WHEREOWARE

DESIGN • DEVELOPMENT • MARKETING

3 STEPS TO A SUCCESSFUL 2018 MARKETING STRATEGY

#WOWWEBINAR

Private and Confidential. Property of Whereoware, LLC.

ABOUT US

- PRIVATELY HELD DIGITAL AGENCY
- 17 YEARS OF EXPERIENCE
- PERSONALIZED WEBSITES
- EMAIL CAMPAIGNS
- SEO & PPC
- CLOUD-BASED SOLUTIONS AND MOBILE APPS
- DATA INTEGRATIONS

mudpie
FERGUSON
Bath, Kitchen & Lighting Gallery
YAMAHA
pitney bowes
BOSCH
Invented for life
Melissa & Doug
PLUM & POST
Sullivans
HOME BEGINS HERE
INTERNATIONAL MARKET CENTERS
Plow & Hearth
AVENDRA
DEMDACO
lift the spirit
BUTTERMOST
SIMPLY Noelle
ad
ACCENT DECOR
A&B Home
PORT 68
El Cid
EVERGREEN ENTERPRISES, INC.
*Bloomingville
CM ALMY
COAST TO COAST IMPORTS, LLC
COLONIAL CANDLE
PARK Designs
creativeco-op
DESIGNED BY US - INSPIRED BY YOU
CRYSTORAMA
CURREY & COMPANY
Danesco
FEIZY
DecoBREEZE
DecoFLAIR
Liberty Furniture
INDUSTRIES, INC
BILLY CASPER GOLF
DICKSONS
MARIPOSA
OUR WORLD IS STILL MADE BY HAND
Brownlow
GIFTS
PARAGON
CSS
CSS INDUSTRIES, INC.
INTERLUDE
amadeus
ACME TOOLS
BUILDING • REMODELING • WOODWORKING • LANDSCAPING
FITZ AND FLOYD
FORESIDE
home • garden
GANZ
The Gift Wrap Company
SH SAGEBROOK HOME
GIFTCRAFT
Flor haus
MADE GOODS
OUTRAGEOUS INTERIORS
GVTC
COMMUNICATIONS
HAPMAN
Ideas that move
MIDWEST-CBK
Howard Elliott
the howard elliott collection
ILLUME
imax
WORLDWIDE HOME
IN STYLER
BC
COASTAL LIFE
Woodstock Chimes
paperSTYLE
cf and HOME
TWO'S COMPANY

PRESENTATION AGENDA

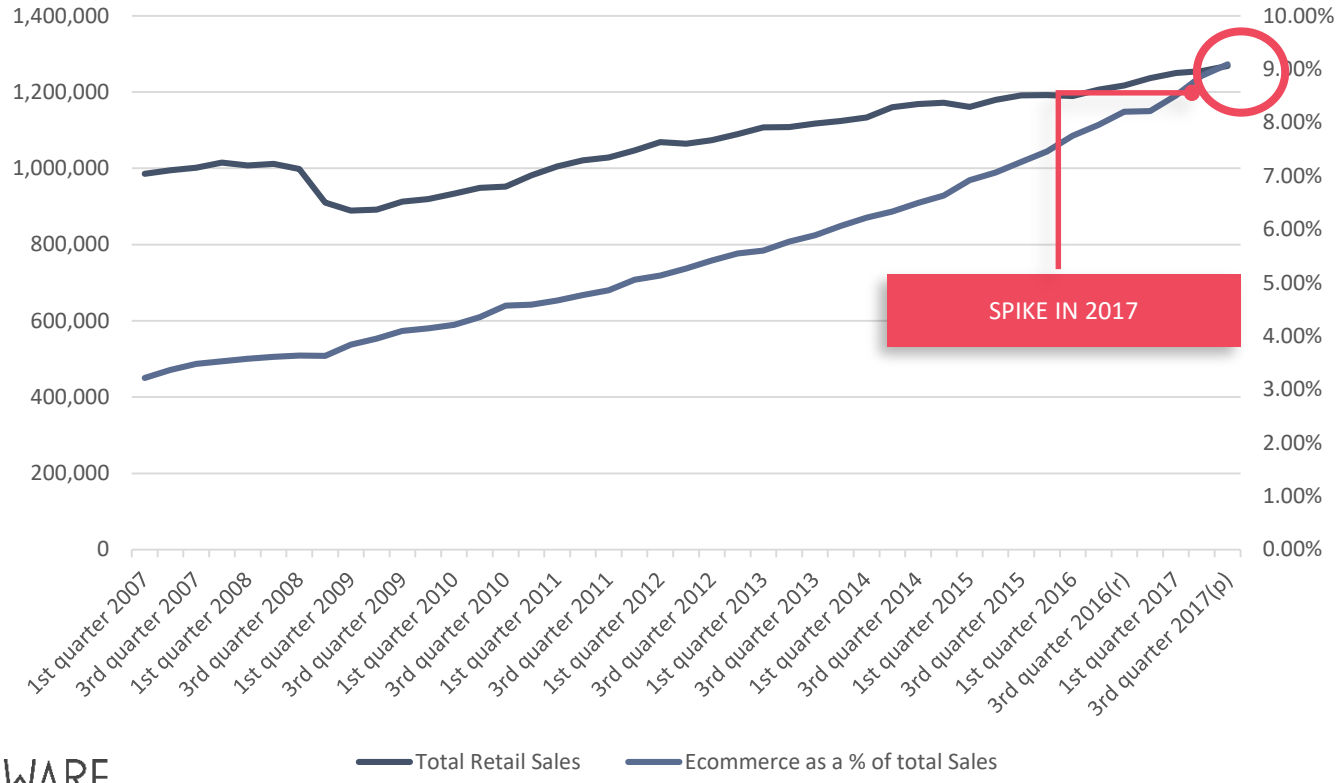
- A Look Back at 2017
- Step 1: Keep the Momentum Going in January
- Step 2: Optimize Your Marketing
- Step 3: Take Marketing to the Next Level
- Tools for Success

A LOOK BACK AT 2017

“Holiday sales grew 4.9% [in 2017]. This is the largest year-over-year increase since 2011”

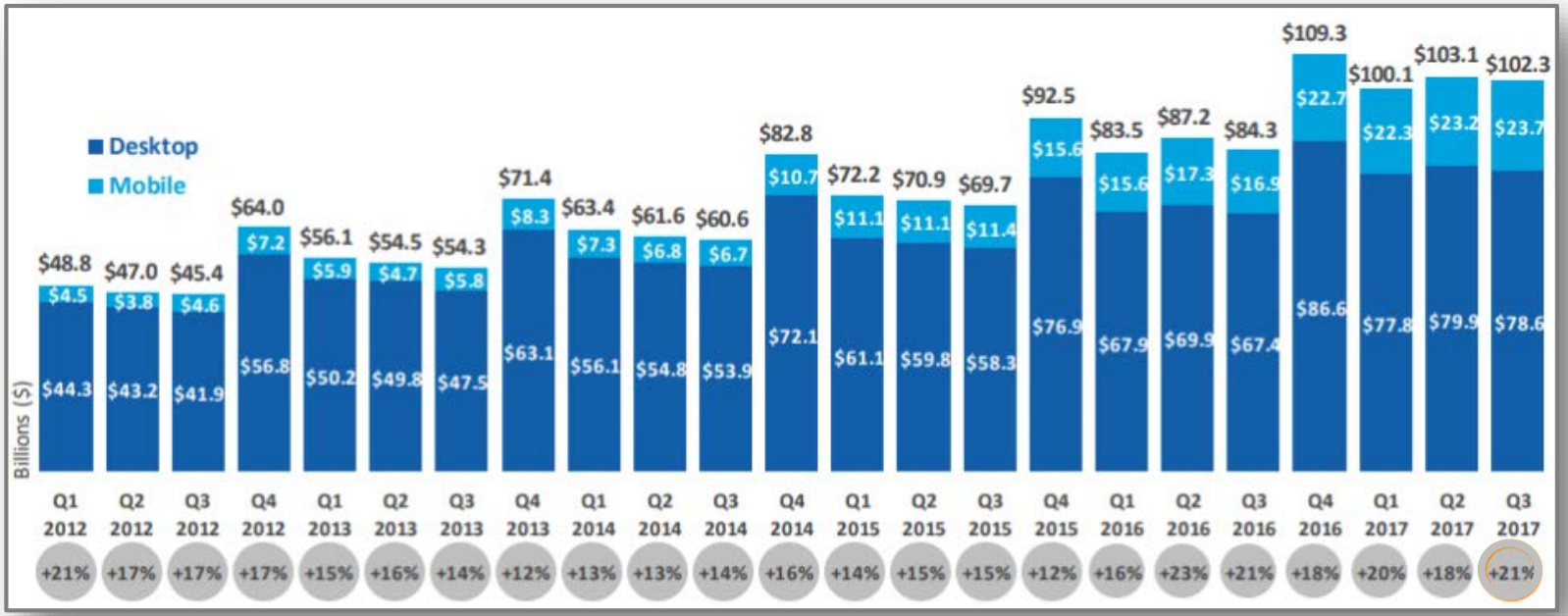
-Mastercard SpendingPulse

RETAIL + E-COMMERCE GROWTH OVER LAST 10 YEARS



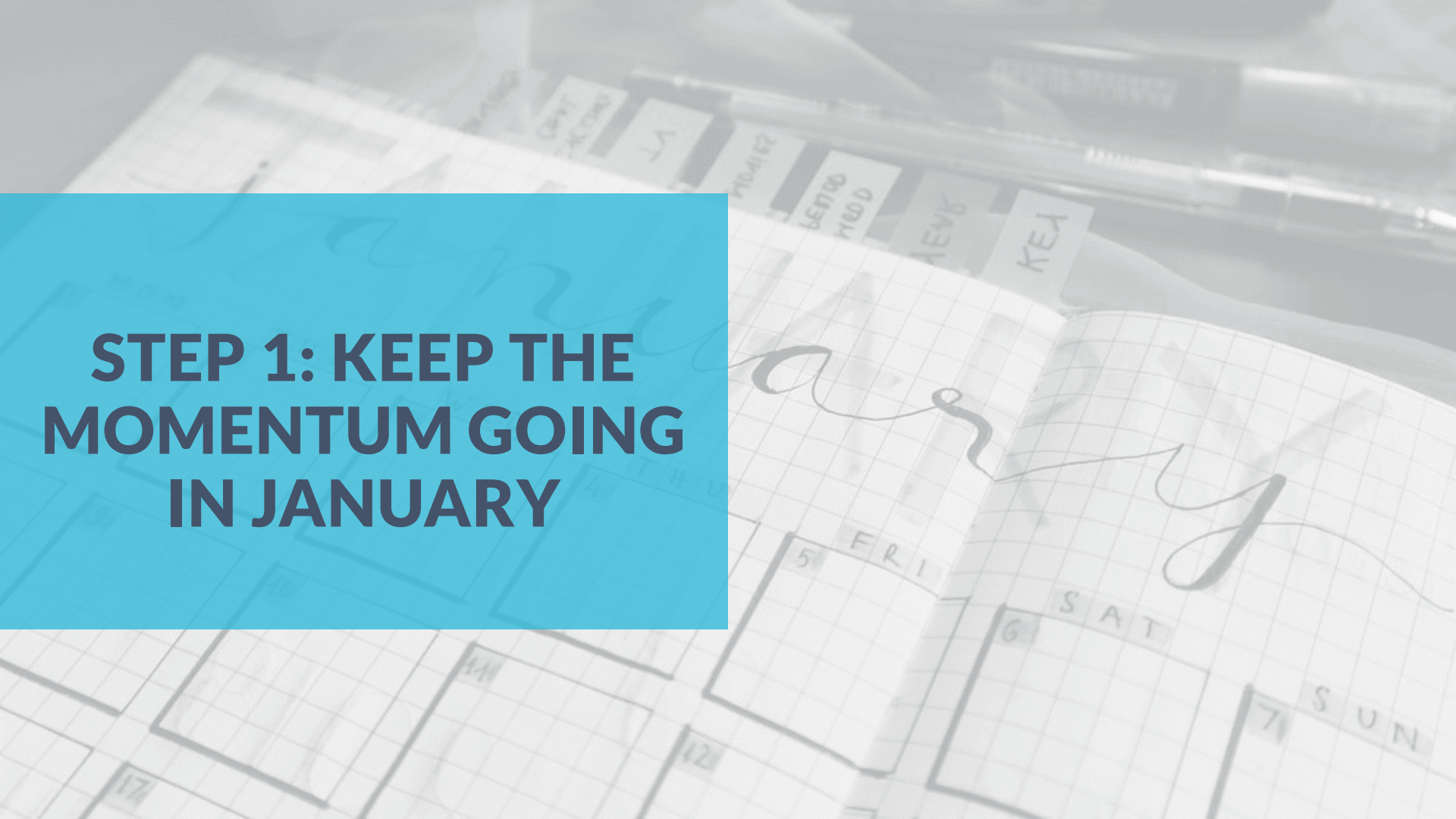
U.S. Census Bureau

E-COMMERCE (DESKTOP & MOBILE) FOR LAST FIVE YEARS



comScore

AMAZON CONTINUES TO HAVE A STRONG INFLUENCE



STEP 1: KEEP THE MOMENTUM GOING IN JANUARY

“1 in 5 shoppers will spend 23% of their budget after December 25th.”

