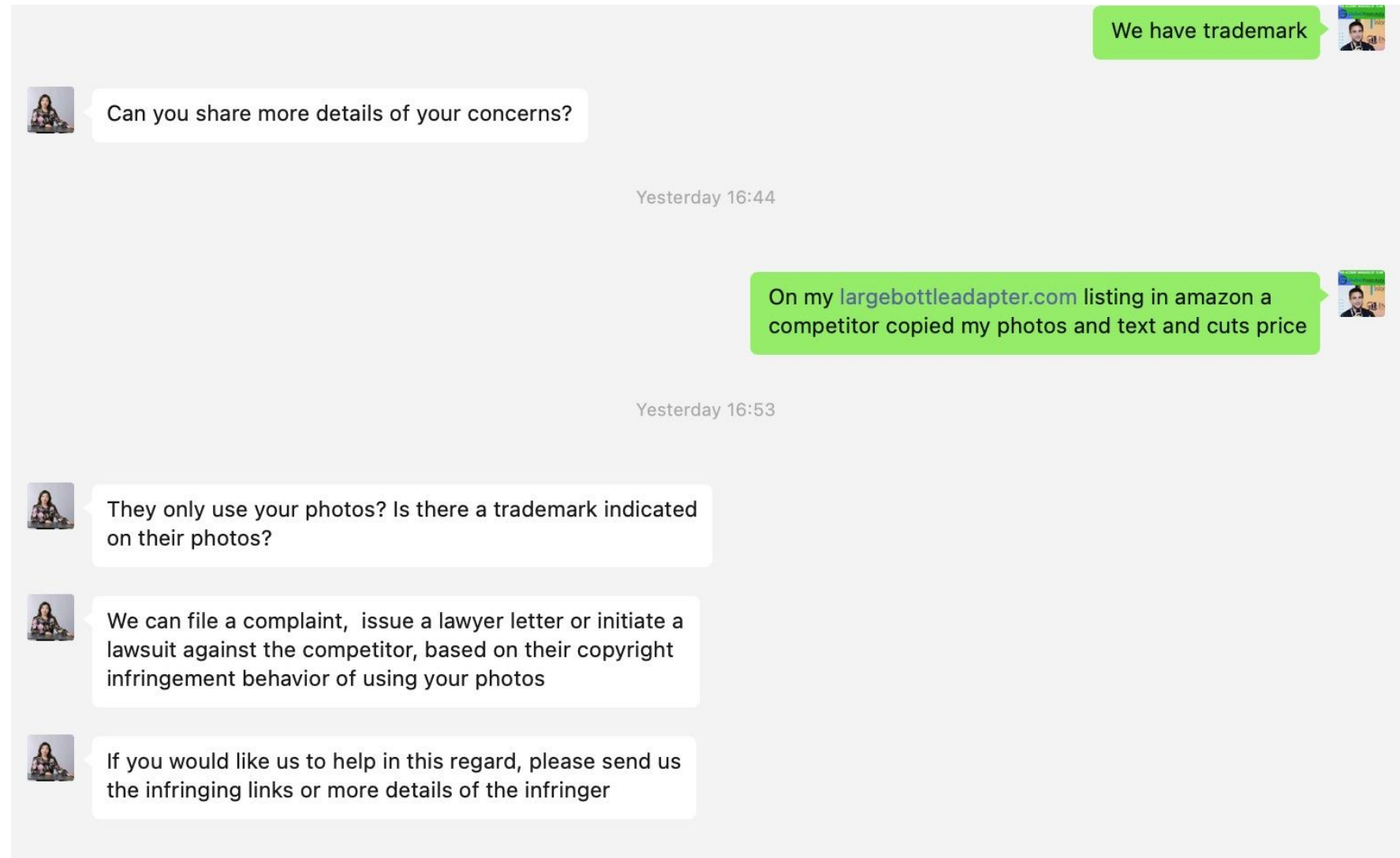
So, can you produce personalised salt rimmers or you only make normal rimmers? If you can make personalised ones, we would be very interested in your offer.

Thanks beforehand, I will be looking forward to your response.

