Integrated ecommerce marketing strategies using search and social

With Ann Stanley
Founder & CEO

11th May 2022

Introductions

Ann Stanley

- Founder & CEO of Anicca

- 20 years in digital marketing

- 15 years running Anicca

- Consultant and trainer, specialising in paid media, search, Analytics and ecommerce marketing

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About Anicca

2007
Est

28
Crew

45+
Clients

- Supporting your digital ambitions.

- **No Ego and No Bull,** we invest in relationships with businesses and brands to drive growth and succeed in what we do.

- Our multi award winning agency in the heart of Leicester speaks for itself.

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We're on a mission

…well 4 actually, and to celebrate our 15th birthday, we want to support your digital ambitions.

Our specialism spans from B2B for construction to trade with eCommerce and we want to work with you to help us on our mission.

From SEO to Social Media, how can we help your digital presence and engagement?

Contents

- Marketing communication and **marketing channels**
- Using **data and learnings** from one channel to inform campaigns in other channels
- Consistent and effective **content and creative**
- Reaching audiences at all **touch points** and every stage of the **sales funnel**
- Different **targeting methods** for search and social
- **Remarketing strategies**
- Creating and using **custom audiences**
- **Remarketing** strategies specifically **for ecommerce**
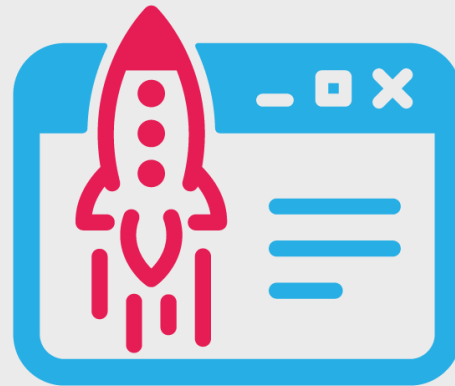- **Cross-channel remarketing** strategies

Marketing communication and marketing channels

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What is marketing communication?

Sender (Brand)

Message (in an ad or content)

Target Audience

What is marketing communication?

Sender
(Brand)

Message
(in an ad or
content)

Target
Audience

Media or marketing channel

Digital marketing channels
(Paid, Owned, Earned & Technical Media)

P

Paid
- Paid Search
- Paid Display
- Paid Social
- Affiliates
- Programmatic
- TV & radio
- Sponsored Events
- Shopping e.g. Amazon

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Digital marketing channels
(Paid, Owned, Earned & Technical Media)

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- Content Marketing
- Email, Marketing Automation & CRM
- Social Media
- Webinars & Events

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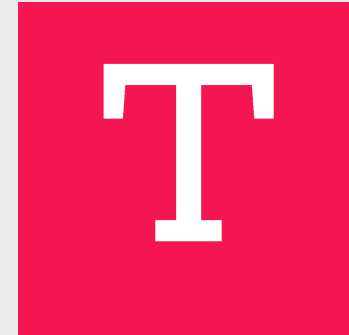- Shopping e.g. Amazon

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- Search Engine Optimisation
- Content Marketing
- Email, Marketing Automation & CRM
- Social Media
- Webinars & Events

Earned

- Traditional &
- Online PR
- Social Media
- Community Management
- Thought - Leadership
- Marketing
- Reviews & Testimonials

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Digital marketing channels
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Earned

- Traditional &
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- Thought - Leadership
- Marketing
- Reviews & Testimonials

Technical

- Website & Apps
- Voice search
- AI & Machine Learning
- Internet of Things (IOT)
- API's & product feeds
- Analytics, Tracking & Tag Management
- Data Visualisation & Dashboards
- Conversion Optimisation

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Using data from one channel to inform campaigns in other channels

Using data from one channel to inform campaigns in other channels

- Data from paid search (PPC) used in search engine optimisation (SEO)
- Use of SEO to improve page content and use of product-feed optimisation, for use with Shopping ads and Dynamic Search ads (DSAs)
- Keyphrase and search term data, to use in other channels such as shopping ads in Amazon and Pinterest

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Keyphrase data from PPC used in SEO

Keyphrase triggering and data

- Most campaigns in paid search (PPC) are triggered by search terms (queries)
- However, some campaign types like Shopping ads or Dynamic search ads (DSAs) use the content of your product feed or your website to trigger a match, so you don't have to bid on specific keyphrases
- For most campaign types, Google and Microsoft Ads give you real data on search volumes on search terms (i.e. search terms report)
- You can use this to determine the searchers' responses to these phrases i.e. did the search term convert?

Using this search term data

- This will allow you to optimise your paid media campaigns for the keyphrases that generate conversions, not the ones that have high impression or clicks
- However, you can also use this data to inform your SEO strategy, by focusing on phrases that are likely to convert

Other data from PPC used in SEO

Ad testing to improve click through rates (CTR) and conversions rates

- PPC ad copy testing allows you to:
  - Maximise click through rate (CTR) to help your Quality Score
  - Optimise for conversion rates to help reduce your cost per acquisition (CPA)
- This data can also be used for SEO to improve the effectiveness of your meta tags (titles, descriptions or snippets)

Landing page conversions and site effectiveness

- The effectiveness of your site or your landing pages (bounce rates and conversions) can quickly be determined using PPC
- Improvements can be made to your landing page in order to maximise the benefits to your PPC traffic and SEO traffic
- Therefore, optimising landing pages for UX and conversion can help both PPC and SEO

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Improving pages content through SEO and product feed optimisation

- Google is moving away from campaigns where you need to select your own keyphrases for use in ads
- It already provides campaigns that are based on content of your product feed or the content of your site
  - **Shopping ads** based on a product feed (including original or manual shopping, and Smart shopping, which will shortly be replaced by Performance Max
  - **Dynamic Search ads (DSAs)** which use the content of your web pages to trigger a match with the search term – (this is like a form of paid SEO)
  - Although you don't bid on keyphrases, in most cases you can get **search term data** or add **negatives phrases**, so you can learn what works and optimise accordingly (or create text campaigns)
- Performance of these campaigns will depend partially on how Google views your page content or your product feeds?
  - This means that you should **optimise your shopping feed** (especially product titles and descriptions) to improve your shopping ads
  - However, if you can **directly optimise your page content**, you can benefit from improved SEO/organic rankings as well as improved PPC campaigns
- **Does this shift in automation mean that SEO and PPC converge??**