-Deloitte, 2017

GETTING STARTED WITH YOUR BEST NEW YEAR'S STRATEGY YET

Set a Benchmark

Create Goals + Your 2018 Plan

Clean House

SET A BENCHMARK

HOW CAN WE MAKE THE OTHERS THIS HIGH?

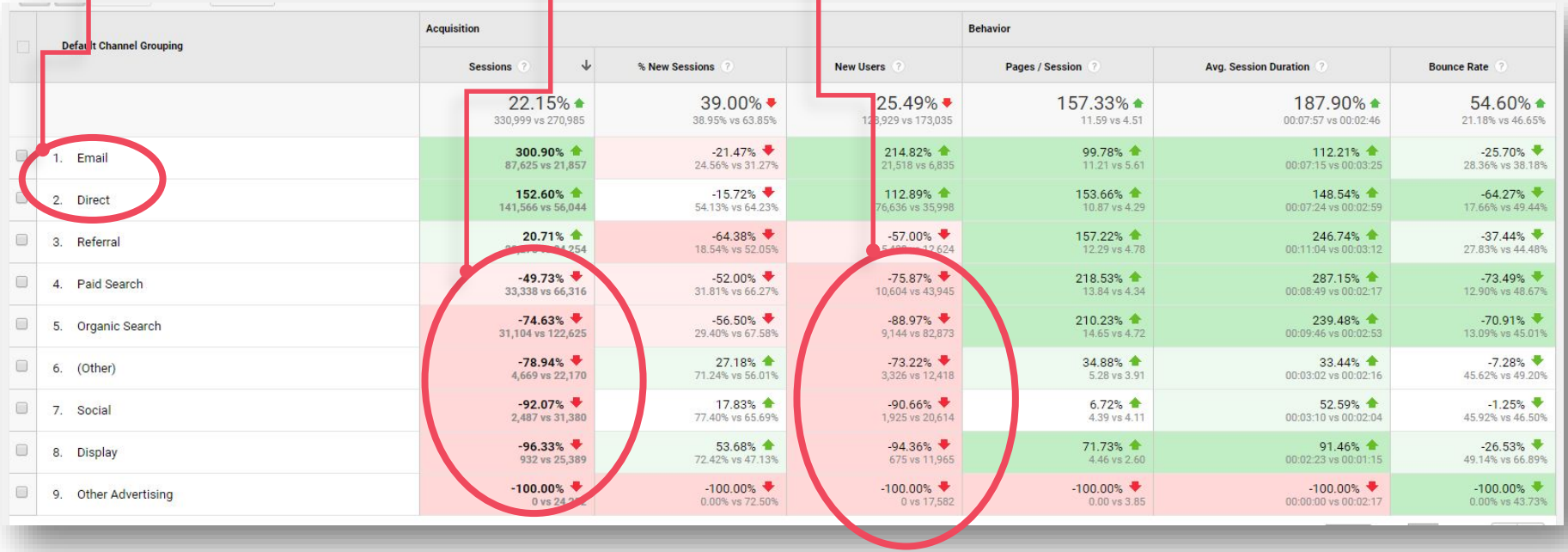
WHAT CAN YOU DO TO INCREASE THIS?

Default Channel Grouping	Acquisition			Behavior			Conversions eCommerce		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	330,999 % of Total: 100.00% (330,999)	39.05% Avg for View: 38.95% (0.25%)	129,256 % of Total: 100.25% (128,929)	21.18% Avg for View: 21.18% (0.00%)	11.59 Avg for View: 11.59 (0.00%)	00:07:57 Avg for View: 00:07:57 (0.00%)	2.48% Avg for View: 2.48% (0.00%)	8,195 % of Total: 100.00% (8,195)	$6,243,260.33 % of Total: 100.00% ($6,243,260.33)
1. Direct	141,566 (42.77%)	54.13%	76,636 (59.29%)	17.66%	10.87	00:07:24	2.14%	3,030 (36.97%)	$2,256,456.93 (36.14%)
2. Email	87,625 (26.47%)	24.56%	21,518 (16.65%)	28.36%	11.21	00:07:15	2.55%	2,235 (27.27%)	$1,712,814.94 (27.43%)
3. Paid Search	33,338 (10.07%)	31.81%	10,604 (8.20%)	12.90%	13.84	00:08:49	3.47%	1,156 (14.11%)	$861,606.50 (13.80%)
4. Organic Search	31,104 (9.40%)	29.40%	9,144 (7.07%)	13.09%	14.65	00:09:46	3.74%	1,164 (14.20%)	$785,656.01 (12.58%)
5. Referral	29,278 (8.85%)	18.54%	5,428 (4.20%)	27.83%	12.29	00:11:04	2.03%	595 (7.26%)	$618,779.19 (9.91%)
6. (Other)	4,669 (1.41%)	71.24%	3,326 (2.57%)	45.62%	5.28	00:03:02	0.24%	11 (0.13%)	$5,011.76 (0.08%)
7. Social	2,487 (0.75%)	77.40%	1,925 (1.49%)	45.92%	4.39	00:03:10	0.16%	4 (0.05%)	$2,935.00 (0.05%)
8. Display	932 (0.28%)	72.42%	675 (0.52%)	49.14%	4.46	00:02:23	0.00%	0 (0.00%)	$0.00 (0.00%)

SET A BENCHMARK

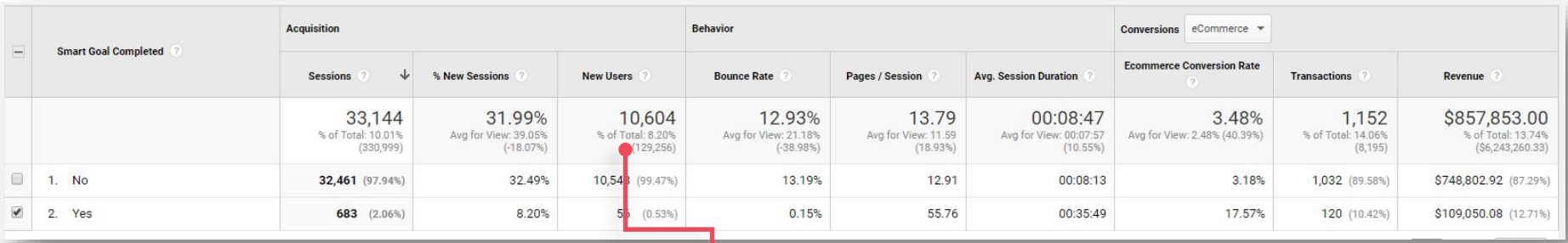
WHY ARE THESE CHANNELS MORE SUCCESSFUL THAN OTHERS?

WHY DID THESE DECREASE?



Default Channel Grouping	Acquisition			Behavior		
	Sessions	% New Sessions	New Users	Pages / Session	Avg. Session Duration	Bounce Rate
	22.15% 330,999 vs 270,985	39.00% 38.95% vs 63.85%	25.49% 123,929 vs 173,035	157.33% 11.59 vs 4.51	187.90% 00:07:57 vs 00:02:46	54.60% 21.18% vs 46.65%
1. Email	300.90% 87,625 vs 21,857	-21.47% 24.56% vs 31.27%	214.82% 21,518 vs 6,835	99.78% 11.21 vs 5.61	112.21% 00:07:15 vs 00:03:25	-25.70% 28.36% vs 38.18%
2. Direct	152.60% 141,566 vs 56,044	-15.72% 54.13% vs 64.23%	112.89% 76,636 vs 35,998	153.66% 10.87 vs 4.29	148.54% 00:07:24 vs 00:02:59	-64.27% 17.66% vs 49.44%
3. Referral	20.71%	-64.38% 18.54% vs 52.05%	-57.00%	157.22% 12.29 vs 4.78	246.74% 00:11:04 vs 00:03:12	-37.44% 27.83% vs 44.48%
4. Paid Search	-49.73% 33,338 vs 66,316	-52.00% 31.81% vs 66.27%	-75.87% 10,604 vs 43,945	218.53% 13.84 vs 4.34	287.15% 00:08:49 vs 00:02:17	-73.49% 12.90% vs 48.67%
5. Organic Search	-74.63% 31,104 vs 122,625	-56.50% 29.40% vs 67.58%	-88.97% 9,144 vs 82,873	210.23% 14.65 vs 4.72	239.48% 00:09:46 vs 00:02:53	-70.91% 13.09% vs 45.01%
6. (Other)	-78.94% 4,669 vs 22,170	27.18% 71.24% vs 56.01%	-73.22% 3,326 vs 12,418	34.88% 5.28 vs 3.91	33.44% 00:03:02 vs 00:02:16	-7.28% 45.62% vs 49.20%
7. Social	-92.07% 2,487 vs 31,380	17.83% 77.40% vs 65.69%	-90.66% 1,925 vs 20,614	6.72% 4.39 vs 4.11	52.59% 00:03:10 vs 00:02:04	-1.25% 45.92% vs 46.50%
8. Display	-96.33% 932 vs 25,389	53.68% 72.42% vs 47.13%	-94.36% 675 vs 11,965	71.73% 4.46 vs 2.60	91.46% 00:02:23 vs 00:01:15	-26.53% 49.14% vs 66.89%
9. Other Advertising	-100.00% 0 vs 24	-100.00% 0.00% vs 72.50%	-100.00% 0 vs 17,582	-100.00% 0.00 vs 3.85	-100.00% 00:00:00 vs 00:02:17	-100.00% 0.00% vs 43.73%

CREATE GOALS + YOUR 2018 PLAN



Smart Goal Completed	Acquisition			Behavior			Conversions eCommerce		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	33,144 % of Total: 10.01% (330,999)	31.99% Avg for View: 39.05% (-18.07%)	10,604 % of Total: 8.20% (129,256)	12.93% Avg for View: 21.18% (-38.98%)	13.79 Avg for View: 11.59 (18.93%)	00:08:47 Avg for View: 00:07:57 (10.55%)	3.48% Avg for View: 2.48% (40.39%)	1,152 % of Total: 14.06% (8,195)	$857,853.00 % of Total: 13.74% ($6,243,260.33)
1. No	**32,461** (97.94%)	32.49%	10,54 (99.47%)	13.19%	12.91	00:08:13	3.18%	1,032 (89.58%)	$748,802.92 (87.29%)
2. Yes	**683** (2.06%)	8.20%	5 (0.53%)	0.15%	55.76	00:35:49	17.57%	120 (10.42%)	$109,050.08 (12.71%)

LET'S IMPROVE BY 20% IN 2018

CREATE GOALS + YOUR 2018 PLAN

Tactics – break down your strategic goals into the tactics to get there.

