

Welcome to

# FRAME YOUR FUTURE DIGITAL

## All About Digital

With Manni Walia

April 1, 2020

*Everyone will be muted when entering the meeting  
We will start at the top of the hour!*

# 3 Strategies to convert in-store traffic to online traffic

1

## Execute your shopping campaigns on Google AdWords.

Shopping campaigns are quite effective and convert much better than search campaigns. This is because people can compare the product more readily on search page and, thus, a click is more likely to turn into a conversion

2

## Implement your Remarketing strategy

Implementing number 1 does not necessary converts into sales. The goal is to understand the visitor and retarget them using digital channels such as email marketing, social marketing and eventually in-store personalization.

3

## Provide the relevant content

As we heard the saying, “**First impression makes the Last impression**”, this statement especially applies to the digital online era. Providing your online visitors through any channel with the correct information and imagery makes online conversation much easier. Without proper content, customers tend to swing away from brands and retailers as they don’t understand the overall offering or capabilities.

“Almost everyone will make a good first impression, but only will a few will make a good lasting impression!”

Sonia Parker

# Can you answer these questions daily?

Which type of my customers are likely to have their personal moment framed?

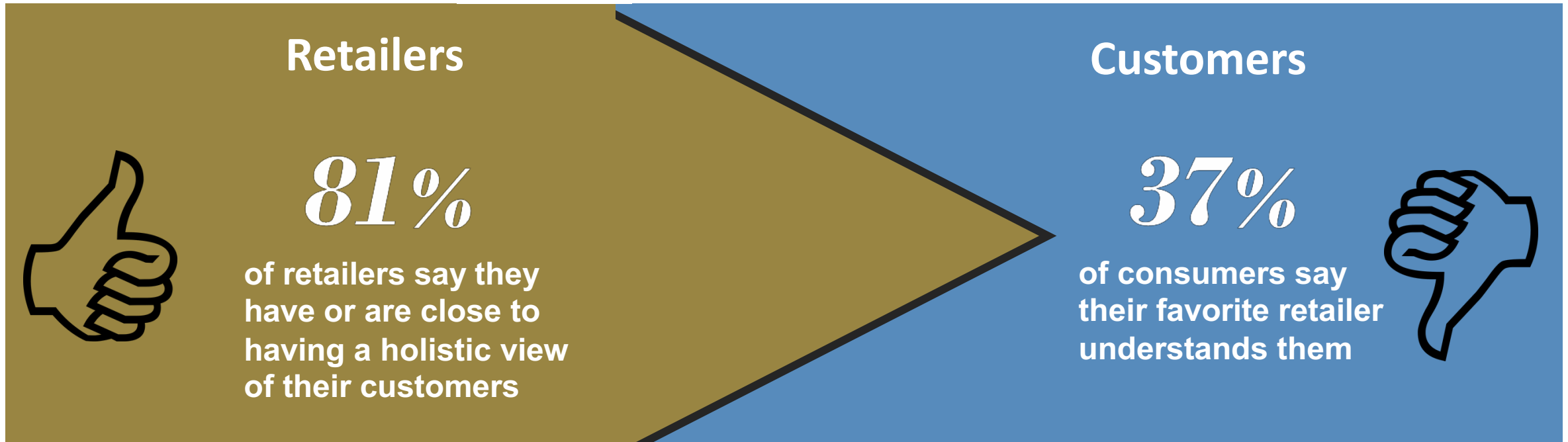
I have a customer - what are the top 3 products they are likely to buy?

What is the best social channel to connect with my customers, and when?

Is my current digital marketing initiative a success?



# The Great Customer Experience **Divided**



**44%** *Retailers still assume they know the 5 W's*



# Things to know about Gender Online Shopping



*Prefer Buy-Online and Pick up at Store. Men prefer the quickest path to checkout.*



*Prefer not to use mobile for shopping. Rather focus on browsing but never buying. Also, uses the mobile for interaction than research.*



*Utilize Social channels for quick information and news related activities. Spends less than 1 hour a day on Social channels.*



*Interested in having less photography but rather more relevant content. Especially if it is related to previous purchases. Online conversion from E-mails tend to be higher as less is best in their opinion.*



*Prefer Research Online and Pick up at Store. Females rather take their time to understand the product before choosing the checkout path.*



*Prefer mobile as the primary choice for online shopping. One of the biggest brand and retail advocates on this channel.*



*Social platforms like Snapchat and Pinterest are more popular then their counterparts. Facebook is becoming like a video hub for them to retrieve inspirational 'how to' contents.*



*Higher adoption and click-through conversion as they keen to opt-in to product and campaign content. Prefer more tailor content inclusive of online and offline shopping.*

# What is Search Engine Optimization (SEO)?

SEO is the process of getting internet traffic from free organic, editorial, and or natural search results via search engines.