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Keyphrase and search term data, to use in shopping ads in Amazon and Pinterest

- Ecommerce and shopping ads are now available across multiple platforms
- Amazon ads and Pinterest ads both have campaigns that are based on the keyphrases you choose
- You can use your high-performing search terms from one channel to seed campaigns in another
- Similarly, product and feed optimisation could benefit all the channels that use the same feed

Consistent and effective content and creative

Consistent and effective content and creative

- Content needs to be created once, reformatted ("shattered") and distributed in multiple formats across both organic and paid channels
- An integrated content strategy
- Consistent creative asset – our rebrand
- Owning your digital assets allows you to stand out, be remembered and develop your unique personality
- Top tips for creative
- The creative guide

'Shattering' Content

Quality – long form article (2,000+ words)

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Customer Case Study and Images	Web Press Centre Content and images	Opinion piece/ Blog from Thought Leader	Video of Company expert
Data Visualisations	National & Regional Press Release	Commentary/ Predictions	Trade/ National Press Launch Event
Organic Social Media Posts	Paid Social Media Advertising	Email newsletter	Seminars & webinars

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An integrated content strategy

- Ongoing creation of blog content for user and SEO
- Attract external links to increase Domain authority, Trust/ credibility
- SEO'd press releases
- Improved search rankings and organic traffic

- Drives awareness & traffic
- Trust/ credibility
- Touch point in sales funnel
- Customer reviews
- Customer interaction & community

- Promote Content to gain media coverage
- Post media coverage
- Engage with media via Twitter

Consistency across assets – our rebrand

Consistency across assets – our rebrand

Consistency

Consistency

Consistency

Consistency

Consistency

A live example of personalisation

Who sells this product?

Everyone does!
(we added the logos)

Let's jazz it up! – add the logo

Use some edging

Add some messaging

Own it!

TAP DANCE
20% OFF ALL TAPS

In some marketplaces and shopping ads you have to keep the background plain but in the social feed you can jazz it up and own it

Get your message across instantly

Top-tip for creative

Create EcoSystems, not executions

Encourage partnerships

Be ambitious and push boundaries

Think **BIGGER**

Think **CONSISTENT**
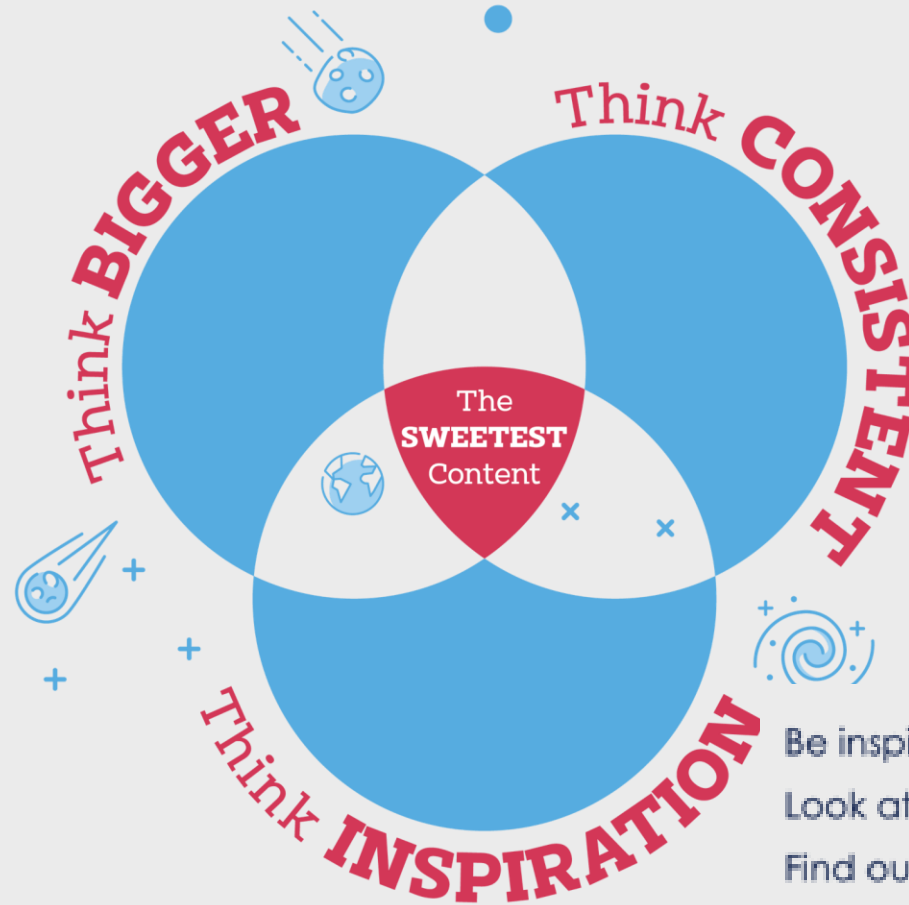
Every point is a chance to build a brand

Be consistent across ALL assets

Only YOU care about solving objectives

The **SWEETEST** Content

Think **INSPIRATION**

Be inspired beyond your industry

Look at competitors, influencers, creators.

Find out how your audience are using the platforms

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The creative guide

1 Branding
Showcasing your brand upfront Display yourselves to stop users thinking you're the competition

2 Timing
When is this going out? Make sure the asset suits the environment.

3 Sound
Videos are viewed 85% sound off. So design for without. BUT delight with sound on.

4 Format
Make sure your ad is getting the best opportunity it deserves. Design for the platform.

5 Attention
Keep the balance right. Re-engage the user throughout and don't over explain.

6 Explore
Play with platform limitations and get creative to engage the user. Be native and experimental.

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What is Audience-First?

- Audience-First is all about knowing your audience and catering your content towards them.

- You need to know:
  - What they care about/enjoy e.g. fast food
  - Their professional status e.g. job role, industry, member groups

- This allows you to generate more relevant content that resonates with them – giving you a greater chance of grabbing their attention and breaking through the traffic from competitors.

