
Digital Strategy Mistakes You're Making — and How to Fix Them for 2021

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Reminders

We'll send a recording within one day of the webinar.

Submit questions through the Chat field. If we don't get to your question, we'll follow up directly.

Special offer:

Free 30 Minute Consultation

(For the first 3 people to email sales@whereoware.com)

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LYNNE DEROCHÉ
Vice President
Strategic Solutions



ANNA YUNKER
Senior Digital Strategist

Smart growth through digital marketing strategy and activation



Our Services: How We Help You

CUSTOMER ACQUISITION, RETENTION, AND MAXIMIZATION

Increase nurture and conversions through proven, data-optimized multi channel campaigns.

E-COMMERCE

Sell more online through modern, feature-rich e-commerce websites and optimized customer experiences.

DIGITAL MARKETING OPTIMIZATION

360-degree digital strategy to acquire new customers, reduce churn, and increase customer lifetime value.

Agenda

- 1 2020's Marketing Challenges

- 2 Mistake #1: Your Plan Isn't Based on Data

- 3 Mistake #2: One Size Fits All Approach

- 4 Mistake #3: You Set It and Forget It

A woman with glasses is smiling while looking at a laptop screen in an office environment. The scene is dimly lit with a blue tint. The text 'A Look Back at 2020' is overlaid in white, with a red horizontal line above the word 'Look'.

A Look Back at 2020

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Marketers Face Steep Challenges

64%

Of Marketers report sales losses, with 16.9% saying they've lost 50% of their revenue.

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Economic Sector

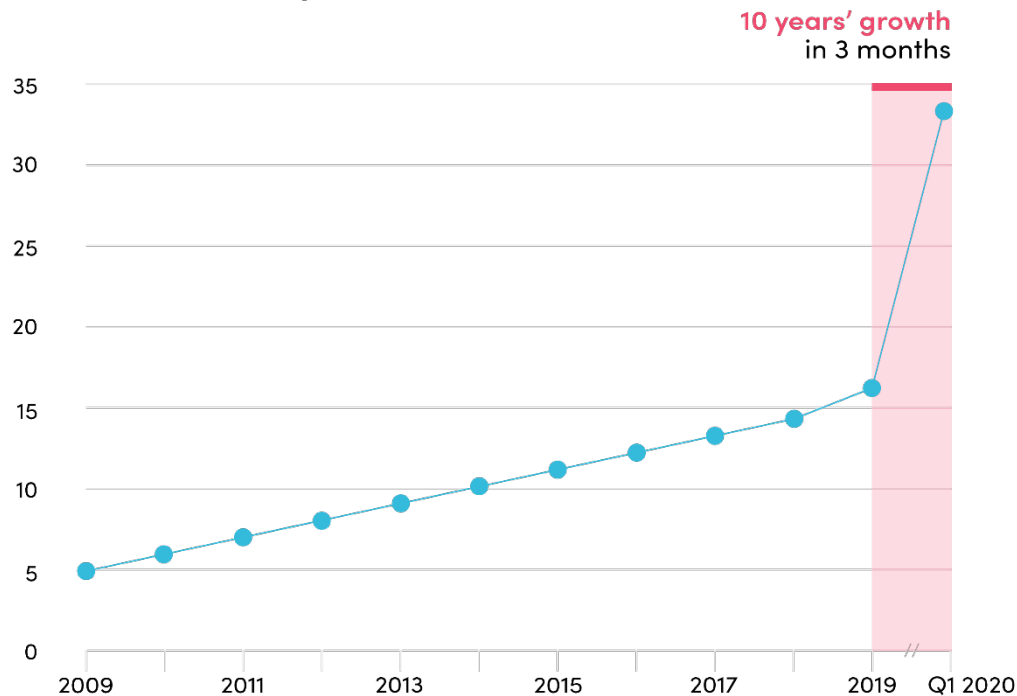
	Sales Revenue	Profit	Customer Acquisition
B2B Product	-14.3%	-9.8%	-7.2%
B2B Services	-16.9%	-12.0%	-7.7%
B2C Product	-17.6%	-13.3%	-5.0%
B2C Services	-27.1%	-31.2%	-20.1%

-The CMO Survey: Special Covid-19 Edition: June 2020

COVID-19 Accelerated E-commerce

In just three months, e-commerce penetration in the U.S. market **grew more quickly** than it had in **the last ten years** combined.

US e-commerce penetration, %



62%

increase in the importance of marketing since the pandemic.