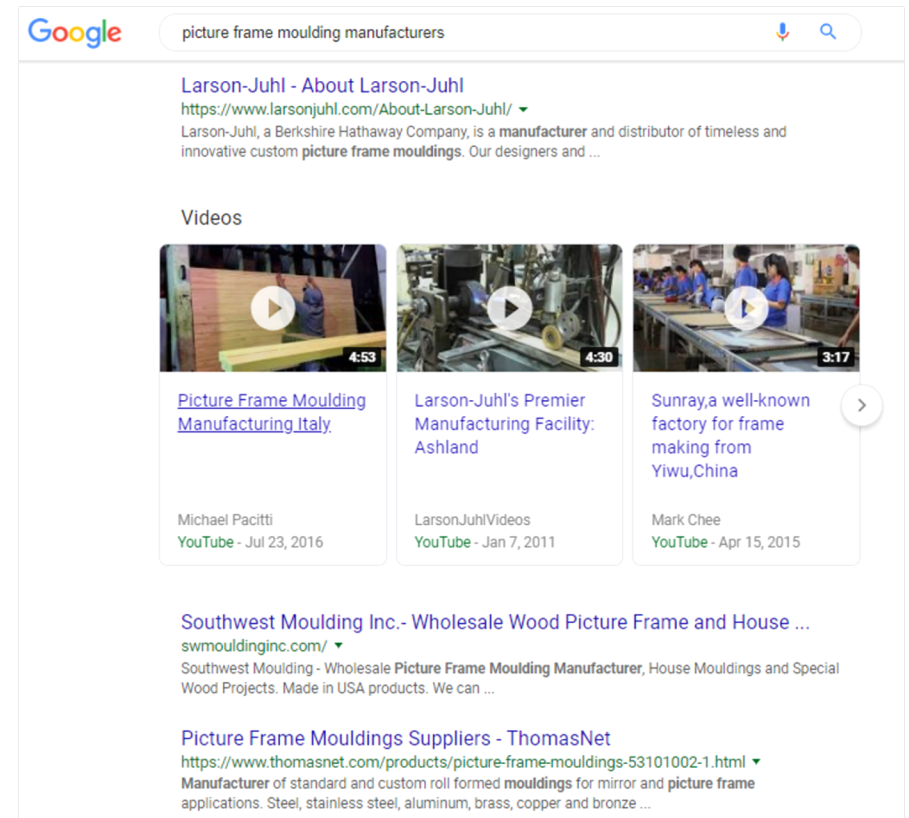
## SEO Algorithm Data Points

- Key Words
- Title / Subject
- Inbound and Outbound Links
  - *Information within Links*
  - *Website Reputation*

*\*\*60% of all organic clicks go to the top three search results\*\**



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# Why is SEO important to your website?

SEO drives higher priority of your digital store on the search engines. A customer who is not familiar with the framing industry, searches for generic terms online. Having good keywords, titles, and links on your content, will drive your presence higher in the results.



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+



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# How do I measure my websites SEO success?



Google Analytics

## 8 Steps to Measure Your Websites SEO Strength

<b>1</b>	<b>Keyword Rankings</b> <i>The measure of where your site shows up on the search page for any given keyword.</i>	<b>5</b>	<b>Mobile Traffic</b> <i>The measure of website visitors that visit your website via mobile device.</i>
<b>2</b>	<b>Organic Traffic</b> <i>The measure of your website using a search engine, and not “referred” by any other website.</i>	<b>6</b>	<b>Click Through Rate (CTR)</b> <i>The measure of website visitors that visit your website via mobile device.</i>
<b>3</b>	<b>Average Session Time</b> <i>The amount of time a user spends on your website browsing/shopping.</i>	<b>7</b>	<b>Digital Brand Equity</b> <i>The search engine measurement that predicts how well a website will rank on search engines. (Domain Authority)</i>
<b>4</b>	<b>Bounce Rate</b> <i>The percentage of visitors on your website who navigate away from the site after viewing only one page.</i>	<b>8</b>	<b>Returning Visitors &amp; Direct Visitors</b> <i>Returning Visitors are users who visit your website more than once. Direct visitors are users who entering a URL into their browser or using a bookmark to directly access your website.</i>