Traditional Blanket Targeting

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VS.

The Converted

Traditional Blanket Targeting

Audience First Targeting
4x better conversion

Reaching audiences at all touch points and every stage of the sales funnel

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Targeting audience at all touch points and every stage of the funnel

- Potential customers may interact with you both on and offline
- Customer will use different channels and campaign types for all stage in the sales funnel
- What are "needs states"?
- An integrated approach across the sales funnel
- User journeys are complex with many touch points. Consequently, conversion attribution can be difficult (especially as cookies are removed)

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The online & offline "Consideration and Conversion matrix"

	Consideration (Research) Online	Consideration (Research) Offline
Converts Online		
Converts Offline		

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Converts Online	• Ecommerce where the research and purchase of products both happen online • SaaS – software as a service – where the research, purchase and use happen online. This is typically a monthly subscription	
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Converts Offline	• Research online and Purchase/Buy offline (or In-store). This could be a shop or a trade outlet. (This is sometimes abbreviated to RoPo/RoPi or RoBo/RoBi) • Research online but call to speak to an advisor before purchasing over the phone • Lead generation – complete form online but the rest of the buying process happens by a mix of calls emails, visits etc.	• Shopping in person (retail) • Traditional sales (mainly B2B) – where the process involves face to face meetings with sales staff (with some online communication over phone and email)

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Customer Journey

You will need to create campaigns to match where your prospects or customers are in the sales funnel (full-funnel activity).

Awareness

- "Reach" or "video views" campaigns to raise awareness of your product to the mass market.
- The purpose of this phase is to educate users on what your business is.

Consideration

- Driving people to your website – with traffic campaigns.
- We want users to click through to learn more about your product offering.
- Users landing on your website will now be eligible to be remarketed to.

Conversion

- Getting those to convert - in this case we would want the users to purchase from the website.
- This phase would also include remarketing to those who have landed on the site and not purchased (abandoned baskets for example).
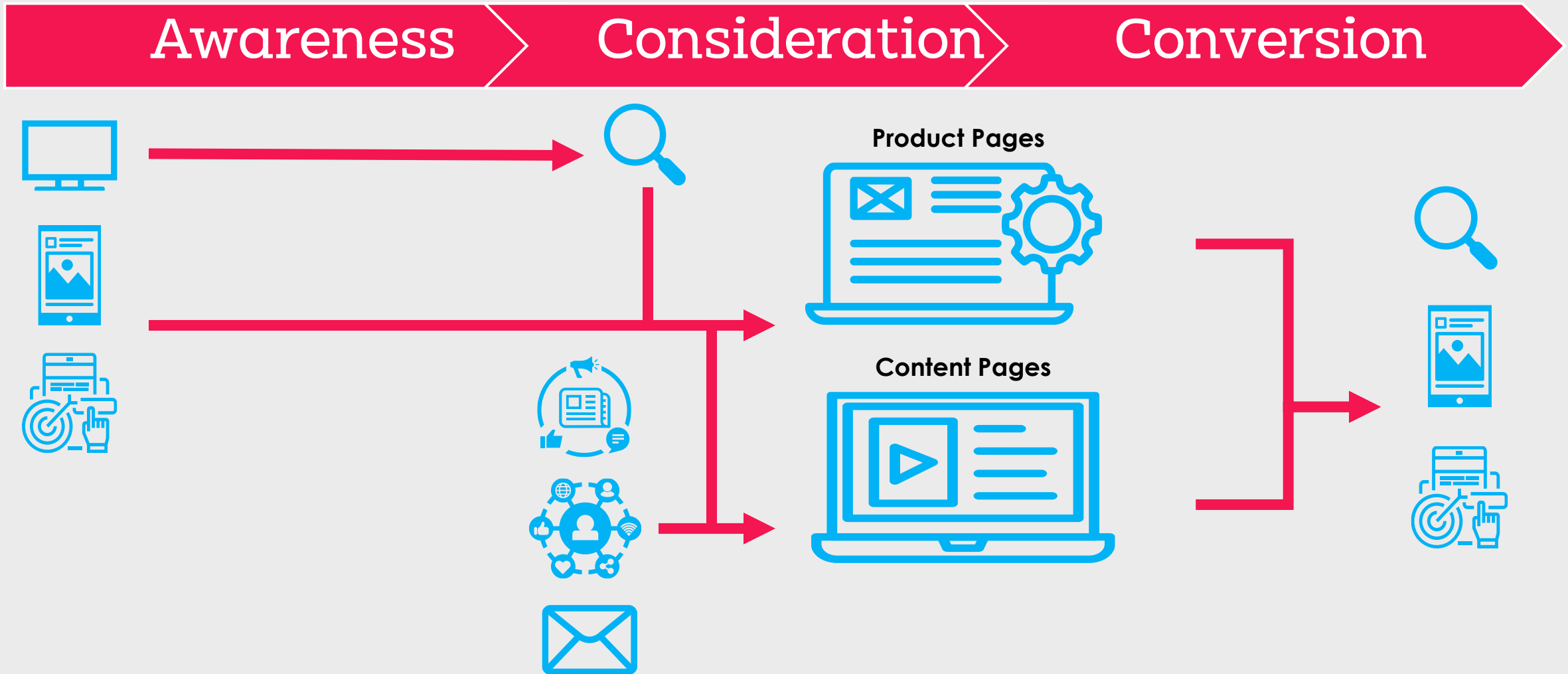
Black Hole Funnel of Conversion

