

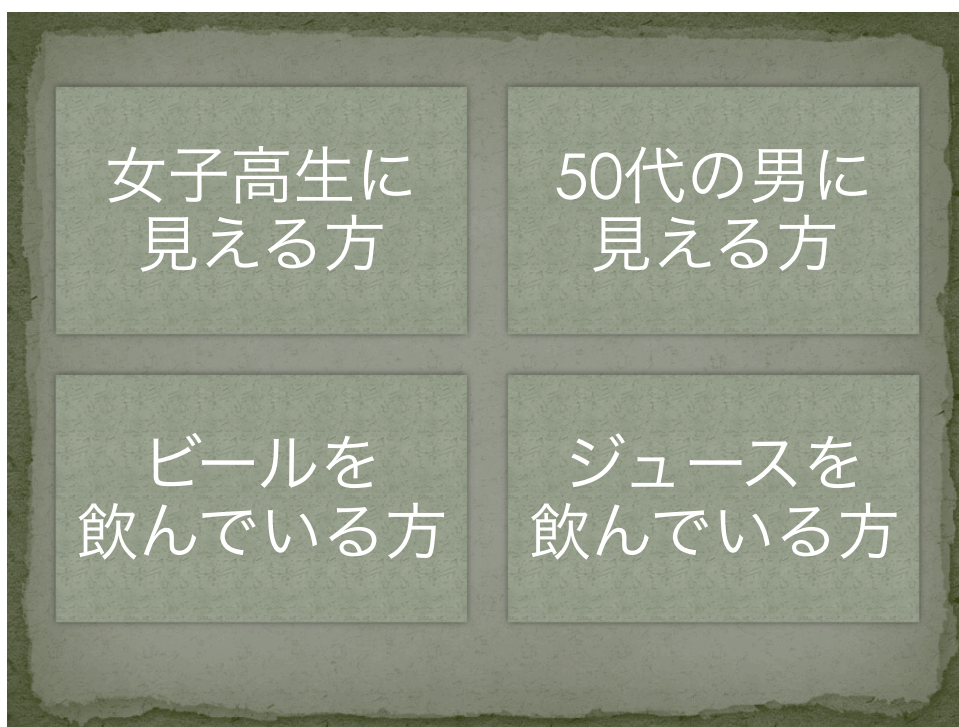
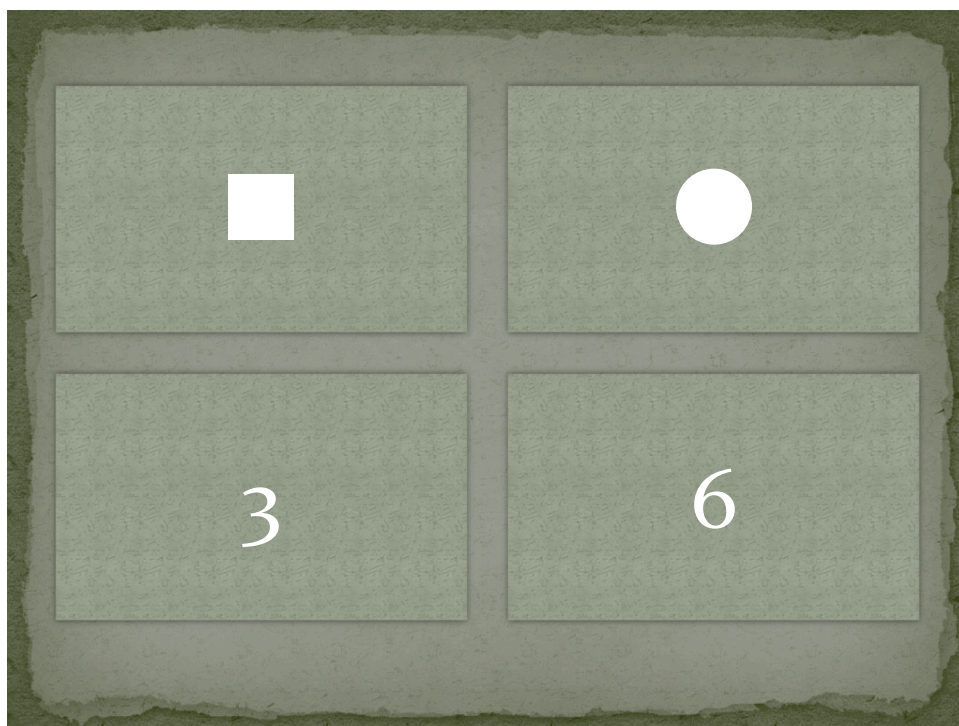