# Google Analytics Demo

# You need to make a switch!

## Traditional Marketing



## Digital Marketing

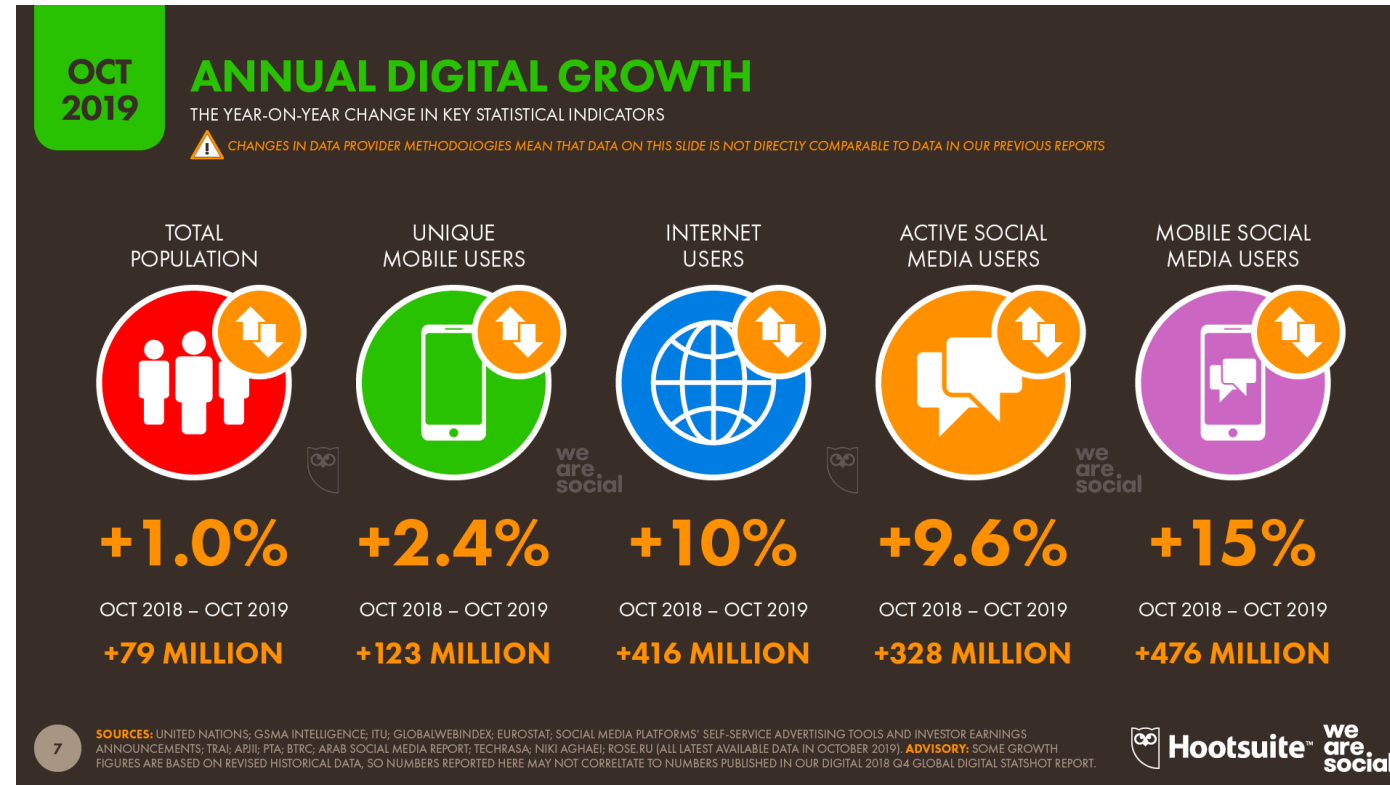


# Why convert from Traditional to Digital Marketing?

Over the years traditional marketing has fallen nearly 160% while in the same time frame, spend for digital marketing has increased over 20% (internetworldstats). The world and business is going digital.