Measure – are your tactics working?

Google Drive

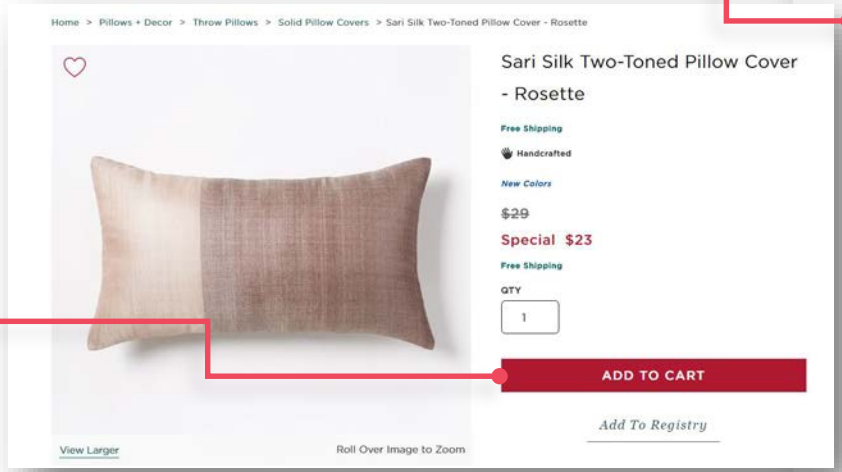
Google Docs

CLEAN HOUSE – PRODUCT TITLE & DESCRIPTIONS

DESCRIPTIVE, TARGETED KEYWORDS

EASY TO SCAN BULLETS

CLEAR CTA



− OVERVIEW

Handcrafted by the artisans at Eco Tasar, a silk workshop and social enterprise in rural India, these vibrant pillow covers are made of pure silk originally intended for *saris*, a draped garment worn in South Asia. We added a hint of herringbone for a masculine touch.

- Meet the maker of this handcrafted piece.
- 12″w x 21″l.
- 100% hand-spun silk in Rosette.
- Hand-loomed by Craftmark-certified artisans. Learn more.
- Button closure.
- Accommodates a 12″w x 21″l Pillow Insert (sold separately).
- Made in India.

+ DETAILS + DIMENSIONS

+ SHIPPING + RETURN INFO

WHEREOWARE

CLEAN HOUSE – EMAILS

REVIEW AUTOMATED CAMPAIGN

DID SOMETHING CHANGE?

UNUSED CAMPAIGNS

UNOPTIMIZED CAMPAIGN

Automated Campaign	Date Started	Last Send Date	Total Sends	Total Opens	Total Clicks	Total Revenue/Goals	Last 6 Mo. Sends	Last 6 Mo. Opens	Last 6 Mo. Clicks	Last 6 Mo. Revenue/Goals
Abandoned Cart	1/5/2017	1/17/2018	5,000	4,100	3,400	$600	2,500	2,000	1,500	$250
Welcome-New Member	2/10/2017	1/17/2018	9,000	5,500	5,000	$8,000	4,000	3,000	2,900	$5,000
We Miss You	3/2/2017	7/15/2017	4,000	1,500	980	$199	30	26	17	$60
Related Products	3/5/2017									
Abandoned Cart	5/9/2017	12/7/2017	7,500	3,563	3,000	$4,500	5,000	2,800	2,500	$3,200
Welcome	8/12/2017	11/15/2017	7,500	5,000	2,500	$3,000	5,000	2,500	2,000	$3,000
We Miss You	9/1/2017									
Related Products	10/1/2017	10/31/2017	3,500	2,793	300	$1,000	3,500	2,793	300	$1,000
Welcome	12/1/2017	1/17/2017	600	500	50	$2,000	600	500	50	$2,000

CLEAN HOUSE – EMAILS

EVALUATE WHAT EMAILS WORKED AND WHAT DIDN'T

SUBJECT LINES THAT DIDN'T WORK

CTA THAT WORKED

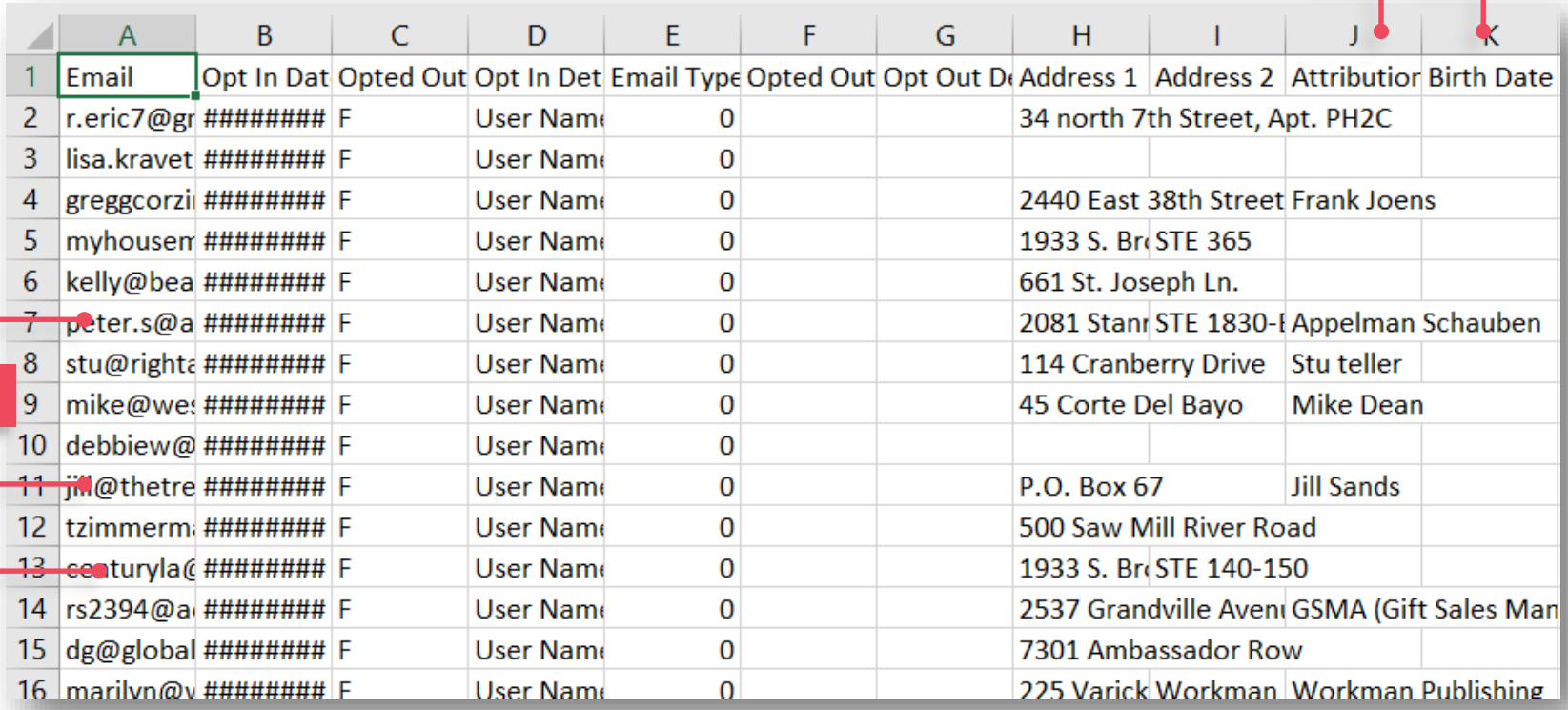
SUBJECT LINE THAT WORKED

Campaign Type	Campaign Name	Subject Line	CTA	Total Sends	Total Opens	Total Clicks	Total Revenue/Goals
Sale	July 4th Sale	Buy One,Get One	Shop Now	4,000	3,422	2,500	$4,000
New Product	Plus Size Just Launched	Look What We Have	Take a Look	4,000	2,500	2,000	$8,000
Informational	Spring Catalog Coming Soon	Did You Know	Learn More	4,500	500	200	$2,000
Sale	Presidents Day Sale	You Don't Want to Miss This	Savings Start Here	6,000	3,500	400	$7,000
Sale	Early Holiday Sale	You Don't Want to Miss This	Start Saving Now	6,000	3,500	3,050	$10,000
Sale	Birthday Discounts	25% Off Your Favorites	Shop Now	900	630	583	$5,000
New Product	New Arrivals	New Arrivals Just for You	Shop New Arrivals	530	499	483	$4,000
Sale	Spring Sale	Hurry! Before Time Runs Out	Shop Now	3,700	2,922	2,000	$2,000

CLEAN HOUSE – DATA

UNUSED FIELDS

INVALID EMAILS



	A	B	C	D	E	F	G	H	I	J	K
1	Email	Opt In Dat	Opted Out	Opt In Det	Email Type	Opted Out	Opt Out D	Address 1	Address 2	Attributior	Birth Date
2	r.eric7@gr	########	F	User Name	0			34 north 7th Street, Apt. PH2C			
3	lisa.kravet	########	F	User Name	0						
4	greggcorzi	########	F	User Name	0			2440 East 38th Street		Frank Joens	
5	myhousem	########	F	User Name	0			1933 S. Br	STE 365		
6	kelly@bea	########	F	User Name	0			661 St. Joseph Ln.			
7	peter.s@a	########	F	User Name	0			2081 Stanr	STE 1830-E	Appelman Schauben	
8	stu@righta	########	F	User Name	0			114 Cranberry Drive		Stu teller	
9	mike@wes	########	F	User Name	0			45 Corte Del Bayo		Mike Dean	
10	debbiew@	########	F	User Name	0						
11	jill@thetre	########	F	User Name	0			P.O. Box 67		Jill Sands	
12	tzimmerma	########	F	User Name	0			500 Saw Mill River Road			
13	ceturyla@	########	F	User Name	0			1933 S. Br	STE 140-150		
14	rs2394@a	########	F	User Name	0			2537 Grandville Aven		GSMA (Gift Sales Man	
15	dg@global	########	F	User Name	0			7301 Ambassador Row			
16	marilyn@y	########	F	User Name	0			225 Varick	Workman	Workman Publishing	

STEP 2: OPTIMIZE YOUR MARKETING

"Company website was the top channel in which respondents conduct business, at 83%, up from 77% in last year's survey."