ネット通販による海外展開

日本文化を世界の消費者にお届けする
MATCHA LATTE MEDIAの失敗と成功と今後

CONTEXT

文脈、状況、環境



ネット通販による海外展開

- コンテキスト
- 自己紹介
- 会社のあゆみ



ハワイ生まれ育ち



ブラウン大学



プリンストン大学、金沢市



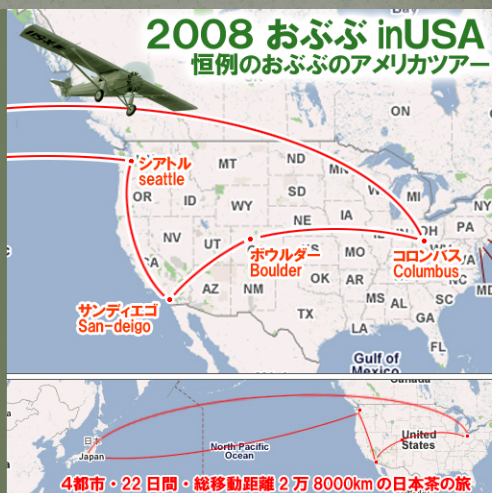
スタンフォード大学、京都市





背景：飛び込み旅行（国内広報）

- 旅行中に茶会を開いて話題を作成
- 帰国したら、中々海外売上が延ばせなかった



背景：飛び込み旅行（国内広報）

- 帰国後の海外営業／宣伝活動に時間がない
