MARKETING EXECUTION

MARKETING PLAN
This session is about execution on marketing strategies, making some adjustments to the environment we're in today, and how to evaluate when things need to change or evolve.

How to ensure that you manage to keep your priorities and growth targets in focus.
Marketing digitally is a new skill that everyone needs to learn and adapt

I love telling stories. As in, customer stories - helping people understand what their value proposition is, and how to communicate it.

I work with retailers of all shapes and sizes and brands between 2-10 million in revenue to help them grow with purpose.

Industries I’m involved in.

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check out our podcast:
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EVERY YEAR, I COME BACK TO TALK ABOUT THIS.

THE WAY IN WHICH RETAILERS AND BRANDS EXECUTE CONTINUES TO CHANGE.

WHY KEEP TALKING ABOUT IT?
IT’S A PROCESS: HOW TO CREATE AND EXECUTE YOUR MARKETING STRATEGIES

Step 1: Identify your overall goal and opportunities
Step 2: Create your marketing strategies
Step 3: Break down strategies into tactics
Step 4: Make your processes repeatable
Step 5: Know where work stands... all the time
Step 1: Identify your overall goal and opportunities

- Clarify your goal.
- Quantify your goal.
- Check your opportunities against the current environment.
PRE-PANDEMIC, OUR WORLD (THE RETAIL WORLD) WAS ALREADY CHANGING
LINES BETWEEN OFFLINE AND ONLINE SHOPPING EXPERIENCES ARE BLURRING

Americans are changing how they spend their time, dedicating more time to domestic activities, media, and news.

Expected change to time allocation over the next 2 weeks¹

<table>
<thead>
<tr>
<th>Activity</th>
<th>Decrease</th>
<th>Stay the same</th>
<th>Increase</th>
<th>Net intent²</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cooking</td>
<td>6</td>
<td>65</td>
<td>30</td>
<td>+33</td>
</tr>
<tr>
<td>Home improvement</td>
<td>13</td>
<td>56</td>
<td>31</td>
<td>+18</td>
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<td>13</td>
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</tr>
<tr>
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<td>19</td>
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<tr>
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<td>17</td>
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¹Over the next 2 weeks, how much time do you expect to spend on these activities compared to how much time you normally spend on them? Figures may not sum to 100%, because of rounding.
²Net intent is calculated by subtracting the % of respondents stating they expect to decrease time spent from the % of respondents stating they expect to increase time spent.


https://www.knexusgroup.com/show/blog/Five-Omnichannel-Statistics-You-Need-to-Know/
THE PAST YEAR HAS FORCED US TO ADAPT.

- **Traditional**: The good, old-fashioned bricks and mortar store
- **E-commerce**: Online shopping has skyrocketed in recent years
- **Multichannel**: Various, disconnected channels for customers to use independently
- **Omnichannel**: An integrated, seamless experience across multiple devices and touchpoints
COVID-19 IMPACT ON SHOPPING BEHAVIOUR

% growth in customers purchasing category online

- OTC medicine: +44%
- Groceries: +41%
- Household supplies: +38%
- Personal-care products: +38%
- Alcohol: +34%
- Furnishings and appliances: +30%
- Food takeout & delivery: +28%
- Fitness and wellness: +28%
- Vitamins/supplements: +27%
- Non-food child products: +25%
- Snacks: +20%
- Jewelry: +19%
- Apparel: +19%
- Skin care and makeup: +18%
- Accessories: +18%
- Footwear: +16%
- Tobacco: +15%
- Books/magazines/newspapers: +11%
- Consumer electronics: +10%
- Entertainment at home: +4%

~15–30% growth in consumers who purchase online for most categories
Step 2: Create your MARKETING STRATEGY
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1: Q: Over the next 2 weeks, how much time do you expect to spend on these activities compared to how much time you normally spend on them? Figures may not sum to 100%, because of rounding.

2: Net intent is calculated by subtracting the % of respondents stating they expect to decrease time spent from the % of respondents stating they expect to increase time spent.

Does your strategy account for channels that the audience that is now using?

Which of the following places have you purchased from in the last 6 months? [Please select all that apply]

- A physical store
- An online brand store
- Amazon
- eBay
- Instagram
- Snapchat
- Facebook
- Other (please specify)

Legend:

- Gen Z
- Millennials
- Gen X
- Baby Boomers
SOMETHING TO THINK ABOUT - YOUR CUSTOMER JOURNEY GOT MORE COMPLICATED
WHATEVER YOUR PLAN LOOKS LIKE - MAKE SURE THAT YOU'VE ACCOUNTED FOR ALL THE THINGS IN THIS FUNNEL
MAKE SURE YOUR MARKETING STRATEGY CAPTURES MOST OF THESE STAGES.