## Benefits of Digital Marketing

- Cheaper Customer Acquisition Cost (Save \$)
- Global Brand & Product Reach
- Access to Content and Shopping 24x7x365
- Higher Profit Margins
- Higher Access to Generation Z (0-21) & Millennial Customers (22-37)





# How to switch from Traditional to Digital Marketing

## Key Steps to Switch from Traditional to Digital Marketing

<b>1</b>	Collect content material and identify the gaps.	<b>5</b>	Develop a Pay Per Click (PPC) Budget & Strategy around Digital Campaigns.
<b>2</b>	Create an offensive plan on who and how to tackle this new type of audience	<b>6</b>	Open Social Media Accounts for your business
<b>3</b>	Create Enticing Content and Material for your internet presence and various customers	<b>7</b>	Identify and Determine an Effective Email Marketing Strategy to help your growth with online customers.
<b>4</b>	Follow the SEO best practices and collect the proper tagging.	<b>8</b>	Execute the Offensive Plan by utilizing the technology products out there in the market.

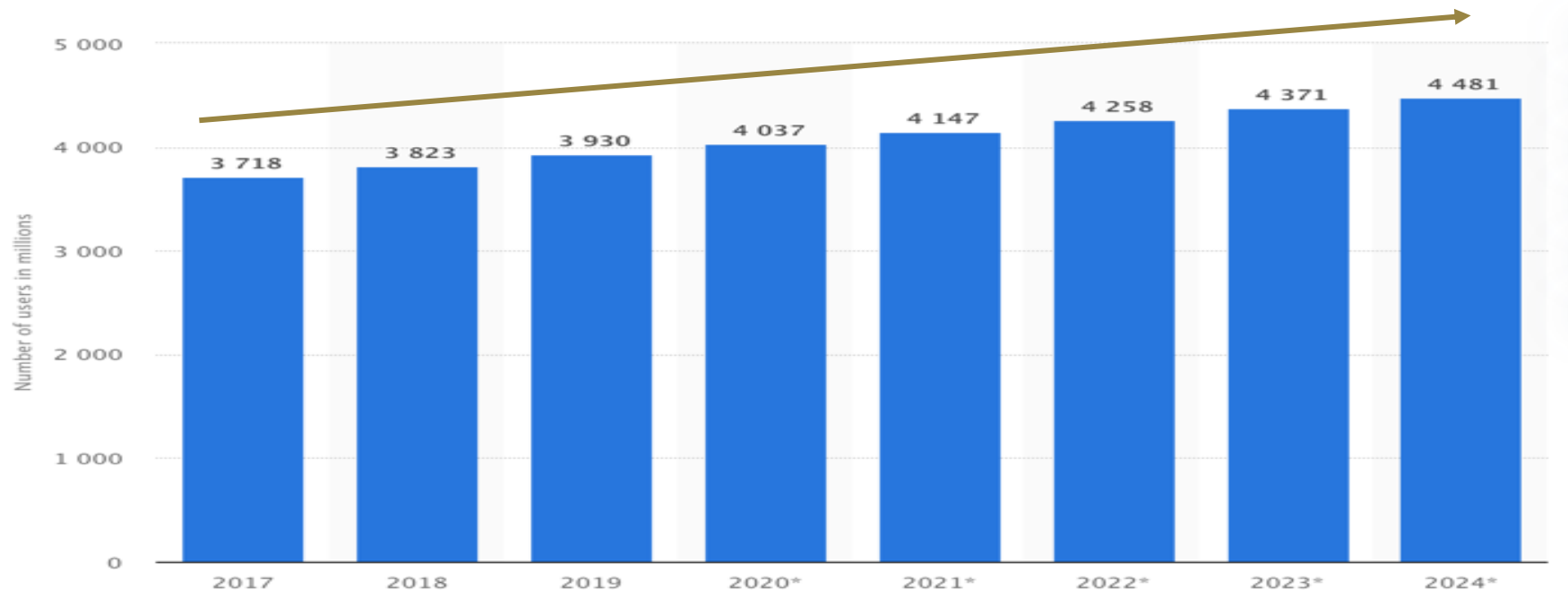




# What is E-Mail Marketing?

E-mail Marketing is the ability to target your customers for multiple business needs. In a broader sense of the term “E-Mail Marketing” is developing relationships with your customers, prospects, and business partners.