- ウェブ上の宣伝活動なし
- 海外向けのネット通販システムなし
- ウェブサイトのデザインに信用性がない



ウェブサイト作成



宣伝広報活動



Facebook



Twitter



LinkedIn



ブロガー

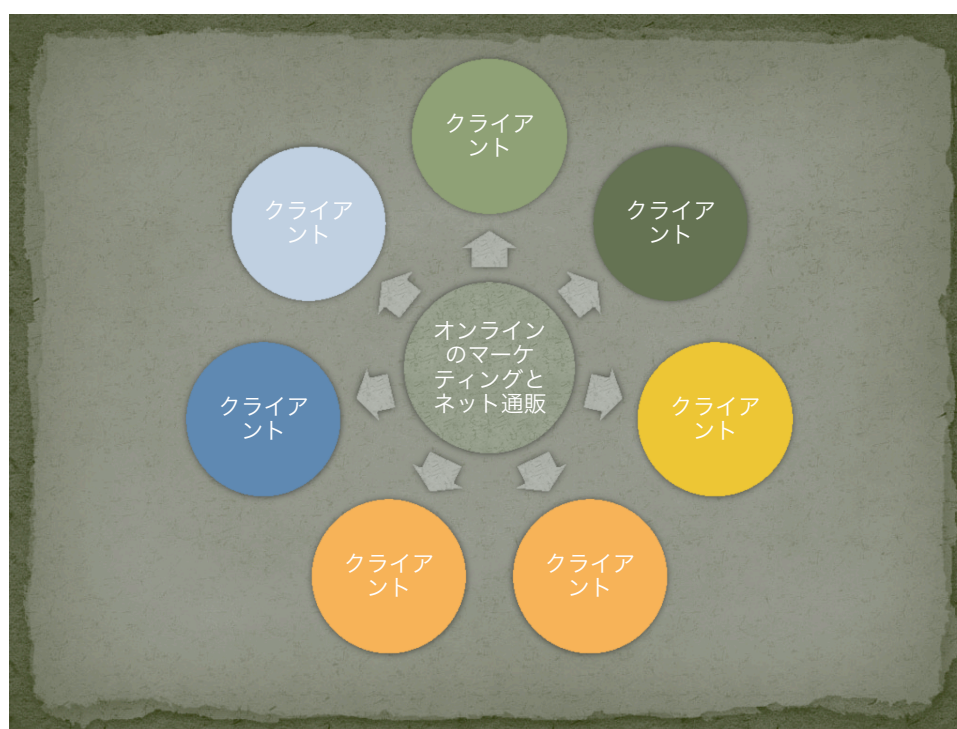
海外への普及活動と国内の宣伝活動

海外研修生プログラム



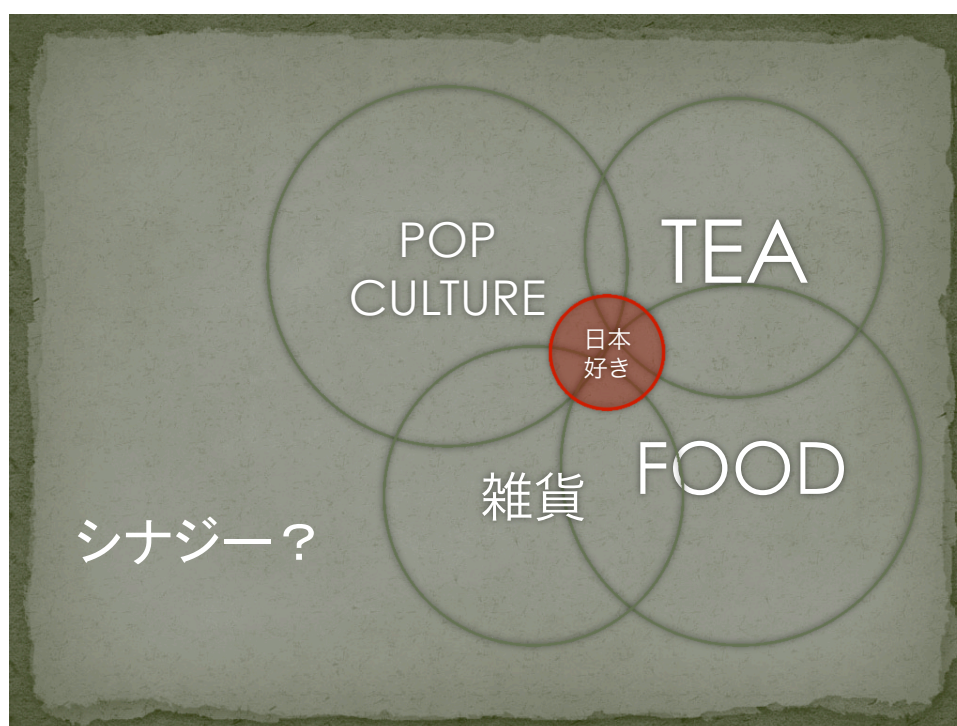
成功例を持って拡大

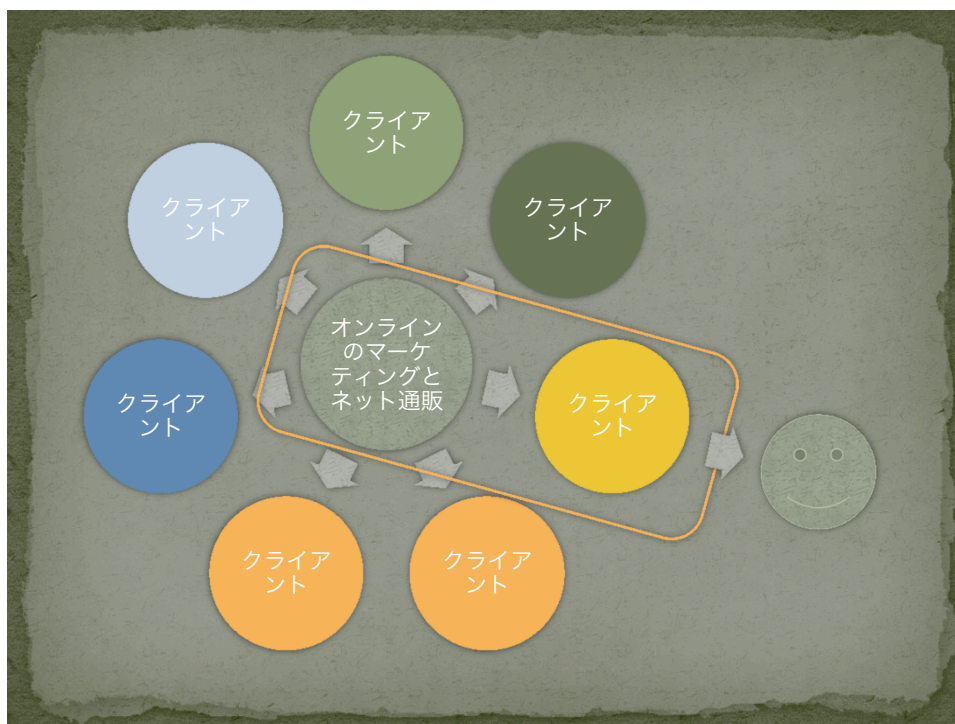
LESSONS LEARNED