Companies Double Down on Marketing

54%

of Marketers focused during COVID-19 on improving the customer experience.

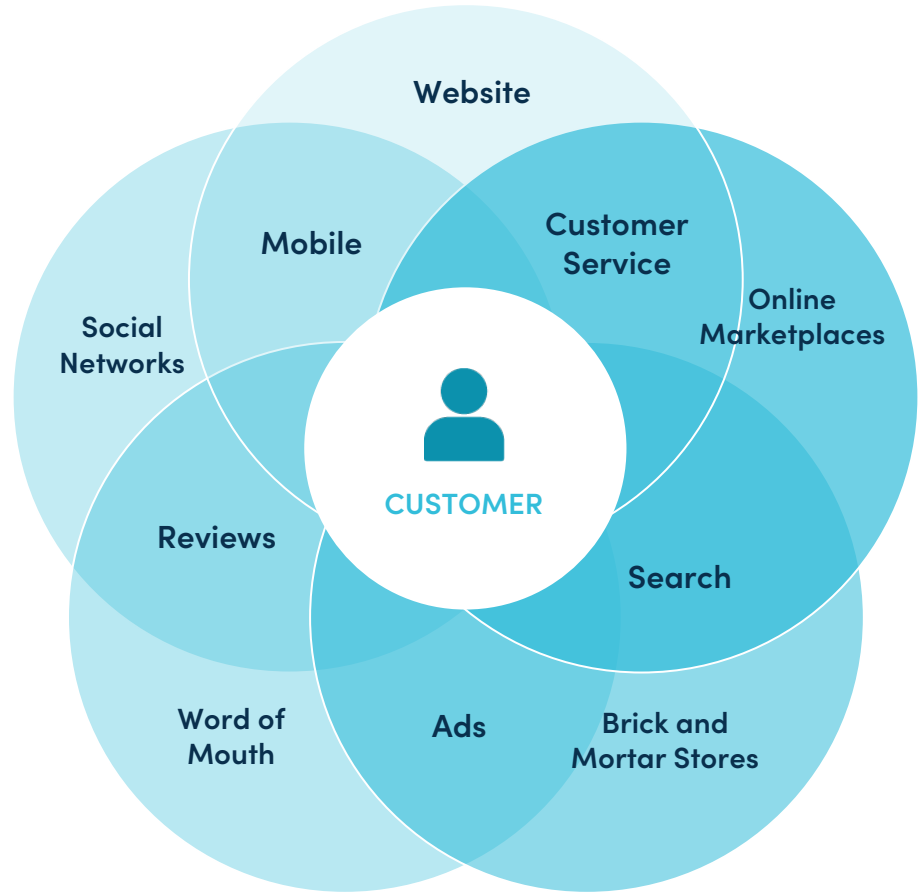
-The CMO Survey

But, That's Easier Said Than Done

73%

of customers use **multiple channels** during their shopping journey

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Your 2021
Digital
Strategy Is
Under
Pressure

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Mistake #1 Your Plan Isn't Based on Data

Throughout the Pandemic, Improvisation Replaced Plans

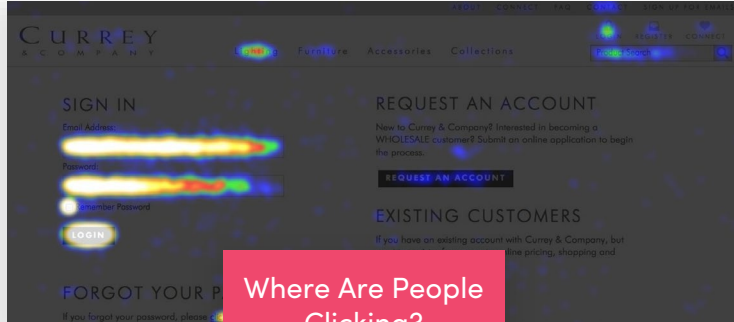
61%

Ranked improvisation at
a 6-7 (on a 1-7 scale),
basing decisions on:

- 83% marketing team member knowledge and experiences.
- 81% top management knowledge and experiences.
- 70% conversations with the sales team.

- The CMO Survey

Start with Last Year's Data – What Worked/Didn't?



Where Are People Clicking?

