

Tweet us! @acommerceASIA



HOW TO ROCK STARTUP PR

Felicia Moursalien | Southeast Asia
Head of Communications

Part I: The Art of Good Content

Part II: The Art of Press Distribution

Part III: Case Study & Why PR



About Me – NO PR Background

Writer

Editor-in-Chief of school newspaper,
The Varsity (Canada's largest campus publication),
The Paris and Toronto Globalist (international affairs
writer),
Trend Hunter Magazine (60m monthly pageviews)

Research & Analysis

Canadian Government
IOM in Bangkok
United Nations in Jakarta
Model UN – Harvard, MGIMO, Ottawa

Entrepreneur & Startup Pro

Founder of Indonesian startup, +sixtwo
Launched content division at Zalora
Built aCommerce Commz from ground 0

Singapore | Thailand | Indonesia | Philippines



VISION: TO ENABLE THE VOICE OF STARTUPS IN ASIA

...BY KICKING
TRADITIONAL PR OUT
THE WINDOW





The Problem

1. Startups don't care. Prioritize resources on building a great product over PR
2. They care but can't afford to do it well
3. When they do PR, it is outdated

3 Objectives

WHY WE NEED CORPORATE PR

More Visibility = More Money. WHY?



I. Increase valuation

II. Acquire & retain talent

III. Generate demand

The bigger the brand, the lower employee & client acquisition costs.

I. Increase valuation aCommerce received one of the largest Series A in Southeast Asia thanks in part to media ubiquity

TECH News Startups Mobile Gadgets Enterprise Social Europe Trending Pinterest Instagram Microsoft

10 YEARS AT TECHCRUNCH Celebrate 10 Years of Covering Startups With Us Get Your Tickets Today

Southeast Asia
eCommerce
logistics
aCommerce
Asia

Popular Posts

Google Optimizing Core Products For Offline 5 days ago

The Whoop.De.Doo Is A Pleasure Machine Dreamed Up By Roboticians a day ago









Millennials Are Destroying Banks, And It's The Banks' Fault 3 days ago


Doorman Raises \$1.5 Million To Eliminate Missed Package Deliveries 7/17/14

Logistics Company aCommerce Raises \$10.7M Series A To Serve Southeast Asia's Booming E-Commerce Market

Posted Jun 8, 2014 by Catherine Shu (@catherineshu)

1,650 SHARES



aCommerce, a regional end-to-end e-commerce logistics and service provider for Southeast Asia, has closed a Series A funding round of \$10.7 million. According to the company, this is the largest Series A for a Thailand-based startup and one of the largest Series A rounds in Southeast Asia to date.

The funding was organized by founding investor Ardent Capital, and led by Inspire Ventures, a Bangkok-based firm, with participation from NTT DOCOMO; Sumitomo Corporation Equity Asia Limited; Siner Mac Indonesia; Asia Pacific Digital Cyberagent Ventures; and J Capital, as well as angel investors and executive staff.

ADVERTISEMENT

เราสร้างยอดธุรกิจให้แตกต่างกัน ก่อน 9 โมงเช้า มากกว่าบางคนทำทั้งอาทิตย์!!
ร่วมประชุมกับเรา อังคารนี้ 6.30 น.

CrunchBase

aCommerce

FOUNDED 2013

OVERVIEW
aCommerce is committed to being the leading provider of end-to-end e-commerce solutions for



II. Acquire & retain talent

Good publicity gives legitimacy in recruiting the best

Hi Santisuk,

Hope all is well. My name is Sheji and I run marketing for aCommerce, a venture backed e-commerce solutions provider with investments from NTT Docomo and CyberAgent from Japan. I'm looking for an Internet Marketing Analyst for our Thailand office and was wondering if you're interested in having a chat to further explore this opportunity.

Thanks and best regards,
Sheji

Recent media coverage about aCommerce:

<http://www.techinasia.com/ntt-docomo-ventures-leads-31-million-funding-ecommerce-platform-builder-acommerce>

Reply to Santisuk

Linked in



III. Generate demand

This interview on aCommerce site led to..



“THE CHALLENGE ACOMMERCE IS FACING IS THAT THERE ARE MANY BROKEN PARTS IN THE VALUE CHAIN. SOMEONE TRYING TO SOLVE ONE PARTICULAR PROBLEM FINDS THAT HE HAS TO SOLVE A FEW OTHER PROBLEMS FIRST.”