**Projected Growth of E-mail users in the US from 2013 to 2024 (in millions)**  
Anticipated to reach 4.48 in 2024



# Steps to Execute E-Mail Marketing Effectively

Prior to Sending an email put together your plan of attack:

1. Ask/Gather Customer Opt-Ins
  - *Your Store Website*
  - *Jotform/Survey Monkey gathering as the customer is instore.*
  - *In-Store POS Question during checkout.*
2. Identify and group your customers into segmentation based on their preferences
3. Use Enticing Email Subject lines
4. Create a Click To Action for Emails
  - *Do you want to drive them to your website and/or social channel?*
5. Send the emails when your customers are willing to read and adapt
6. Always proofread and test the emails before sending
7. Optimize Emails for Tablets & Mobile Phones

Once the email has been sent, monitor and measure the following:

8. Review Email Deliverability Rates (*Bounce rates, Junk mail count*)
9. Analyze Email results for Effectiveness (*Open rates, Click-through counts*)
10. Use Email Automation and Retargeting based on analytics, both online and offline



Email Continues to Deliver  
a Strong Return on Investment



For every \$1 you spend  
on email marketing,  
you can expect an  
average return of

**\$32**

(DMA, 2018)





**Social Marketing can HELP!**

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# How important is social media in our era?

## Key Facts

1. There are **2.94 billion** active social media users around the world, which is 39 percent of the population.
2. Social media use increased globally by **22 percent**, or almost half a billion people, last year; 25 million of those were in the U.S.
3. The penetration of social media use in the USA is **210 million people**, or 64 percent.
4. Users average **more than two hours** on social media every day.
5. More than half a billion people – which is only half of all their active users – visit Facebook every day.

**This adoption of social platforms is making and requiring business practices to become increasingly transparent.**

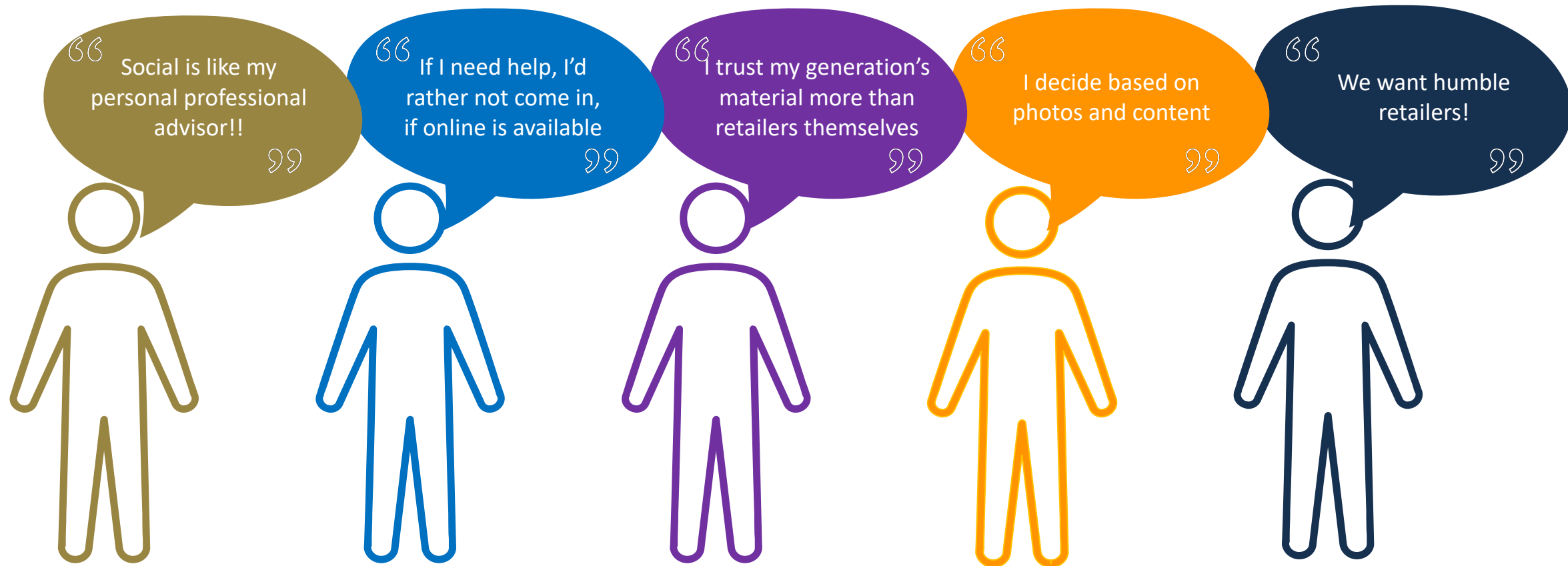
A good customer-oriented company like yours already knows what product or service issues or questions are most often raised; use social media channels to proactively share helpful information, such as ideas and inspiration, that improve the customer experience.