Keyword	Status	Max. CPC	Avg. Pos.	Search Impr. share	Inpr.	Clicks	CTR	Match type	Qual. score	Ad relevance
Search (not existing)	Eligible	\$1.40 (enhanced)	1.3	98.37%	662	137	20.69%	Exact	10/10	Above average
Search (not existing)	Eligible	\$1.40 (enhanced)	1.0	96.87%	29	5	17.24%	Exact	10/10	Above average
Search (not existing)	Eligible	\$1.40 (enhanced)	1.2	100.00%	62	26	45.16%	Exact	9/10	Average
Search (not existing)	Eligible	\$1.40 (enhanced)	1.0	100.00%	88	20	22.73%	Exact	10/10	Above average
Search (not existing)	Eligible	\$1.40 (enhanced)	1.1	99.00%	1,312	500	44.97%	Phrase	10/10	Above average
Search (not existing)	Eligible	\$1.40 (enhanced)	1.1	99.22%	123	30	23.44%	Exact	10/10	Above average
Search (not existing)	Eligible	\$1.40 (enhanced)	1.0	100.00%	20	4	20.00%	Exact	10/10	Above average
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What Keywords Are They Searching For?

Default Channel Grouping	Acquisition			Behavior		
	Sessions	% New Sessions	New Users	Pages / Session	Avg. Session Duration	
	33.55%	1.25%	32.72%	14.71%	24.81%	
1. Organic Search	-8.66%	-1.79%	-10.25%	-13.99%	23.19%	
2. Referral	-41.84%	-7.31%	-5.19%	-22.46%	4.95%	
3. Direct	-50.51%	-0.47%	-50.74%	-36.29%	-9.73%	
4. Email	-72.12%	48.45%	-58.61%	-21.39%	9.98%	
5. Paid Search				-8.27%	40.84%	
6. Social				-10.53%	66.54%	

What Channels Are Engaging?

Device	Users	Transactions	Your eCommerce Conversion Rate	Industry std eCommerce Conversion rate	Revenue
mobile	3,490,488	36,105	0.8%	2.1%	\$1,163,066
desktop	2,653,985	65,329	1.8%	3.2%	\$2,271,930
tablet	357,523	5,900	1.7%	3.1%	\$183,631

What's Converting?

Identify Goals and KPIs

What Are You Trying to Achieve and How Will You Measure Success?

Better Mobile Experience?



Mobile Audience, Mobile Traffic, Conversions by Device, Core Web Vitals, Mobile Abandonment

Get More Leads/Customers?



New Users/Registrations, Repeat Logins, Conversion Rate, Webform Completions

Maximize Customers?



Return Visits, Average Order Value, Order Frequency, SKUs in Cart, Reviews/Testimonials

Document Your Plan, Tying Execution to The Goal

Document Goals and Measurement


Goal	Objective	KPI	Benchmark	Target
Acquire	Increase New Customer Registrations	Primary KPI		+X%
		Supporting KPI		
		Supporting KPI		

Roadmap Campaign Approach to Achieve Goals

Channels	2021 - Q1			2021 - Q2			
	JAN	FEB	MAR	APR	MAY	JUN	
GOAL 1: Acquire New Customers							
	Email	CAMPAIGN 1		PLAN	DESIGN	CAMPAIGN 2	
	Website	DESIGN	CAMPAIGN 2 WEB				
	Facebook	CAMPAIGN 2 FACEBOOK					
	PPC Google	PLAN	DESIGN	BRANDED GO LIVE			
	PPC LinkedIn	LEAD MAGNET GO LIVE					

Mistake #2 One-Size Fits All





67% of consumers say it's important for brands to **personalize content** based on their current context.

- CMO By Adobe


Understand Your Audience and Customer Journey

CREATE ACTIONABLE USER PERSONAS

B2B companies offering a more personalized experience outsell competitors by 30% (Gartner).
Get to know your ideal buyers to better personalize their online experience by completing our persona worksheet.

STEP 1: DEMOGRAPHIC DATA

Let's give your persona a name and personality!



Gender:

Occupation:

Age:

Location:

Income Level:

Relationship status:

STEP 2: MOTIVATIONS & CONCERNS / BEHAVIOR

What motivates the shopping decision?
e.g. what are they seeking?

Who else is involved with the buying decision?
e.g. family, team members, boss?

What impedes their decision to purchase?
e.g. what causes friction or challenges?

When and where are they using your website?
e.g. popular browsing times?

PERSONA PROFILE:	EXPECTATIONS:			
STAGES	AWARENESS	CONSIDERATION	ACTION	RE-ENGAGE
DOING				
THINKING				
FEELING				
TOUCHPOINT				
INSIGHTS				

Psst: We'll Send the Persona Worksheet In Our Follow Up Resources

Personalization – How Relevant Can You Make the Experience?