欠点

- 発送業務
- 輸出入規制
- 複数の製品や業界によってシナジーがない
- 顧客対応の混乱（特に同じ業界のクライアント）

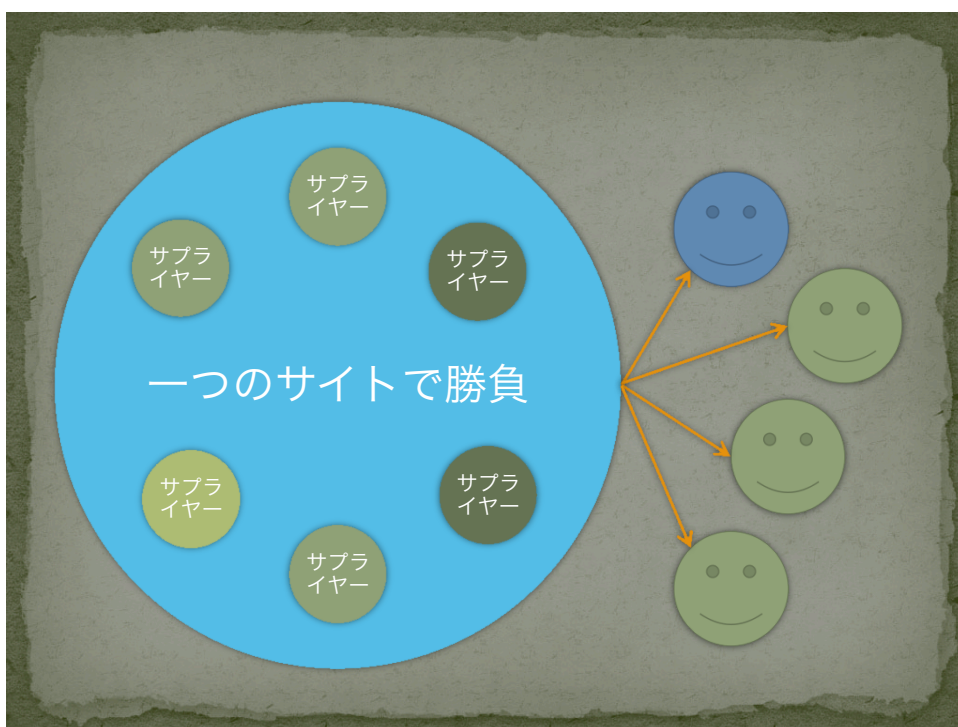
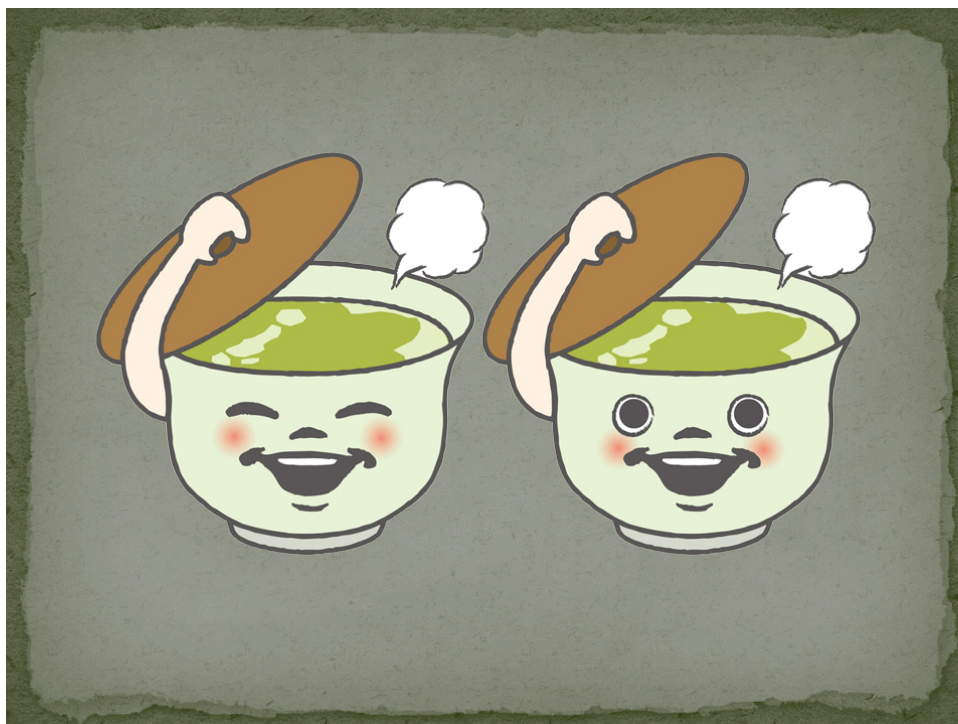




Yunomi.us

ユノミアス

An online wholesale marketplace
for Japanese tea supply

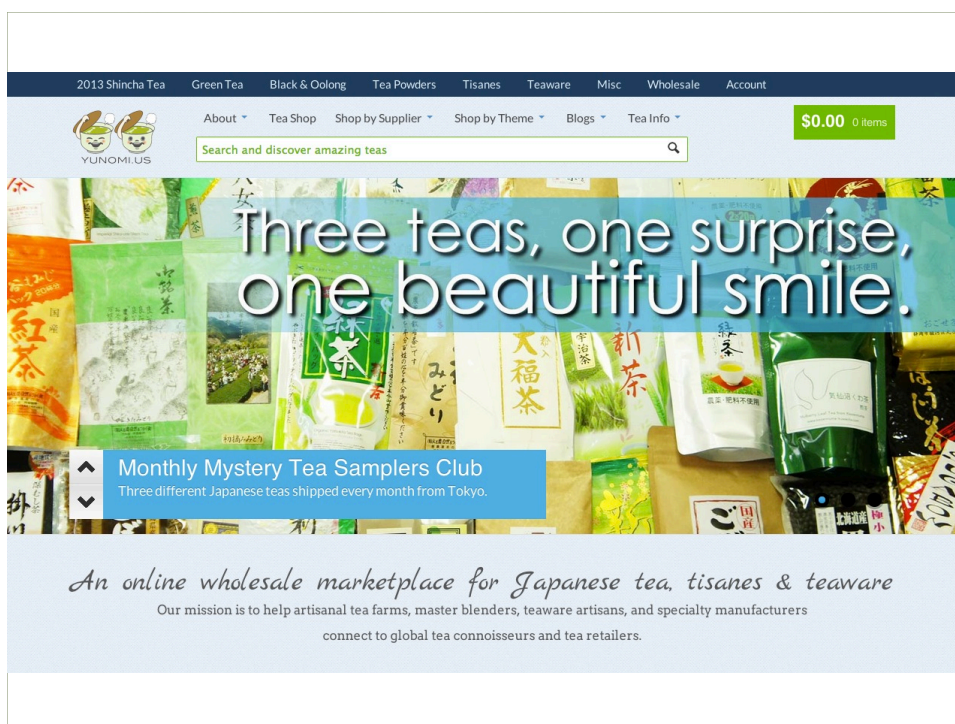
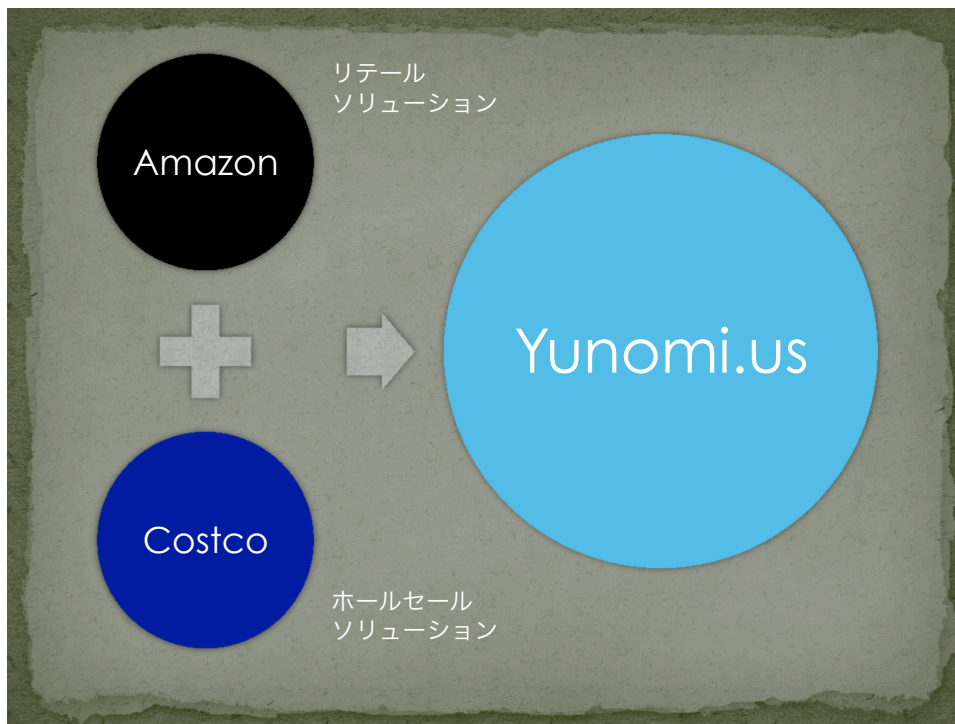


