THE ULTIMATE GUIDE TO GROWTH MARKETING IN

✳ 2024

The CMO's Guide to Scaling in the
New Digital Landscape

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Welcome to the future of digital marketing.

2023 has been an exciting year for marketers. Developments like the rise of algorithm-first advertising and decline of third-party attribution have caused ripple effects in digital marketing. Additionally, the retail landscape is beginning to evolve again as physical stores bounce back from a pandemic slump and contend with upstart e-commerce channels. Consumer behavior is also shifting, with customers favoring brands that deliver hyperpersonalized experiences.

Chief Marketing Officers (CMOs) need to devote themselves to anticipating the next big movement in digital marketing and ensure that their brands are in a position to capitalize. This white paper serves as a resource for CMOs looking to track the top 10 most promising trends in digital marketing. Whether it's next-generation analytics powered by machine learning or programmatic advertising, these trends are set to transform digital marketing like never before.

Chapter 1

The Rise of Social Commerce

Social media has forever changed the way consumers interact with companies. The big difference-maker was how social media offered a direct line of communication to consumers, but the changes didn't stop there. Now, social commerce is coming into its own across many platforms. The worlds of content creation and sales generation merge under the umbrella of social commerce. Shoppable ads enable customers to buy goods directly from a brand's posts via an embedded storefront on the social media platform. This is a win-win-win situation for everyone — the customer, the brand, and the platform. Customers get a more convenient shopping experience, advertisers sell their inventory faster, and the platform gains more active users.

This chapter will deal with how shoppable ads and social commerce will become essential tools for every digital marketing strategy formulated in the coming year.

Chapter Overview

- Instagram Shop: A Way to Reach New Customers
- TikTok Shop: A Novel Platform for a New Approach
- Case Studies
  - Brands Increasing Traffic and Revenue through Instagram Shopping
  - How to Increase Followers and Boost Revenue with TikTok Shopping
- Infographics

Instagram Shop: A Way to Reach New Customers

Meta, Instagram's parent company, reports the platform has 500 million active users daily. For CMOs, that's a vast potential market just waiting to be tapped. Brands that use Instagram Shopping can set up a virtual storefront on their Instagram profiles. This attracts interested customers, drives higher sales, and grows the company.

Using Instagram Shopping is simple. The first requirement is a business account, or creator account on Instagram. Then, brands must meet Instagram's Commerce Eligibility Requirements to ensure they are not violating the platform's Terms of Service (TOS) through their sales. Businesses also need their own website domain and an Instagram Business Manager account. With these boxes checked, brands can begin selling products directly on Instagram.

The model is designed around brands creating their own digital shops on Instagram. The virtual store can be organized into collections depending on the nature of the products listed. Customers can get all the information they seek before buying by looking up the product detail pages on the Instagram Shop. Any additional information can be found online by using the product tags. Finally, the shopping tab on Instagram's homepage connects brands to a huge audience of buyers already interested in finding a deal online.

TikTok Shop: A Novel Platform for a New Approach

Between 2020 and 2022, TikTok was the fastest-growing social media platform on the internet. Starting as a place for Gen Z teenagers to make entertaining reels, TikTok has retained its unique charm even as its user base has grown to include an older audience and verified brands. Amid this expansion, TikTok launched its e-commerce service, TikTok Shopping.

Like other social commerce services, TikTok Shopping is a way for users to make purchases within the app itself. However, it also allows brands to configure their store so that purchases can be checked out through the company's online store. To use TikTok Shopping, brands need a TikTok for Business account. This allows them to add the Shopping tab to their TikTok profile, which will then serve as an online storefront for any customers.

While content on TikTok can be markedly different in tone, TikTok Shopping lets brands tag products in their videos. Ads promoting live shopping offers, real-time demos, and live-streamed product showcases with relevant links will funnel customers to the in-app storefront and streamline the process of making a sale through the social media platform.

Case Studies

The efficacy of the social commerce model can be seen in action on both Instagram Shopping and TikTok Shopping. A closer look at the figures associated with these new marketing channels will paint a clearer picture.

Brands Increasing Traffic and Revenue through Instagram Shopping

New York-based fashion brand The Natori Company set up social commerce platforms on its Instagram and Facebook pages and immediately started seeing results. By tagging its products in its posts with links to its store, the brand saw a whopping 1,416% increase in referral traffic on Instagram. With the number of impressions climbing, Natori was able to significantly boost its online presence.

Another Instagram Shopping success story is The Pink Lily Boutique. This online boutique store converted its 216,000+ Instagram followers into a reliable source of revenue. By actively posting fresh content daily and seeking to drive engagement with followers, The Pink Lily Boutique achieved a monthly revenue of $1 million through social commerce.

## How to Increase Followers and Boost Revenue With TikTok Shopping

Last year, the popular online perfume retailer from the UK, PerfumeBoss, set up its TikTok Shopping tab. Since October 2022, PerfumeBoss has committed to hosting as many as five shoppable TikTok LIVEs per week. Within just two months, the brand saw a 32% increase in followers and a jaw-dropping 432% increase in revenue on the platform.

In 2022, the online thrift store Goodfair had already built up a sizable following on TikTok, with around 400,000 followers. The next step for the brand was leveraging that follower count into conversions on its website. Goodfair used shoppable in-feed ads and user-generated content to increase its click-through rate (CTR) by 87% while reducing the cost-per-click (CPC) by 15%.