Kind regards

Segundo Mota

JUST FEELS MORE LIKE AN ASSET



EASIER TO MAKE WEBSITE (& FREE)

1. Make: Ai tools or nicepage.com (export as html .zip file)
2. Upload to free netlify.com account (.zip)
3. Point domain DNS to it



NOT ABOUT DOMAINS - ABOUT AUTHORITY



**Word of
Mouth**



AI



Influencers



**Insert
Cards**



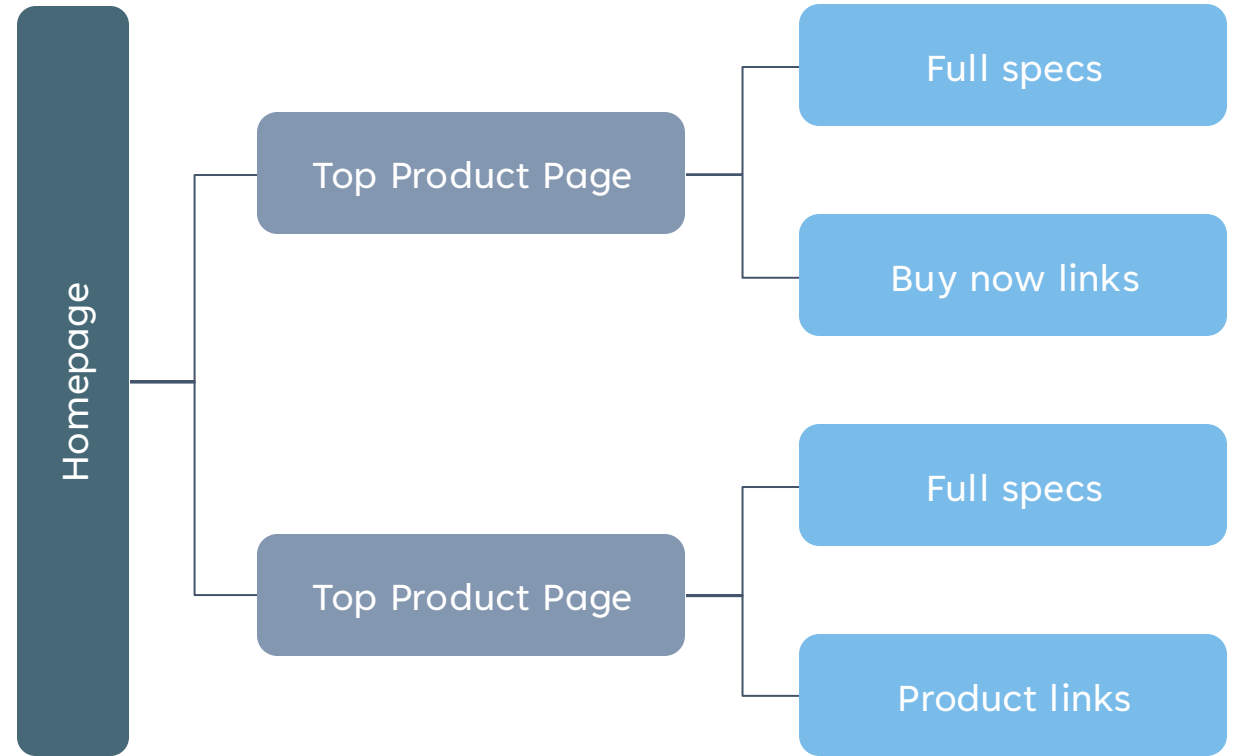
**Product
Directions**



**Top of
mind,
People
busier than
EVER**

DON'T WANT MORE DOMAINS? DRIVE DOWN TO PRODUCTS

- Focus your brand homepage on top products
- Make easy URLs for word of mouth
- Associate your brand with your product - TOGETHER



OTHER USE CASES

- Product Launch
- Trade Shows & Offline events
- Asking Friends for “help”
- More external traffic doesn't hurt!





AND FOR OUR
NEW DECOM
MARKETPLACE -
HAMZA

A promotional banner for the Hamza marketplace. The background is dark purple with a glowing purple arc and stars. On the left, the Hamza logo (a green 'h' followed by 'Hamza' in green) is displayed. Below it, the text 'The First De-Com Marketplace' is written in large white font. Underneath that, 'Buy & Sell Products Using Crypto as a Community' is written in smaller white font. At the bottom left, a green button contains the text 'SELL GLOBAL BUY LOCAL' and a right-pointing arrow. On the right side, a laptop screen displays the marketplace interface. The screen shows the same headline, a 'Connect wallet' button, a list of products including a VR Headset, and a 'Connect your favorite wallet' section with buttons for Coinbase and Metamask. Below that are category buttons for 'Best Sellers', 'Gift Cards', 'Games', and 'Electronics'.

