

Fundamentals of Digital Brand Marketing

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"Affordable marketing strategies to help your business attract and retain new customers."

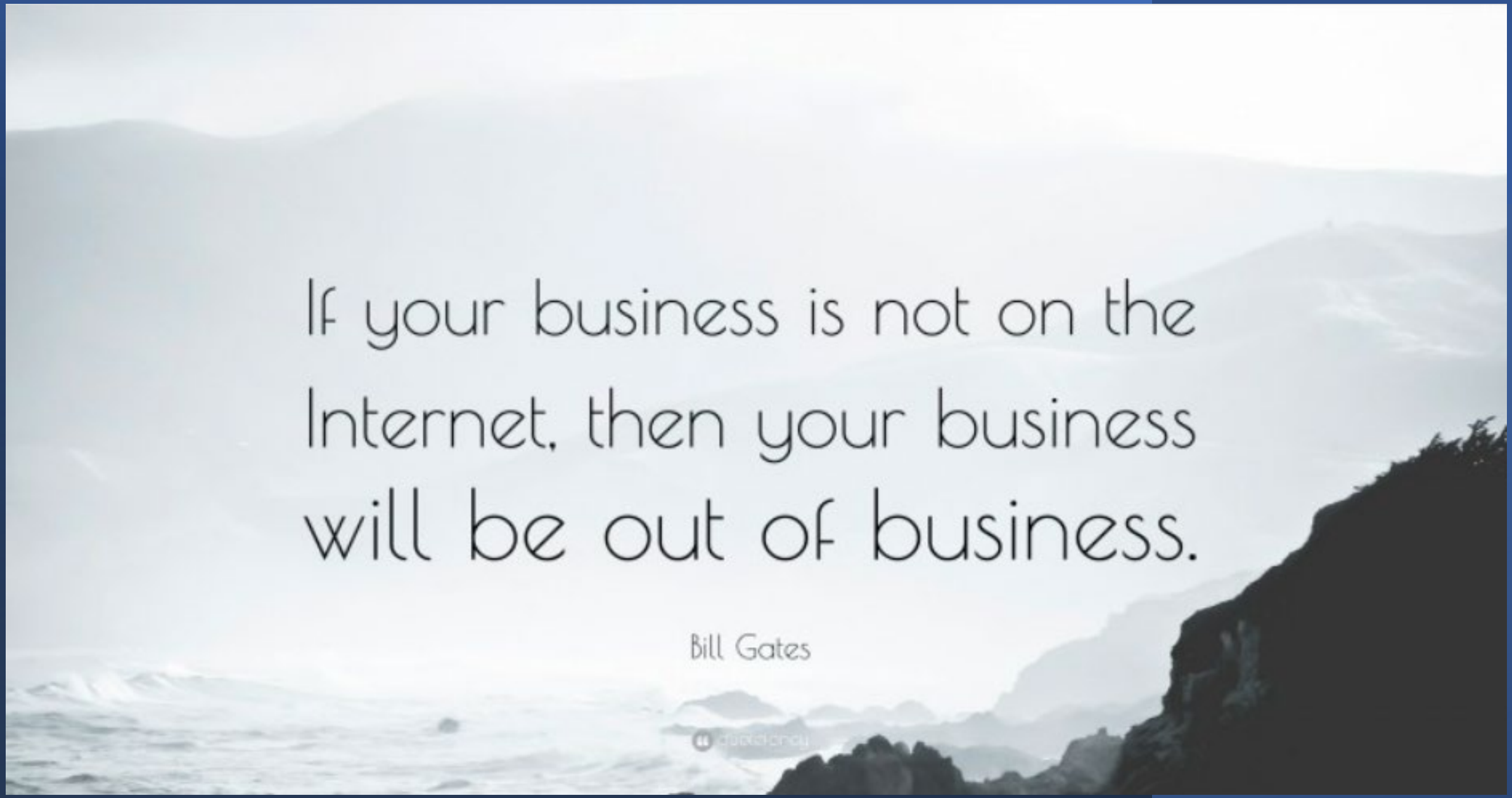
Digital Branding

- **Business Opportunity**
  - Why a digital presence matters
  - Google© Dominance
  - Barriers to Success

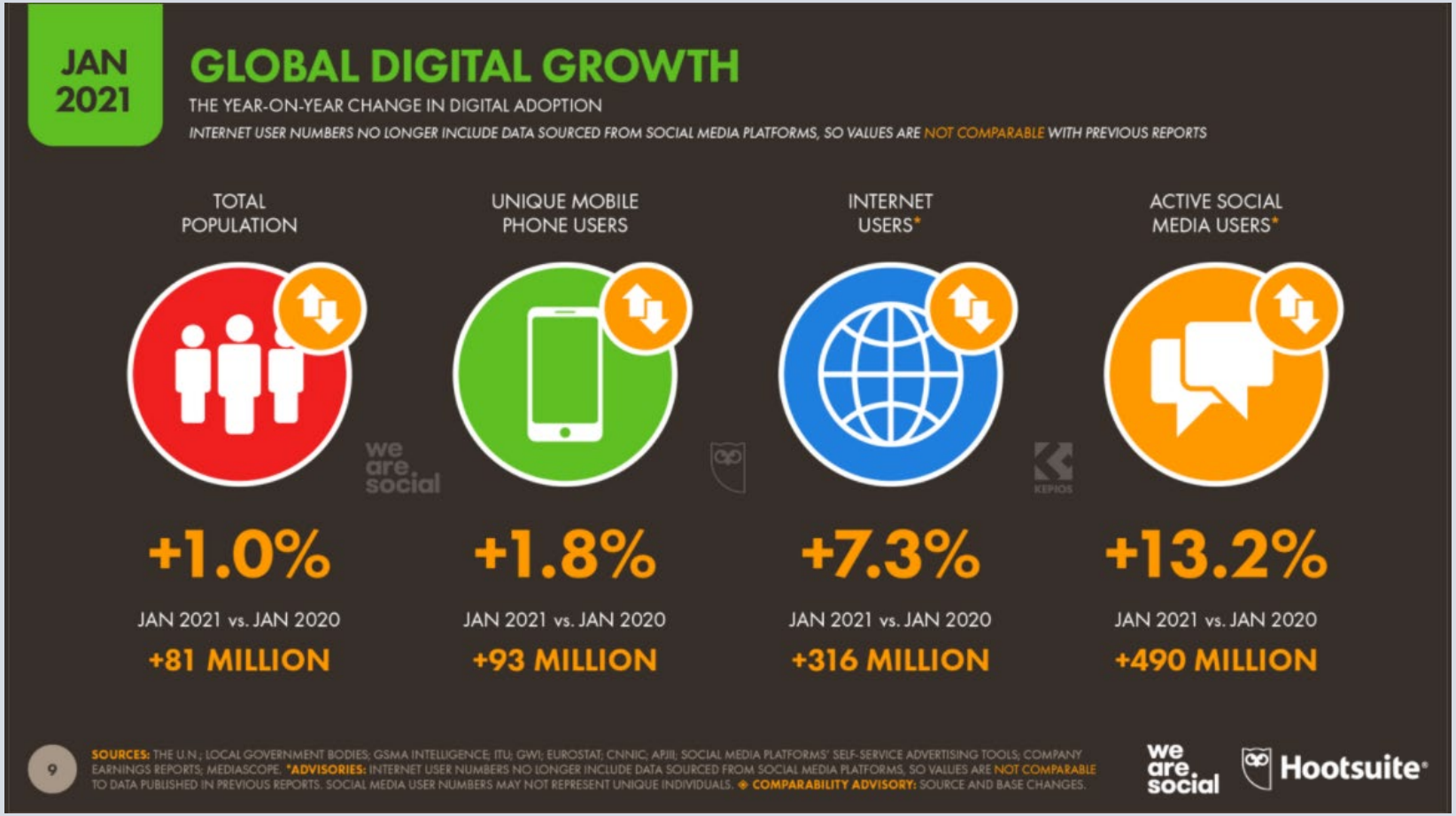
- **Digital Branding for eCommerce**
  - Collaboration for Growth

- **Search Engine Optimization (SEO)**
  - Content marketing
  - 10 Must-Have Homepage Elements