Awareness

Interest

Consideration

Conversion

Loyalty

Anicca's Integrated (Multi-phased) Approach

Awareness → **Consideration** → **Conversion**

Product Pages

Content Pages

Anicca's Integrated (Multi-phased) Approach

Awareness > **Consideration** > **Conversion**

Product Pages
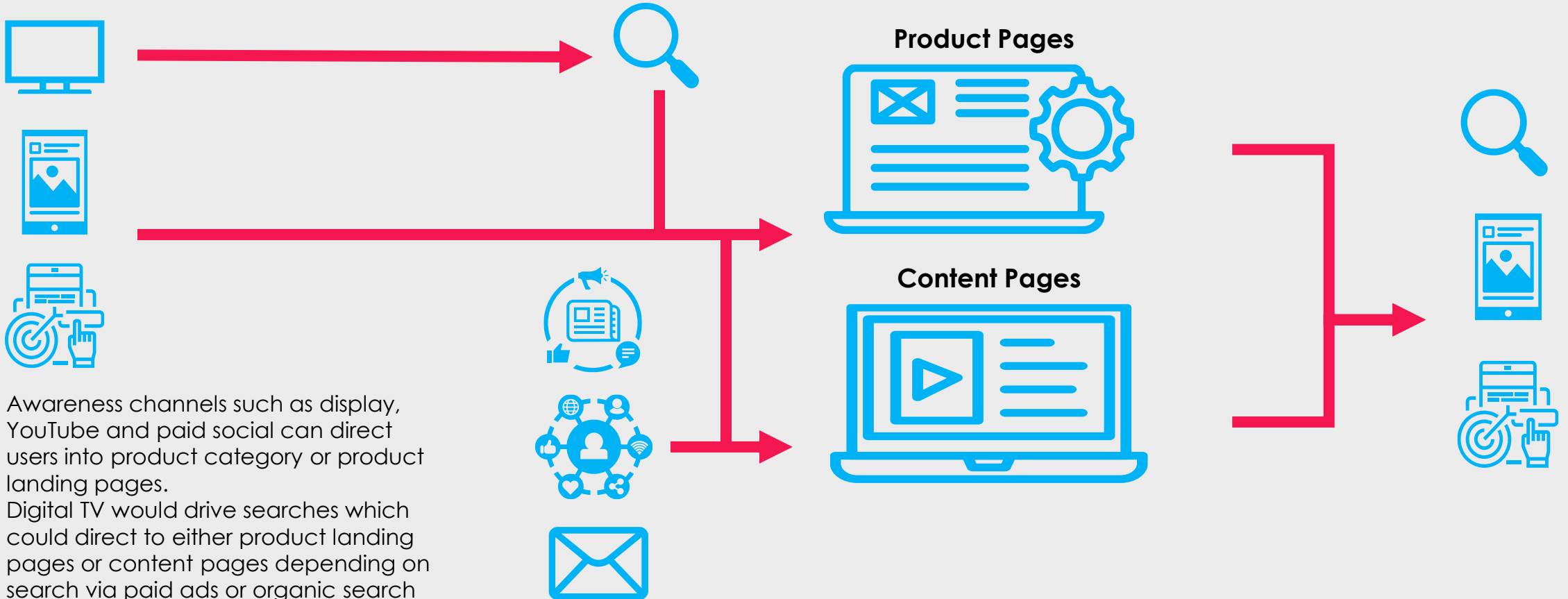
Content Pages

Awareness channels such as display, YouTube and paid social can direct users into product category or product landing pages.
Digital TV would drive searches which could direct to either product landing pages or content pages depending on search via paid ads or organic search results.

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Anicca's Integrated (Multi-phased) Approach

Awareness › **Consideration** › **Conversion**

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PR, organic social and email can all be traffic drivers for new blog content and articles to drive readership and engagement with brand content.

Anicca's Integrated (Multi-phased) Approach

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PR, organic social and email can all be traffic drivers for new blog content and articles to drive readership and engagement with brand content.

We can use the traffic from these pages to create audience pools that we can retarget with more direct response focused ads designed to encourage sample requests, lead generation, sales, redemption of offers and promotions.

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User journeys are complex

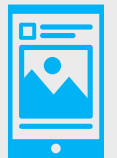|	MCF Channel Grouping Path	Source/Medium Path	Conversions
1.	Paid Search › Organic Search	google / cpc › google / organic	785 (4.08%)
2.	Paid Search × 2	google / cpc × 2	625 (3.25%)
3.	Direct × 2	(direct) / (none) × 2	578 (3.00%)
4.	Paid Search › Direct	google / cpc › (direct) / (none)	532 (2.77%)
5.	Direct × 3	(direct) / (none) × 3	322 (1.67%)
6.	Organic Search › Direct	google / organic › (direct) / (none)	286 (1.49%)
7.	Paid Search × 3	google / cpc × 3	246 (1.28%)
8.	Paid Search › Direct × 2	google / cpc › (direct) / (none) × 2	240 (1.25%)
9.	Direct × 4	(direct) / (none) × 4	210 (1.09%)
10.	Paid Search × 2 › Organic Search	google / cpc × 2 › google / organic	196 (1.02%)
11.	Paid Search › Organic Search › Paid Search	google / cpc › google / organic › google / cpc	176 (0.91%)
12.	Paid Search › Organic Search › Direct	google / cpc › google / organic › (direct) / (none)	173 (0.90%)
13.	Organic Search › Direct × 2	google / organic › (direct) / (none) × 2	163 (0.85%)
14.	Email › Direct	exponea / email › (direct) / (none)	145 (0.75%)
15.	Paid Search × 4	google / cpc × 4	128 (0.67%)
16.	Email × 2	exponea / email × 2	125 (0.65%)
17.	Direct × 5	(direct) / (none) × 5	124 (0.64%)
18.	Paid Search × 2	bing / cpc × 2	119 (0.62%)

There can be many touch points - so attribution can be difficult especially as cookies are removed

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Remarketing strategies

Remarketing strategies

- What is Remarketing?
- What is Dynamic Remarketing?
- What is Lookalike Targeting?
- Sequential campaigns

What is Remarketing?

Remarketing is one of the most effective types of targeting and is an essential part to most online businesses' digital marketing strategy.

Essentially re-engaging your audience depending on actions they have taken, these include:

- Visited a website
- …Or a specific page on your website
- Viewed X% of a video
- Added a product to their cart
- Time spent on your website

These audiences are classified as warmer thus the conversion rate tends to be higher.

Website remarketing is the most commonly used type of retargeting. Serving users adverts that are designed to make them revisit.