These success stories indicate the willingness of customers to embrace social commerce as a valid platform for online shopping.
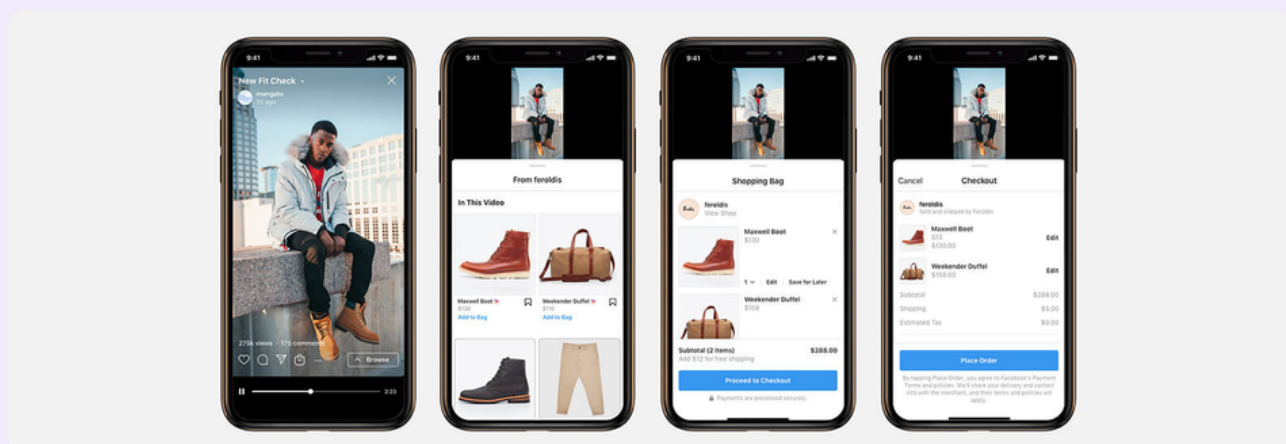
Instagram Shopping's interface: Tagged post, In-app store, Customer cart, Checkout screen
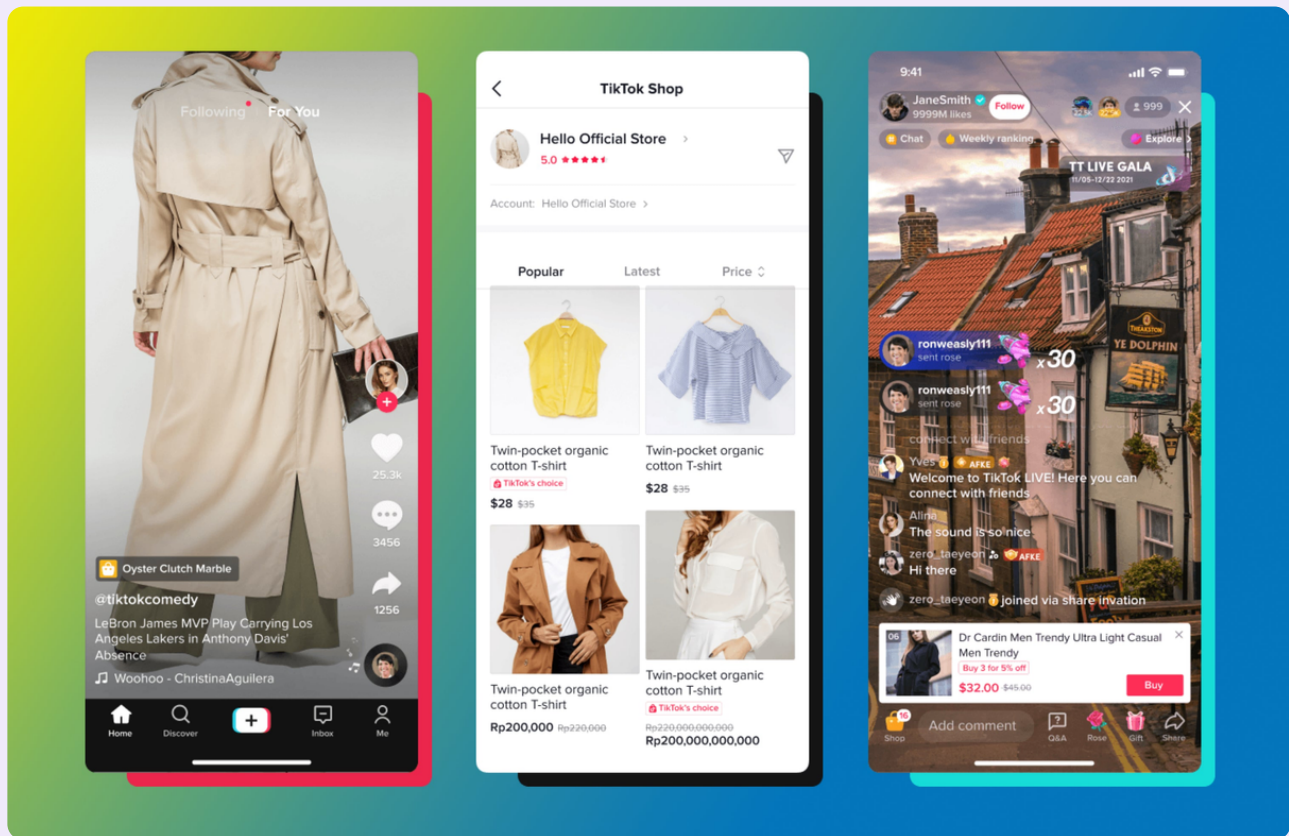
TikTok Shopping's interface: Tagged post, In-app store, TikTok LIVE

Social Commerce: A Vital Investment

As seen in the examples above, the return on investment (ROI) for setting up social commerce is definitely worth the effort. In 2024 and in years to come, social commerce will play a central role in all digital marketing efforts.

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✳ **Digital Marketing**

✳ **Paid Advertising**

✳ **Content & Creative**

✳ **Email Marketing**

✳ **Web Design & Development**

Chapter 2

The Advantages of Machine Learning & Algorithm-First Advertising

There is no "one size fits all" solution for digital marketing success in 2024. Instead, companies need to identify solutions that allow them to continuously reiterate their approach and fine-tune variables to achieve the best results. With digital now forming a central component of every company's marketing campaign, solutions like machine learning (ML) and algorithm-first advertising have grown in popularity.

In the realm of ML and algorithm-first advertising, two products stand out from the rest. They are Performance Max by Google and Advantage+ by Meta. Both these innovations help companies refine their approach to digital advertising. They simplify ad creation, optimize ad performance, and save time for the brands that use them. This chapter examines the advantages of ML and algorithm-first advertising solutions for digital marketing in 2024.

Chapter Overview

- Performance Max: The Successor to Smart Shopping
- Advantage+ Shopping: Reach More Buyers in Less Time
- Case Studies
    - How Target Boosted its Sales With Performance Max
    - Building Annemarie Börlind's Brand Awareness with Advantage+
- How Dalsim Cut Campaign Costs With Advantage+
- Infographics

Performance Max: The Successor to Smart Shopping

Until last year, Google Ads still offered its Smart Shopping campaigns to advertisers. But by the end of 2022's third quarter, Performance Max was launched to replace the older product. It was designed to improve a brand's advertising effectiveness by using ML algorithms to optimize ad targeting and delivery.

Google's automation technologies have already simplified the process of bidding, budget optimization, and content creation. Performance Max takes these to the next level by using those same automation capabilities to create ads specifically to meet certain campaign goals. Whether a company wants to drive sales, generate leads, increase website traffic, or do all three, Performance Max can create advertising campaigns for those objectives.

As the successor to Google Ads' Smart Shopping product, Performance Max works similarly. The first step is for brands to upload their creative assets, such as logos, images, videos, or ad copy. Then, after entering data about the campaign's intended audience and reach, Performance Max automatically creates different types of ads. The proprietary Google algorithm then selects which ad will yield the best results on different platforms and displays them accordingly. It doesn't matter if they are search ads, display ads, or shopping ads, Performance Max can handle them all.

Advantage+ Shopping: Reach More Buyers in Less Time

Meta is the undisputed leader among social media companies, given how its user base dwarfs its rivals. A dedicated ad assistant for Meta's popular platforms, Facebook and Instagram, is the need of the hour for brands who want to reach their audience on social media. This is where Meta's Advantage+ ad service comes into play. While Meta offers several products under the Advantage+ banner, like Advantage+ Catalogue Ads and Advantage+ Creative, it is Advantage+ Shopping that is significant for CMOs and digital marketers.

Advantage+ Shopping was built as an alternative to Google Ads' Performance Max within the Meta ecosystem. It uses ML algorithms to help businesses reach their audiences with greater efficiency. Advantage+ Shopping is also a great time-saver, as it can automate the entire campaign creation or just a single stage of the campaign, depending on the user's requirements.