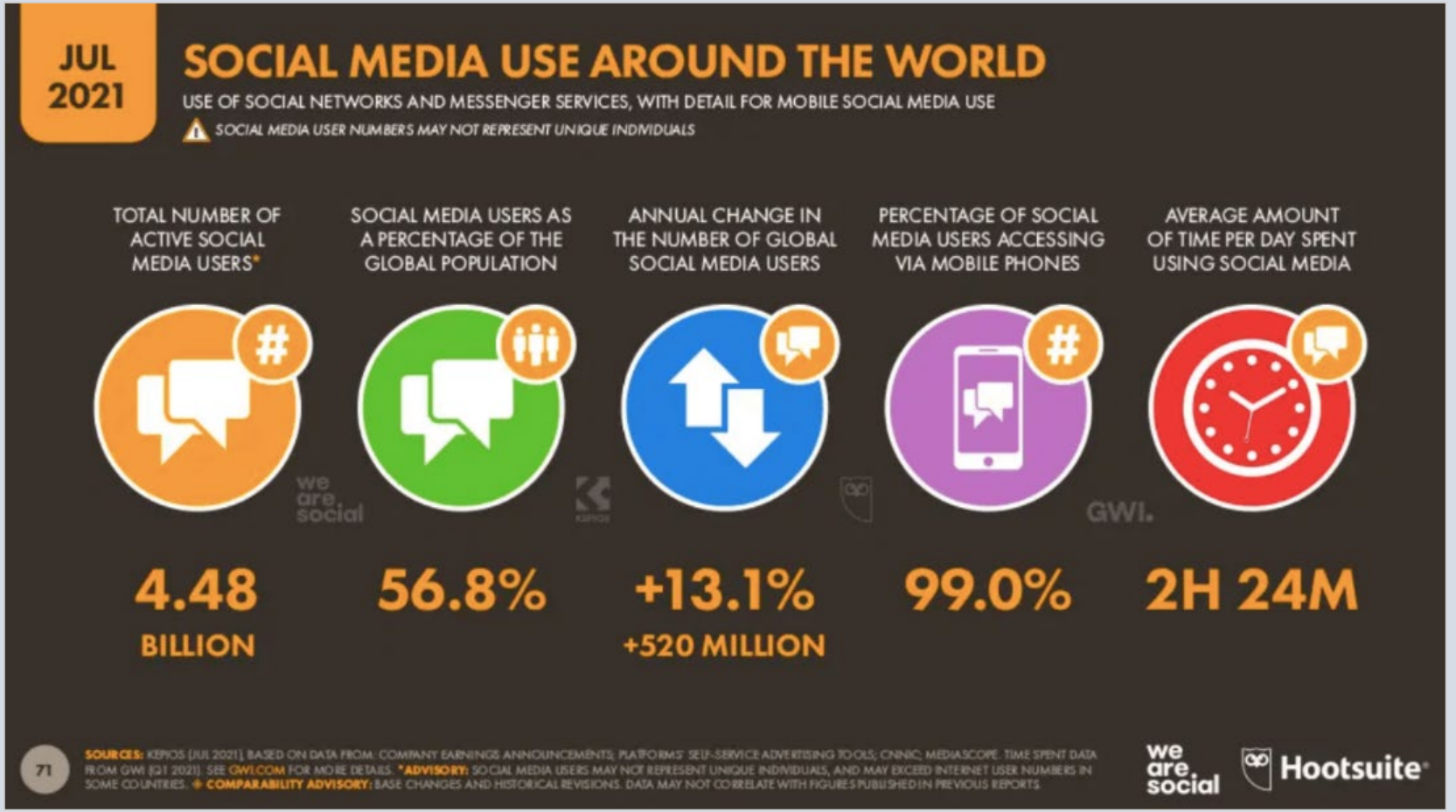
- **The Customers Journey**
  - Demand Generation
  - Content Mapping
  - Customer Nurture Framework

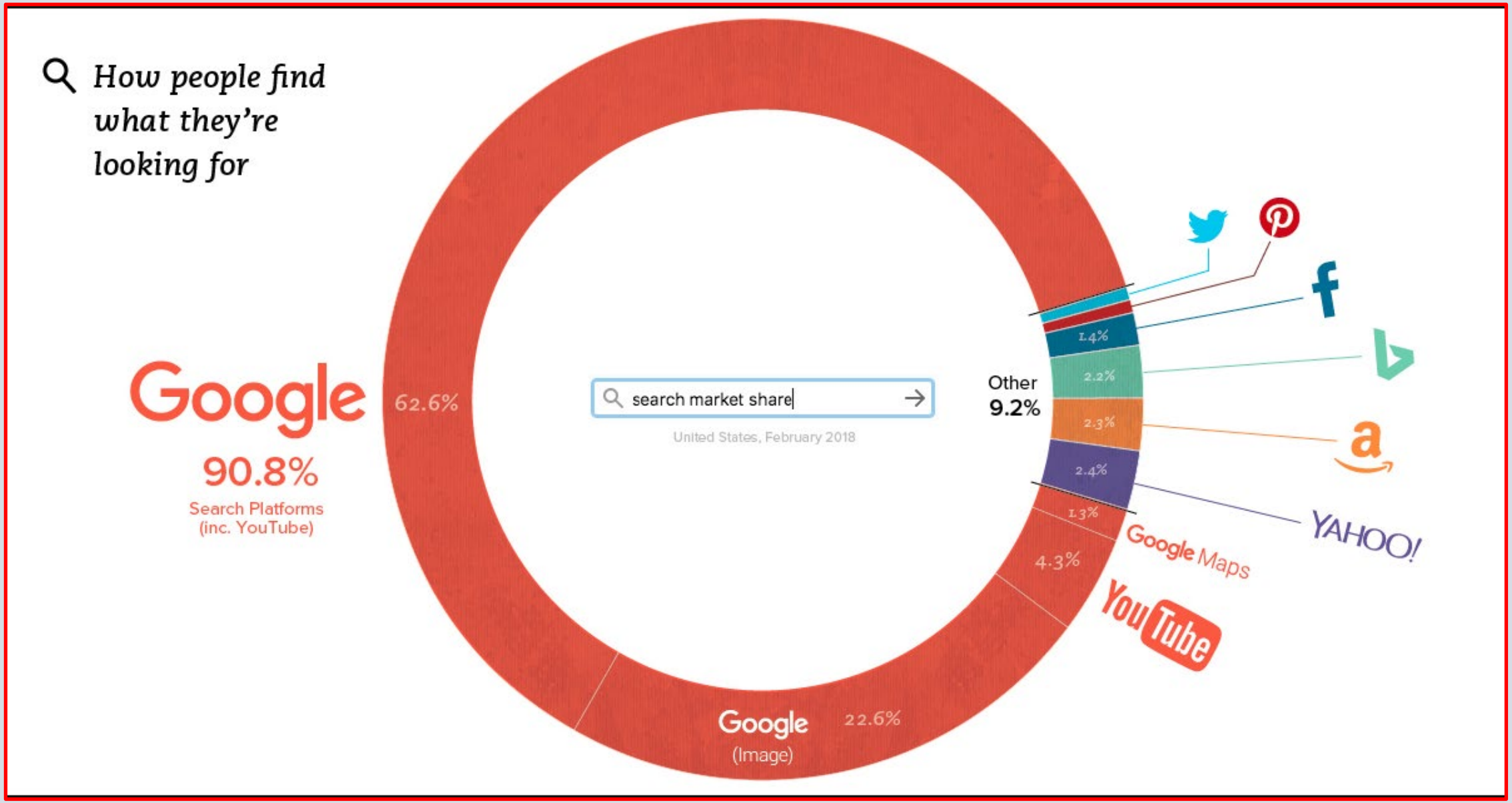

If your business is not on the Internet, then your business will be out of business.
Bill Gates

Unlimited Business Opportunity!



Too Big To Ignore!