User Converts

User → **Your Website** → **User Leaves** → **User sees AD on other site**

User returns to your site

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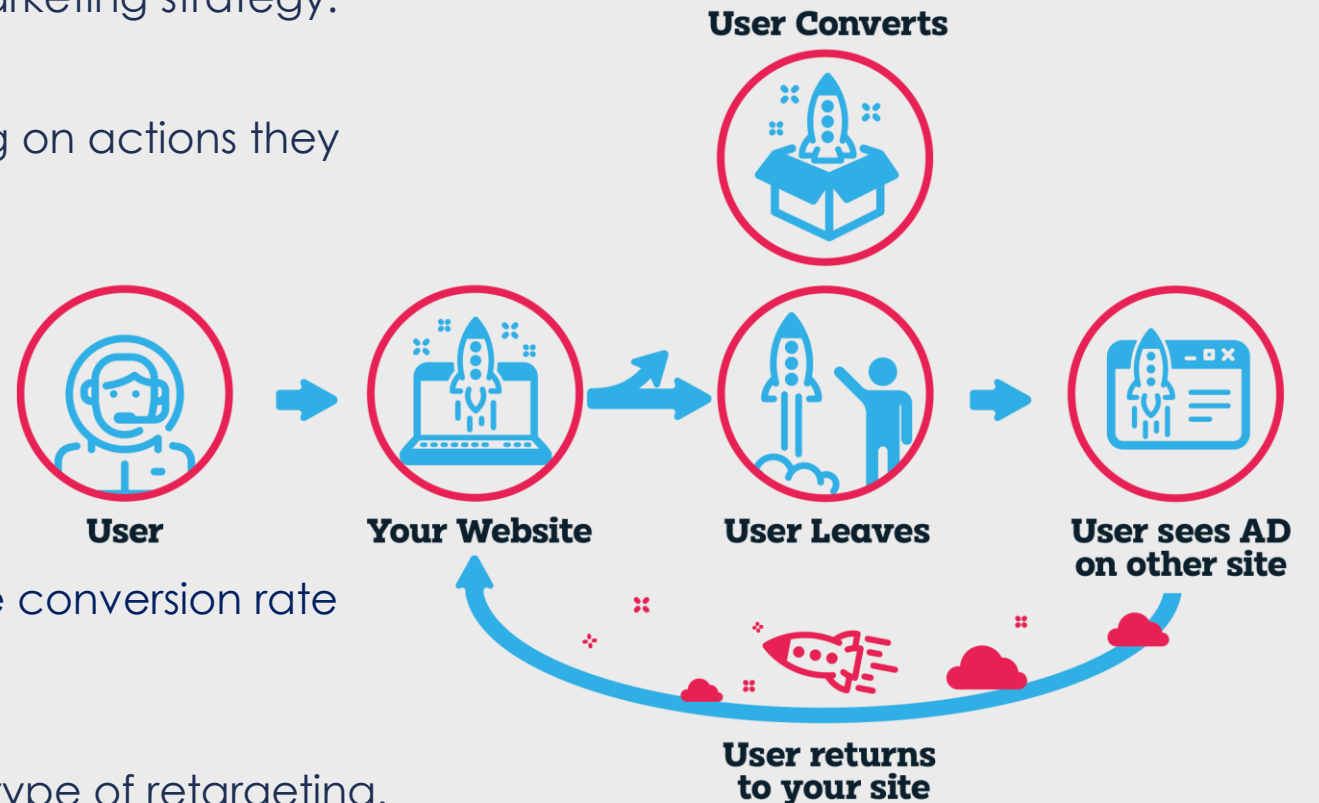
What is Dynamic Remarketing?

- Dynamic Remarketing is closely connected to standard remarketing but tends to involve the use of ecommerce catalogues (from your product feed)
- Dynamic ads will automatically serve customers the products they have already engaged with or the ones they are most likely to be interested in.
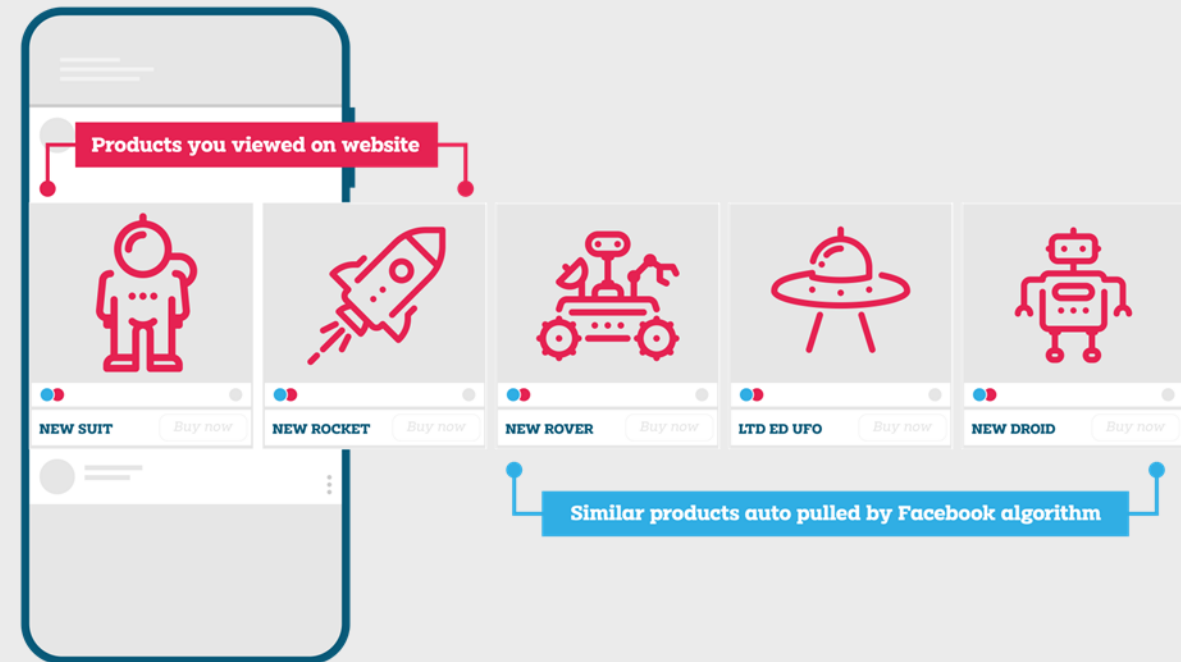- Abandoned Cart Remarketing is a commonly used tactic that targets users who have added a product on your website or social media shops to basket, but not purchased.
- They are extremely effective in pushing customers over the line.