-Retail TouchPoints

OPTIMIZE MARKETING

Segment audience into personas

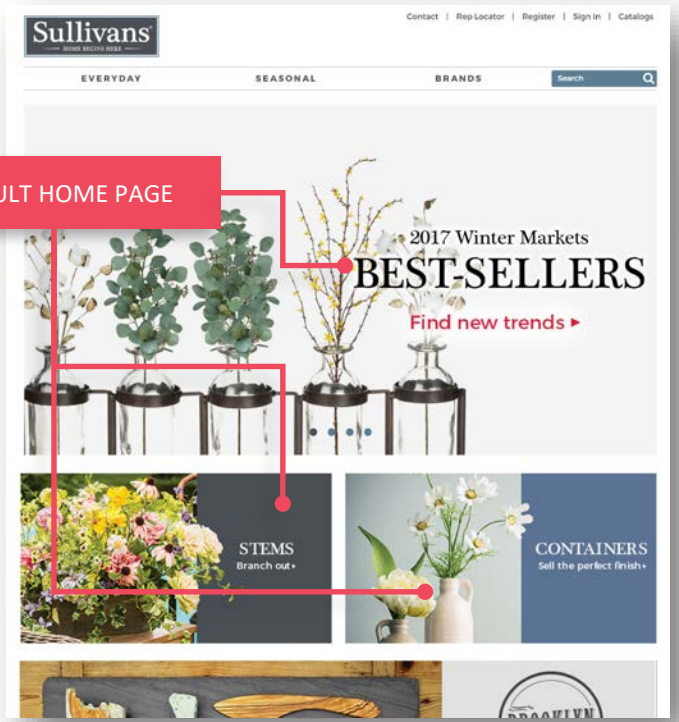
Add email signup to grow list size

Optimize for mobile

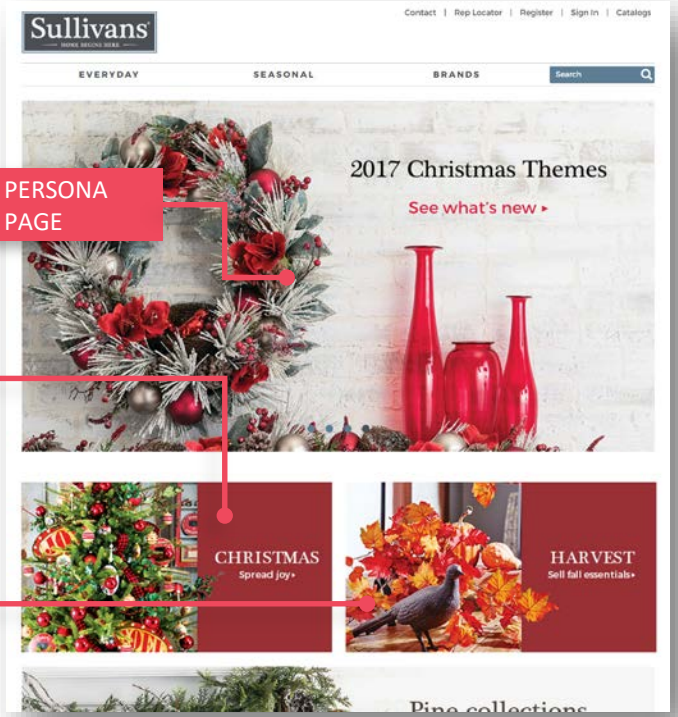
TEST, TEST, TEST subject lines, copy, CTAs, landing pages, etc.