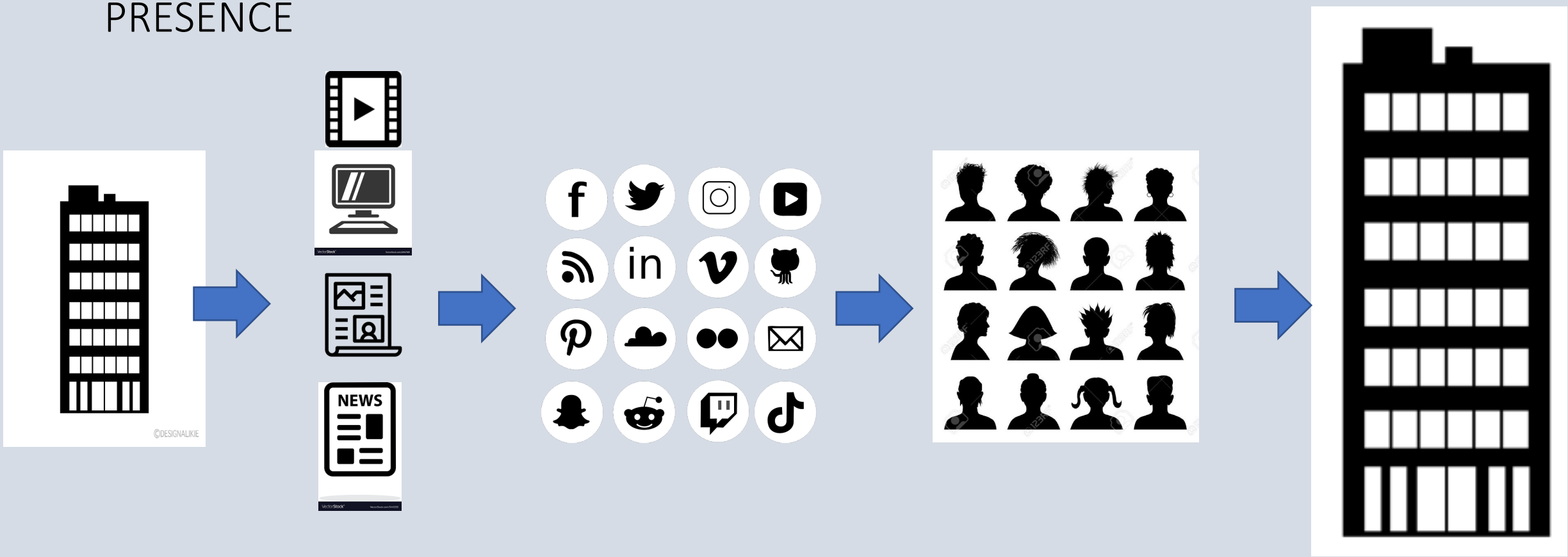




https://www.visualcapitalist.com/this-chart-reveals-googles-true-dominance-over-the-web/

Your digital influence…

…is your ability to drive action online. When Information **about or by you** is shared online and in real life – and when people are responding to that information by commenting, sharing or telling others…THAT'S DIGITAL PRESENCE



A Strong Digital Presence Matters

@ Positioning & Competitive Differentiation

@ Control of your brand narrative

@ Frame for Customer & Prospect Engagement

@ Stronger Industry Relevance

@ Reputation Management



Reasons to Manage Your Digital Influence

- **Technology:** Has changed how companies and individuals are discovered and perceived
- **Stakeholders:** Clients, employees and others do their research online before making decisions
- **Relationships:** Companies can no longer develop and manage their story with just a few key influencers
- **Relevance:** Online information is cut and pasted onto many different web pagers over time, leaving out-of-date and inaccurate information scattered across the web
- **Reputation:** Issues can appear on multiple digital channels and platforms and stay highly visible forever

Risks to Your Digital Presence..

…are exposures to online threats. Digital risk is the result of what happens to information you've posted online…what other people are posting about you…and what hostel actors are doing with your name, your image, **your BRAND** online.

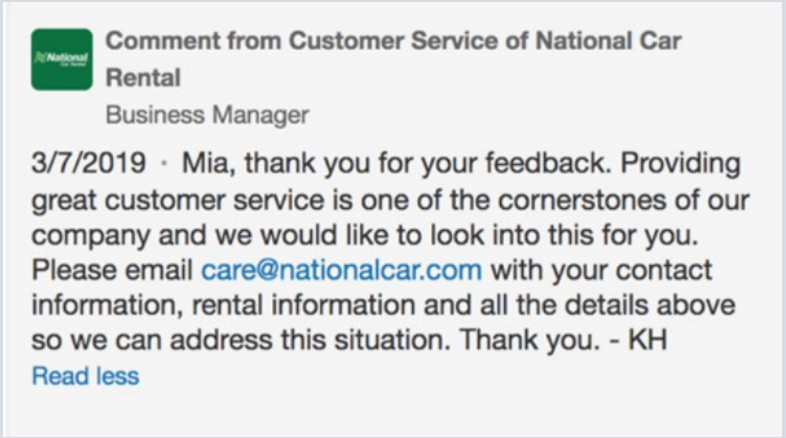
Digital risk is a **BUSINESS ISSUE**, not just a technical one!





Online Reputation Management

- Acknowledge the Issue
- Apologize
- Provide and Explanation, if Necessary
- Compensate the Reviewer Appropriately
- Invite Reviewer to Discuss the Matter – Offline





https://broadly.com/blog/how-to-respond-to-negative-reviews/ - Script for slide

Barriers to Digital Marketing Success

- **Typical Objections to Digital:**
  - Not Enough People
  - Too Expensive
  - No budget to hire
  - Competing Priorities
  - Lack of Digital Expertise





Crawl

Look Around and Listen

- Define digital business strategy & goals
- Launch a website that is desirable to visit
- Refine messaging strategy
- Optimize content for search
- Identify relevant social media channels
- Evaluate and Select marketing automation platform
- Build database

Walk

Connect and Activate

- Establish social networks
- Quantify and qualify audience targets
- Create and build relationships
- Increase what works; pull back on what doesn't

Run

Engage, Involve and Expand

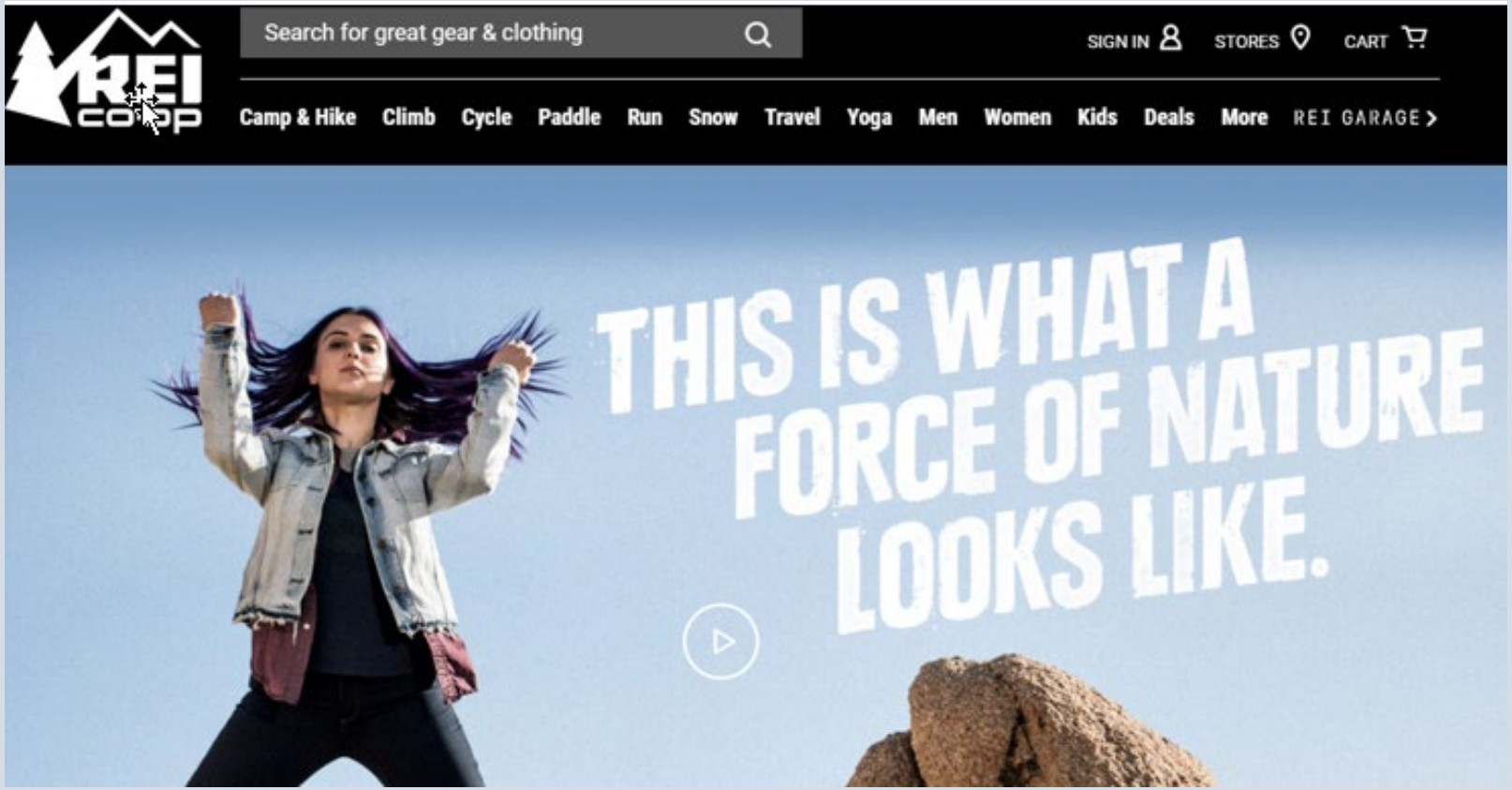
- Make content more interesting
- Video
- Podcasts
- Webinars
- Apps
- Live and virtual events