# Attacking Millennials using their Favorite mode of Communication

**59% of millennials use social media to find information -- compared to only 29% of the 40+ crowd.**



# Who's on First?

## GEN Z: WHO ARE THEY AND WHY DO THEY MATTER?

**Gen Z is predicted to be just as-if not more-influential than their Millennial predecessors** when it comes to online, brands, culture and more. Here are some stats on these up and coming consumers:

- They're between the ages of 0-19
- They make up 25% of the population now and are projected to make up one-third of it by 2021
- They outsize the Millennial generation by 1 million
- 44% of their parents are Millennials; 46% are Gen X-ers
- They're tech innate, using 5 screens at once (vs. tech-savvy Millennials, who use 3)

### **They matter because...**

- According to the Huffington Post, they influence **\$44B** to the US economy.
- **93%** of parents agree their Gen-Z children maintain at least some influence on household spending and purchases.



# Attracting the Gen Z



## Generation Z are price-conscious

They grew up hearing horror stories about Millennials who ending up living at home after college, sitting on a mountain of debt. So they tend to be financially cautious, using tools to price-hunt for the best prices.



Because of how money-conscious they are, Gen Z are willing to switch brands to find something that fits within their budget:

- **52%** will transfer loyalty from one brand to another if quality is not up to par.



**Acquire them through education and awareness.  
Partner with them!**

# Key Takeaways

1

Continue to curate your offering and relevant content.

2

Monitor and analyze your audiences through digital analytics.

3

Having insight into your customer only helps!

4

Don't be afraid of the competition, KNOWLEDGE is POWER.

5

Don't be reluctant of CHANGE!

6

Connect through your community outside traditional marketing.

7

Be in tune with the Youth! They are your biggest target.

8

Leverage what you have and know today!



# How to Make Your Business More Profitable

Where Do I Start?



**Website**  
Let's Go Online!



**Social Media**  
Having an online presence is becoming an increasingly important part of making an impact on consumers



Facebook



Pinterest



Instagram

Post High Quality Photos

List Your Page As a Business

Establish Posting Schedule

Utilize Analytics and Paid Ads

Keep Themes Consistent

Respond Quickly to Inquiries

Use Hashtags & Calls to Actions



Local Listings



**Google My Business**  
Insights:  
1. HOW customers search for a business  
2. View listing in Search results or Maps

**FREE**

**Magento**

Integrated platform for analytics, advertising, content creation, and commerce.

**Google Analytics**

Gives you the tools you need to better understand your customers.

**Wordpress**

Power your website with premium and business templates with a speed to market approach.

**Woo Commerce**

eCommerce WordPress plugin that allows you to sell anything.

**\$\$**

**Mail Chimp**

Turn-Key product allowing novice marketers to quickly start their email campaigns quickly.

**Constant Contact**

Email marketing platform focusing on lead generation and contact management

**GoDaddy**

Turn-Key hosting provider that powers the largest cloud platform dedicated to small ventures.

**\$\$\$**

**Marketo**

An Adobe company that provides full email and CRM marketing insights and capabilities.

**Shopify**

Commerce platform to help you build a secure and robust online store.

**1**

Stay True to the Message of Your Brand

**2**

Use Appealing Design

**3**

Develop a Relatable Brand Identity

**4**

Be Consistent in Your Delivery

**5**

Understand Your Customers Deeply



**Branding Rules**  
Make Your Business THRIVE!

Frame Shop Essentials

Common Missed Opportunities

1. Not Looking Professional
2. Losing the Framing Focus
3. Playing it Too Safe
4. Not Extending the Brand



**Inside the Shop**

There is no one size fits all solution for retail design

Clear Out the Clutter

Create Curated Collections

Open Space to View Product

Take advantage of Glass Display



**Curb Appeal**

95% of consumers said that external appearance influences their decisions

Create Inspiring Window Display

Use Strong Appealing Visuals

Clean, Well Lit, & Decluttered

Displays are Regularly Updated

# Homework

Based on what we've learned, please take a few minutes to complete this form and provide what action you will do in the next two weeks!