PERSONA PERSONALIZATION: WEBSITE

DEFAULT HOME PAGE

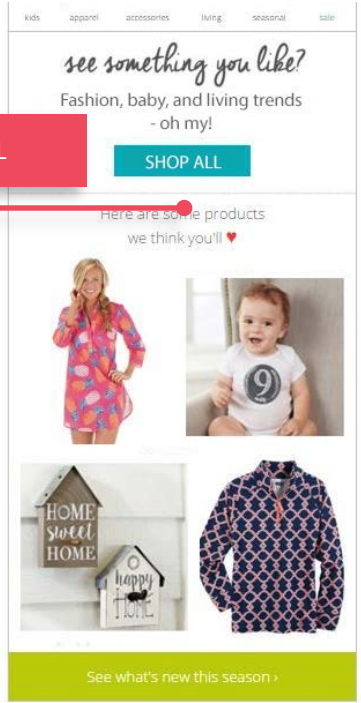


SEASONAL PERSONA HOME PAGE

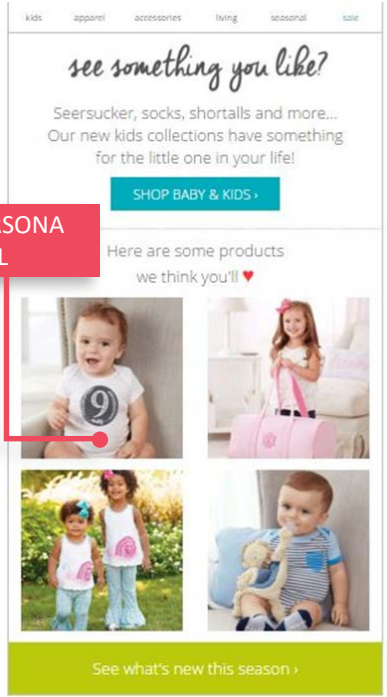


PERSONA PERSONALIZATION: EMAIL

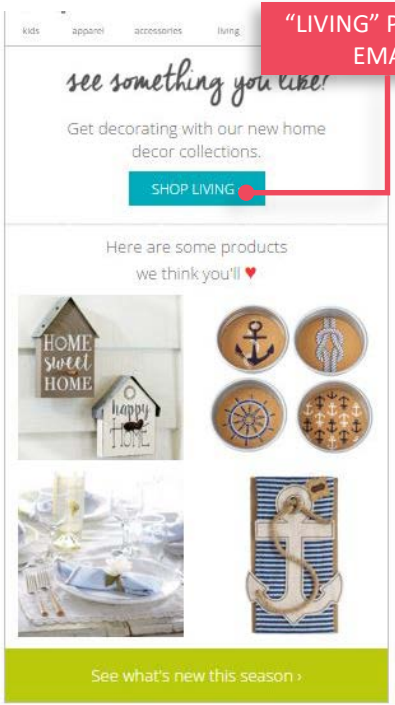
DEFAULT EMAIL



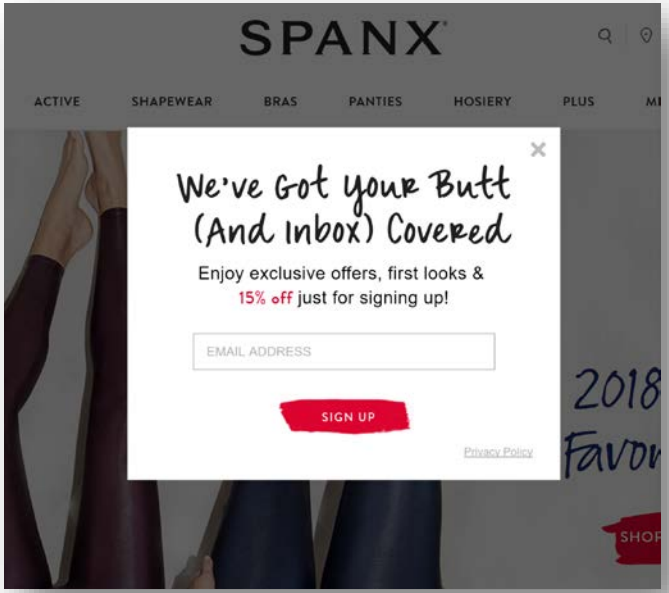
"KIDS" PERSONA EMAIL

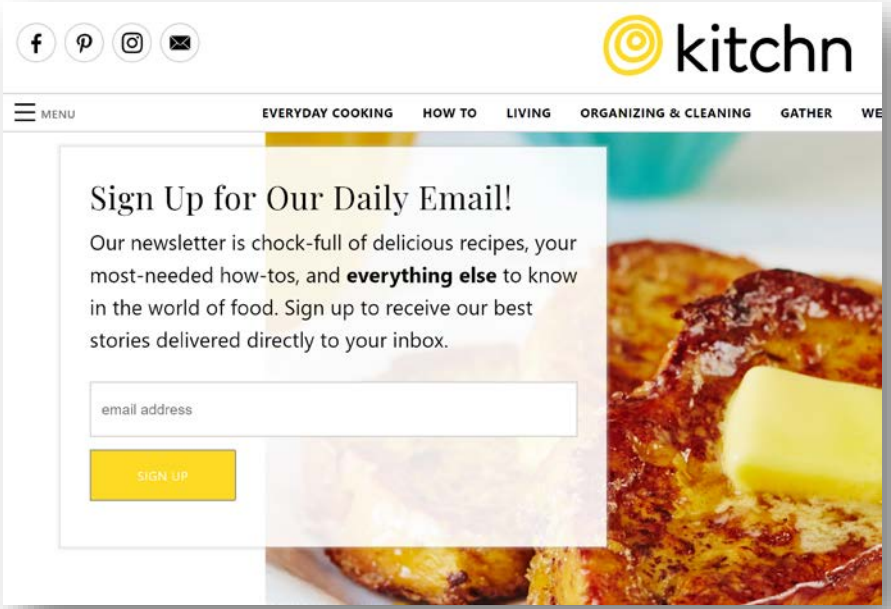


"LIVING" PERSONA EMAIL



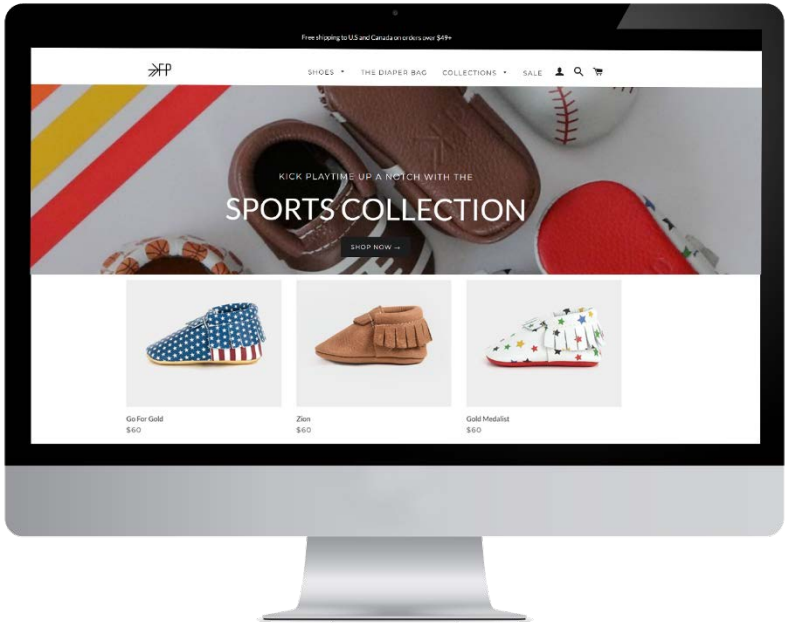
EMAIL SIGNUPS



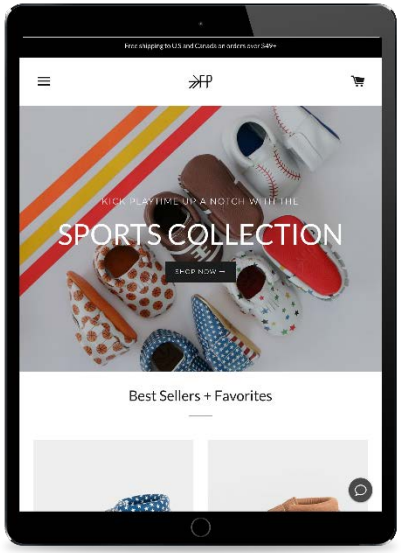


MOBILE OPTIMIZATION: WEBSITE

DESKTOP



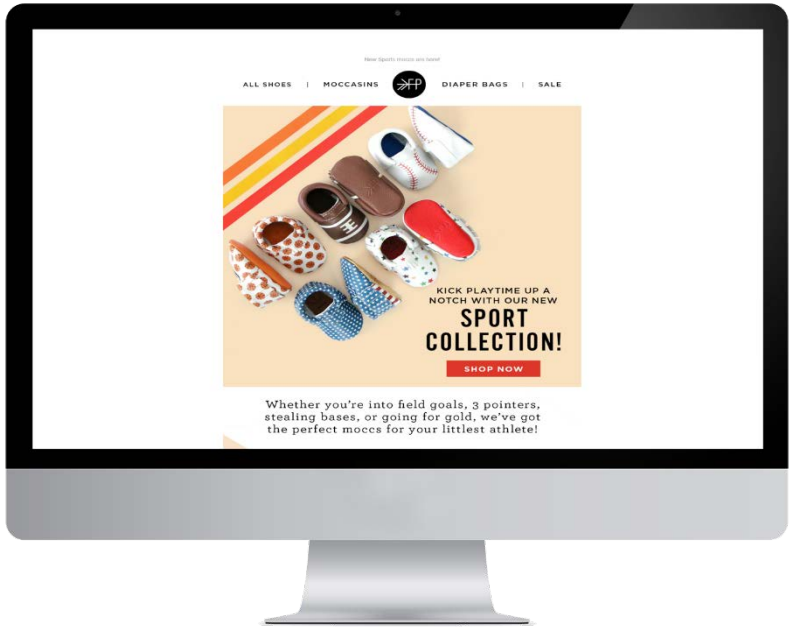
IPAD



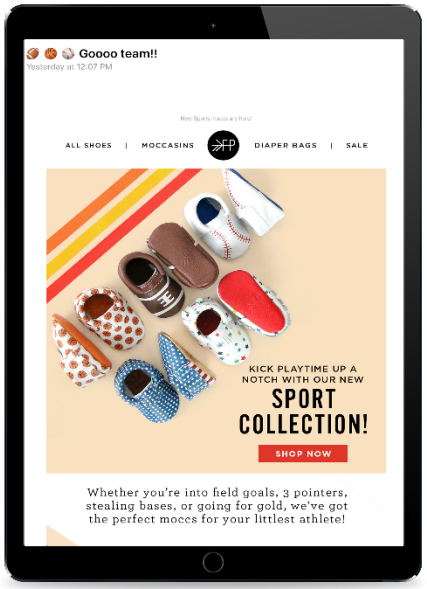
IPHONE

MOBILE OPTIMIZATION: EMAIL

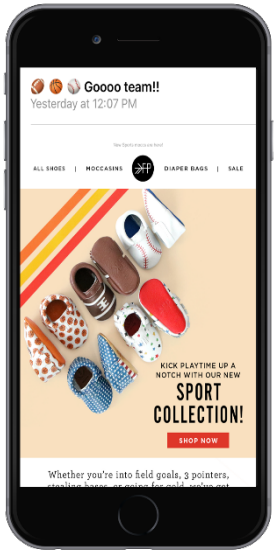
DESKTOP



IPAD

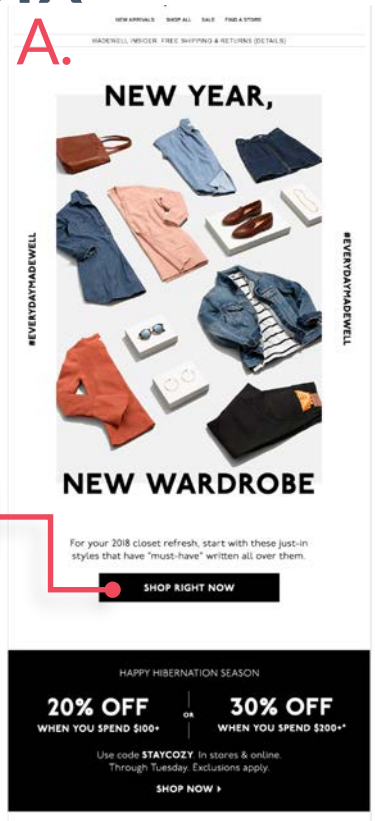


IPHONE



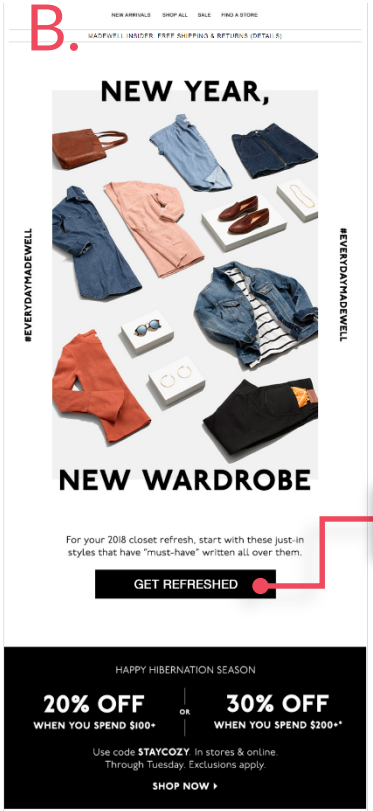
A/B TESTING: CTA

A.



CTA: SHOP RIGHT NOW

B.

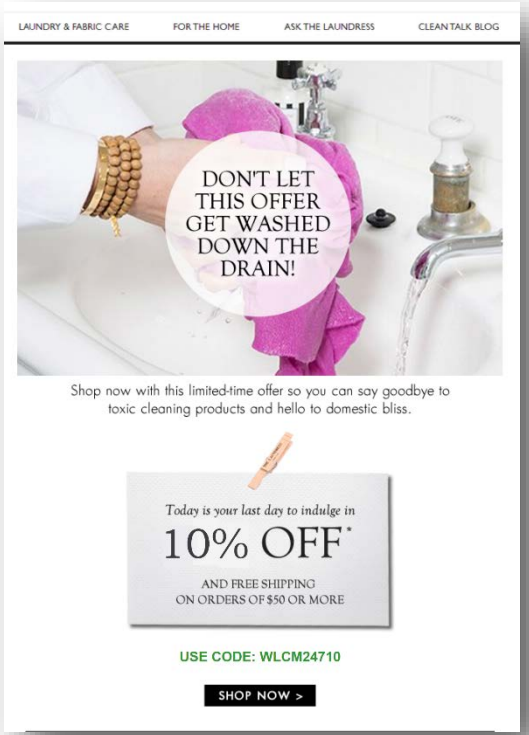


CTA: GET REFRESHED

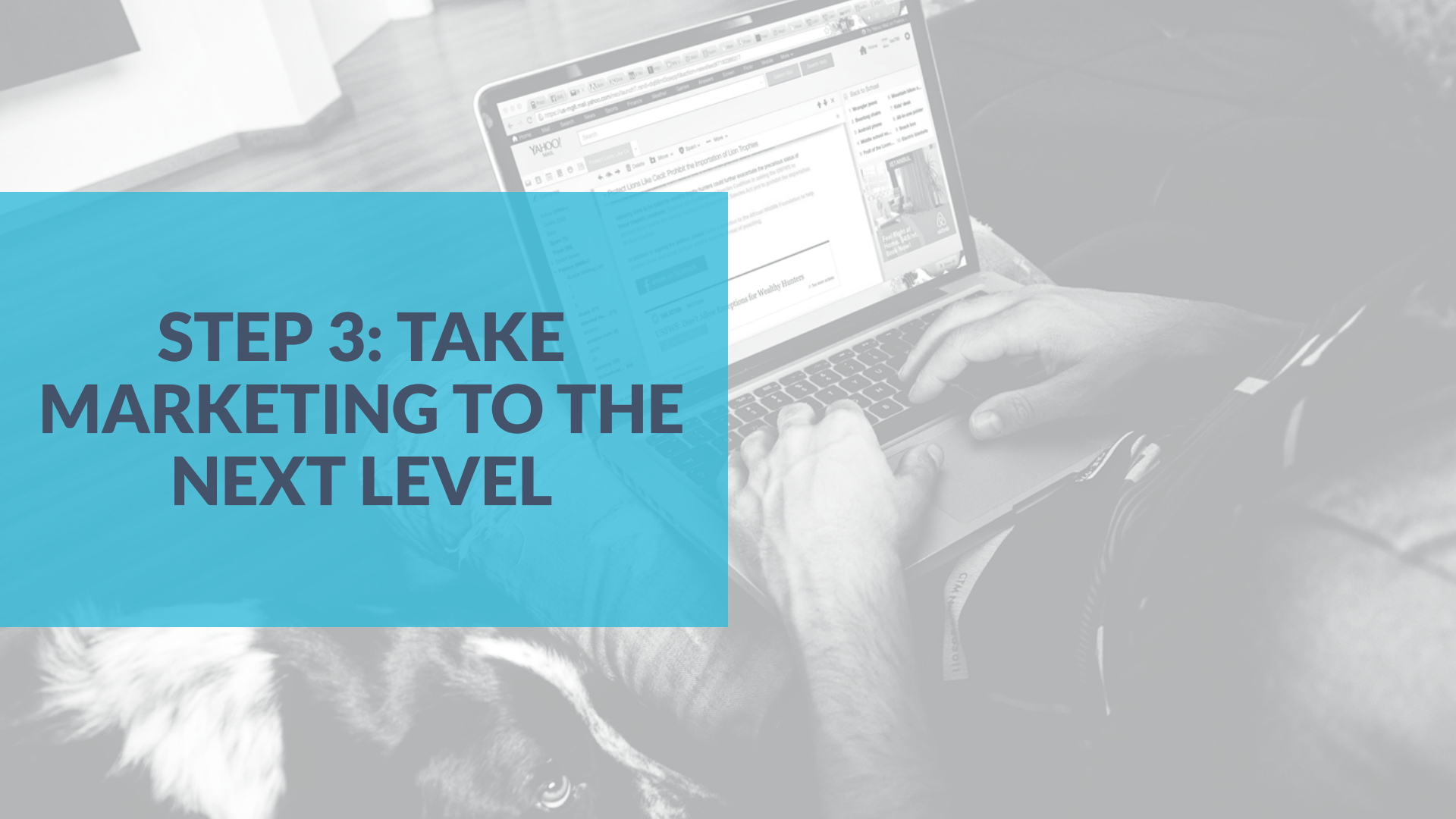
A/B TESTING: OFFER

A.

B.



STEP 3: TAKE MARKETING TO THE NEXT LEVEL

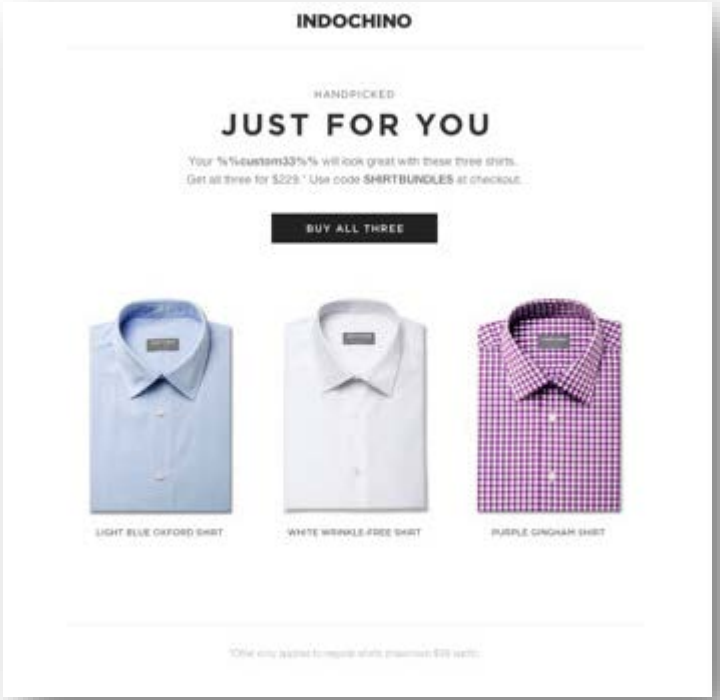


BEHAVIOR CAN GET
COMPLICATED

RELATED PRODUCTS EMAILS

Subject Line: Your recent suit purchase will look great with…

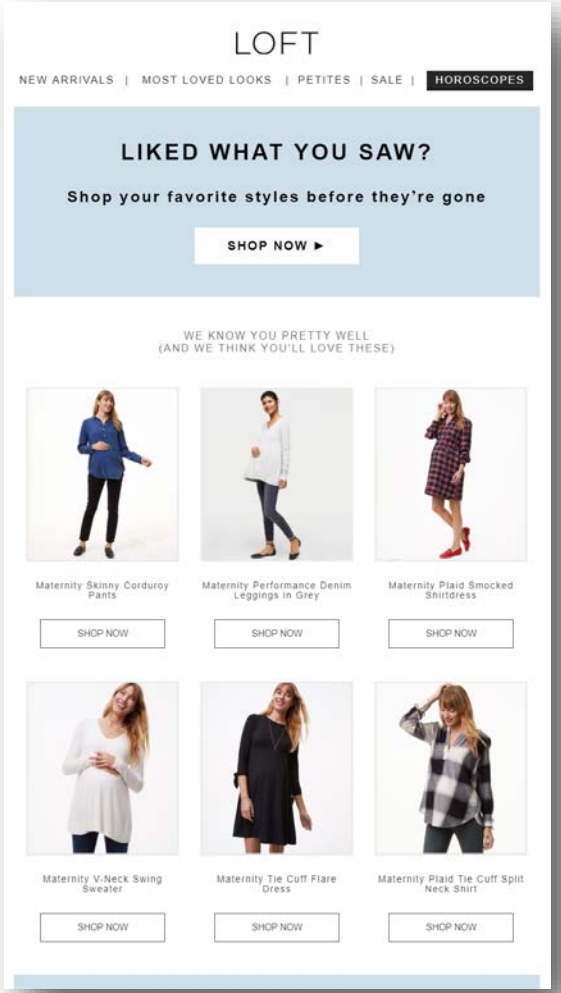
Data Trigger: Suit purchase



BROWSE ABANDON EMAILS

Subject Line: Want these? Better hurry.