Products you viewed on website

| NEW SUIT | *Buy now* | NEW ROCKET | *Buy now* | NEW ROVER | *Buy now* | LTD ED UFO | *Buy now* | NEW DROID | *Buy now* |

Similar products auto pulled by Facebook algorithm

Strategies for using dynamic remarketing

- Use of **dynamic remarketing** in Google to increase conversion rates
- Use of automated **"Smart" shopping ads** – as these have dynamic shopping built-in (these are currenlty being replaced with Performance Max)
- Microsoft Advertising **(Bing) product remarketing** is now available
- Use dynamic remarketing in Facebook (**Catalogue ads**)
- Recommend the use of **Google Tag Manager** to add the tracking pixels and mark-up the page (via a data layer) – this allows the ad platforms to know which products you were looking at

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What is Lookalike targeting?

- Facebook describes lookalike audiences as:

  "A way to reach new people who are likely to be interested in your business because they're similar to your best existing customers"

- Provide Facebook with a source – called a custom audience. This can be something like a customer list. Facebook will then take this source of information and find matching individuals on the platform.

- The stronger the source provided, the better the lookalike will be.

- These are also available in most other ad platforms e.g. Similar audiences in Google ads

Your CURRENT Audience + Facebook's Lookalike Algorithm = Your NEW Audience

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Sequential campaigns within a platform (Facebook or LinkedIn or YouTube/Google Ads)

Use of "filtering for (example by using low-cost video view ads) to create warm audience for retargeting with traffic or conversion ads

- If your audience is very broad and generic, then you will want some mechanism of gauging the most relevant prospects from that audience

- To do this, we can serve a relatively broad campaign (i.e. a broadcast and awareness piece), using campaigns with an awareness or video views as your objective

- We can then make audiences from those, that show engagement such as:

  - % of video watched audiences

  - Previously engaged with ads or content

- We then use these audiences in our traffic and conversion campaigns; as we know they potentially have a higher propensity to act, based on their positive engagement with other content

Using 2-step campaign – Engagement / video campaigns followed by Conversion campaigns

Using 2-step campaign – Engagement / video campaigns followed by Conversion campaigns

**Step 1 -
Engagement or Video Campaign**

Watch video or engage with content on the platform

Visit website to download content – tagged with multiple pixels from other channels

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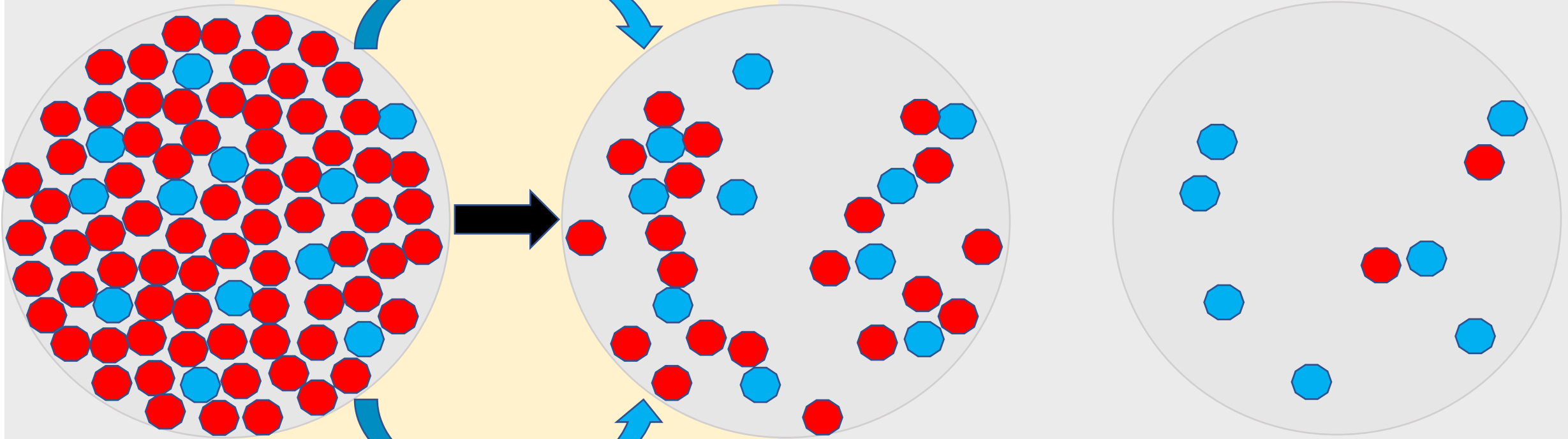
Step 2 -
Conversion Campaign