Hamza

The First De-Com Marketplace

Buy & Sell Products Using Crypto as a Community

By The **People** → For The **People**
Using Blockchain Tech

Connect wallet >

CONNECT YOUR FAVORITE WALLET → Coinbase Metamask Metamask Me

Best Sellers Gift Cards Games Electronics

hamza.market

BRANDS
BECOME
NETWORKS



1	domain	A	brand	B	C	D
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						
13						
14						
15						

Marketplaces

Campa

Brand Site



Mini Site

BRANDS BECOME NETWORKS

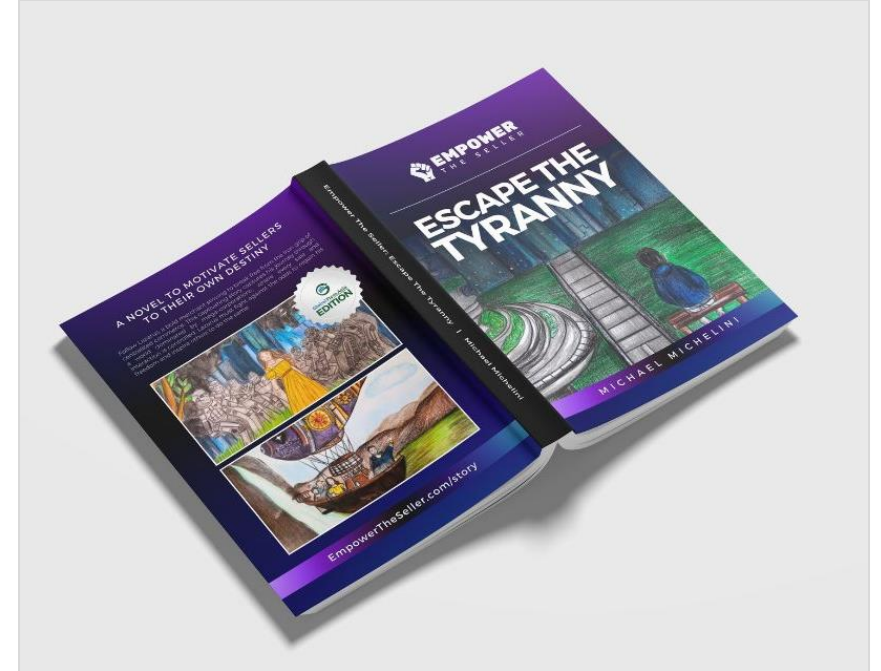
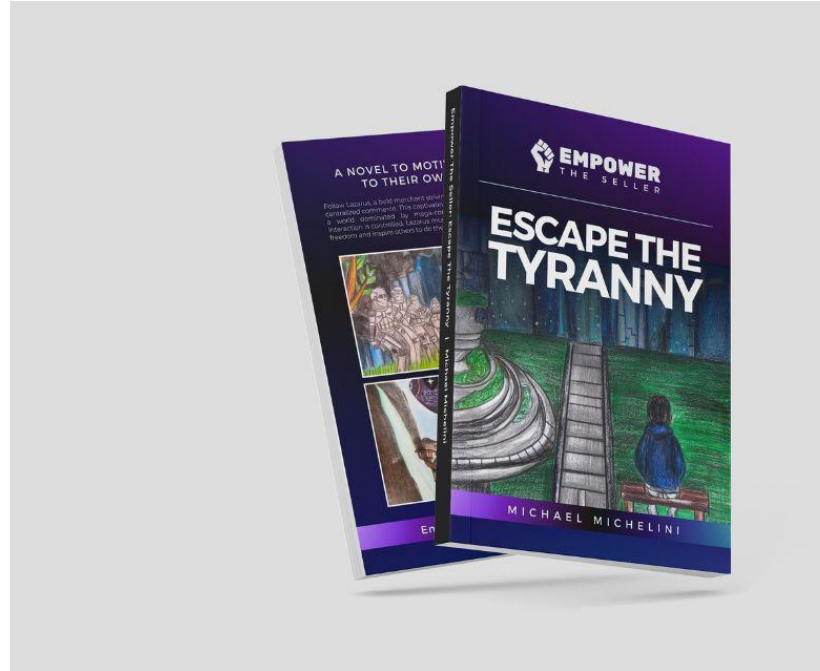
domain	brand		status
saltrimmer.com	esatto		Setup
glassrimmer.com	esatto		Setup
largebottleadapter.com	esatto		Setup
largebottleadaptor.com	esatto		301 Redirect
barglassmat.com	esatto		Setup
condimentholder.com	esatto		Pending
pourandseal.com	esatto		Pending
screenpourer.com	esatto		Setup
screenpourers.com	esatto		301 Redirect
mensflask.com	excalibur brothers		Pending
glasspolishingcloth.com	excalibur brothers		Pending
winepolishingcloth.com	excalibur brothers		301 Redirect
thaisniffer.com	"hamza" joke		Pending

SUMMARY

- **Brand is a collection of products**
- Make it easy for people to find your products (verbal influencer, word of mouth, AI)
- Go multi-channel on a per-product basis
- Become dominant authority on a PRODUCT
- ... to build a moat + empire and to...