Once a brand has uploaded its creative assets, set a budget, and chosen the campaign dates, Advantage+ Shopping takes over the rest of the process. Aspects like audience targeting and creating ads are handled entirely by the Advantage+ ML program. It helps brands lower ad campaign costs while maximizing the returns on their investments. Remarkably, Advantage+ creates as many as 150 different ad options and then chooses the best among them to be displayed on platforms where they will perform at their best.

Case Studies

ML and algorithm-first advertising represent a significant shift in how brands approach digital campaigns. This level of automation has never been seen before, and it has serious potential to disrupt digital advertising forever. Here are some cases where brands have used Performance Max and Advantage+ to great effect.

## How Target Boosted its Sales With Performance Max

One of America's largest retail chains, Target, used Performance Max to effectively promote its same-day delivery service. By creating Performance Max campaigns that targeted consumers in the vicinity of Target stores, they used dynamic ads to showcase products that would be delivered the same day. Once the Performance Max campaign came into effect, Target saw increased website traffic, and same-day delivery purchases rose by 20%.

Building Annemarie Börlind's Brand Awareness With Advantage+

Brand awareness among consumers leads to sales, something that German cosmetic company Annemarie Börlind wished to achieve. With a collaboration with a noted beauty influencer on the cards, the company wanted to ensure that its latest advertising campaign reached everyone it needed to reach. By running a traditional campaign and an Advantage+ Shopping campaign side-by-side, it learned that there was a 6X increase in return on ad spend with Advantage+ while still reaching the desired group of consumers.

How Dalsim Cut Campaign Costs With Advantage+

The Korean food and beverage brand Dalsim was looking to optimize its marketing budget while retaining the ability to reach diverse audiences. Along with manually setting up ad campaigns, Dalsim ran an automated campaign with Advantage+. The automated Advantage+ solution saw a 38% decrease in the cost per purchase compared to Dalsim's usual campaign setup while also reducing the amount of time and energy invested in the campaign.
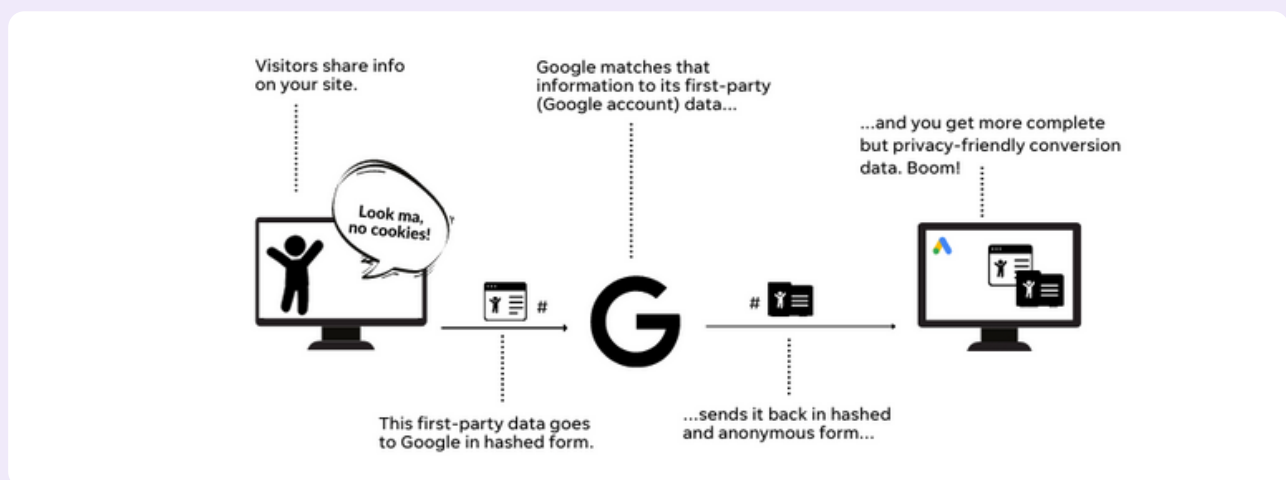
Understanding conversions in Google Ads
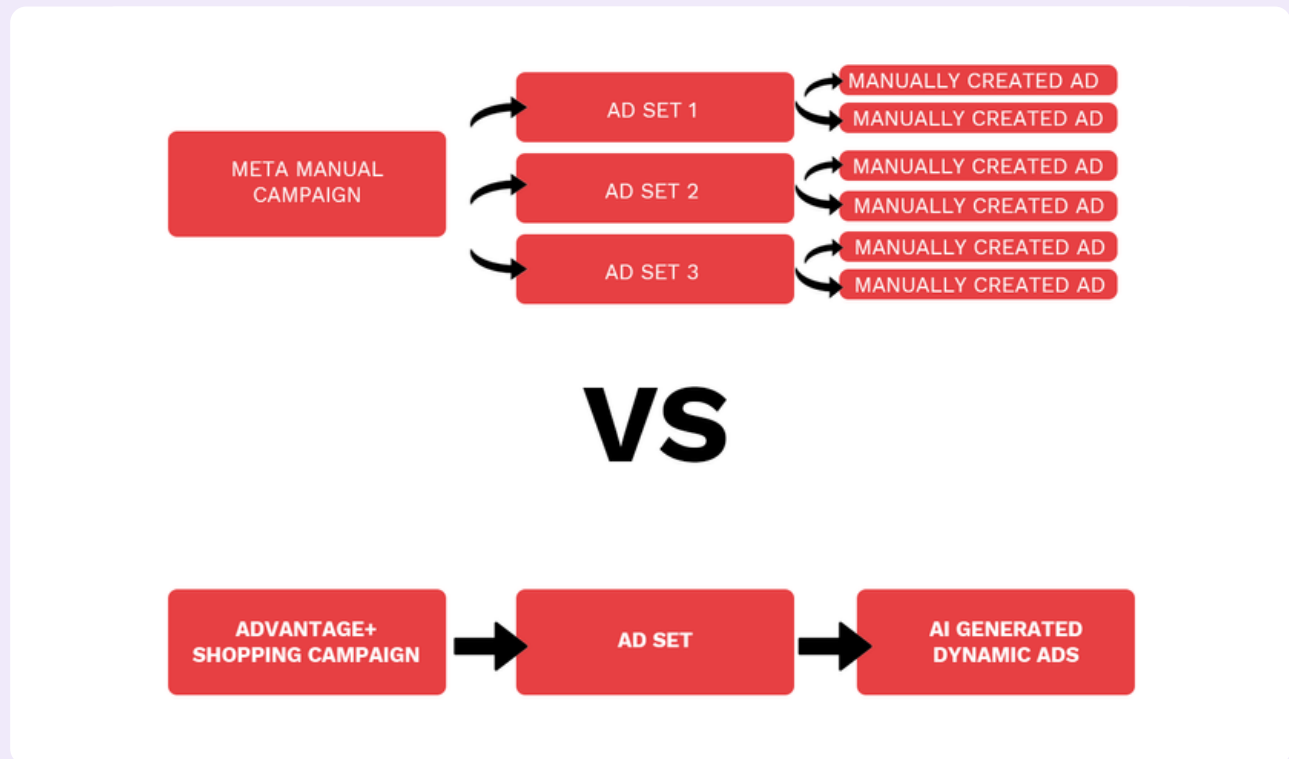
Traditional Meta campaigns Vs. Advantage+ Shopping campaigns

The Future of Advertising is Automated

Digital advertising is a constant tussle between brands for consumers' attention. Services that harness the revolutionary power of ML and algorithm-driven ad campaigns can potentially tilt the scales in favor of those who adopt them. By saving time and effort and improving returns, Performance Max, Advantage+, and the more advanced solutions to come will shape the face of digital advertising in the future.