Completes form on Lead generation ads

Complete sale or form on the site, or other action e.g. call or drive user to store
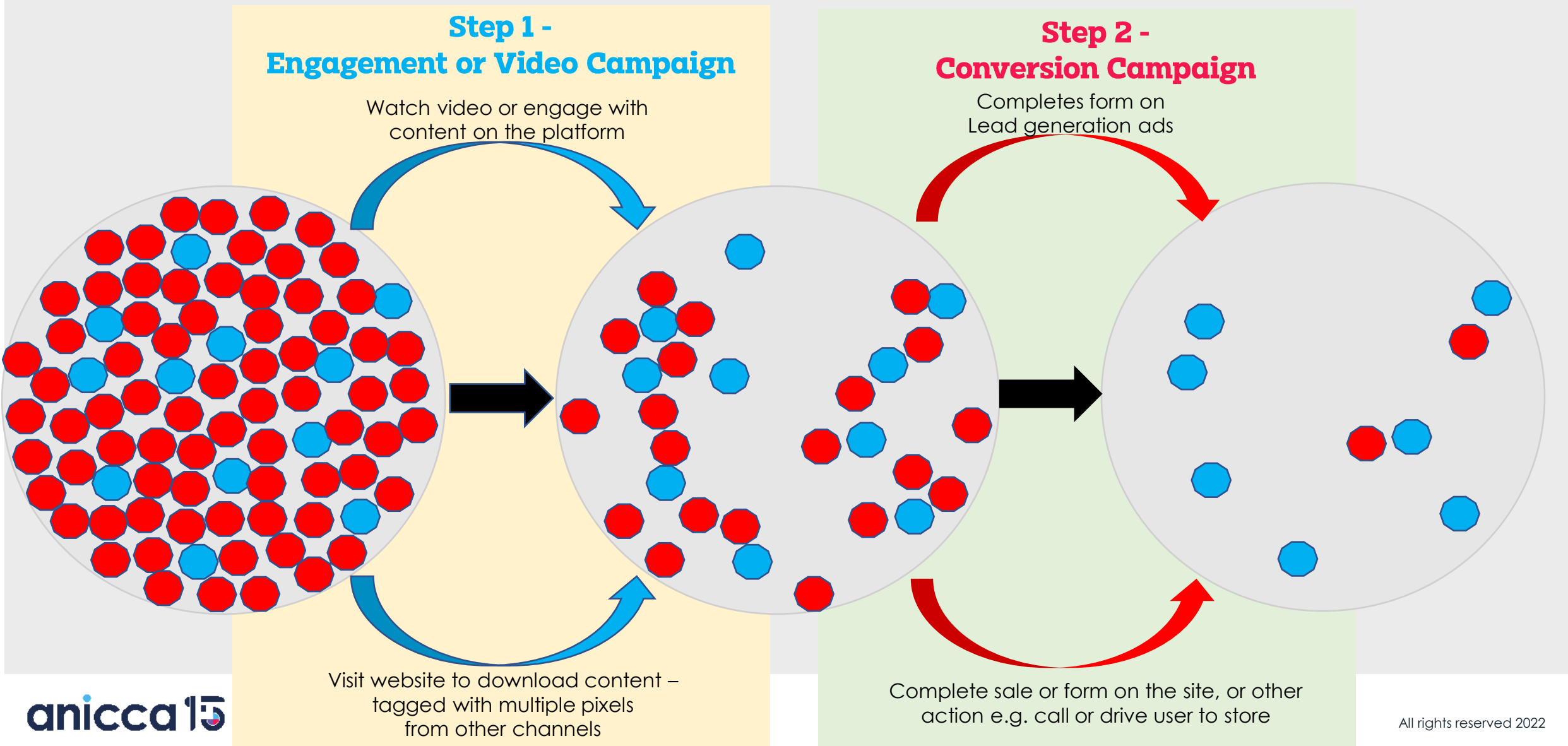
Creating and using Custom audiences

Creating & using Custom audiences

- Different ways of creating custom audiences
- Use your own first-party customer data to create custom audiences
- Uploading first-party conversion data to the ad platforms to enhance conversion estimates with real data

Different ways of creating your own custom audiences

Depending on the platform you can create your own audiences – these are called:

- **Custom audiences** Facebook (including Instagram and Messenger), Google and Bing

- **Matched audiences** (LinkedIn)

- **Tailored audiences** (Twitter)

- **Audience targeting** (Quora)

- **Customer match** (Google)

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They are normally created using one of the following techniques:

- **Uploaded contact details** (using email address, other personal data or account details) via a CSV file – called customer match in Google

- **Previous visitors to your website**, tagged using a platform specific tag or pixel. This is part of a remarketing or retargeting strategy

- **Activity on the platform** – based on behaviour (often used for sequential advertising)

- Once an audience is created, the platforms offer the ability to create a **Lookalike audience of similar users**

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Your own (custom) audiences by platform

Targeting	Facebook	Instagram	Messenger	Twitter	LinkedIn	Equivalent in Google Ads
Businesses	Yes	Sometimes	Yes	Yes	Yes	Yes
Consumers	Yes	Yes	Yes	Yes	No	Yes
Retargeting – website pixel	Custom audiences			Tailored audiences	Matched audiences	Remarketing in display or search ads
Retargeting – uploaded lists						Customer match (limitations apply)
Lookalike audiences	Lookalike audiences			Expand reach with Similar users	"Enable Audience Expansion"	Similar audiences
Minimum audience size	20			100	300	1000

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Enhanced conversions tracking in Google ads

- This is where Google uses additional **first-party data collected at the point of conversions** (e.g. checkout or from a form-fill) to provide additional data for conversion tracking
- This can improve the accuracy of your conversion data, especially **once cookies are retired**
- It supplements the existing conversion tracking data by sending **hashed i.e. encrypted, first-party data** from your website to Google, in a privacy-safe way
- If you are just using imported Universal GA data for conversion tracking – you **will not** be able to see an option to switch it on
- It requires the use of **GTM, gtag or GA4** to implement the tags
- Depending on how many conversions you generate, it can take several months to **collect enough data** (75 days)

Enhanced conversions – how they work?

Remarketing strategies specifically for ecommerce

Remarketing strategies specifically for ecommerce

- Top remarketing tactics to use with Shopping Ads
- Useful audiences for ecommerce marketing
- Audiences based on events and content views

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Top remarketing tactics to use with Shopping Ads

- Create **Analytics audiences** for list building (based on URL, UTM codes, interests and many other dimensions or segments)
- Choose to either:
  - Overlay audiences onto existing campaigns (especially important if you are using multiple campaigns for sculpting) – i.e. Observation option
  - Clone campaign and use it for Remarketing Lists for Search Ads (RLSA) – Targeting option (so only individuals on your lists will see the ads)
- Collect data and review performance
- Then modify bid to maximise performance
- Create Similar audience for high performers

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Useful audiences for ecommerce marketing

Audiences based on:
- Converters – uploaded customers or visitors to thank you pages
- Non-converters or cart abandoners
- New vs returning users
- Page views – including category or product page views, triggered by
  - at url or subdirectory level
  - on-page level (using on-page mark-up)
- Sales value over specific periods
- Time and past behaviours
- Website engagement metrics
- Showcase ads views

