

Introducing Magento to Croatian market

Meet Magento Greece / Athens

2017

Agenda



- **Intro**
- **An Idea**
- **Scope & Goals**
- **Market Research**
- **Localization**
- **Approach**
- **Media Coverage**
- **Outcome**

Intro



Intro

- Inchoo - Croatian company specialised in Magento
- Magento Professional Solutions Partner
- Over 50 employees
- 24 Magento Certified Solution Specialists
- 28 Magento Certified Developers

An Idea



An Idea

- Company with international footprint
- Majority of clients are foreign (Half portfolio in US)
- eCommerce in Croatia started to pick up the pace
- An idea was born: Introduce Magento 2 to Croatia

Scope & Goals

Scope & Goals

- The scope was:
 - Thorough market research
 - Prepare the localization options
 - Prepare the approach and contact the clients
 - Cover everything with media posts, blog and articles
- The goals were:
 - Check the maturity of Croatian eComm market
 - Increase our visibility on Croatian market
 - Land few “credible” deals

Market Research

Market Research

- Scoping out the clients:
 - Croatian businesses base, our contacts
 - Decision on filters/criteria (revenue, region, type)
- Training/preparing the interns
- Preparation of complete potential client base

Localization

Localization

- Scoping out the options we will cover:
 - Magento 2 translation
 - Payment providers
 - Shipping carriers
 - Fiscalization
- Preparation/development of localization options

Approach

Approach

- Brainstorming on possible options
- Preparation of contact letters as well as emails
- Preparation of intro video
- Preparation of tracking options
- Sending out letters/emails and calling clients

Media Coverage

Media Coverage

- Coverage via Inchoo blog
- Sharing on all channels (Twitter, Facebook etc.)
- Articles for relevant eComm/Tech websites in Croatia

Outcome

Outcome

- Few nice deals are in the pipeline
- We have a much better understanding of the Croatian eComm market
- Visibility has been increased immensely

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Thank you!