Thrive

Fans Help Lift Your Brand

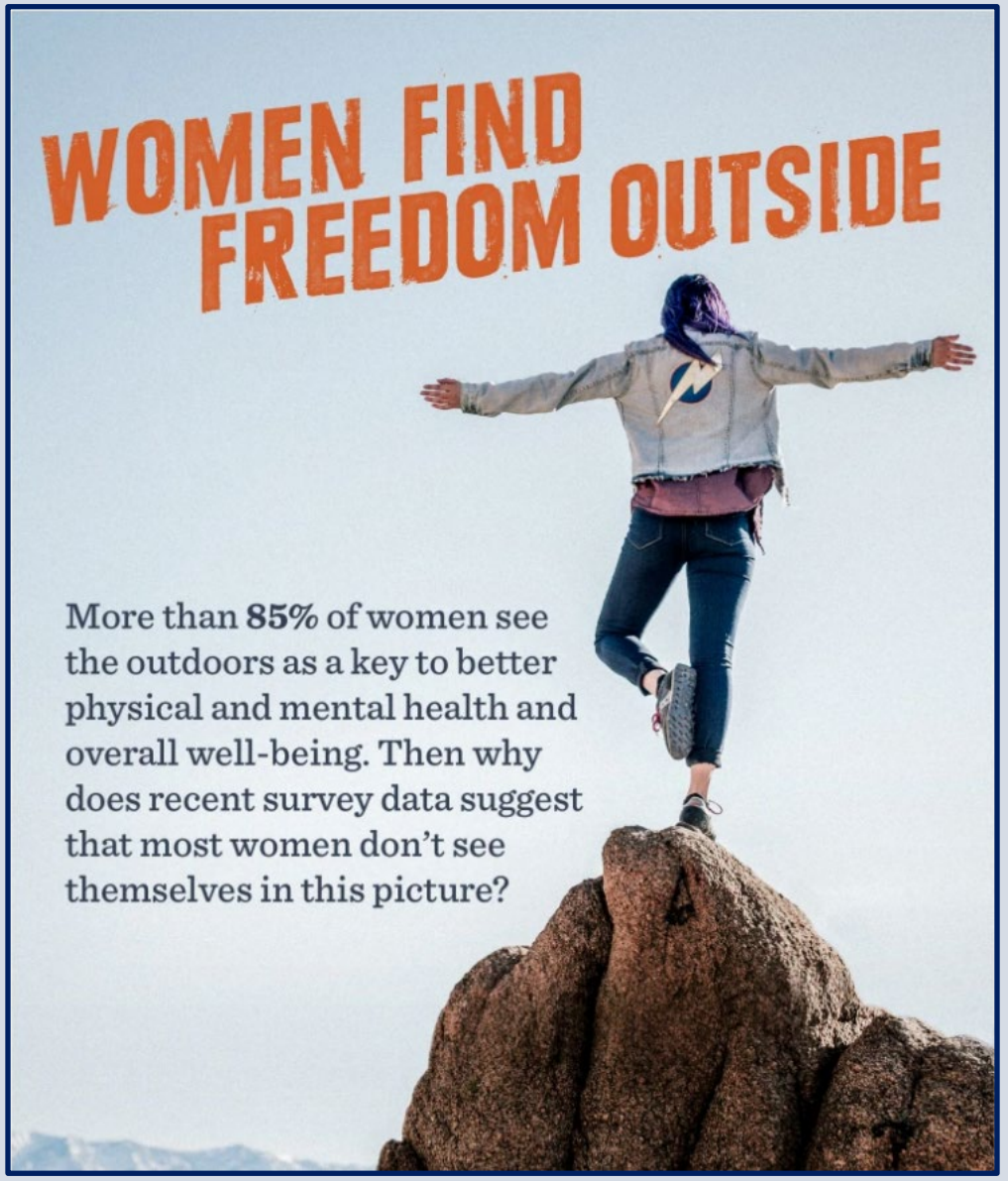
- Rely on your community for their content and ideas
- Nurture them
- Survey
- Best practices in customer service
- New offerings

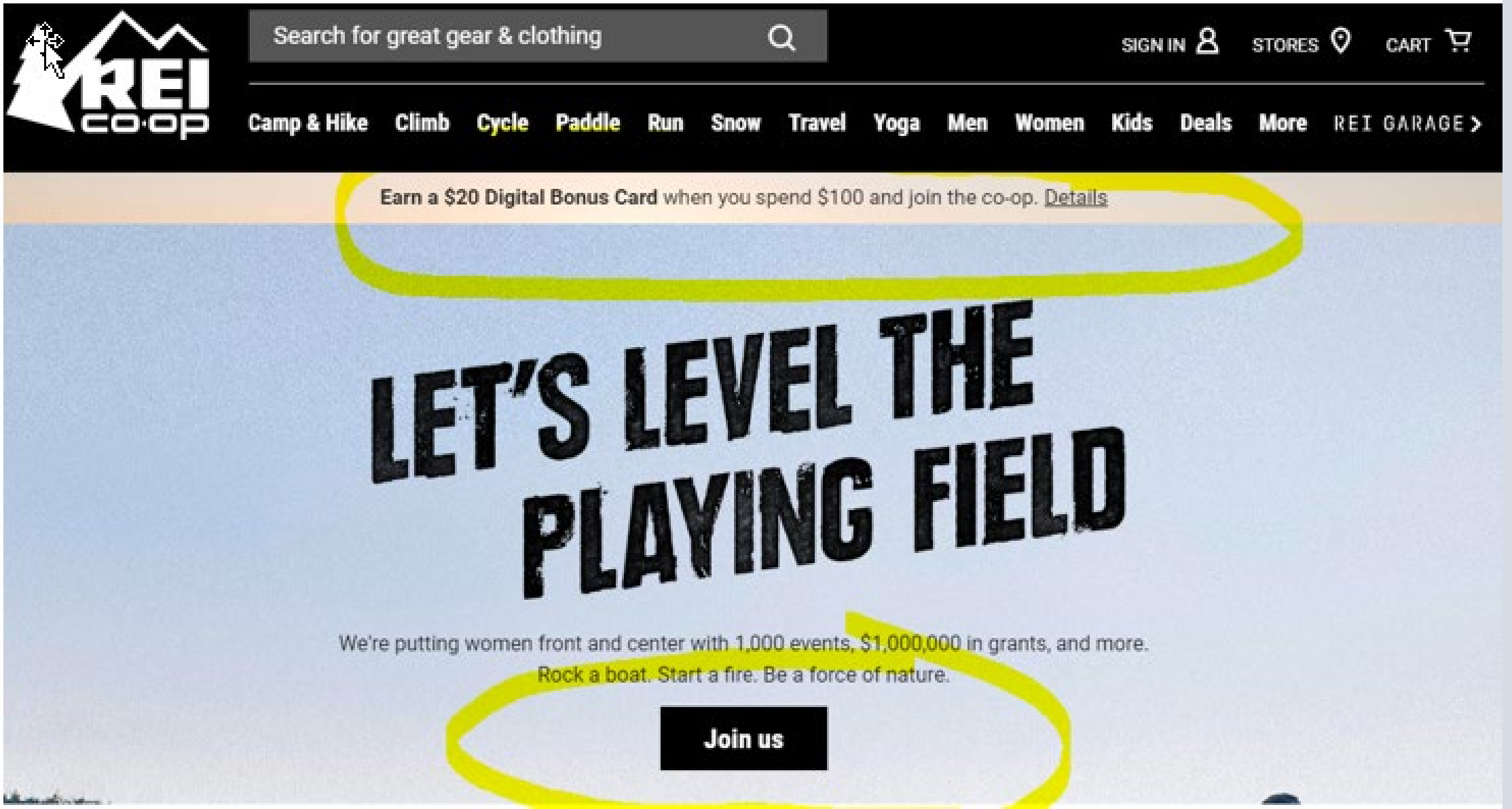
REI.com – eCommerce Success Story



REI Force of Nature: Campaign Components

- Change the male-dominated imagery of people in the outdoors
- $1 million to support nonprofits that create opportunities for women in the outdoors
- Offer high-quality technical gear and apparel for women
- Launch of over 1,000 events designed for women