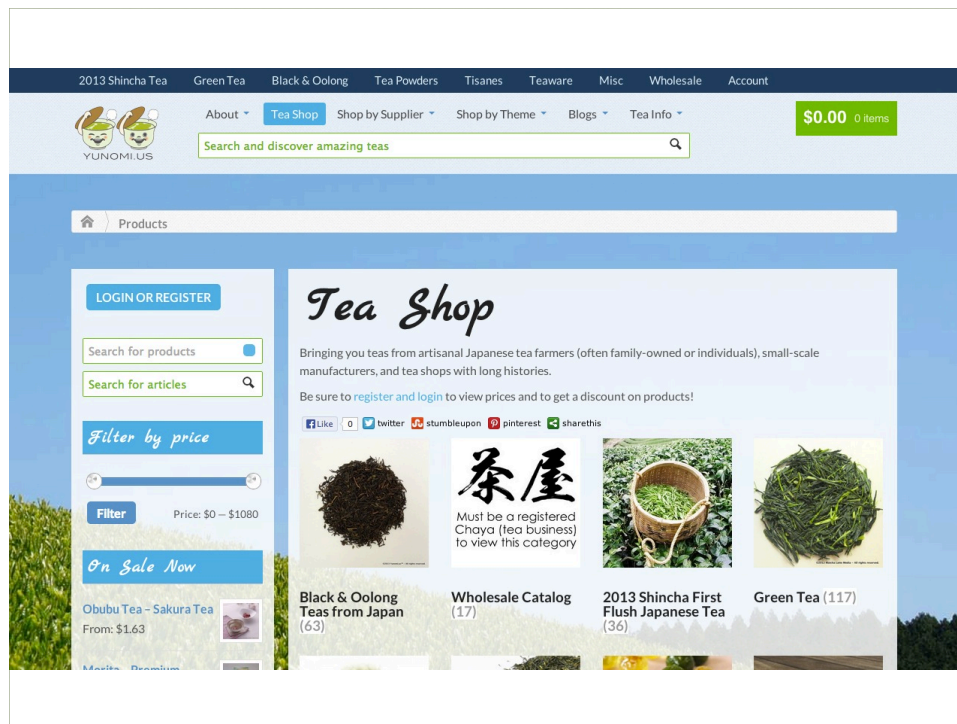


市場状況
高級茶葉のブーム



600億円でスターバックスに
買収されました





多くの中小企業を助ける

コミュニケーション

- 商品説明を英語に
- 顧客対応
- 商談交渉
- 宣伝広報

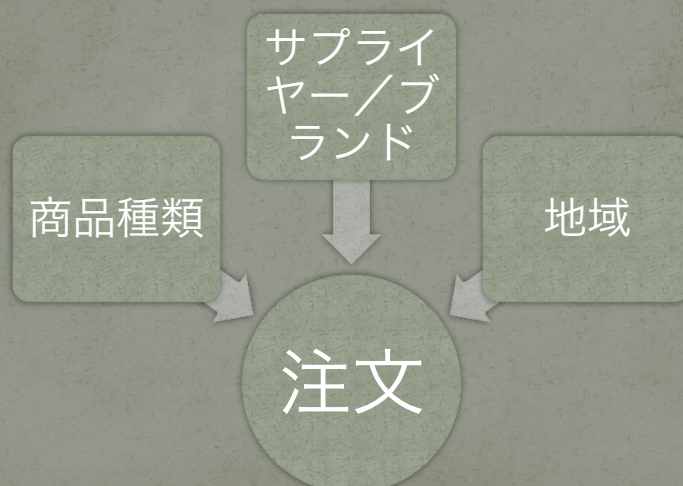
IT技術

- 海外向けのネット通販
- Social Media
- 決済方法

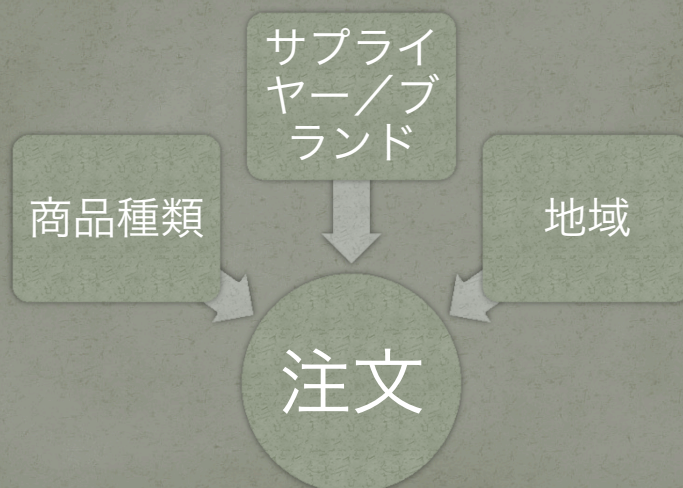
輸出ノウハウ

- 輸出入規制
- 関税
- 書類作成
- 残留農薬
- ラベル規制

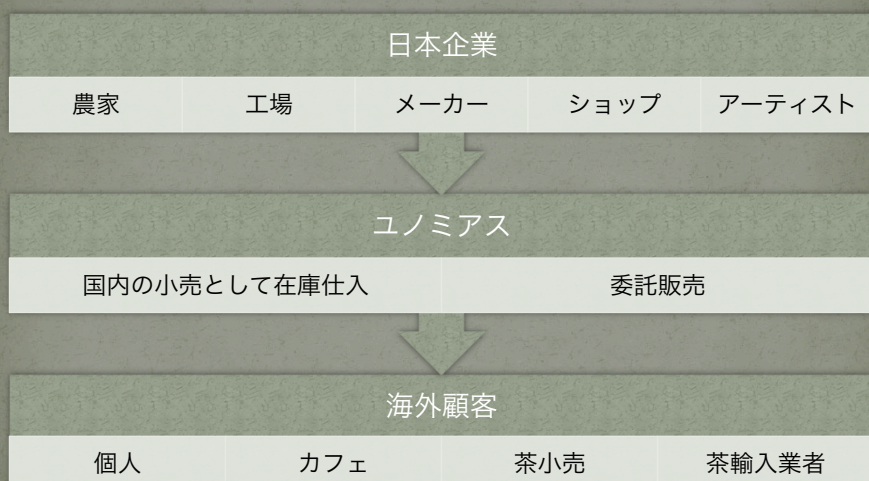
消費者が喜ぶ商品と選び方



小売／カフェが自分の顧客に合う製品



日本企業にとって簡単な海外販売



発送オプション



SAL便

- 2-4週間
- 無料（茶葉のみ）

普通
航空便

- 5-10日間
- 安い

EMS

- 3-5日間
- 速い



MATCHA
LATTE
MEDIA

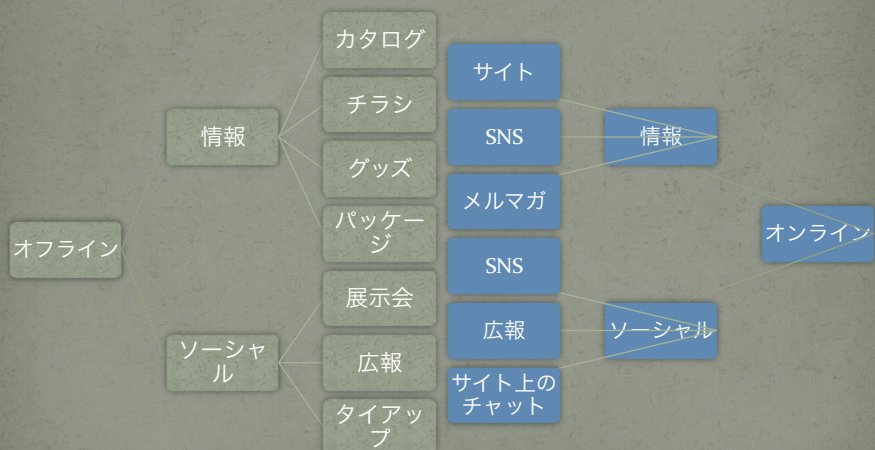
オンライン・マーケティング

広報、ソーシャルメディア、写真





オフライン／オンラインのミックス



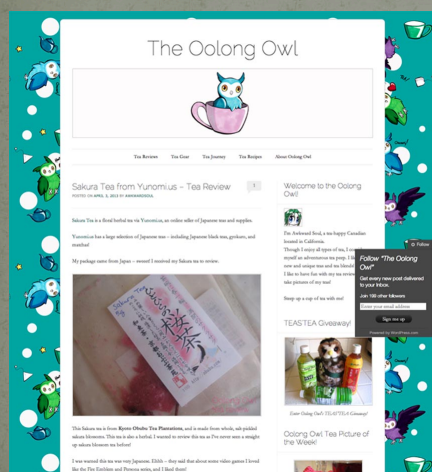
写真でインパクトのあるサイト作り



写真でインパクトのあるサイト作り



広報活動: ブロガーにサンプル



1. ブロガーのリストアップ
2. 連絡して自己紹介
3. レビューを書いてくれるか聞いてみる
4. 商品のサンプルを送る

- 紹介される
- 信頼性を高める
- SEO: 検索エンジンのランキングが上がる

プレスリリース配布サービスを利用

The screenshot shows the PR.com website. At the top, there's a navigation bar with links: "Distribute press releases", "Post products & services", "Generate visibility, leads & sales", "Join Now", and "Sign in". Below this is a header with the PR.com logo, a "Create Account" button, and links for "Businesses", "Articles", and "Press Releases". A search bar is also present.

The main content area features a large banner with the text "Distribute Your News Everywhere" and "Reach millions online, generating business forever". Below the banner, there are three main sections:

- Press Releases:** Includes articles like "Playboy, 'This Year's Biggest Game,' Hops Into Casino La Vida Next Week", "Sexy Is Back... Playboy Online Site Arrives at Red Flush Casino Next Week", and "HIP Ranks in Top 10 Communications Firms in The 2013 Business Review Book of Lists / Opens 4th Office in Asia-Pacific".