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Chapter 3

GA4: The Next Generation of Google Analytics

Since its launch in 2005, Google Analytics has been an indispensable tool for digital marketers. At the time, its primary function was to track and report website traffic. But as technology advances and becomes more dynamic, the scope of Google Analytics has also widened. Beyond monitoring website traffic, the service can also be used for search engine optimization (SEO) and marketing. Like many of Google's services, Google Analytics is free for anyone with a Google account.

The latest step in the evolution of Google's web analytics service is Google Analytics 4, or GA4. It's a significant step forward for digital marketing since GA4 allows for a more comprehensive data analysis than any version that came before it. Enhanced with artificial intelligence (AI) and machine learning (ML) capabilities, GA4 is the most robust free web analytics service available.

This chapter will address the expanded capabilities of GA4 compared to previous versions and cover how digital marketers can use its features to drive growth in 2024.

Chapter Overview

- GA4: Using Advanced Analytics for Audience Insights
- Infographic

GA4: Using Advanced Analytics for Audience Insights

When it comes to technology, change is the only constant. Each successive generation of software builds on the capabilities of the one that preceded it, and GA4 is no different. GA4's features and functions give advertisers unprecedented insights into their web traffic compared to previous versions. There are several important distinctions between GA4 and the analytics tools that came before, so let's look at how GA4 surpasses its forerunners in key areas.

New Metrics

Greater numbers of consumers are now shopping online. This reflects a larger shift to a world where people's virtual and real lives are becoming increasingly intertwined. GA4 recognizes this and tracks more metrics to present a holistic picture of the consumer's online experience. While Google's earlier web analytics tool considered page views the most critical metric, GA4 gives more weight to engagement metrics. Engaged sessions, engagement rate, and engagement time are valuable data points that provide an in-depth understanding of how users interact with an app and website. GA4 also tracks other metrics like attribution, demographics, and events. Event-based tracking is a new addition to Google Analytics, and opens up a whole new realm of possibilities for advertisers.

Event-Based Tracking

The newest addition to Google Analytics is event-based tracking, which is a complete game-changer for advertisers. This gives businesses a granular view of how visitors are behaving when on their website. Events is the name given to various actions performed by website users. GA4 tracks every event and collates the data. The different kinds of events that can be tracked include:

- Outbound link clicks
- Time spent watching videos
- Monitoring clicks on each page element
- Tracking media downloads from the website

With this event-based tracking data, advertisers gain useful insights into how their target audience is engaging with the brand online.

AI-Powered Predictions

Another new feature added to GA4 is its AI-enhanced insights. These use predictive metrics like purchase probability, churn probability, and revenue prediction, allowing marketers to make proactive decisions. These data-backed predictions can be used to create custom audience subsets, which can then be targeted via advertising campaigns through Google Ads or social media.

Cross Platform Tracking

As mentioned earlier, the previous version of Google Analytics could only track web traffic data. GA4 goes beyond this, enabling tracking a single user across multiple platforms. It tracks both web and app data simultaneously by assigning unique user IDs (UUID) to individuals when they log in. This UUID is tracked from platform to platform and covers the entire customer journey, from acquisition and engagement to monetization and retention. This upgrade in quality and increased quantity of information that GA4 gathers lets advertisers build specialized audience demographics and accurate customer models.

Increased Control

The new dashboard isn't just a visual upgrade but a functional one too. Users can easily customize its layout, making the data they care most easily accessible. Creating custom segments lets advertisers get a granular view of the data, which paints a more accurate picture of customer interactions. GA4 is also compatible with Google Data Studio, which lets advertisers create their own data visualizations.

These new features work in tandem to make GA4 a powerful analytics tool — one that is indispensable to marketers.
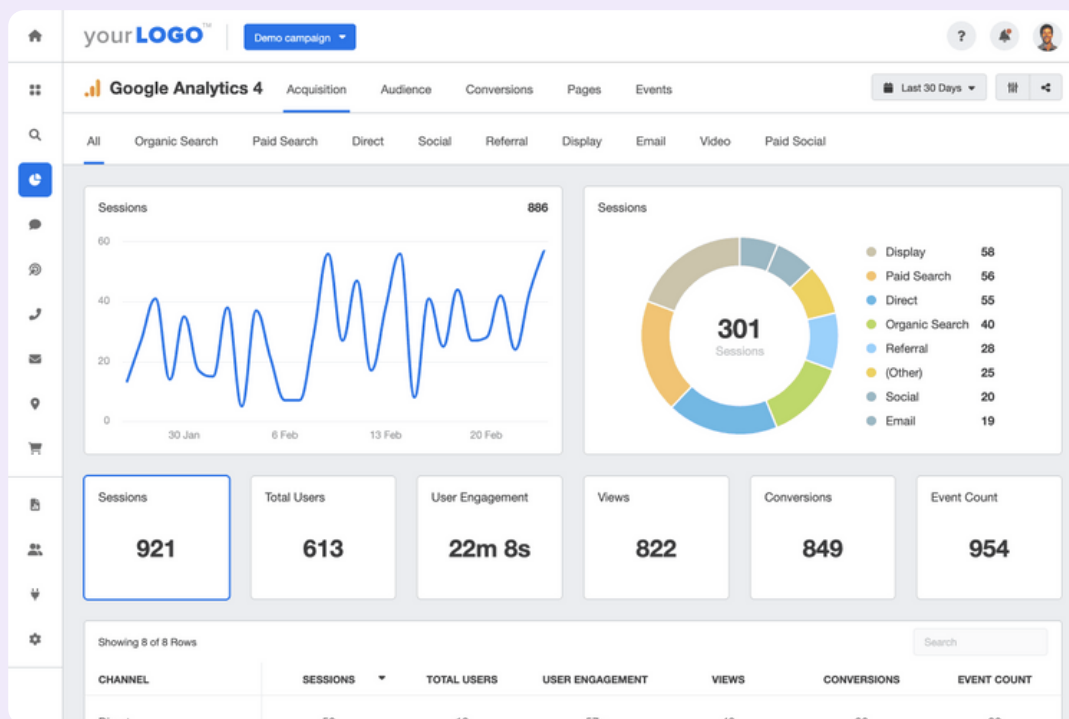
A look at the new and improved GA4 dashboard

A New Age for Analytics

With so many new features, GA4 lets marketers extract additional value from the data it gathers. It is an upgrade on previous versions in almost every way that matters. Whether for SEO purposes or extracting audience insights, knowing how to use GA4 to its full potential will be a must-have skill for digital advertisers in the coming months.