Search for great gear & clothing
SIGN IN
STORES
CART
Camp & Hike
Climb
Cycle
Paddle
Run
Snow
Travel
Yoga
Men
Women
Kids
Deals
More
REI GARAGE
Earn a $20 Digital Bonus Card when you spend $100 and join the co-op. Details
LET'S LEVEL THE PLAYING FIELD
We're putting women front and center with 1,000 events, $1,000,000 in grants, and more.
Rock a boat. Start a fire. Be a force of nature.
Join us

REI: Force of Nature 1000 Events Kick-off Video



https://www.youtube.com/watch?v=L6Msz46mqrw&ab_channel=REI

Role Models are Rare

63%

of women said they could not think of a female outdoor role model.





Barrage of Barriers

More than **7 in 10** women say they would like to spend more time outside than they currently do, but are held back by practical barriers like weather, time and not having someone to go with.

Encouragement is Key

Women who were encouraged to go outside as young girls are more likely to see the value of spending time outside.

The top people who encourage you to spend time outdoors are:

49% Friends **40%** Mother **30%** Father

Women who were more encouraged as young girls to spend time outside are more likely to remain active today.

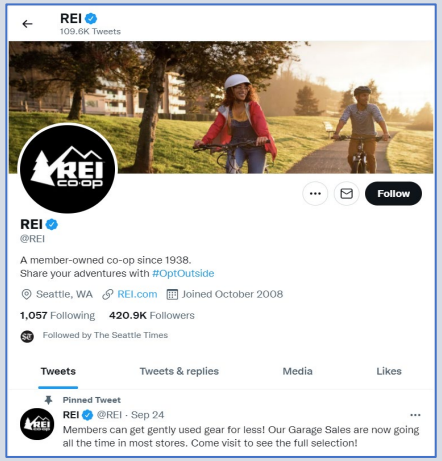


7/10 women believe that women are under more pressure to conform than men.

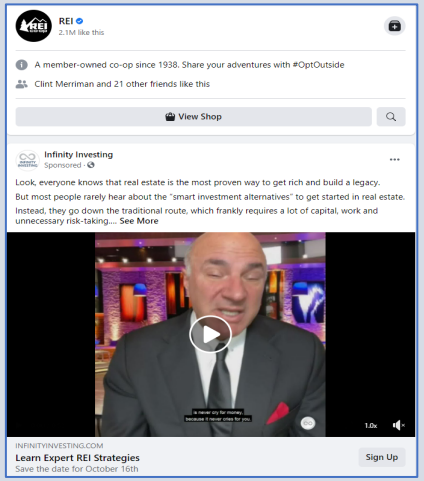
73% "Be Sexy" **72%** "Lose Weight" **69%** "Smile More"

REI: “Force of Nature” Campaign - Social Media

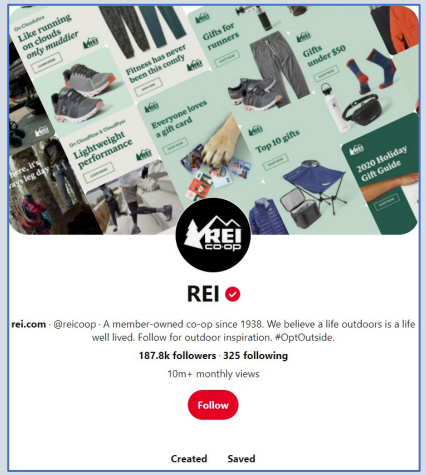
Twitter



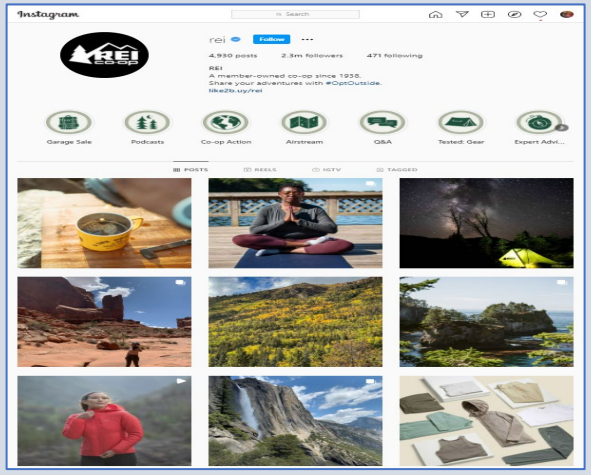
Facebook



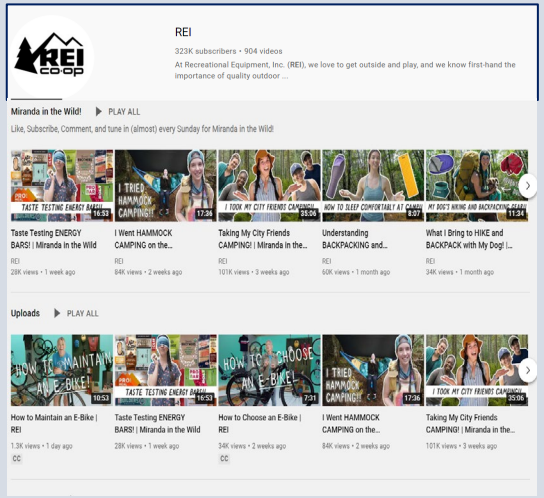
Pinterest



Instagram



YouTube



REI “Force of Nature” Campaign Outcomes

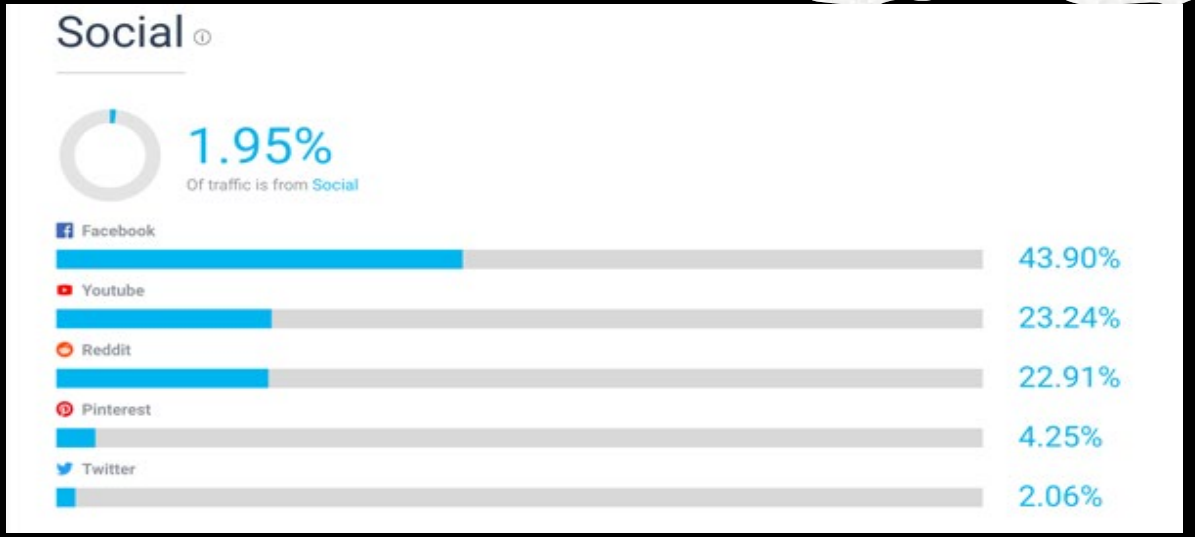
- ✓Gender Equity in Gear and Support
- ✓More Sizes for Women
- ✓Closing the Gear Gap and Dissolving Gender Labels
- ✓Funding Inclusion Efforts
- ✓Spotlighting Women

https://www.rei.com/blog/news/force-of-nature-what-reis-accomplished-since-2017 Their own blog



https://www.tableau.com/solutions/customer/rei-stays-competitive-clear-customer-insights-personalized-retail-experience

Web and Traffic Sources – Aug 2019 – Jan 2021



REI: Web Visitor Event Interests

- *REI* audience exhibits a variety of interests and behaviors.
- As seen, the leading interest for the *REI* audience is *Oregon Trip Planners*.