<https://tinyurl.com/sm98k25>

# Next Week's Digital Frame Your Future

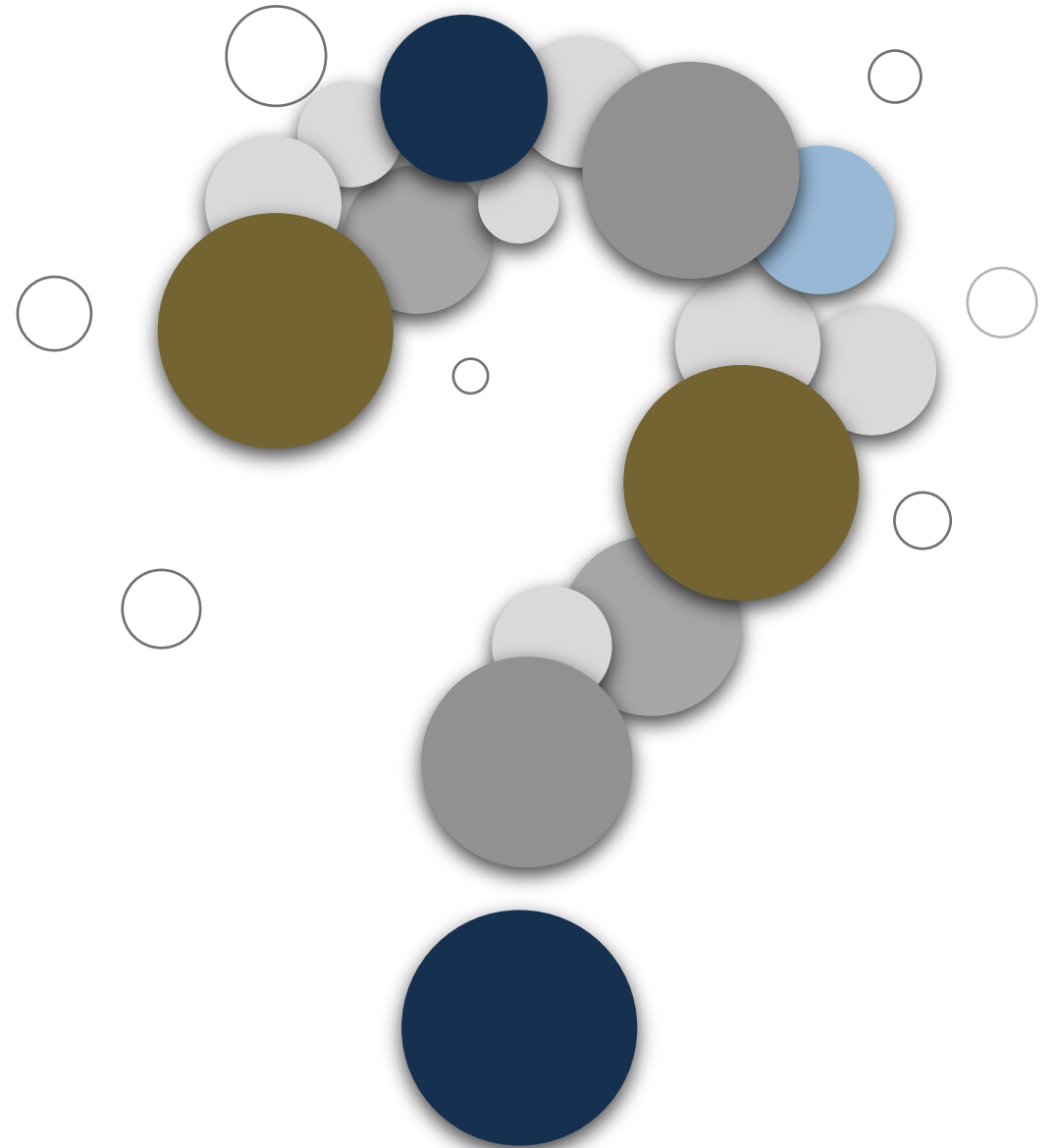
You won't want to miss this!

Join Us Every Week at 2PM Eastern on:

<https://larsonjuhl.zoom.us/j/952740333>

Meeting ID: 952 740 333

# Questions



Thank  
you

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