

MARKETING

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Creating Opportunities for Consumer Engagement

E2E x **MARKETING**

Roger LeFevre
CEO, VITAL BGS

Kevin Vlahos
Tommy Hilfiger

E2E \times MARKETING



Search Engine Optimization (SEO), Keyword Marketing and Pay-Per-Click (PPC):
Getting from Search to Point-of-Sale

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Generating traffic to your site is of great import, keyword marketing ensures that your ads are prominently placed on search engines, increasing the likelihood that users will head your way

Search engine optimization, commonly referred to as SEO, aims to improve a site's communication with search engines and end consumers themselves—with the ultimate goal of bringing consumers from search pages to checkout pages. Better SEO practices means higher organic search ranking on sites like Google, Bing, and Yahoo! This lends to greater visibility and the increased likelihood of users clicking through to your site. What factors improve SEO? There are many. At the top of the list is creating original, concise, one-of-a-kind page titles, descriptive meta tags, simple URLs and accurate descriptions of what the site offers. When users search for words that are in the title or meta description, these are bolded and stand out on the page. Choose your words carefully.



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Keyword Marketing and Pay-Per-Click

When you do a search in Google, the first few results are often paid results, meaning a company has paid for their ads to have priority and visibility on search engine results pages. Generating traffic to your site is the main driver for eCommerce companies. Keyword marketing ensures that your ads are prominently placed on search engines, increasing the chances that users will head your way. Pay-per-Click (PPC) refers to the model where advertisers pay—you guessed it—every time a user clicks the ad. It means buying visitors rather than obtaining them organically.



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Social Media Marketing (SMM): Garner More Than Just 'Likes'

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Social media has taken the world by storm in the past decade. Platforms like Twitter, Facebook, Instagram, Pinterest, and a host of others have created a new way of communicating and staying informed, connecting brands and consumers in previously unthinkable ways. Each platform offers slightly different ways of presenting your brand and communicating with consumers. Facebook, for example, allows companies to create a Business Fan Page that users can 'Like' and subsequently receive updates, photos, shoppable links and more. Companies can pay for sponsored ads, which show up on users news feeds or encourage user-generated content (UGC) , where content created by users themselves is compiled on the brand's page. UGC helps boost consumer engagement with a brand and helps other consumers see the brand through these users' unique perspectives.

Brands utilize hashtags to generate buzz and keep it all organized in one place so that users can be a part of a global conversation about the brand. Social media marketing integrates the relevant hashtags and @mentions into messages in a conversational manner. The language of social media marketing involves formulas that, for brands, are meant to evoke a response in users (e.g., strong call to action(s), Bitly™ hyperlinks, brevity and conciseness). That means using language that will resonate with consumers in a way that is conversational and not overly sales-pitchy on one hand, and on the other hand still drives them to take a certain action.



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Word gets around fast on the World Wide Web. Social media platforms have a seemingly limitless power in terms of the extent of information that is disseminated to millions of people every day. Users experience an image or video (often accompanied by text) and want others to share that experience, and it only takes a few clicks for them to make it happen. They want others to see the content in hopes that it will evoke a similar response that they had after seeing it, creating value to the consumer and to the creator of the content itself. Sharing is a powerful tool that benefits both consumers, as well as the advertisers and publishers distributing the content.



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eMail Marketing: Blast Out the Right Message to the Right People

...it's about more than just checked boxes: the databases are custom-tailored to the preferences, actions and specific behaviors of consumers who chose to opt-in to the emails; marketing teams can leverage the content of the emails based on specific preferences, actions and behaviors; marketers can subsequently track the successes of each email, by looking at how certain qualities such as open rates or brevity of subject lines, materialize into sales

Email marketing provides companies with the means of connecting with consumers who have already shown interest in or have a purchase history with them, in addition to tapping prospective consumers. Behavioral email marketing refers to the field of deploying an email 'blast' or messages sent to mass mailing lists where all members of the list receive the same content. The recipients of the messages enter the databases vis-à-vis various (conscious or unconscious) behavioral interactions they had or have with the company (e.g., in store, online, at events, etc.). These interactions might have been as simple as filling out a form at the time of purchase, noting their email address after going into the store for a gift-with-purchase promotion they saw in an email, and it's doubtful that anyone can say they haven't been added to an email database as a result of a box left checked. But it's about more than just checked boxes: the databases are custom-tailored to the preferences, actions, and specific behaviors of consumers who chose to opt-in to the emails; marketing teams can leverage the content of the emails based on specific preferences, actions and behaviors; marketers can subsequently track the successes of each email, by looking at how certain qualities such as open rates or brevity of subject lines, materialize into sales. The 'pros' list of email marketing goes on and on.

Segmentation marketing outlines some basic intrinsic properties of a successful email marketing campaign. Some of the core ideas include targeting the people that are actually going to participate in promotional events (not the consumer who is coming in-and-out



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to get one item without any intention of looking around further), target people who love a good discount and make sure they have plenty of options to redeem discount codes, especially on items that are high in inventory in order to expedite liquidation.