Composition Percentage:
The overlap percentage between the *REI* audience & the *Interest* attribute.

Index:

A comparison of the *REI* audience to the internet population.

Interest	Composition	Index
Oregon Trip Planners	7.96%	4.04x
Western Canada Skiers and Snowboarders	6.11%	4.04x
Social Distancing Content Readers	2.96%	3.81x
Elite Cycling Gear Shoppers	5.56%	3.73x
Washington Skiers and Snowboarders	7.04%	3.72x
Rock Climbing Enthusiasts	5.19%	3.50x
Thrift Store Shoppers	4.26%	3.42x
Seattle Trip Planners	7.78%	3.20x
School Closings Updates Readers	1.85%	3.01x
North West State Fair Visitors	7.59%	2.99x

https://audiences.dstillery.com/explore/location/REI-4948

REI: Visitor Content Affinities

The most visited Content Affinity for the REI audience is *Backpacking*.

Composition Percentage:

The overlap percentage between the *REI* audience and the *Content Affinity* attribute.

Index:

A comparison of the *REI* audience to the internet population.

Content Affinity	Composition	Index
Backpacking	1.67%	7.86x
Bathrooms & Plumbing	0.44%	5.69x
Ohio Universities	0.93%	5.55x
India Cluster	0.56%	5.44x
US Cycling	2.04%	4.80x
Sewing, Embroidery & Fabrics	0.56%	4.10x
Oregon News	5.93%	3.91x
Assorted Topics (Tv Networks, Birthday Cards, Diets, Recipes, Humor, Gambling)	0.37%	3.87x
Hawaii News	1.11%	3.77x
Homeschooling	0.08%	3.73x

https://audiences.dstillery.com/explore/location/REI-4948

REI: Visitor Product Affinities

The *REI* audience visits and shops at a variety of apparel retail locations.

As seen, the apparel retail location most frequented by the *REI* audience is *Bonobos*.

Composition Percentage:

The overlap percentage between the *REI* audience and the *Content Affinity* attribute.

Index:

A comparison of the *REI* audience to the internet population.

Location	Composition	Index
Bonobos	2.17%	12.24x
Patagonia	1.52%	10.85x
Lorna Jane	1.15%	9.75x
Zara	2.28%	8.17x
Anthropologie	6.13%	7.68x
Free People	3.53%	7.31x
Lululemon	5.91%	6.97x
Ann Taylor	2.01%	6.27x
The North Face	1.97%	6.20x
Madewell	2.86%	5.95x

https://audiences.dstillery.com/explore/location/REI-4948

11 Must-Have Homepage Elements



1. A Proper Brand Identifier
2. Social Media Integration
3. Clear Navigation
4. Contact Info
5. Calls-to-Action
6. Proof
7. Benefits and features
8. Supporting Images
9. Awards, Certifications, or Associations
10. Blog Highlights
11. ADA Access

https://www.nirmal.com.au/website-homepage-essentials/

https://blog.hibu.com/what-people-see-on-your-website-anatomy/

Modern Customer Journey



Interest & Awareness

Social / search advertising
Email / text marketing
Loyalty programs
YouTube / Video ads
Television
Billboard
Online display advertising
Newspaper / Magazine
Radio
Word of mouth

Search

Organic Search
PPC
Maps
Directories
Apps
"Near me"
GPS

Research

Blogs & Articles
Reviews
Social Media
Word of mouth

Purchase

Website
Online booking
Purchase via app
In-store purchase

Salesperson
Marketing Materials

Experience

Post-purchase expectations vs. reality
Social Post
Write a Review
Blog
Word of mouth

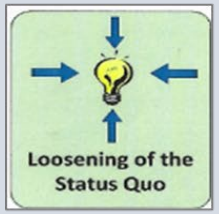
VENDASTA

	Technical Decision Maker: The Transformational Leader
	• CIO • Technical decision maker • Develops IT strategy and roadmap • Leads technology team that evaluates technology options
Key Attributes	40-55 years old; Masters in Science, Executive MBA; at least 15 years experience in enterprise leadership roles
Attitude	Leader, business savvy, frugal, skeptical of vendor claims
Reputation	Visionary, decisive, well regarded within industry, egotistical
Job Focus	Creating enterprise-wide change, shifting perception of technology from utilitarian to strategic
Pain Points	• Identifying most promising technology • Getting company-wide buy-in for new software initiatives • Finding ways to make measurable impact
Keywords Used to Search for Information	enterprise software ROI, strategic software investments, breaking down departmental silos, increasing enterprise-wide productivity
Values	• **Leadership:** Ability to see and convey the "big picture" • **Knowledge and expertise:** Broad IT knowledge but not interested in technical details • **Innovation:** Follows latest trends; seeks proof of how others have applied new technologies • **Expectations:** High expectations of IT team and vendors/solutions to make strategic roadmap a reality
Fears	Making bad purchase decision, tarnishing reputation
Pet Peeves	Self-serving vendors who don't do their homework to understand his focus; vendors who disappear after implementation
Internal influences	Board of directors, CEO, CFO
Motivators	Bonus structure, ego, industry recognition
Information Sources	Peers; online search; Gartner, Forrester; Gartner CIO Leadership Forum; CIO Magazine; Fast Company magazine
Content Preferences	In-depth white papers, podcasts

B2B Digital Brand Marketing Strategy

DEFINE GOAL	ANALYZE CONTENT	STRATEGIC OPTIONS	PLAN RESOURCES	IMPLIMENT	MEASURE & MODIFY
Define your digital marketing goals & KPI's:	**Analyze & audit the following areas:**	**Consider options to reach your goal Paid, Owned & Earned Channels:**	**Plan/Manage the resources & talents needed to execute your digital strategy Effectively:**	**Execute your campaigns & ensure you have the right mix of actions:**	**Ensure that there are ways to track your efforts across the funnel:**
⬧**Awareness** ⬧**Engagement** ⬧**Conversion** ⬧**Loyalty** ⬧**Advocacy**	⬧**Customers** ⬧**Competitors** ⬧**Digital Trends** ⬧**Current Position in the Marketplace** ⬧**Content Asset Inventory**	⬧**Content Marketing** ⬧**SEO** ⬧**Social Media** ⬧**Pay-Per-Click** ⬧**Website/s** ⬧**Email Marketing** ⬧**Influencers**	⬧**Staff & Talents** ⬧**Outsourcing** ⬧**Budgets** ⬧**Timelines** ⬧**Deliverables** ⬧**Plan B** (if needed)	⬧**Content Calendar** ⬧**Campaign Flow Chart** ⬧**Reporting Systems** ⬧**Contingencies**	⬧**SEO Tracking** ⬧**Analytics:** - Social Media - Website - Email ⬧**ROAS/ROI** ⬧**Ongoing Optimization**

Mapping Content to the Modern Customer Journey













EDUCATION **SOLUTION** **VENDOR SELECTION**

Problem or vision Recognition	Research problem and solution	Success stories told by satisfied customers	This solution applies to our needs	Business Case	Purchase
Thought Leadership	Solution Knowledge	Value Stories	Differentiation	Financial Justification	Decision Validation
Articles Social Media Posts Newsletter White Papers Blogs Videos	SEO Events (online/F2F) Web Navigation Self-guided Demo Analyst Reports Product Data Sheets	Sales Presentations Case Studies Internal Blogs Press Articles Customer Feedback Reviews	Trials Proof of Concept Solutions Worksheet Competitive Analysis Analyst Reports Evangelists	Sales Engagement ROI and TCO Tools Customized Proposal Financial Presentation	Executive Briefings On-site Implementation User Courses Up-sell / Cross-sell
IDENTIFY YOUR CONTENT FOR THIS PHASE OF THE CUSTOMER JOURNEY.	YOUR ASSETS	YOUR ASSETS	YOUR ASSETS	YOUR ASSETS	YOUR ASSETS

Build & Test Your Messaging Plan – PG-1

COMPANY NAME PRODUCT NAME CRM MESSAGING FRAMEWORK

INTRODUCTION

This messaging framework is designed to provide you with the necessary positioning and messaging guidance to enable the personalization of Ready-to-Go PRODUCT NAME templates or the creation of your own marketing materials.