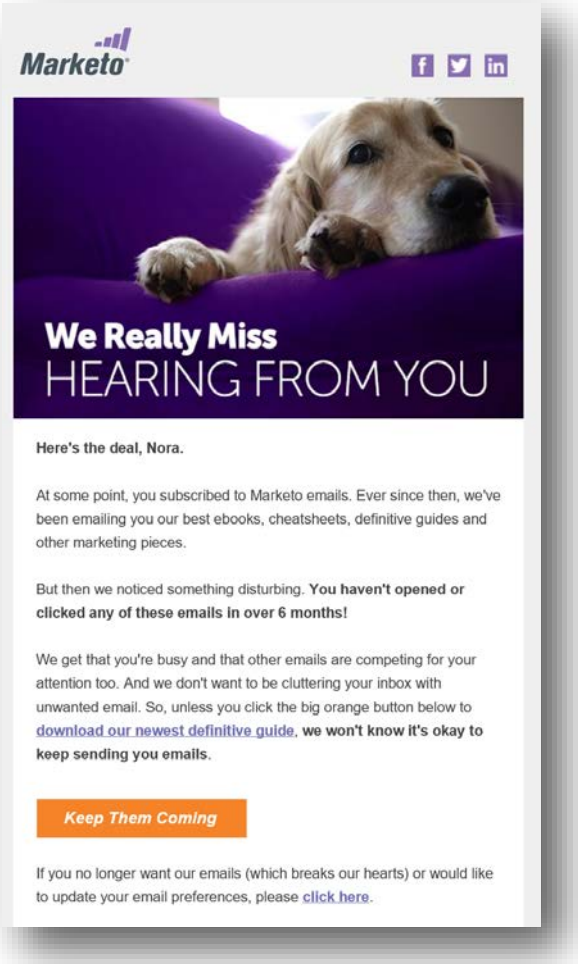
Data Trigger: Browsed products, no purchase.



RE-ENGAGEMENT EMAILS

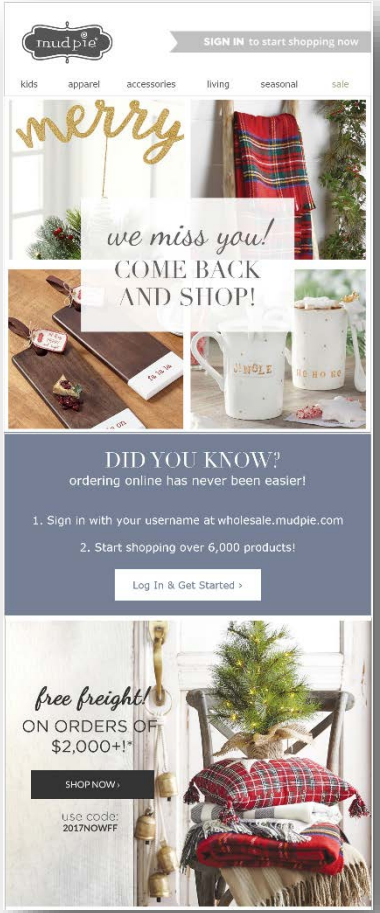
Subject Line: We really miss you, Nora

Data Trigger: No email or opens in last 6 months



PREDICTIVE. NOT REACTIVE.

CHURN MODEL: WEBSITE + EMAIL

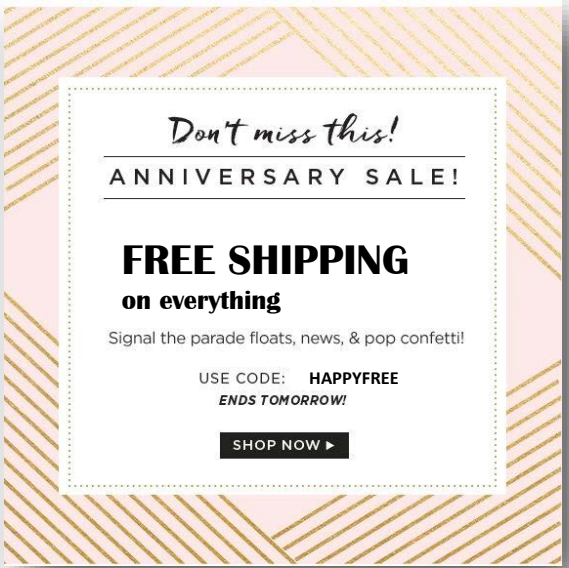


CHURN MODEL: EMPOWER SALES TEAMS

PERKS FOR VIPS

Kissmetrics.com

BEST OFFERS FOR INDIVIDUALS



LET’S GET SOCIAL

75%
INCREASE ON RETAILERS' AVERAGE ROI FOR FACEBOOK AD SPEND OVER THE LAST YEAR

- Digital Commerce 360, 2016

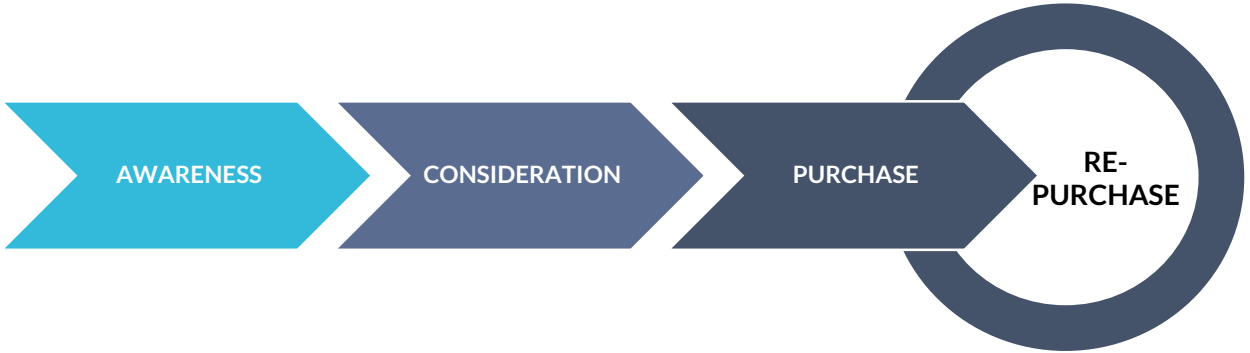
SOCIAL ADVERTISING

Explore where to add social in the journey

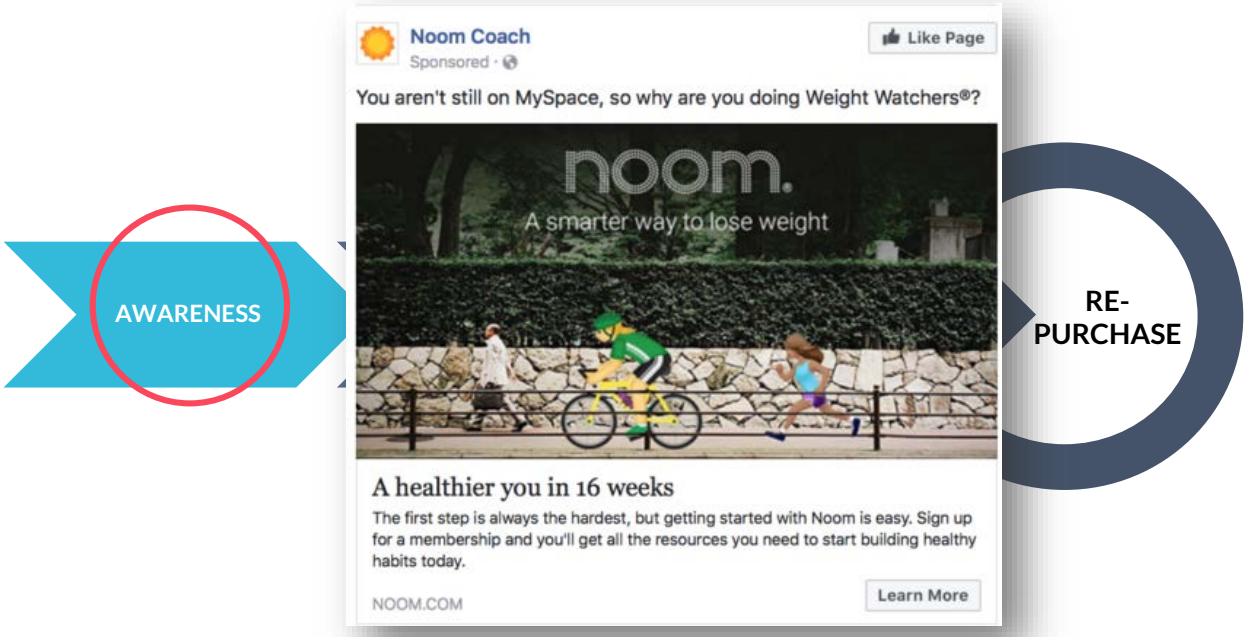
Test out different ad formats on Facebook

Dip your toe in influencer marketing

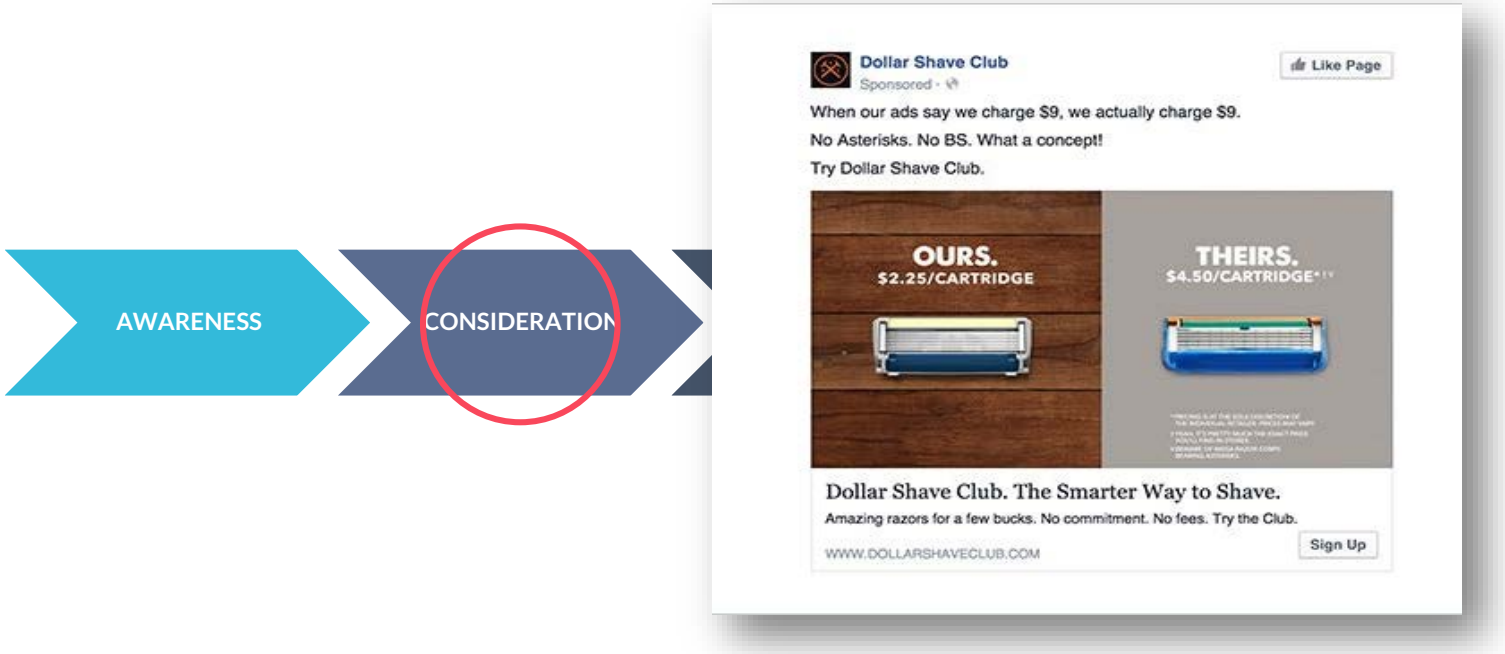
ADD SOCIAL TO MULTIPLE POINTS IN JOURNEY