Chapter 4

Enhanced Data Tracking: The Rise of 3rd Party Attribution Software

Data tracking is a double-edged sword for digital marketers. On one hand, consumers desire personalized experiences from brands. But privacy concerns also make consumers suspicious of data tracking. Studies have shown that most buyers will stop supporting brands that use irresponsible data tracking methods. Marketers need to find a happy medium where customers can willingly share data that is valuable to the company. Regulations like the EU Parliament's General Data Privacy Regulation (GDPR) Act from 2016 take a rights-based approach to protecting online users' data. Several U.S. States, like California, Colorado, and Connecticut, have begun drafting GDPR-inspired statutes this year.

Data tracking also has to account for "dirty data," which is a headache for marketers. Ad platforms tend to follow different models for attribution, so a single customer interacting with ads on two different platforms will count as two conversions, even if they saw the same ad price and made only one purchase. Duplicate data is all too common a problem, and finding ways to clean this dirty data, such as a third party attribution software, lets marketers advertise with better insights and improve their return on ad spends.

This chapter will deal with how data tracking will evolve in the near future as we move away from a world of third-party cookies and corporate surveillance.

Chapter Overview

- Cookie-Less Future: How the Third-Party Cookie Crumbles

Cookie-Less Future: How the Third-Party Cookie Crumbles

Third-party cookies are one of the biggest privacy concerns when it comes to web browsing. Unlike first-party cookies, these cookies actually expose both websites and their users to several cyber threats, including cross-site request forgery attacks (CSRF) and cross-site scripting (XSS). For this reason, switching to a cookie-less future is a step in the right direction for digital marketers as well as their audiences.

It should be mentioned that the term cookie-less future is slightly misleading. It doesn't mean that cookies need to be completely eliminated from the internet. First-party cookies, served directly from a website to a user without the involvement of a third party, are benign and can continue to function. They work toward delivering a personalized experience and do not have the same security flaws as third-party cookies. So, a cookie-less future is actually one where the cookies are less invasive.

Marketers have many reasons to switch to a cookie-less approach to data tracking. The increased levels of privacy and security are the most popular, but eliminating third-party cookies also prevents ad fraud through unknown affiliates and saves costs.

First and Third-Party Data: The Key Differences

In the marketing world, there are actually four kinds of data: Zero- (self-declared), first, second, and third-party data. Out of these four, first and third-party data are the most significant for marketers. What sets the different kinds of data apart is the method used to gather them.

First-party data refers to the data a company collects about its audience through its own channels, like a website, app, or social media. There are different ways to go about collecting first-party data, such as:
- Customer surveys
- Customer service interactions
- App usage statistics
- Lead generation campaigns

First-party data helps marketers create personalized profiles of their customers and segment the audience for better targeting.

Meanwhile, third-party data is collected by outside entities not affiliated with the company's website or its audience. Marketers can buy large datasets of third-party data from providers who gather the information from all over the internet. Third-party data is segmented and anonymized, but is still useful in segmenting the audience and targeting new demographics. While both first- and third-party data provide valuable insights into audience behavior and customer journeys, third-party data comes with security and privacy concerns since it is being gathered by an outside actor.

Companies must learn to gather both kinds of data without compromising their customers' safety. Relying only on trustworthy data processors, such as public sector aggregators like the U.S. Bureau of Labor Statistics or research firms like Acxiom and Statista, lets companies maintain safety standards when handling third-party data.

Multi-Touch Attribution: Demystifying Data and Customer Behavior

Marketing attribution is one of the key reasons why companies engage in data tracking. It allows marketers to see which initiatives are driving customer conversions. It considers all the marketing touch-points on a consumer's path to purchase to track which ones are most effective. Single-touch attribution methods only give importance to either the first or last touch-point on the customer journey.

However, multi-touch attribution is more accurate at determining the efficacy of marketing tactics since it considers every touch-point a customer encounters. There are four multi-touch attribution models favored by marketers:

✳ **Linear**

Gives equal importance to every touch-point on the customer's journey

✳ **U-Shaped**

Counts all the touch-points but gives most of the credit to the first and last ones

✳ **Time Decay**

Counts all the touch-points but places greater emphasis on those that occurred closer to the time of purchase

✳ **W-Shaped**

Similar to the U-shaped model, the W-shaped model differs by including a third key touch-point that appears in the middle of the customer journey, the opportunity stage

With an informative, actionable attribution model in place, companies can optimize their ad spends and increase their return on investment.

Customer Journey Mapping: Trace Your Path to Success

Another critical outcome of data tracking is the ability to map customer journeys. Having a visual representation of the various stages a customer goes through when making a purchase, along with insights into their thought processes and buying behaviors, is extremely useful for marketers.

The benefits of creating a customer journey map include:

- Identifying problem areas in the customer experience
- Conceptualizing new experiences for customers
- Developing blueprints to implement change
- Highlighting best practices and promoting collaboration

Case Studies

A growing number of businesses have adopted third-party attribution software into their tech stack to get better insights, and eventually results, from their data tracking efforts. Let's take a look at how they've fared so far.

Decoding Customer Shopping Habits

New York-based Milk Bar needed a way to gather insights from its online store. Adopting the Triple Whale analytics dashboard gave the company a single source of truth for its data and a better understanding of the customer journey. It also allowed it to offer its customers more personalized service.