- Articles:** Includes "5 Steps to Jumpstart Your Social Media Strategy", "Kevin Jonas & Wife Danielle Talk 'Married to Jonas,' 'Keeping It Real & How He Got the Girl'", and "Meghan McCain Talks Life on the Road as a Socially Liberal Republican".
- Press Release Distribution:** Explains how to distribute press releases to reach journalists and attract new customers.

There are also buttons for "Submit Press Release" and "Post Your Profile".

FACEBOOK!!!

The screenshot shows the Facebook page for Yunomi.us. The cover photo features a tea plantation with the text "Shincha 2013 First Flush Tea". The profile picture shows two smiling tea cups with the text "YUNOMI.US".

The page information includes:

- Name:** Yunomi.us
- Category:** Website
- Website:** <http://Yunomi.us/> - A new online marketplace offering tea and knowledge from artisan Japanese tea farmers, tea masters, and tea ware artists. Standard
- Likes:** 6,714 likes · 281 talking about this

The page has a "Like" button and a "Change Cover" button. Below the page information, there are links to "About", "Photos", "Yunomi.us Store", "Email Signup", and "Tea Club".

facebook Search for people, places and things You are posting, commenting, and liking as Yunomi.us — Change to Ian Chun

Yunomi.us Yunomi.us Store Liked Ads Manager

Yunomi.us Online marketplace for Japanese tea supply

Search for products:

PAGES
Tea Shop
2013 First Flush Tea
Green Tea
Sencha
Gyokuro
Genmaicha