– Ray Alimurung, CEO Philippines





YOU CAN'T AFFORD
[without first looking

[E-COMMERCE](#) [STARTUPS](#)

Use your [<](#) [>](#) keys to browse more stories

aCommerce expands into the Philippines, aims to bring brick-and-mortar retailers online

May 28, 2014 | at 7:30 pm | by [Phoebe Magdirila](#)

[Share](#)


37



57



12



38




0

Which led to...

Request for COD / Warehousing Service Details



Willie Tang <willie.tang@nomadnine.com>

to ray, me 

Greetings,

We saw your article in TechnAsia and are interested in your packing option here in the Philippines.

aCommerce STRATEGY



B2B BRANDS

Perceived as “strong” outperform weak brands by 20%

“Like consumers, professional buyers use the vendor’s reputation as a short cut that reduces risk and simplifies the evaluation process.”

According to McKinsey & Co. Study



Branding is as important as sales team in B2B

According to McKinsey & Co. Study

18%

Of client decision to close comes from branding

compared to 17% of decision attributed to sales team, according to McKinsey study of 700 executives.

B2B customers across industries recognize that brand influences their decision



Top Referral Spots in B2B Marketing

Where Executives Look Before Making a Decision, McKinsey & Co Study



Part I: The Art of Good Content

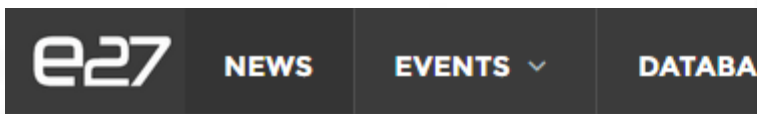
7 Types of News, Adam Gross

- Controversy
- Acquisition
- Financial/Funding (IPO, quarterly results)
- Partnerships
- Product Launch
- Hiring
- **Metrics – Should not be last. The CORE OF OUR STRATEGY**



E-commerce in Indonesia Data Analysis

Picked up by multiple media outlets



[INDONESIA](#) [NEWS](#)

Eat, pray, shop commerce during Ramadan

How did the recent Ramadan holy month and Eid holiday affect e-commerce in largely Muslim Indonesia? aCommerce shares insights

By **e27 Editorial Staff** [Follow @e27co](#) 11.8K followers

01 Aug, 2014

SHARE

[TWITTER](#)

[FACEBOOK](#)

[GOOGLE+](#)

[LINKEDIN](#)

[EMAIL](#)

31 Jul
19:44 pm



EAT PRAY SHOP: E-Commerce During Ramadan in Indonesia Case Study



aCommerce Insights Indonesia

**EAT PRAY SHOP:
E-COMMERCE
RAMADAN CASE
STUDY**

Does Ramadan Boost E-Commerce in Indonesia?



aCommerce Insights

LINE FLASH SALES

Mobile Commerce Case Study: Thailand



LINE Case study received the second highest amount of link backs of all press releases. Articles in Sweden, France, China all reference aCommerce in its early days.

Insights and content marketing

Almost 700 shares in just a few hours



Got a tip? [Let us know.](#)

Follow Us       

[News](#) ▾ [Video](#) ▾ [Events](#) ▾ [Crunchbase](#)





Jay Leno parades around in '52 Chrysler Imperial

AUSTIN MEETUP + PITCH-OFF TechCrunch Is Coming To Austin TX Tomorrow [Get Tickets Now](#) ▶

Popular Posts

CRUNCH NETWORK

Forget China, There's An E-Commerce Gold Rush In Southeast Asia

Posted 7 hours ago by [Sheji Ho \(@sheji_acommerce\)](#), [Felicia Moursalien \(@LiFel\)](#)

664
SHARES

Next Story ▶



6 Important things you should always do

1. When you don't have news, provide insights
2. Work should be data driven
3. Use human language in press releases
4. Answer 'WHY' not only 'WHAT'
5. The press release should almost be its own article
6. Make the journalists jobs easier

4 Things NOT to do when writing content

1. No sale pitches in your content
2. Understand the integrity of journalist
3. Kill the corporate fluff. If it doesn't add value to educate then leave it out
4. **DO NOT LIE.** Keep your numbers out or ambiguous rather lie. The press will find out.

Don't speak alien!

Use everyday normal language

“The success of Porsche is primarily dependent on the satisfaction of our customers,” said Matthias Müller, Chairman of the Executive Board of Dr. Ing. h.c. F. Porsche AG. “We see these awards as confirmation of our strategy for high quality standards in design, development and production and in continuously offering Porsche customers a unique purchase and ownership experience.”



aCommerce CEO helps drive the real talk



Part II: The Art of Press Distribution

6 Easy Steps



What do 50 Shades of Grey & media distribution have in common?



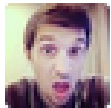
Flirt
Build a relationship
Foreplay
Insertion
Cuddle
Repeat. Forever.