Achieving Growth With Attribution Solutions

Popular cosmetics brand Jones Road Beauty had issues finding reliable attribution data for its digital marketing efforts. Reports from the third-party attribution software it was using weren't matching up with the Google Analytics reports. Since it used multiple channels including Facebook and TikTok, marketers were having to painstakingly cross-check the attribution data. Adopting Northbeam, a third-party attribution software, allowed them to track data more accurately across all digital marketing channels. Cleaning up its dirty data led Jones Road Beauty to record 17% revenue growth in Q1 2023.
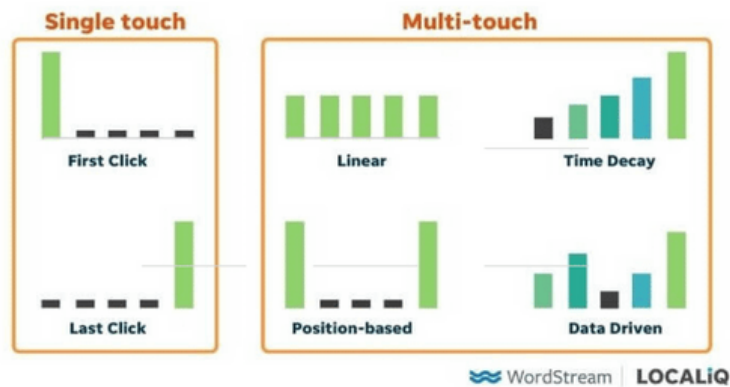
Understanding the different attribution models in digital marketing
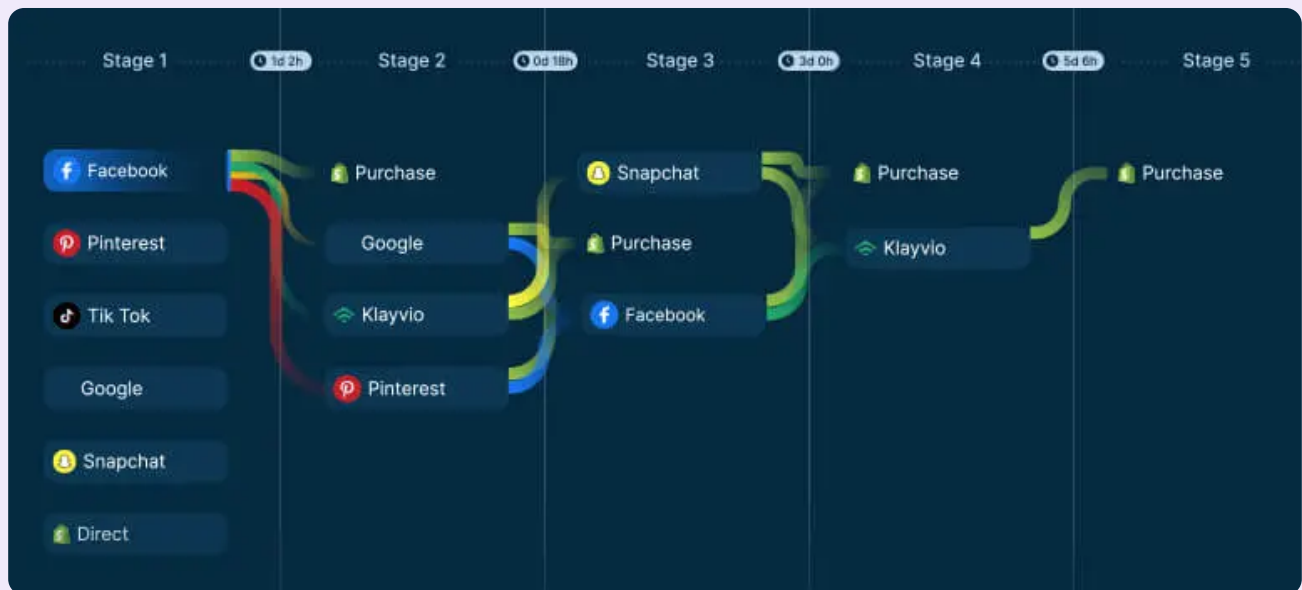
Mapping a customer journey across multiple marketing touch-points

Leveraging Data for Growth

Tracking consumer data does not have to be adversarial. As technology advances, newer methods of data tracking allow companies to protect their customers while also delivering value to marketers.

Chapter 5

High-Quality Creative Content

Success in digital marketing requires a multi-pronged approach. But like every other form of marketing, quality content is at the heart of what sets successful campaigns apart from unsuccessful ones.

Simply put, if an ad fails to capture its target audience's attention, no amount of data tracking, analytics insights, or hyper-personalization will help. As a means to convert consumers to customers, digital marketing needs compelling content to get the job done.

There are many platforms to help digital marketers reach their audiences, like Google Ads, Facebook Ads, and Microsoft Advertising. The one common thread across all of them is that they have their own specific approved templates for creative design. This is because these platforms try to ensure advertisers create compelling ads that get engagement based on proven tactics. With the advent of AI tools, crafting creatives that meet the standards of advertising platforms has become easier than ever.

This chapter highlights the role of high-quality video, creatives, and copy in bettering the performance of digital marketing initiatives.

Chapter Overview

- Optimize Creatives and Copy With AI
  - Eye-Catching, AI-Enhanced Creatives
  - Writing Better Ad Copy With AI

Optimize Creatives and Copy With AI

Now that AI technology has reached a level where it can be reliably asked to animate, draw, or write for advertisements, it's seeing widespread adoption among digital marketers. As the popularity of AI tools continues to spread, it's likely that the number of digital marketers relying on AI to produce content will continue to grow. The use of AI in digital marketing goes beyond AI-authored content. It's also used to create more effective ads through dynamic creative optimization (DCO).

Eye-Catching, AI-Enhanced Creatives

Regardless of whether a campaign is using video or static advertisements, creatives need to look visually appealing. The term "thumb stopping" is meant to describe content so visually arresting, it stops users from scrolling past a piece of content. For static ads as well as video thumbnails, the displayed image should have a clear association with the company's brand and product.

AI and machine learning (ML) technology can deliver actionable insights on how to refine the visual components of your marketing materials. Using predictive analytics software lets marketers identify which ads are performing better than others. Those creatives can then be used to set standard guidelines on how to create more engaging visuals for digital marketing.

Writing Better Ad Copy with AI

As the capabilities of AI software like Chat-GPT continue to evolve, their inclusion into the copywriting process is practically a foregone conclusion. Already, many marketers have turned to AI software to assist with writing copy for ads. But it would be wrong to think that AI text will completely replace copy written by humans.

Instead, a scenario where human copywriters use AI software to improve productivity and efficiency is more realistic. AI-generated copy lacks the human touch, but such software can add value to aspects such as keyword research and search engine optimization (SEO). AI is also extremely useful for DCO, as it can serve consumers hyper-personalized ads based on their interests.

Professional copywriters will remain responsible for creating the most effective ad copy, but AI will give them the ability to increase their output and efficiency.

Good Creatives are Timeless

Advertising has its own cultural cache. Consumers still remember creative campaigns like Coca-Cola's "Share a Coke with…" and think of brand mascots like Tony the Tiger when they see similar products. The main reason why some ad campaigns have such lasting recall with audiences is that they are relatable at their core.

DCO is a new method that uses technology, tracking data, and AI algorithms to serve online customers the most relevant ads. By using a base template with various iterations, such as different copy, headlines, and images, DCO tailors the content of each ad according to the consumer viewing it.

Marketers need to bring their ad campaigns into the future by using platforms that allow them to implement DCO in their ad campaigns. In 2023, there are many options for marketers to choose from, including advertising platforms like Advanse.io, Smartly, or AdSpace.

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TRUSTED BY LEADING BRANDS

Casper   allbirds   HARRY'S

NOMAD   BRANDLESS™   Glossier.

hims   moooi   EVERLANE

Chapter 6
Hyper-Personalization

It's no secret that people enjoy being given special attention. The same trend is reflected in consumer behavior, with as many as 74% of marketers claiming personalization has positively affected the relationship between customers and the brand. With most companies attempting some form of personalization in their marketing outreach to customers, it takes hyper-personalization for one company to stand out.

Hyper-personalization is simply targeted advertising on a grander scale. Where basic targeted advertising campaigns are delivered to existing subsets within a brand's audience, hyper-personalization involves catering to consumers on an individual level. Consumers' behavioral and real-time data is used to curate marketing tactics extremely relevant to the recipient, improving the odds of a successful conversion.

This chapter will look at what goes into the creation and execution of a hyper-personalized marketing campaign before examining a real-world case of this kind of marketing in action.

Chapter Overview

- Adding Hyper-personalization to Digital Marketing Strategies
- Case Study
  - Starbucks Coffee Brews Up a Hyper-personalization Strategy
- Infographics

Adding Hyper-personalization to Digital Marketing Strategies

Marketers have already been using traditional personalization tactics for years now. Strategies such as including a customer's first name in the subject line of emails or making recommendations based on previous purchases fall under this umbrella. But hyper-personalization demands that companies go even further. It involves using technologies such as AI, ML, and smart devices to collect data that is then used to create a detailed profile of each customer. With a wealth of data at hand, brands can then work on creating offers and experiences that are relevant and inviting to the recipient.