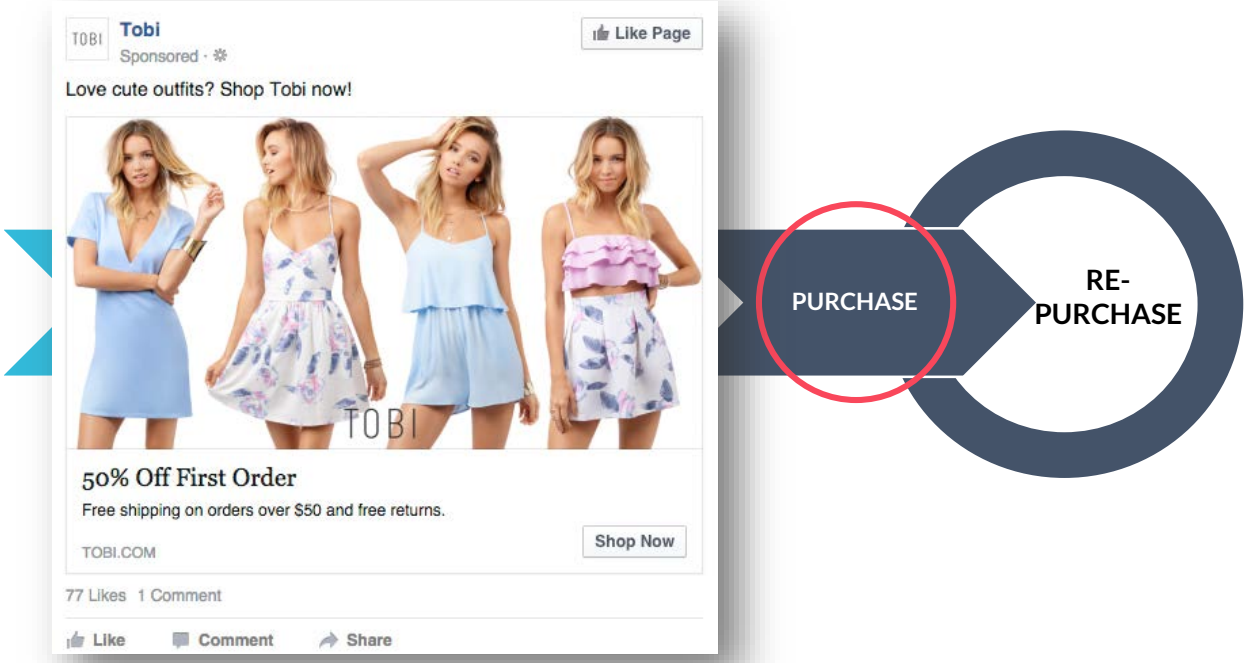
ADD SOCIAL TO MULTIPLE POINTS IN JOURNEY



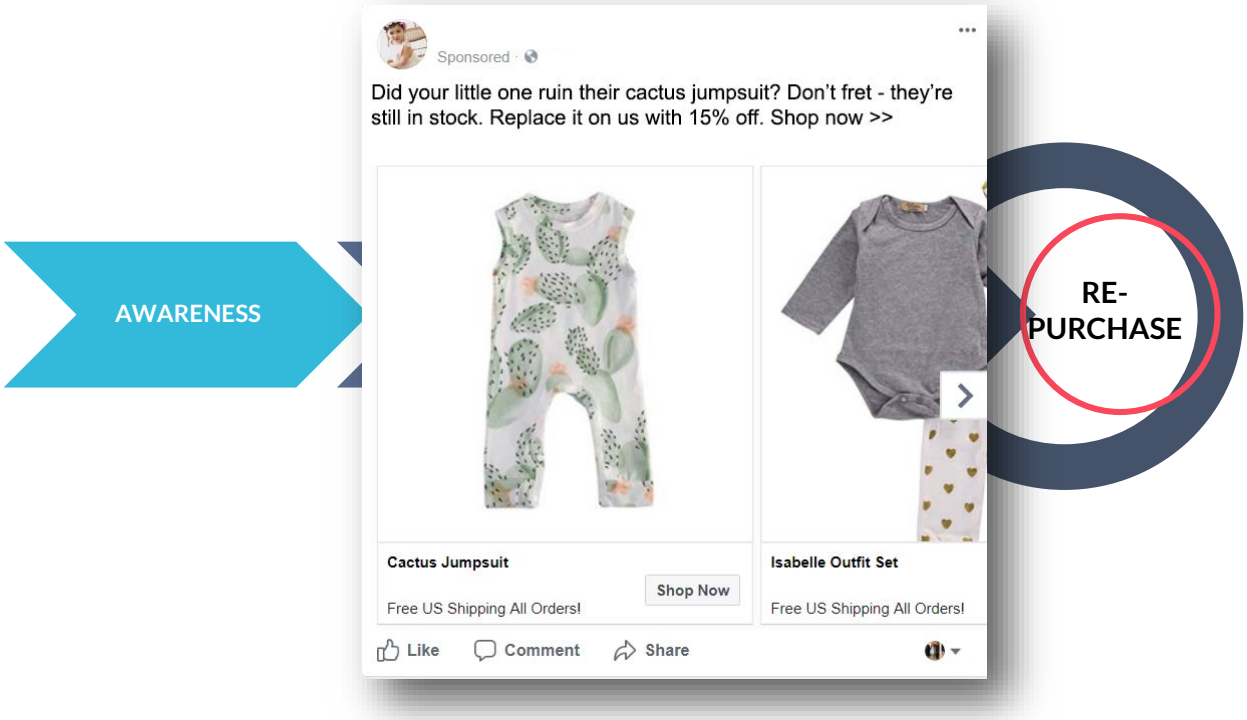
ADD SOCIAL TO MULTIPLE POINTS IN JOURNEY



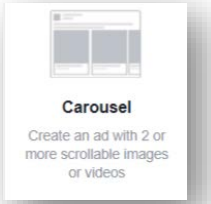
ADD SOCIAL TO MULTIPLE POINTS IN JOURNEY



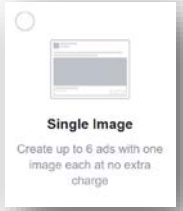
ADD SOCIAL TO MULTIPLE POINTS IN JOURNEY



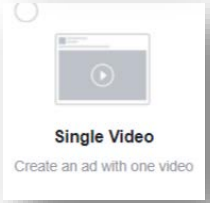
STANDARD FACEBOOK AD OPTIONS



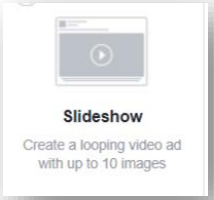
Great for: Conversion
Displaying product or tell a story



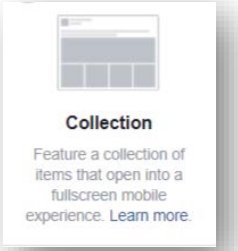
Great for: Lead generation or a big ticket product
Display your product in context. Grab consumers attention.



Great for: Brand awareness
Customer testimonials, product reviews, how-tos



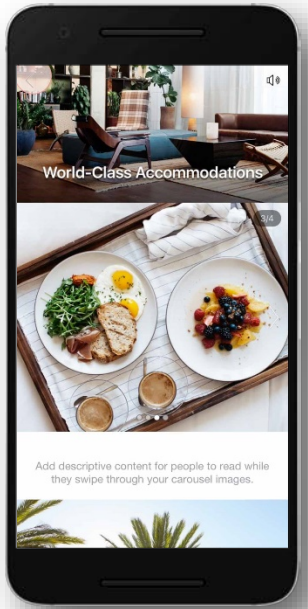
Great for: cheaper video alternative
Customer testimonials, product reviews, how-tos



Great for: Almost any objective
Combine multiple ad formats into one example: show video with product images.

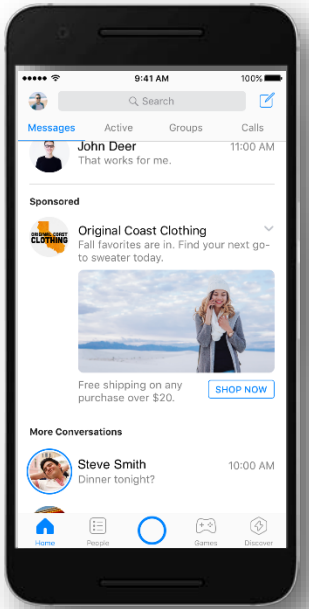
NEW FACEBOOK AD OPTIONS

CANVAS

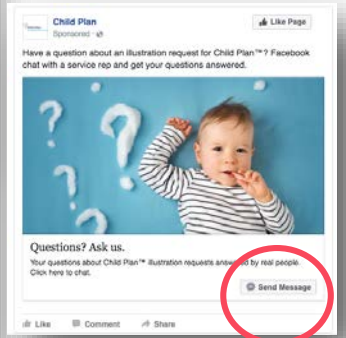


Great for: Mobile.
Full-screen,
immersive experience

MESSENGER



Great for: Mobile.
Communicating with
customers 1-1.



INFLUENCER MARKETING

YOUTUBE, INSTAGRAM, INSTAGRAM STORIES, FACEBOOK, TWITTER

40%

of people say they've purchased an item online after seeing it used by an influencer on Instagram, Twitter, Vine, or YouTube

- Twitter and Annalect, 2016

GET STARTED WITH INFLUENCER MARKETING

DEFINE GOAL

Content creation?
Engagement/Awareness?
Sales?

PARTNER WITH INFLUENCER

Authentic?
Engaged follower base?
Style matches your brand?

WHATS IN IT FOR THEM?