TRADITIONS-COLUMBUS
Your 10% is waiting...
Place your first website order of \$200+ and receive 10% off with code!
GET SHOPPING »
*In-Stock orders ship within 5-7 business days!

9 months later & still no website order?
Here's something special to sweeten the deal...
20%
VIEW ORDER HISTORY »

Oh no! You've left these items behind...

- Santa & Friends Placement Pillow Case**
ADD TO CART »
- Plaid Potholder with Cutting Board and Measuring Spoons**
ADD TO CART »
- Naughty & Nice Sequin Pillow**
ADD TO CART »

Last time you ordered...

- 50th Birthday Wine Glass**
SKU: 30121
ADD TO CART »

You'll probably want to add these to your cart too!

- Wine Cork Shadow Box Recipe**
ADD TO CART »
- 40th Birthday Wine Glass**
ADD TO CART »
- Wine Snyges Wine Glass**
ADD TO CART »

Default Email - Personalized with Abandoned Cart Items

Current Customers - Personalized Using Past Purchase History and Product Recommendations

Personalization Guides the Journey



YAMAHA
PowerSports

**NEW ADVENTURES
AWAIT**

**INTRODUCING THE NEW CENTER
CONSOLE SERIES**

Our new 2021 Center Console lineup is the perfect way to make your summer on the water complete. The series comes loaded with features like FTOP with rod holders, livewell, insulated fish box, Simrad Marine Fishfinder, Connex® touchscreen, and innovative cockpit design.

[SEE THE LINEUP](#)

Targeted Content
for Shoppers



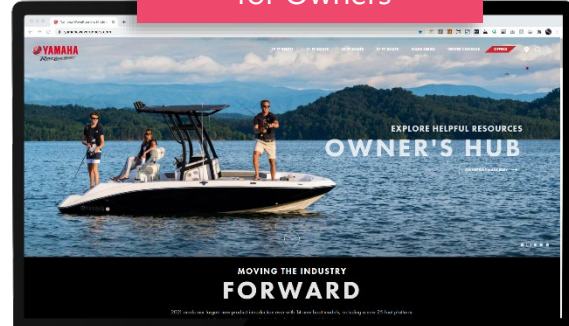
YAMAHA
PowerSports

**EXPERIENCE THE
2021 CENTER CONSOLE BOATS**

**MOVING THE INDUSTRY
FORWARD**

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Targeted Content
for Owners



YAMAHA
PowerSports

**EXPLORE HELPFUL RESOURCES
OWNER'S HUB**

**MOVING THE INDUSTRY
FORWARD**

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In Pursuit of Perfection

Mistake #3 – You Set It And Forget It



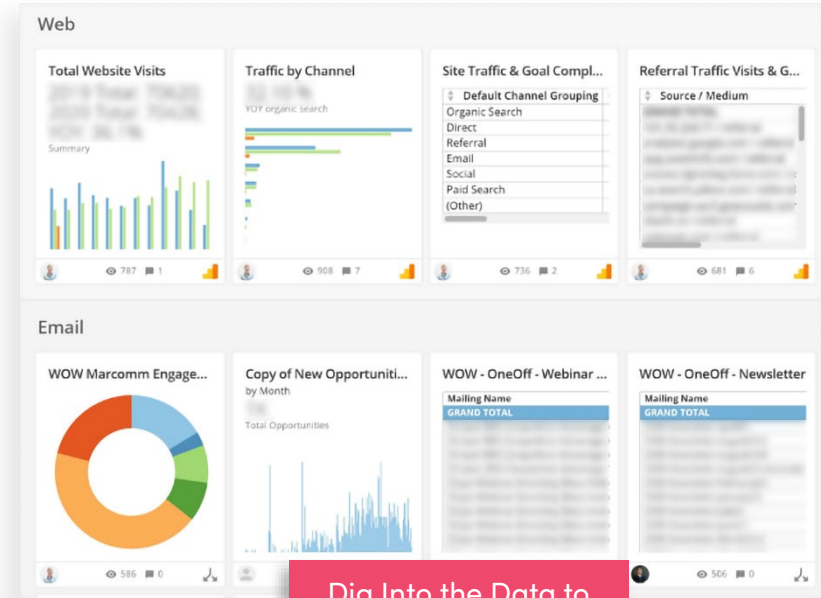
Companies that **optimize** a
multichannel engagement strategy
retain **89% of their customers.**