- Unaware
- Awareness
- Consideration
- Evaluation
- Purchase
- Usage/Repeat
- Advocacy

- SEO/Social Media/PPC (e.g., AdWords, FB ads)
- Click-Throughs
- Bounces (i.e., leaves)
- Readers
- Leads
- Prospects
- Sales
- Loyalty
- Customer Advocates
Step 3: Break down strategies into tactics

- Lots of marketers/companies/retailers get lost in the tactics.
- Don't get caught in this. Always keep your strategy handy so you're asking "what are we trying to accomplish".
Paid Organic
SEO/Social Media/PPC (eg AdWords, FB ads)
Click-Throughs
Bounces (ie. leaves)
Readers
Leads
Prospects
Sales
Loyalty
Customer Advocates

MIDDLE OF FUNNEL (MOFU)

Landing Page Optimization
Content Marketing
Website Optimization
**TOP OF FUNNEL (TOFU)**
- SEO
- Social Media
- PPC
- Facebook Ads
- LinkedIn
- Twitter
- Instagram

**MIDDLE OF FUNNEL (MOFU)**
- Landing Page Optimization
- Content Marketing
- Website Optimization
- Email Marketing

**BOTTOM OF FUNNEL (BOFU)**
- Conversion
- Customer Experience
- Social Media Optimization

**Click-Throughs**
- Bounces (i.e., leaves)
- Readers
- Leads
- Prospects
- Sales
- Loyalty
- Customer Advocates

**Stages of Funnel:**
- Unaware
- Awareness
- Consideration
- Evaluation
- Purchase
- Usage/Repeat
- Advocacy
Step 4: Make your processes repeatable
• Evaluate your strategy for success
• Adjust your tactics
• Learn from the last time
• Recognize the value of a post mortem
Step 5: Know where work stands... all the time

- BUILD SCORECARDS
- TRACK WEEKLY, MONTHLY, QUARTERLY, YEARLY
- ANALYTICS IS YOUR FRIEND
Customer Acquisition Cost (CAC): The cost to acquire a customer

Top Performing Campaigns: A visualization of which campaigns are leading to the highest conversion, so you know where to focus budget

Leads (from paid search): This metric is about accurately attributed leads to paid search

Wins (from paid search): This metric is about accurately attributed revenue to paid search

ACV (of wins from paid search): Again, aligning your paid search efforts with its impact on revenue

Cost Per Click: The cost that you pay for every click coming from a search engine

Total Cost: The difference between how much money you planned on spending and how much you actually spent

SEM dashboard:
Content Marketing Dashboard

**Consumption**
- Page Views: 1,204
- Avg Time On Page: 10.01 mins
- New Visitors (7 Days): 814

**Sharing**
- Social Shares: 123
- CTR from RSS: 14%

**Lead Generation**
- Content First touch: 59
- Conversion%: 12%
- MQLs Generated: 25

**Sales**
- Pipeline Generated: $1,002
- Opportunities Influenced: 21
- Opportunities Won: 6

**Lead lifecycle along the funnel (MQLs)**
- New Contacts Created
- MQLs
- SQLs
- Opportunities
- Customers

**New Blog Subscribers**
- March 2015: 3
- April 2015: 3
- May 2015: 5
- June 2015: 4
- July 2015: 5
- August 2015: 6
- September 2015: 11
- October 2015: 15
- November 2015: 6
- December 2015: 11
- January 2016: 5
- February 2016: 5
- March 2016: 4
- April 2016: 5
- May 2016: 6
- June 2016: 11
- July 2016: 5
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Website Analytics

Unique website visitors:
Unique new visitors to your website
Return visitor information:
Even if a person didn’t convert on their first visit, it’s important to know that they came back
Bounce rate: Tells you where visitors are dropping off, so you can better optimize the page or rethink strategy
Trials by Lead Source: Traffic source where leads are coming from (direct, organic, paid, referral)
Customer Wins by Lead Source: Tells you which source led to a closed deal (direct, organic, paid, referral)
STICK TO YOUR PROCESS:

Step 1: Be clear on your overall goal and opportunities
Step 2: Evaluate your marketing strategies
Step 3: Be focused but don't get distracted by your tactics
Step 4: Make your processes repeatable
Step 5: Measure everything
THANK YOU

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phil@retailphil.com