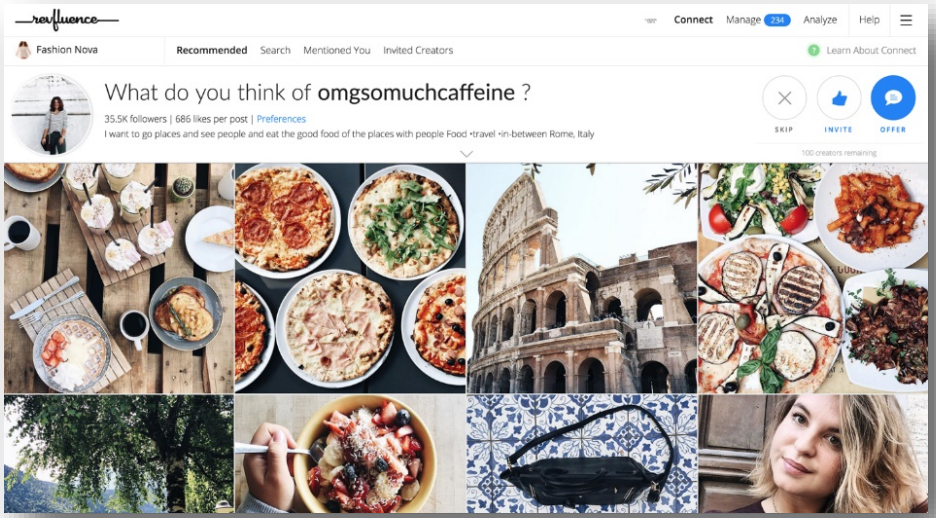
Exposure + more followers?
Free gifts or other perks?
Kickback from sales?

MEASURE RESULTS

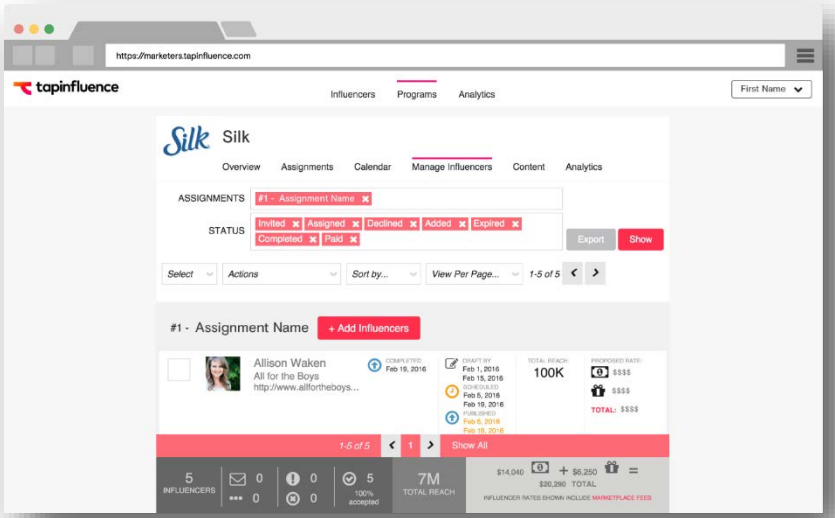
Did you meet defined goal?
Other fringe benefits?
Would you do it again?

INFLUENCER PLATFORMS

REVFLUENCE



TAPFUSION

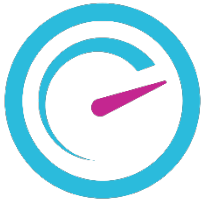


TOOLS FOR SUCCESS

TOOLS FOR SUCCESS

GOOGLE ANALYTICS

CODE PERFECT



PRODUCT FASTLANE

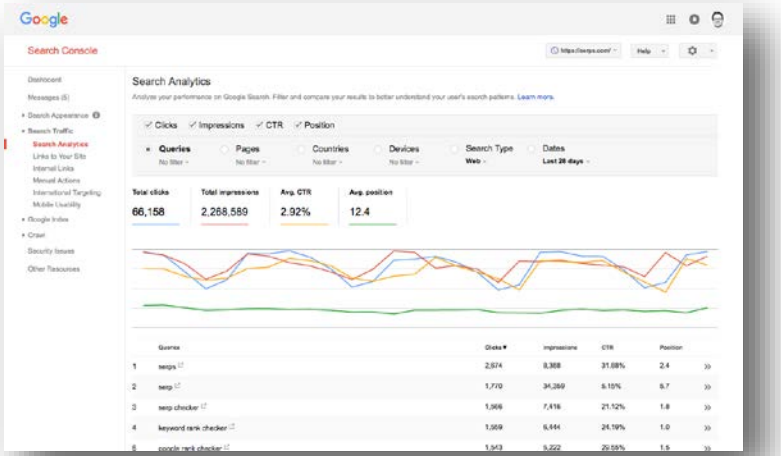
GOOGLE SEARCH CONSOLE

GOOGLE ANALYTICS + GOOGLE SEARCH CONSOLE

GOOGLE ANALYTICS

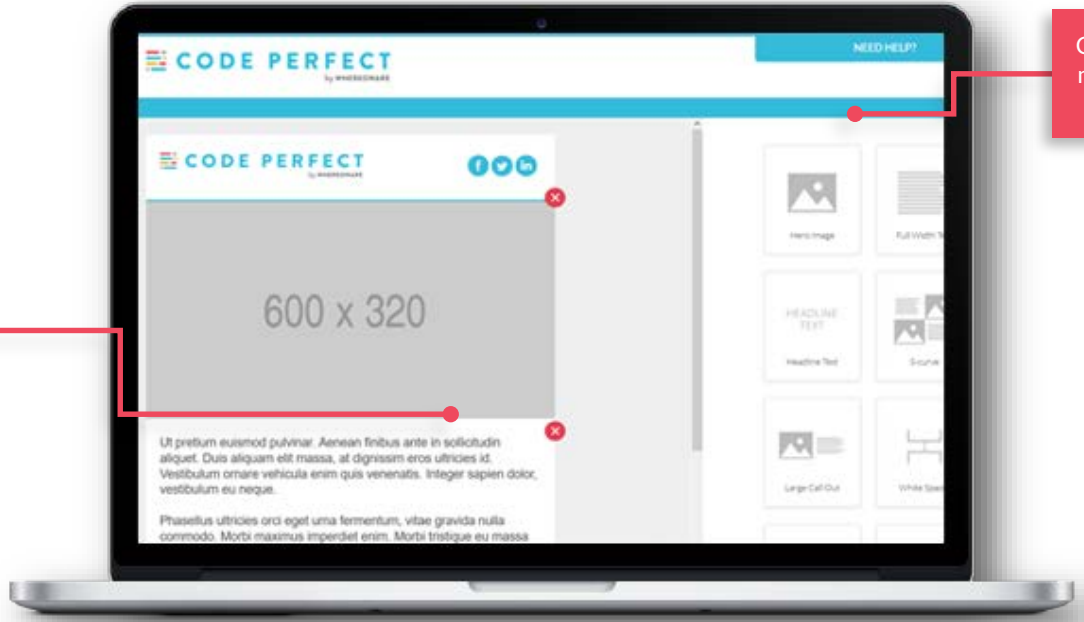
Default Channel Grouping	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	182,876 % of Total: 100.00% (182,876)	59.75% Avg for View: 59.63% (0.19%)	109,261 % of Total: 100.19% (109,049)	33.36% Avg for View: 33.36% (0.00%)	6.45 Avg for View: 6.45 (0.00%)	00:03:44 Avg for View: 00:03:44 (0.00%)	1.22% Avg for View: 1.22% (0.00%)	2,234 % of Total: 100.00% (2,234)	$158,778.58 % of Total: 100.00% ($158,778.58)
1. Organic Search	71,835 (39.28%)	62.99%	45,250 (41.41%)	32.79%	6.13	00:03:26	1.05%	755 (33.80%)	$51,022.56 (32.13%)
2. Paid Search	45,047 (24.63%)	51.94%	23,397 (21.41%)	25.50%	7.79	00:04:15	1.62%	732 (32.77%)	$53,908.17 (33.95%)
3. Direct	32,452 (17.75%)	71.84%	23,313 (21.34%)	44.16%	6.05	00:04:11	1.16%	375 (16.79%)	$28,055.98 (17.67%)
4. Email	19,251 (10.53%)	40.21%	7,741 (7.08%)	32.49%	6.07	00:03:31	1.01%	195 (8.73%)	$14,795.19 (9.32%)
5. Social	4,729 (2.59%)	69.63%	3,293 (3.01%)	43.56%	5.20	00:02:39	1.37%	65 (2.91%)	$3,347.35 (2.11%)
6. (Other)	3,795 (2.08%)	79.16%	3,004 (2.75%)	40.37%	5.03	00:01:55	0.79%	30 (1.34%)	$2,346.21 (1.48%)
7. Facebook Promoted	2,293 (1.25%)	51.50%	1,181 (1.08%)	26.82%	5.60	00:03:35	0.35%	8 (0.36%)	$660.74 (0.42%)
8. Referral	1,722 (0.94%)	44.72%	770 (0.70%)	32.52%	8.09	00:06:00	4.18%	72 (3.22%)	$4,495.39 (2.83%)
9. Instagram	1,556 (0.85%)	77.12%	1,200 (1.10%)	34.32%	2.06	00:01:12	0.06%	1 (0.04%)	$105.00 (0.07%)
10. Display	148 (0.08%)	53.38%	79 (0.07%)	36.49%	6.75	00:04:05	0.68%	1 (0.04%)	$41.99 (0.03%)

GOOGLE SEARCH CONSOLE



CODE PERFECT

120+ pre-tested code modules

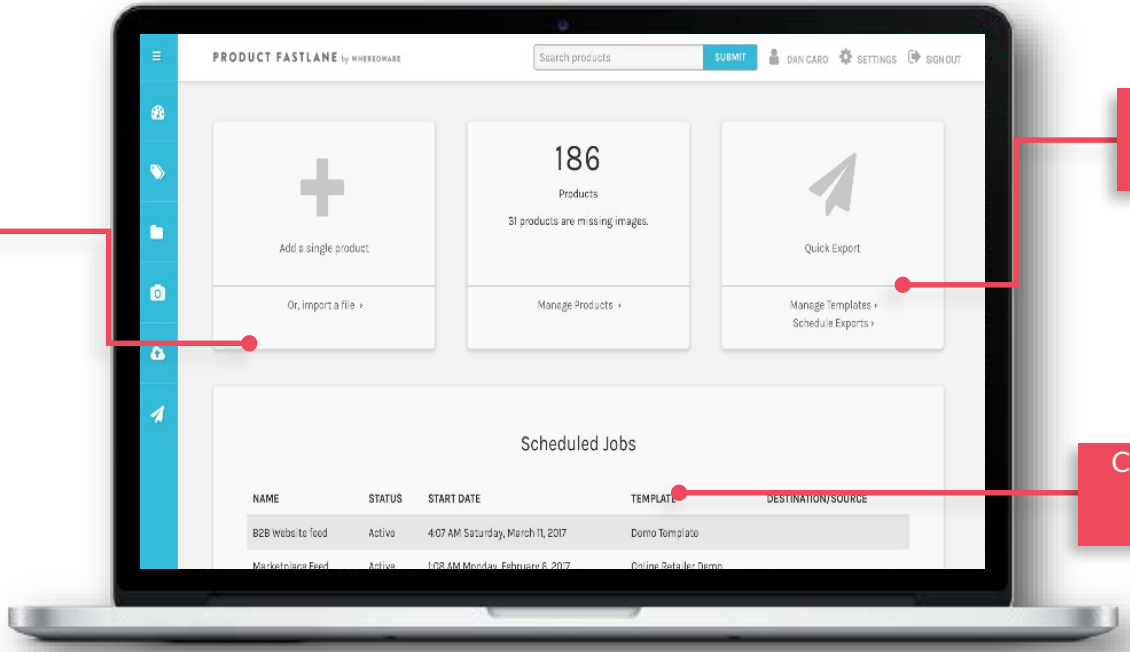


Copy modules into any ESP, marketing automation tool, or WYSIWYG editor

Learn More:
www.codeperfect.com

PRODUCT FASTLANE

Import full or partial data,
and upload assets
(images, Word docs,
Excel sheets, PDFs,
and more)



Export products to FTP and Excel

Create projects and collaborate with multiple users

Learn More:
www.productfastlane.com

WHEREOWARE

THANKS FOR WATCHING!

We will be sending a follow up email with slides + recording + checklist

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