Before adopting hyper-personalization into their digital marketing strategy, brands need to lay the groundwork. Running hyper-personalized campaigns can be more labor-intensive than traditional personalization efforts.

The six key components of an effective hyper-personalization campaign are:

1   Data Collection

Hyper-personalization requires brands to collect data that lets them create a detailed user profile. Data points like customer names, locations, and purchase history are just the start of a hyper-personalization initiative. Additional information, like browsing history, social media activity, and other granular behavioral data points, are also needed to create a hyper-personalized experience. The more usable data a brand can gather, the more effective its hyper-personalized campaign will be.

2   Custom Offers

Collecting a wealth of customer data allows a brand to create offers that are engaging on an individual level. Rather than simply sending out an email announcement about an upcoming sale, a hyper-personalized campaign will curate a list of items from the sale that each user is interested in based on their previous interactions. Sending these customized lists that speak directly to a customer's personal interests is much more likely to motivate them to participate in the marketing activity.

3   Personalized Messaging

It's not enough to include a customer's name in an email subject line and call it hyper-personalization. With the number of data points brands possess, they can craft truly personalized messages for every audience segment. Extracting insights about where and when customers are opening emails, offering dynamic pricing on

where and when customers are opening emails, offering dynamic pricing on previously viewed products, and other individually targeted marketing tactics are how brands can connect with their audience through personalized messages.

4   Multiple Channels

A hyper-personalized marketing campaign needs to connect with consumers across all of a company's channels. Customers should feel like they are building a relationship with the brand across email, websites, and social media. Each channel has its own opportunities to deliver hyper-personalized marketing materials to an already interested audience.

5   Proper Timing

By analyzing older data sets on how customers interact with marketing touch-points, brands gather information on the best time to reach out to customers with an offer. It could be something as simple as timing a holiday sale announcement to a week before the date or more analytics-based, such as sending out emails during the time of day when most recipients seemed to open them. Reaching out at the right time can make the difference between a successful conversion or an unfulfilled interaction.

6   Repeated Testing

It's not easy to get a hyper-personalized campaign right on the first attempt. There are bound to be gaps in the strategy during its early phases. These gaps will be filled as the data collection continues and more insights are gained. Measuring the performance of hyper-personalized campaigns allows marketers to identify their weaknesses and fortify them in subsequent iterations of the marketing strategy.

Case Study

A majority of consumers prefer having hyper-personalized communications with a brand. Hyper-personalization goes beyond just emails and offers, though. It can significantly enhance a customer's experience at every process stage. Prominent examples of hyper-personalization in effect are companies like Amazon, Netflix, and Spotify. With their recommendations being based mostly on users' previous activity, they deliver a hyper-personalized experience unique to the individual customer. Let's look at another major multinational corporation successfully folding hyper-personalization into its customer outreach, Starbucks Coffee.

Starbucks Coffee Brews Up a Hyper-Personalization Strategy

With its takeaway mugs adorned with the customer's name, this international coffee chain was into personalization long before it was trendy. But Starbucks has been no slouch when it comes to embracing digital marketing. The company app uses AI to update users about special offers with hyper-personalized messages and notifications. These offers are based on customers' previous ordering history, inviting them to make a purchase by presenting them with items they are known to like.
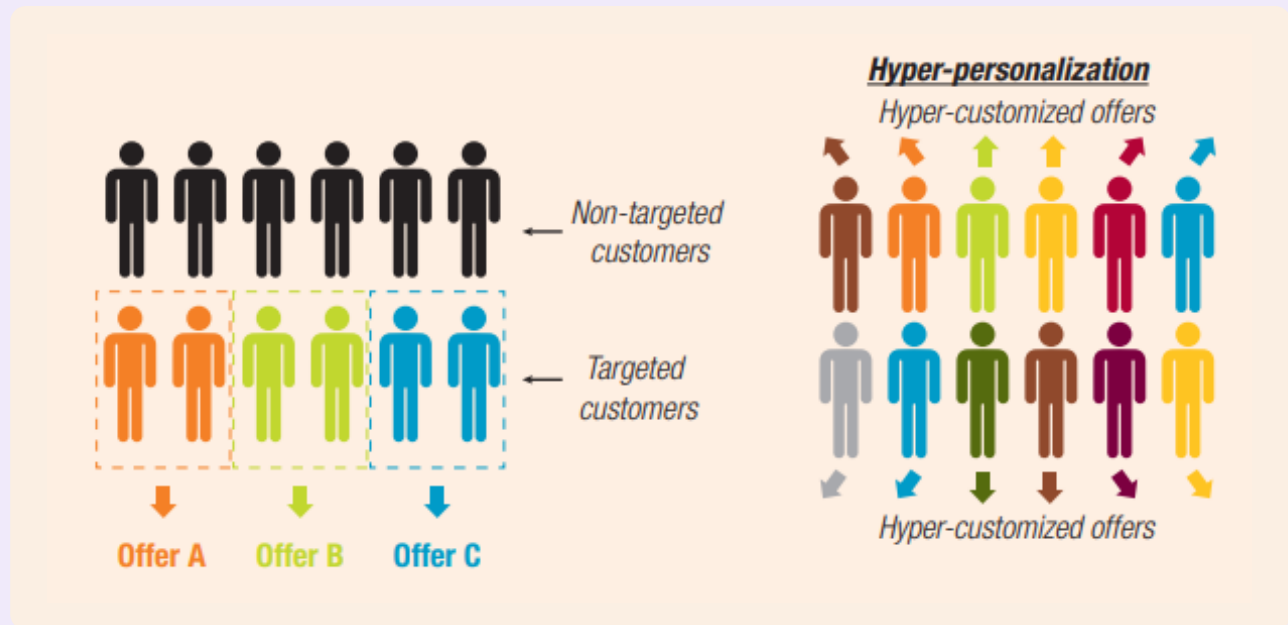
Simple targeted advertising VS hyper-personalization
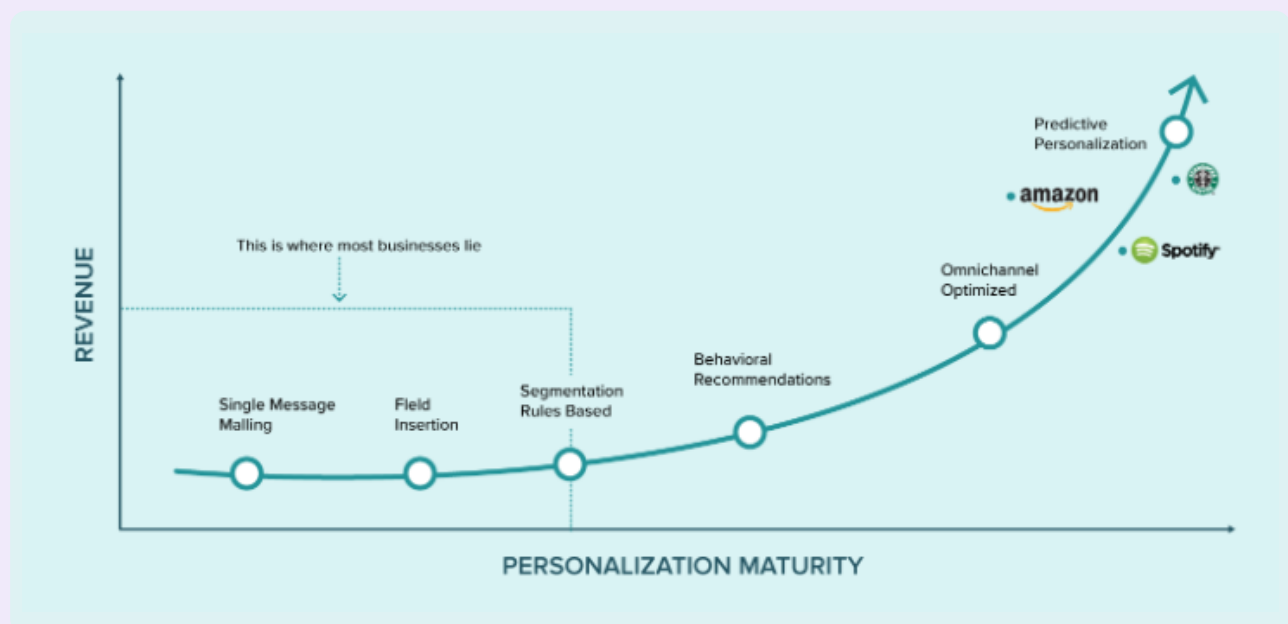
How hyper-personalization campaigns develop over time