— Five Channels

Return to Your Goals: Example - Improve Mobile Experience

Goal	Objective	KPI	Benchmark	Target
Acquire	Increase New Customer Registrations	Primary KPI		+X%
		Supporting KPI		
		Supporting KPI		

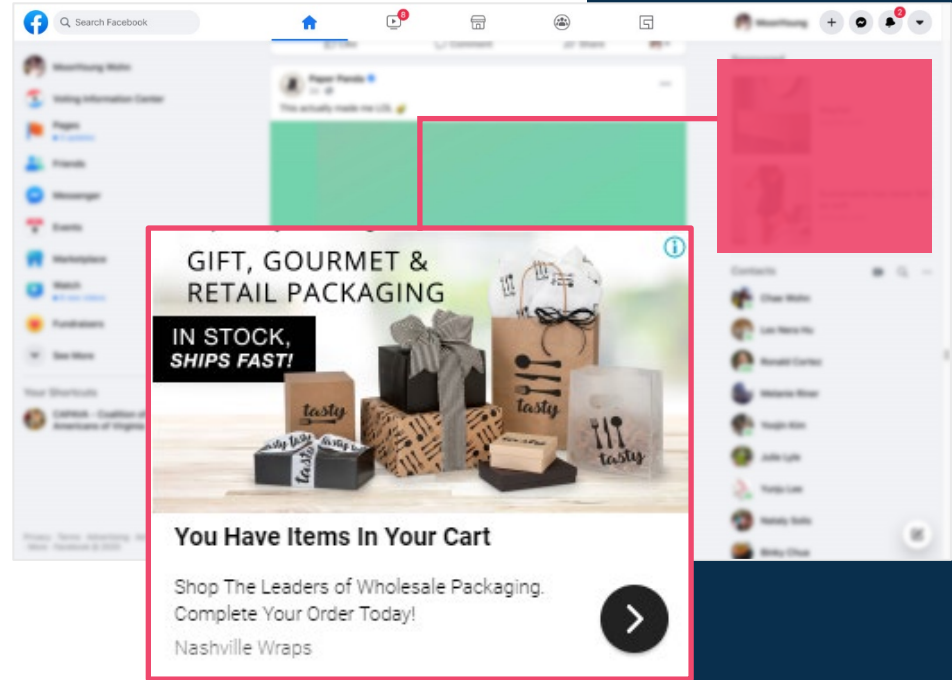
Review Results – Did You Move the Needle?



Dig Into the Data to Find Understanding and Opportunities

Identify Opportunities Across Channels

- Retarget based on recent activity
- Experiment on lower investment channels (social) and reuse high performing results across channels
- Tailor best campaigns to personas
- Combine data sources to better target your audience
- Analyze web performance to reduce friction



Always Be Testing

1/3 of companies experimenting saw an increase in digital revenue of 5 – 9%. Econsultancy, 2019

- Headlines + sub-headlines
- Email subject lines + pre-headers
- Promotional copy
- Landing pages
- Webforms
- Calls-to-action
- Creative design
- Supporting imagery
- Layout + navigation

The image shows a screenshot of the Optimizely Visual Editor interface. On the left, there is a sidebar with the Optimizely logo and the text "Meet the Visual Editor". Below this, there are two sections for editing variations. The top section is for the "Original" variation, and the bottom section is for "Variation #1". A red box with the text "Quickly Test Variations" is overlaid on the interface, with a red arrow pointing to the "SHOP NOW" button in the top variation and another red arrow pointing to the "STEAL THEIR STYLE" button in the bottom variation. The main content area shows a live preview of the website for "Attic & Button". The website features a woman in a red beanie holding a camera, with the text "Stylish new looks" and "GEAR FOR EVERY SEASON". The top navigation includes "HOME", "CATALOG", "BLOG", and "ABOUT US". The bottom navigation includes "HOME", "CATALOG", "BLOG", and "ABOUT US". The page number "26" and navigation arrows are visible in the bottom right corner.

Bonus Mistake
(Or Shameless Plug)
You're Not
Getting Help



We'll help you bridge the gap between your
business goals and your users' goals.

We'll Build a Custom Digital Strategy To Help You:

- Reach your 2021 growth goals
- Set a go-to-market strategy for 2021
- Get more customers, keep them, and grow them
- Kickstart your digital transformation
- Improve website/integrated marketing performance
- Fix problems and implement efficiencies

Tied to measurable KPIs and meaningful business outcomes

Need Help Getting Started or Growing Momentum?

GET A FREE CONSULTATION WITH A DIGITAL EXPERT.

Contact sales@whereoware.com
and reference today's webinar.