How to build your press database



Importance of human connection



Jon Russell → Peter Silverman - 4 days ago

Howdy!

1 and 2. Reach out and say hello. It's that simple. I get a lot of mail but always try to reply to genuine emails that people send me. I also use Twitter a lot and engage with people that tweet interesting things. The best relationships are ongoing ones: if we've already connected in some form, then I'm likely to reply to your pitch one way or the other -- not getting replies is probably what frustrates people the most imo.

Example: Media outreach email



Who is best to send performance marketing content to?



Inbox x



Felicia Moursalien <felicia@aco

5:49 PM (19 hours ago)



to matthew.miller, bcc: Ruchipha

Hi Matthew,

I saw on the contact page of Campaign Asia that you are the web editor. I work at an e-commerce service provider, [aCommerce](#), and one of the big things we do is performance marketing to drive e-commerce transactions.

We're not a traditional agency, but I do believe the work and learnings (a lot of which we find out the hard way) can be interesting for your publication.

As such, just wanted to know if you could point me in the direction of who I could contact to submit press releases, case studies, white papers etc at Campaign Asia?

Thanks a lot and look forward to connecting!

Best,

Felicia

—




Example: Press Release Email

Keep it real, show human elements of yourself, don't be a PR monkey robot.



Press release: EAT PRAY SHOP: Ramadan's explosive E-Commerce Potential Case Study Released by aCommerce Indonesia

 Felicia Moursallen <felicia@acommerce.asia>

to Jon

Hi Jon,

I'm not sure if this is something for TNW but our Indonesia office agreed to let me publish some data from e-commerce during Ramadan. It was most interesting that despite this being a month of sacrifice, people merely replaced food with shopping (don't quote me on that, don't want an uprising..). There was a newfound spike in traffic at 3-6am as Indonesians woke up and went straight to online shopping. I find it sad (anti-consumerist at heart) but that's what it is!

Anyways, let me know if you have any questions!

Best,

Felicia

EAT PRAY SHOP: E-Commerce in Indonesia Ramadan

Case Study

Felicia



PART III Case Study: B2B Logistics Startup

Started with a 1 woman army

aCommerce beats Lazada, Singpost and even Alibaba in Google!

Search: e-commerce in Thailand, e-commerce in Southeast Asia

5 of 10 front page hits are about aCommerce Thailand

5 of 10 “e-commerce Southeast Asia” are about aCommerce

2 of 10 “ecommerce Asia” hits include aCommerce (wow!), above alibaba even



Ecommerce In Thailand - Tech in Asia

www.techinasia.com/tag/ecommerce-in-thailand/ ▼

2013 was a year of social e-commerce in Thailand, with growth in online sales on Facebook, Instagram, and via smartphones. In Thailand, the ... February 10 ...

2013 was a year of booming social e-commerce in Thailand

www.techinasia.com/2013-year-booming-social-ecommerce-thailand/ ▼

Dec 27, 2013 - 2013 was a year of booming e-commerce in Thailand. Thanks to more 3G coverage, the 131 percent mobile penetration rate, and about 52 ...

E-commerce and Shopping - Thai Websites



www.thaiwebsites.com/ecommerce.asp ▼

by Guido Vanhaleweyk - in 81 Google+ circles

Online shopping and e-commerce in Thailand. Internet Sales.

Thailand's top e-commerce entrepreneur says "Dont follow ...

e27.co/thailands-top-e-commerce-entrepreneur-says-dont-follow-the-ma... ▼

Dec 6, 2012 - Pawoot Pongvitayapanu is Thailand's leading entrepreneur in the e-commerce space. Having sold his startup, Tarad.com, to Japan's leading ...

2013 was a year of booming social e-commerce in Thailand ...



<https://sg.finance.yahoo.com/.../2013-booming-social-e-commer...> ▼

by Steven Millward

Dec 27, 2013 - 2013 was a year of booming e-commerce in Thailand.

Thanks to more 3G coverage, the 131 percent mobile penetration rate, and about 52 ...