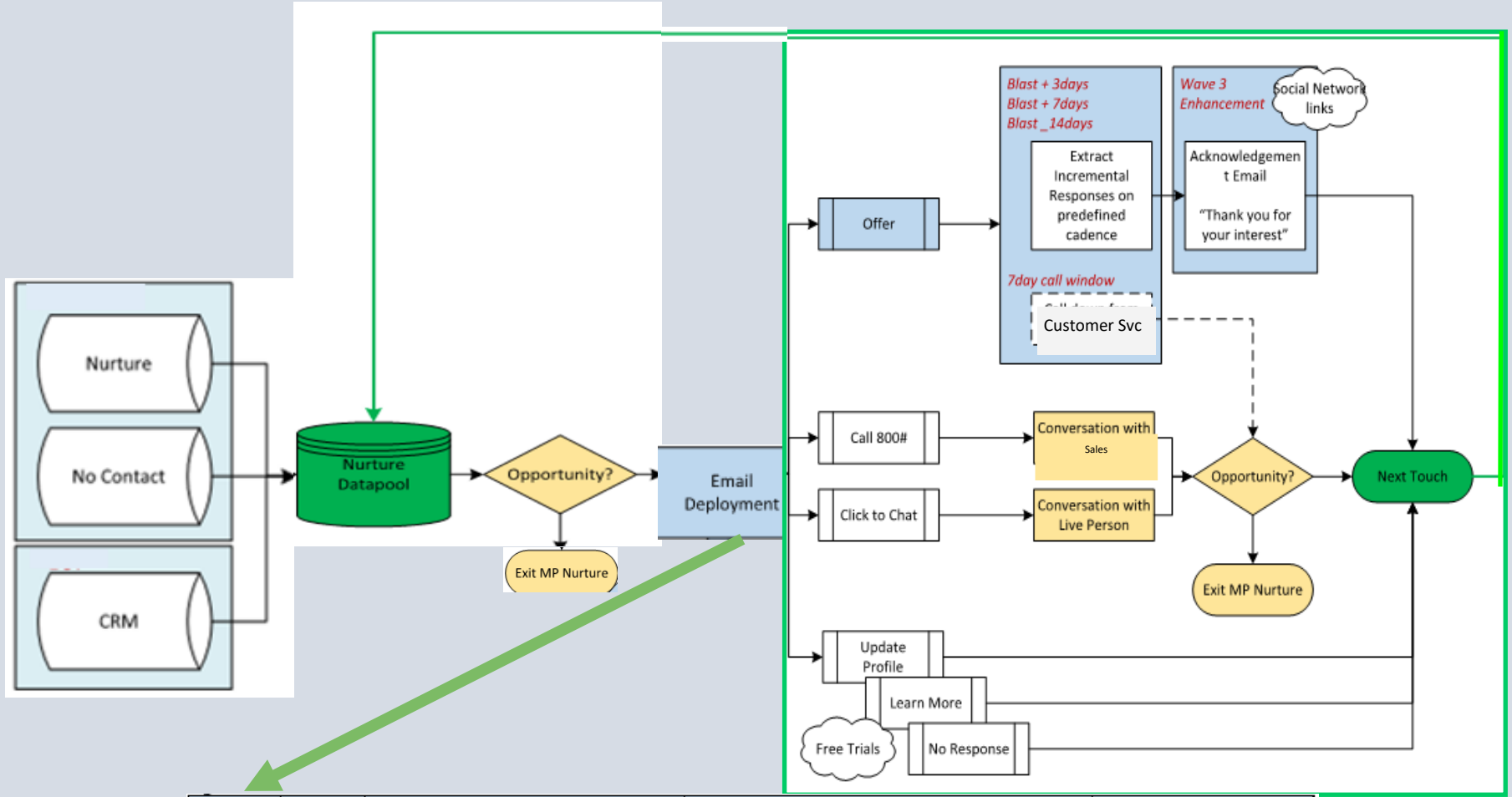
TARGET AUDIENCE/SEGMENT	• Lower Mid-Market thru Upper Mid-Market companies • Technology Decision Maker (TDM) titles include CIO and VP IT. • Business Decision Makers (BDM) include the department head and senior management for all sales, marketing, and customer service organizations. • Decision makers in general tend to be risk averse, convenience oriented, and price sensitive. • BDMs need to know all they can about their customers and sales teams' activities. • BDMs also value accurate and real-time reports and data. • TDMs often work with BDMs to ensure that the IT solution will not impact the rest of the business and will be a strategic asset in the business decision.		
AUDIENCE PAIN POINTS	Business Decision Makers • Implementing a CRM program could take too long to get employees up and running—we can't impact current productivity. • My company has a lot of different processes, and I am not sure there's anything out there that will adapt to what we need. I want software that maps to my process instead of forcing me to change my processes to map to the software.	IT Decision Makers • We have a wide range of incompatible, legacy applications and are trying to integrate what we have. We don't have the time or budget to add yet another disparate application. • I want software that is easier to deploy and less costly to maintain down the road.	
MESSAGING PILLARS	End User Productivity (BDM)	Business Relevance (BDM)	IT Dependability (TDM)
PILLAR SUPPORT	Works the Way You Do • COMPANY NAME PRODUCT NAME CRM is designed to be a natural extension of COMPANY NAME Office and Outlook, providing a familiar and intuitive work environment that fosters higher user adoption and productivity. • By working and integrating with the Office applications people use every day, COMPANY NAME PRODUCT NAME CRM enables users to get up to speed quicker and keeps training costs low. • With advanced business process and workflow automation, COMPANY NAME CRM reduces redundancy of tasks and processes. This allows users to spend more time on their job and less time on reporting and administration. • With COMPANY NAME CRM Mobile, users can have all the functionality of CRM virtually anytime, anywhere. Your teams stay connected to the tools and information they need and support their customers wherever they are.	Works the Way Your Business Does • COMPANY NAME CRM tailors to match your company's existing business processes and culture, rather than force you to mold your business to the software. • COMPANY NAME CRM is right-sized for any company allowing you to get the specific solution for your business, not just your industry. • COMPANY NAME CRM provides powerful tracking and analytic tools that help you monitor your business and make better decisions more quickly. • COMPANY NAME CRM offers complete campaign visibility from start to finish. This insight into your business and customer information makes for smarter decision-making and more successful campaigns.	Works the Way Your IT Staff Wants It To • COMPANY NAME CRM is a flexible solution that works the way technology should. It is compatible with your existing infrastructure and doesn't cause unnecessary overload on your IT department. • COMPANY NAME CRM can be customized quickly and configured easily by your IT staff to address your company's current needs. • COMPANY NAME CRM was created to enable companies to standardize and consolidate customer information no matter where it is created or stored, which allows you to integrate a wide range of often incompatible legacy applications. • COMPANY NAME CRM is built on true .Net design, a scalable platform that will grow as your business expands. • COMPANY NAME CRM is priced competitively and easy to deploy and maintain, keeping future technology costs low.