Ming Chung's 2008 research study "Click here': the impact of new media on the encoding of persuasive messages in direct marketing" looks at persuasive techniques of email marketing. Cheung outlines specific triggers (or 'moves' as she refers to them) within the sales discourse of an email's body and subject line that serve to encourage the reader to take action. Her list includes items like pointing to further information, rewarding the reader for having been a longtime customer, the expression of anticipation or a sense of immediacy, and so on. She concludes that emails must be carefully constructed so they make sense to the reader, so the content does not get jumbled and result in wasted marketing dollars. The process of writing, designing and developing marketing emails requires collaborative efforts between writers, art directors, project managers and others to ensure their success. Essential to this process is integrating language, text and interface .



Behavioral Retargeting

Retargeting is that nudge retailers give to consumers, tapping their digital footprint to entice them with what they are already (potentially) interested in purchasing.

Retargeting, sometimes referred to as remarketing, has gained an increasingly important role in digital media in recent years. Retargeting is so popular today, because it has provided new opportunities for raising conversion rates by placing products previously viewed by the consumer on their radar again and again. Seen those banner ads on Facebook showcasing the pair of shoes you were just looking at a few days ago (but did not make a purchase)? That's retargeting at-play. Let's face it—it's not likely that a first-time visitor is going to make a purchase. But it's not that they aren't interested in what they see. Online shoppers often view product pages multiple times before finally checking out with a credit or debit card; they scour the page to thoroughly research the product to compensate for the fact that they cannot physically examine it. Retargeting is that nudge retailers give to consumers, tapping their digital footprint to entice them with what they are already (potentially) interested in purchasing.

The future of retargeting is exciting. The recent release of Pokémon Go has raised several questions for marketers in utilizing the opportunities that augmented reality has the potential to offer. Millions of users are already using the app, wandering into landmarks and 'gym's in order to capture precious Pokémon. If this same technology was applied to what stores consumers visit in person, companies could use retargeting techniques to hone in on those consumers they know have already visited their stores and attempt to lead them to make a sale online. Retargeting is still developing in the context that it is currently limited to, but with



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the help of augmented reality and the advent of new location-based technologies, it's clear that big things are coming.

You have to be careful here. Too much retargeting can be viewed as annoying, invasive, or even stalking. So, moderate your tactics and be respectful about your approaches.



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Affiliate Marketing 101

...affiliate programs are only effective if the publisher's audience is also a target audience of the advertiser; they need to be a good fit in order for this mutually-beneficial relationship to work....

Affiliate marketing represents a network of companies or website operators that help advertise a retailer or organization for a fee. Of course, it's not that simple. Let's start with the three main players in affiliate marketing: the advertiser (the retailer), the publisher (the affiliate) and the consumer. The advertiser wants to gain exposure and drive traffic to their site and the affiliate network has the resources and the network to deliver consumers, not to mention the incentive offered by the advertiser (cold hard cash). It's important to note that affiliate programs are only effective if the publisher's audience is also a target audience of the advertiser; they need to be a good fit in order for this mutually-beneficial relationship to work. Advertisers are responsible for designing the assets and providing the creative to publishers, who then distribute, provide metrics and oversee the campaign's success. Affiliates employ commonly used advertising and integrated media practices, such as SEO, PPC (paid search), email marketing, native editorial content and other means of delivering the advertiser's content to the network. Affiliate marketing is especially of interest to smaller companies that lack the bandwidth and extensive network that the affiliates tap.



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Ancillary Media in the Age of Omnichannel

A one-size-fits-all approach to eCommerce marketing will never survive; the strategy must rely on multiple streams of reaching and initiating a conversation and engagement with the consumer

Supporting media allows companies to leverage a broader consumer base and grow their audience by hitting consumers from all angles in a truly omnichannel approach. Millennials represent the largest age cohort making purchases on the web and mobile devices, but this group of twenty-somethings still engages in countless other interactions with digital and print media, so no resource should be left untapped. A one-size-fits-all approach to eCommerce marketing will never survive; the strategy must rely on multiple streams of reaching and initiating a conversation and engagement with the consumer. YouTube promotional ads, print media, television spots, TaxiTV...if it's out there, be a part of it. Today's consumer actively engages with many different types of media. The more consistent and pervasive exposure that brands can maintain in the media, and the more they take advantage of the globalized, 24/7 nature of different mediums, the more effective the approach will be overall.

The following statistics are from Invodo's "Video Statistics: The Marketers Summary 2014" calls 2013, a "big year for video in social media," and sheds light on the major changes in media as a result of staggering video content consumption rates.

Reflecting on the role of video content in consumer's lives, the Summary offers insight into just how significant it is with stats like "Shoppers who view video are 1.81 times more likely to purchase than non-viewers, [...] online video reaches 60% of the US population, [...] 65% of video viewers watch more than three-



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fourths of a video” and so forth. They cite that YouTube reached One Billion active daily users in 2013. That’s some serious supporting media potential.

Get the word out about you through every means possible!



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VITAL BGS

VITAL BGS is a progressive leader in full-spectrum End-2-End (E2E) consumer and business eCommerce. The organization enables B2C brands to sell worldwide, while feeling local to global shoppers. The company engages in virtually all vertical markets, and has case studies in nutraceuticals, fashion and apparel, luxury and leather goods, legal services, personal services, and innovative aspects of eGovernment.

vitalbgs.com

Roger LeFevre, CEO

Roger.LeFevre@vitalbgs.com



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