Audiences based on events and content views

- Audiences based on content views (blogs, product guides, on-site video views, and other organic traffic)
- Use Analytics events tracking to set up audiences based on:
  - Scroll tracking
  - Watching videos
  - Download assets/guides
  - Adding cart
  - Adding payment information

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Cross-channel
remarketing strategies

Cross-channel remarketing strategies

- Concept of "honeypots" for cross-channel remarketing
- Cross-channel remarketing strategies for ecommerce

Concept of "honeypots" for cross-channel remarketing

- This could be used if your key search terms have a lot of competition and are very expensive (and you know that you might not convert people on the first visit)

- Drive traffic from channels, such as Facebook, Instagram, Pinterest and use this traffic to build RLSA lists for Google

- This way, users come in from potentially cheaper sources, allowing them to do their learning/evaluation on your site more cost effectively

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Create retargeting/remarketing lists to target in other more expensive but higher converting channels

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Cross-channel remarketing strategies for ecommerce

- Audiences based on video views on YouTube
- Use of cross-channel remarketing e.g. target audience from Facebook traffic then RLSA for shopping ads
- Audiences based on vanity pages (with specific url) used in offline marketing e.g. radio, TV or out of home ads
- Cart abandoners shown text ads to direct them to purchase on Amazon page
- Facebook custom audience have much fewer restrictions – and only requires name and address and minimum audience of 30:
  - Use existing customers
  - Use clients that are about to renew
  - Amazon and eBay lists (name and addresses info)

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How Anicca can help – Free resources, hybrid events and training

Our 8ᵗʰ Annual Conference

https://anicca.co.uk/leicester-digital-live-2022/
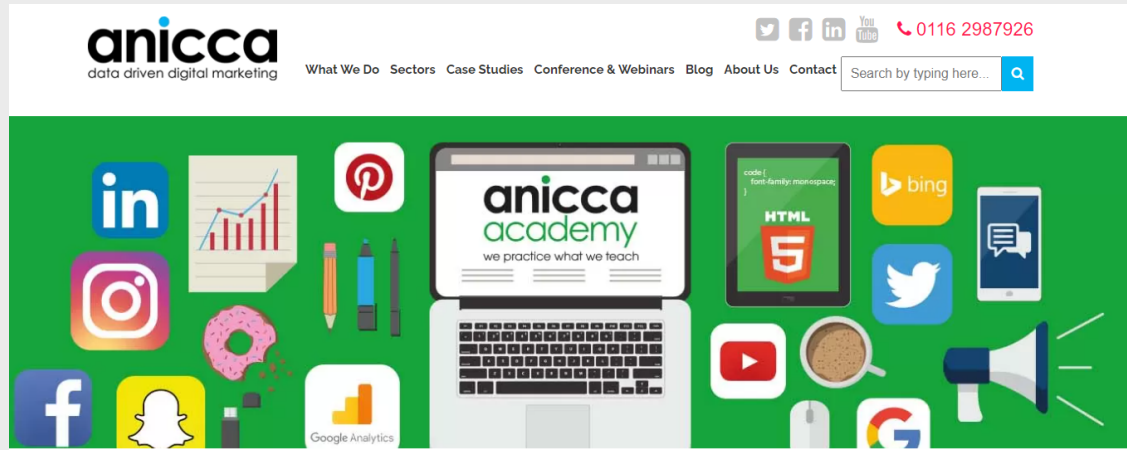
Anicca Academy – Digital Bootcamp 12-day DMI course (starting June 15th)

12 days of practical workshops leading to DMI (and optional CIM) qualifications in digital marketing

The Anicca Academy is a new suite of professional training qualifications delivered by Anicca Digital's team of agency experts.

The courses consist of a mix of online modules and up to 12 practical 1-day workshops delivered in our training centre in Leicester, either:

- 1-day per week over 3 months
- Over 3 weeks (fast-track option)

We have partnered with the Digital Marketing Institute (DMI) and the Cambridge Marketing College to deliver these courses. You will be able to access their internationally recognised course material via our online learning portal.

The Certified Digital Marketing Professional Course leads to a Level 5 Scottish Qualifications Authority (SQA) accredited qualification with the option to study additional online content and submit a written assessment to achieve a CIM (Chartered Institute of Marketing) Level 4 Award in Digital Marketing.

The new training programme combines theory and practical across the following topics:

Anicca's digital bootcamp combines theory and practical tips across the 10 modules in following topics:

- Social Media
- SEO and Content Marketing
- Paid Media and Digital Advertising
- Measurement and Analytics
- Email Marketing
- Video and Display
- Web Optimisation
- Developing Your Marketing Strategy

60-100% grants in the East Midlands

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Digital bootcamp - Course details

- Course presented by agency experts who support you via our Slack community
- Choice of delivery –
  - **Fast-track** – in-person training and online over 3 weeks
  - **Standard – 1 day per week** over 3 months (online), with weekly webinars and catch-up
- Additional careers support and modules
- Leads to DMI level 4 qualification (multi-choice exams taken online)
- Course costs £2,000+VAT, with grants available of 60-100% depending on location (funded by

PLAN FOR JOBS

Funded by
Department for Education

D2N2
Derby
Derbyshire
Nottingham
Nottinghamshire

Digital Marketing Institute™
Approved Partner

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GA4 - How we can help you?

15% discount on GA4 services (booked before end of June)

- **GA4 set-ups by Anicca team:**
  - **Standard set-up - reduced from £1,000+vat to £850+vat**
  - We can provide a quote for large and more complex GA4 set-ups – you will still receive a 15% discount

- **GA4 Training:**
  - Bespoke GA4 training (in person training for your team - learn how to do GA4 set-up yourself) - reduced from £1,125+vat to £955+vat
  - Group Training – in-person (in Leicester) or join online - £600+vat reduced to £500+vat per person)

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Free weekly webinar Friday at 9am

Have your Web Leads or Sales changed? How to carry out Insight Audits to find out why.

with Ann Stanley

anicca15 | REGISTER NOW

FREE webinar
9am Friday
13th May

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https://anicca.co.uk/resource-library
or https://www.bigmarker.com/communities/anicca-digital/conferences

Request FREE access today

Thank You

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