Hojicha
Oolong Tea
Tea Powders
Matcha (Powdered Tea)
Tisanes
Tea Flavored Foods
—
Articles
Account (Login/Register)
Cart

SUBSCRIBE TO YUNOMI.US, OUR NEWSLETTER FOR TEA NEWS, PROMOS, AND EDUCATION.
Email Address:
Your email address
Subscribe

茶茶茶
人師屋
CHAJIN CHASHI CHAYA

Buy premium Japanese tea and teaware from artisanal tea farms, master blenders, artists, and specialty manufacturers.

PRODUCTS

YUNOMI.US

NEW Ogose - Spring Bancha (200g) 2013 FROM \$6.87 Select options

NEW Mulberry Leaf Sencha FROM \$42.80 \$49.87 Select options

NEW Mulberry Tea Powder FROM \$42.80 \$49.87 Select options

NEW Shigaraki-yaki Shiboridashi Teapot for One \$57.00

Want Engagement? Events are natural and a great way to drive real action in your fanbase. Make an event today!
+ Create an Event

Yunomi.us Timeline Liked

Overview Likes Reach Talking About This

◀ 05/29/2013 - 06/25/2013 ▶ Export Data

People Who Like Your Page (Demographics and Location) See Likes

Gender and Age?

Gender	13-17	18-24	25-34	35-44	45-54	55-64	65+
Female	40.1%	1.5%	19.5%	8.3%	5%	3.1%	1.4%
Male	59.3%	2.1%	33%	13.4%	5.4%	2.5%	1.3%

Countries?

1,628	Indonesia
1,381	Vietnam
399	United States of America
328	Philippines
296	Taiwan
261	India
240	Mexico

Cities?

388	Hanoi, Ha Noi, Vietnam
319	Ho Chi Minh City, Vietnam
196	Singapore, Singapore
165	Jakarta, Jakarta Raya, Indonesia
122	Taipei, Taiwan
95	Male, Maldives
74	Bandung, Jawa Barat, Indonesia

Languages?

1,870	English (US)
1,760	Indonesian
1,190	Vietnamese
367	English (UK)
257	Spanish
224	Traditional Chinese (Taiwan)
196	French (France)

TWITTER!!!