Build & Test Your Messaging Plan – PG-2

PARTNER PILLAR BENEFIT	[Partner name] will work with you to ensure successful implementation and in-depth training for your end users.	[Partner name] will work with you to determine the best needs for your business to maximize efficiency and productivity.	[Partner name] will work with you to ensure a timely, cost-effective implementation.
	Sales	Marketing	Customer Service
DEPARTMENTAL CHALLENGES	• Retaining existing clients. • Effectively managing leads in order to close more sales in a shorter amount of time.	• Managing marketing campaigns. • Anticipating and reacting to customer needs.	• Difficulty tracking requests. • Managing support issues. • Maintaining customer satisfaction until the issue can be resolved.
DEPARTMENTAL PROOF POINTS	COMPANY NAME PRODUCT NAME CRM... • Simplifies data entry so users spend more time driving sales and less time performing administrative tasks. • Shortens the sales cycle and improves win rates with lead and opportunity management, automated lead routing, sales process management, and competitor tracking. • Enables you to access full sales functionality online or offline through COMPANY NAME Outlook, or work from any location using the Web client or COMPANY NAME Windows Mobile-based Pocket PC. • Offers a centralized customizable view of your existing customer's preferences, relationships, and activity history to better understand and meet their needs. • Provides comprehensive reports to enable you to forecast sales, measure business activity and performance, track sales and service success, and identify trends, problems, and opportunities. • Allows you to manage customer e-mail, appointments, tasks, and contacts from a single business application. • Uses simple wizard-driven sales and marketing tools to keep your sales prospects and customers informed of new product and service offerings.	COMPANY NAME PRODUCT NAME CRM... • Transforms customer information into clear, actionable knowledge that enables your company to respond quickly to changing customer preferences and emerging market opportunities. • Provides you with intelligent list and segmentation tools to reach prospective customers quickly and effectively. • Enables you to transform successful campaigns into templates that can easily be reused in the future. • Allows a closed-loop view of each customer's preferences, relationships, and buying history to anticipate their future needs. • Provides your marketing organization with instant access to complete customer information. • Provides reporting and analysis tools built on COMPANY NAME SQL Server™ Reporting Services to give you the precise customer knowledge you need to make sound decisions quickly. • Delivers CRM functionality as a natural extension of COMPANY NAME Outlook and manages customer e-mail, appointments, tasks, and contacts from a single business application.	COMPANY NAME PRODUCT NAME CRM... • Enables you to quickly log, analyze, and resolve service issues with streamlined access to service contracts, frequently asked questions, and historical customer information. • Allows you to assign, manage, and resolve support incidents with automated routing, queuing, and escalation of service requests, along with case management, communications tracking, and auto-response e-mail. • Improves your first-call resolution rates using a searchable, shared knowledge base of articles organized by product and service category. • Enables you to proactively measure customer satisfaction during each service interaction to help ensure long-term customer loyalty. • Delivers CRM as a natural extension of COMPANY NAME Outlook so that you can manage customer incidents, and all service contracts from a single business application. • Enables you to quickly search and dispatch skilled service professionals, tools, and resources across service locations to deliver value-added services for your customers.
PARTNER VALUE PROPOSITION	COMPANY NAME and its partners are helping redefine your customer relationship management experience by coupling a fast, flexible, and affordable solution for driving consistent and measurable improvements together with the consistent strategy, excellence, and service you expect from a COMPANY NAME partner in order to help guarantee your CRM success.		

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Customer Nurture Framework



Touch	Timing	Email Message	Email Offer	Information to be captured
Touch #1	Day 1	"Get more information"	White Papers, Analyst Reports, Customer Testimonials	Responder by CTA
Touch #2	Day 45	"Because you are in the ___ industry"	Industry Specific Collateral	Responder by CTA
Touch #3	Day 90	"Help us understand your needs" (Survey)	High Value Offer (TBD)	Responder by CTA
Final Touch	TBD	"Register for our newsletter"	Newsletter	n/a



Crawl **Look Around and Listen**	Walk **Connect and Activate**	Run **Engage, Involve and Expand**	Thrive **Fans Help Lift Your Brand**
•Define digital business strategy & goals •Launch a website that is desirable to visit •Refine messaging strategy •Optimize content for search •Identify relevant social media channels •Evaluate and Select marketing automation platform •Build database	•Establish social networks •Quantify and qualify audience targets •Create and build relationships •Increase what works; pull back c what doesn't	•Make content more interesting •Video •Podcasts •Webinars •Apps •Live and virtual events	•Rely on your community for their content and ideas •Nurture them •Survey •Best practices in customer service •New offerings

Appendix

Helpful Resources

Best Ecommerce Website Builders 2021

	BEST FOR SMALLER STORES	BEST FOR LARGER STORES	BEST FREE				
	Wix	Shopify	Square Online	BigCommerce	Squarespace	Volusion	Weebly
Test Score	4.5 ★★★★½	4.5 ★★★★½	4.2 ★★★★½	4.2 ★★★★½	4.0 ★★★★½	3.8 ★★★★½	3.6 ★★★★½
Verdict	Wix is our top choice ecommerce website builder. It makes creating an online store brilliantly easy, and there are regular deals and discounts	The best ecommerce website builder for larger businesses, with outstanding features and an exclusive first month free with Tech.co until Sep 30	A genuinely high quality way to launch an ecommerce site for free, and also perfect for anyone already using Square POS.	Runs Shopify close with great sales features and has a Free Trial, but a small knowledge base and weaker website design let it down.	Can't match the scalability of the its rivals, but you'll get a great-looking, easy to use sales website, and 10% off with code TECHCO10	A good alternative to BigCommerce with better web design. Can be confusing to use, though.	Has some advantages over Wix when it comes to sales features, but Weebly's overall platform isn't as compelling.
Cheapest Ecommerce Plan (per month)	$20	$29	Free	$29.95	$26	$26	$25
Priciest Ecommerce Plan (per month)	$45.90	$299	$79	$249.95	$40	$269	$46
Number of extra sales channels	0	10	2	3	1	3	0
Physical Product Sales	✓	✓	✓	✓	✓	✓	✓
Digital Product Sales	✓	App required	✓	✓	✓	X	✓
Service Sales	App required	✓	✓	✓	✓	App required	✓
Try	See Deals	Claim free month	See Deals	See Deals	See Deals*	See Deals	See Deals

7 Best Ecommerce Website Builders for Online Stores | Tech.co 2021

eCommerce Training and Education

Fee and Free eCommerce courses

1. eCommerce SEO Course (Reliablesoft)
2. eCommerce Marketing Course (Hubspot)
3. eCommerce 2021 Course (Udemy)
4. How to Get a Business Online (Google)
5. eCommerce Essentials (SkillShare)
6. eCommerce Fundamentals (LinkedIn Learning)
7. How to Create an eCommerce Store (Udemy)
8. Certified eCommerce Marketing Specialist (Digital Marketer)
9. eCommerce Email Marketing (Shopify)
10. Google Marketing Platform (Google)



Social Media Platform	FACEBOOK	INSTAGRAM	TWITTER	LINKEDIN	YOUTUBE
Active Users	2.7 billion/day	1 billion/mo.	330 million	260 million/mo.	2 billion/mo.
Demographic: By Gender	54% - female 46% - male	51% - female 49% - male	50% - female 50% - male	43% – female 57% – male	50% - female 50% - male
Demographic: By Age	86% - 18-29 77% - 30-49 51% - 50-65 34% - 65+	67% - 18-29 47% - 30-49 23% - 50-64 8% - 65+	38% - 18-29 26% - 30-49 17% - 50-64 7% - 65+	21% - 18-24 60% - 25-34 17% - 35-54 3% - 55+	81% - 15-25 71% - 26-35 67% - 36-45 66% - 46-55 58% - 56+
Avg. Time online	35 minutes/day	53 minutes/day	3.39 min/ per session	6.07 min/per session	11.43 minutes/day
Access to platform	96% - mobile 25% - laptop/ desktop	80% - mobile	N/A	57% - mobile	70% -mobile
			67% - B2Bs		

eCommerce Nomenclature

Onboarding- Welcome customers with an introductory offer and next steps

Abandoned cart - Reminder triggered journey based on cart and website activity

Winback- Turn a previously engaged and loyal client back to the brand

Post Purchase- Notifications, conditional steps, optimized decisions

Anniversary- Date based sequenced program

Progressive profiling- Collection of zero and first party data for better engagement

https://www.edelman.com/news-awards/cannes-lions-archive

https://www.cheetahdigital.com/blog/designing-modern-customer-journey-mapping-orchestration

WordStream's free SEO keyword research tools

Free keyword tools to help kickstart your SEO with zero financial investment:

- Google Trends;
- Keyword Generator;
- Keyword Sheeter;
- Answer the Public;
- Keyword Surfer;
- Keyworddit;
- Google Search Console;
- Questiondb;
- Bulk Keyword Generator;
- Google

Other Resources eCommerce Resources

- **Email Marketing and Marketing Automation Platforms** are designed to help you create, send, automate and track your email campaigns. The link immediately below describes the the most popular eCommerce platforms for 2021.
  - https://khrisdigital.com/best-marketing-automation-tools-for-small-businesses/

- **Article**: What is the Cheapest Way to Advertise? - Small Business Trends (smallbiztrends.com)

- **Ecommerce SEO: Boosting visibility with faceted navigation** | Slide deck from BrightonSEO (April 2015)
  - https://www.slideshare.net/allotmentdigital/ecommerce-seo-boosting-visibility-with-faceted-navigation-slides-from-brightonseo-april-2015