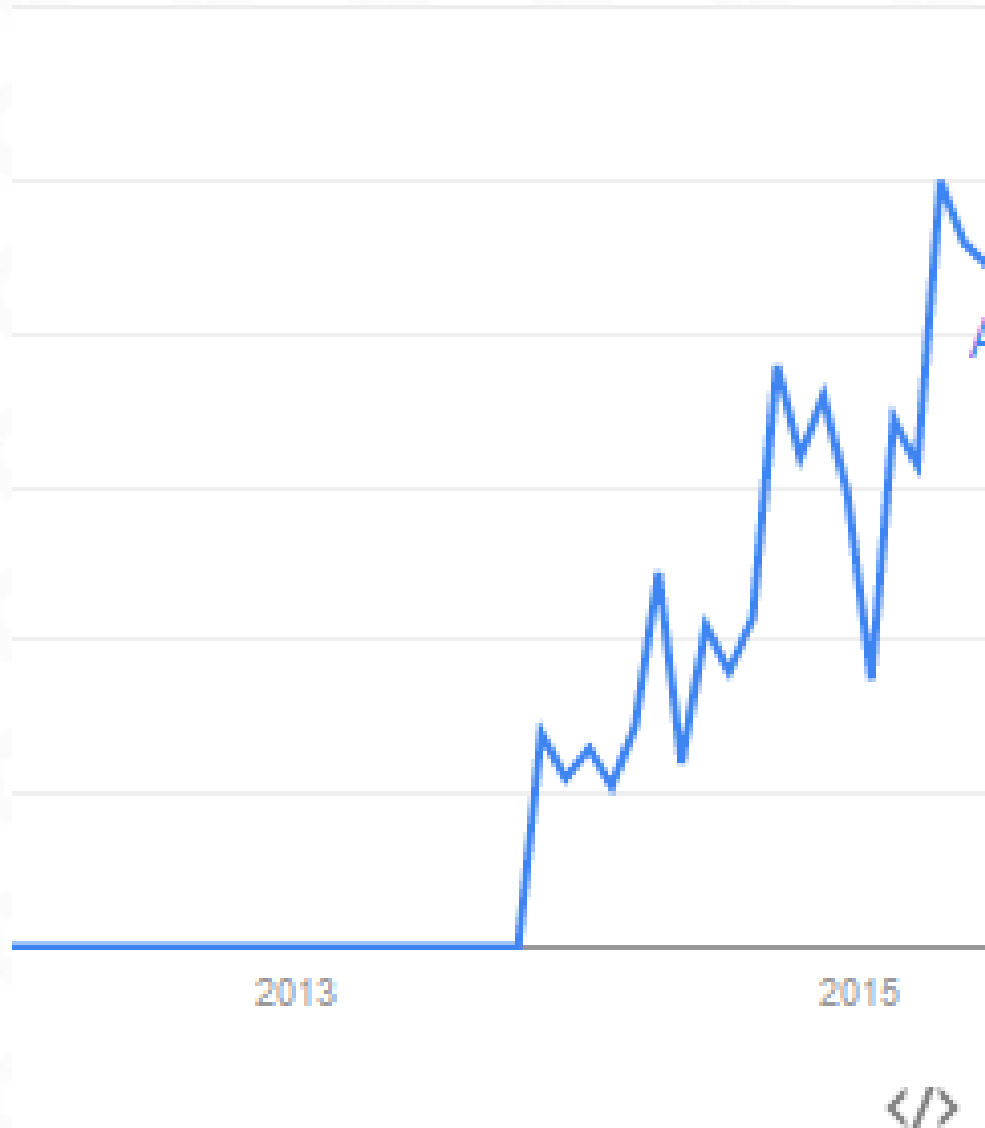
10 e-commerce trends in the Kingdom this year - The Nation

www.nationmultimedia.com › technology ▼

5 1 10 2014 10

1 10 2014 10

Growth of Mentions in Google Nov 2013



aCommerce CEO interviewed on NBC News



HOME TOP VIDEOS

ONGOING: FIFA CORRUPTION SCANDAL ISIS TERROR

U.S. WORLD LOCAL POLITICS HEALTH TECH SCIENCE POP CULTURE BUSINESS INVESTIGATIONS SPORTS

MORE ▾




When he launched his first business in SE Asia, Paul Srivorakul spoke second-grade-level Thai. Still, he says, his limited language skills didn't hold him back.








News from aComms makes it into Tech Crunch

Cultivated relationships with all the Asia Correspondents






Got a tip? [Let us know.](#)

Follow Us      

News ▾ Video ▾ Events ▾ Crunchbase




DISRUPT SF Startup Battlefield Applications Are Now Open [Apply Today](#)

aCommerce








Asia

Popular Posts

 Jim Gaffigan Is Using

Southeast Asian Logistics Firm aCommerce Raises \$5M Ahead Of Series B

Posted May 10, 2015 by [Jon Russell \(@jonrussell\)](#)

1,201 SHARES         



KEY TAKEAWAYS

Always add value
Be human !





THANK YOU

To find out more about how to work
with us for PR email me:

felicia@acommerce.asia

Follow on twitter: @LilFel