Tea by Yunomi.us
@Yunomi.us

Wholesale marketplace for artisanal tea & tea supply from Japanese farmers, blenders, artisans, manufacturers. 日本茶のお茶、健康茶、茶器などを海外へ販売するなら、お任せください！
Tokyo, Japan - yunomi.us

1,066 TWEETS 2,001 FOLLOWING 627 FOLLOWERS

Tweets

Tea by Yunomi.us @Yunomi.us 6h
2 specials ending this weekend: free shipping & \$10 off our monthly #tea club yunomi.us/9337 #greentea #japan
Expand

Tea by Yunomi.us @Yunomi.us 7h
@Chuyo_Ehime 海外に日本茶を普及しているユノミアスのイアンです。はだか麦茶は海外に売れるかな？麦茶の味に似ていますか？
Expand

Who to follow • Refresh • View all

Lifeway Foods, Inc. @lifewa...
Followed by Xiamen Tea Fair and ...
Follow Promoted

Our Man in Abiko @ourmaninabiko
Follow

TOPSY – TWITTERによる調査

SOCIAL SEARCH SOCIAL ANALYTICS COMPANY TOPSY PRO LOGIN

TOPSY

Search and Analyze the Social Web.

EVERYTHING LINKS TWEETS PHOTOS VIDEOS EXPERTS TRENDING

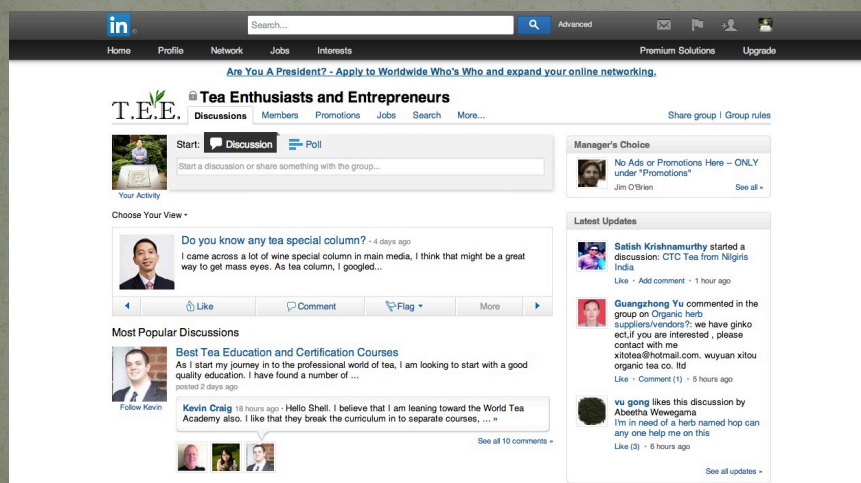
Try a social search

Topsy Pro Analytics: Find the insights that matter.

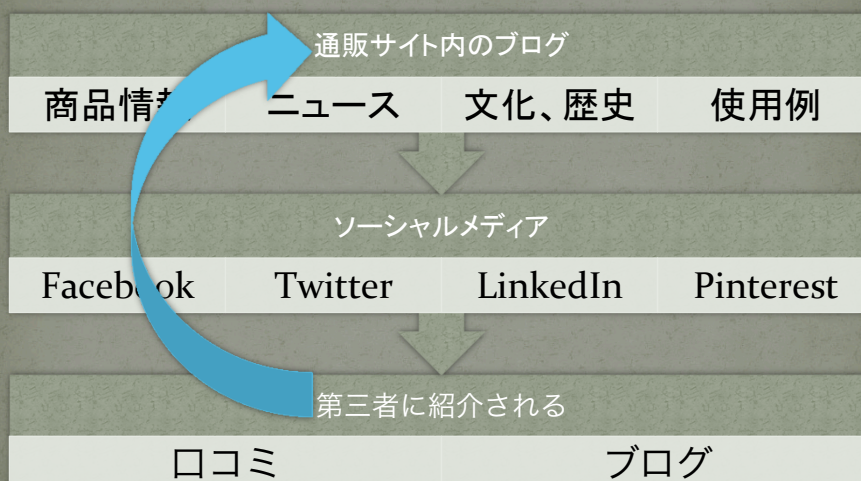
Instant Results Key Influencers Alerts & Reports

Get started with a free trial of Topsy Pro Analytics.

LINKEDINでビジネス相手と繋ぐ



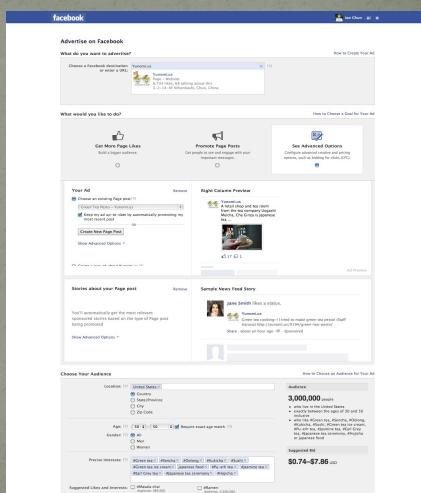
コンテンツ・マーケティング





広告

- 基本的にサイトの訪問者を増やす
- フェイスブック
 - ページの「いいね！」を増やす
- グーグル
- 個人のブログ



その他

- 決済
 - PayPal
- SEO
 - 第三者からのリンク（紹介）
 - サイト内のリンク
 - コード
 - URL