...TO BE
...BE EMPOWERED



empowertheseller.com/story/



EMPOWER
THE SELLER

PROGRAM

Welcome to the Program

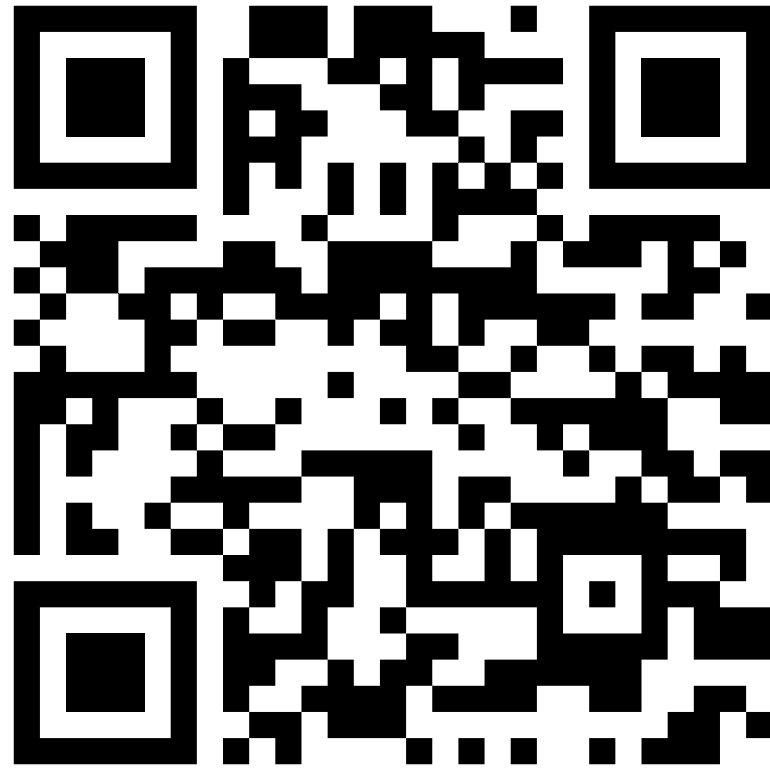
Welcome to the Empower the Seller Program, where today we explore Web3—a revolutionary shift in internet usage that offers an exciting alternative to the high fees and challenges of platforms like Amazon.



MICHAEL MICHELINI

Michael is a cross-border e-commerce specialist who has lived in Asia since 2007. Passionate about connecting businesses, he helps companies enter Asian markets and supports Asian firms expanding overseas. He founded GlobalFromAsia.com, a platform for cross-border business owners to learn, network, and grow globally.

DOWNLOAD
SLIDES



or go to social.mikesblog.com/cbs2024

ABOUT MIKE

 **MICHAEL MICHELINI**
CROSS BORDER TRADE | E-COMMERCE | DIGITAL MARKETING

+852 9513 5335

michelini@shadstone.com

MichaelMichelini.com



Visit **MikesBlog.com** for his personal vlogs and travels

**VENTURE
SEED**

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shadstone

Shadstone.com | Internet Business Ninjas

 **GlobalFromAsia**

GlobalFromAsia.com | Learning & Podcast

 **Para Living**

ParaLiving.com | Ecommerce Brands

 **LoadPipe**

LoadPipe.com | Web3 Ecommerce Protocol


CROSS BORDER SUMMIT

CrossBorderSummit.com | Annual Conference

 **EASY
CHINA
WAREHOUSE**

EasyChinaWarehouse.com | Logistics

 **Hamza**

Hamza.biz | First Decom Marketplace

 **CROSS BORDER
ASSOCIATION**

CrossBorderAssociation.com | B2B Alliance

 **EASY PRO
DESIGN**

EasyProDesign.com | Web & Graphic Design

 **skyInclude**

SkyInclude.com | Web3 Blogs and Videos