Hyper-Personalization is Here to Stay

It's clear that hyper-personalization is far more effective at boosting engagement and driving sales than traditional targeted advertisements. The simple act of crafting offers based on customer habits rather than product features prompts more consumers to take notice of an advertisement. Now that there are tools to gather large volumes of data and AI and ML software that can analyze it much faster than human workers, many more companies will try and reap the marketing benefits of hyper-personalized campaigns in the coming year.

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Chapter 7
Programmatic Advertising

Programmatic advertising is a digital marketing trend that has been increasing in popularity with each passing year. Last year, the total spending on programmatic advertising was estimated at $96.59 billion. It's a new approach to media buying, which uses AI technology to connect publishers to advertisers and enables ad sales across multiple channels, including websites, over-the-top (OTT) platforms, digital out-of-home (DOOH) billboards, and mobile apps.

Automated technology and AI tools set programmatic advertising apart from more traditional means of digital marketing, like display ads. Programmatic advertising is a flexible, efficient solution for marketers looking to deliver their ads to the right audience in the right place and at the right time.

This chapter will cover the workings of programmatic advertising, as well as use cases where programmatic advertising was leveraged to grow a brand's digital footprint and drive conversions.

Chapter Overview

- What is Programmatic Advertising?
- How DOOH Advertising Creates Real World Impressions
- Over-The-Top: A New Frontier for Digital Marketing
- Case Study
  - Lounge Underwear
- Infographic

What is Programmatic Advertising?

Programmatic advertising is an emerging practice in digital marketing. As stated above, it enables automated transactions for ad inventory between publishers and advertisers. But to simplify it even further, here is a three-step breakdown of how programmatic advertising works.

#	Steps
1.	A user visits a website
2.	The space for display ads on the web page is put up for auction in real-time
3.	The winning bid appears on the web page for the user

Because the entire process is executed by AI tools, the auction is triggered instantly and is complete by the time the web page loads for the user.

To better understand the workings of programmatic advertising, let's look at the platforms where it takes place. There are three main platforms for programmatic advertising today.

✳ Sell-Side Platform (SSP)

Publishers use these to sell unsold ad inventory to the winning bidder

✳ Demand-Side Platform (DSP)

Advertisers use these to purchase ad inventory on platforms where they can reach their target audience

✳ Data Management Platform (DMP)/Ad Exchangers

Facilitate sales from SSPs to DSPs by analyzing cookie data to determine the value of unsold inventory

Programmatic advertising is becoming popular with digital marketers for several reasons. It is an efficient and low-cost way to reach a large audience. It allows marketers to utilize both first and third-party data. It provides real-time data and analysis about the performance of active marketing campaigns. Because of

these advantages, it's unsurprising that marketers use programmatic advertising for far more than just website banner ads.

How DOOH Advertising Creates Real-World Impressions

Everyone is familiar with traditional OOH advertising. It includes everything from massive billboards along highways to tiny flyers on street lights. DOOH is similarly wide-ranging in scope, with the only difference being the billboards and signs are replaced by digital screens. From large-scale examples like the Times Square billboard to point-of-purchase screens at your local fast food outlet, DOOH lets advertisers connect with audiences in novel ways.

When combined with DOOH, programmatic advertising lets advertisers reach their target audience in real-world locations. In a world where people spend most of their day looking at a screen, consumers can develop blind spots for website banner ads over time. DOOH programmatic advertising presents consumers with ads in a fresh setting and context, improving the chances of making an impression.

Over-The-Top: A New Frontier for Digital Marketing

When OTT services like Netflix first hit the market, they succeeded because they offered subscribers the luxury of viewing content at their convenience, without any advertisements. But in the years since that first disruption, the OTT business model has had to evolve.

The era of ad-free streaming is coming to a close, slowly but surely. As growing numbers of viewers turn from traditional TV to OTT streaming services, the market for video advertisements on the platform is growing. Smart TVs and free ad-supported TV (FAST) services are a new avenue to reach consumers. There are two models for placing ads on OTT platforms, and both will be discussed below:

- **Client-Side Ad Insertion (CSAI):** Ads are preloaded on the OTT platform itself

- **Server-Side Ad Insertion (SSAI):** Ads are stitched into the video content by the OTT server

As more consumers cut the cord with broadcast television, OTT offers marketers a second chance at reaching their target audience at home. Programmatic OTT advertising also benefits the streaming services since it will serve their customers more relevant content rather than spamming them with ads they have no interest in.

Combining programmatic advertising campaigns with OTT platforms can give brands a wider reach than traditional ad-buying methods.

Case Study

When used effectively, programmatic advertising can be instrumental in helping advertisers improve their key performance indicators (KPIs). It can help increase clickthrough rates, boost website traffic, and

target large groups of potential new customers. Let's take a look at one such instance of a brand using programmatic advertising to drive its digital marketing strategy.

Fashioning a Growth Story With Lounge

The UK-based lingerie brand Lounge has established itself as a market leader in just five short years. After two years of exciting, organic growth, Lounge used the DSP software AdRoll to continue expanding its audience in 2020. Lounge's creative campaigns get delivered to its target audience during the busiest season, from November to March, when the biggest sales are held.

Switching to programmatic advertising saw Lounge achieve a whopping 177% increase in website traffic and an 82% increase in clickthrough rates. By taking advantage of programmatic advertising's ability to efficiently deliver ads to a select audience, Lounge was able to continue growing even in international markets.
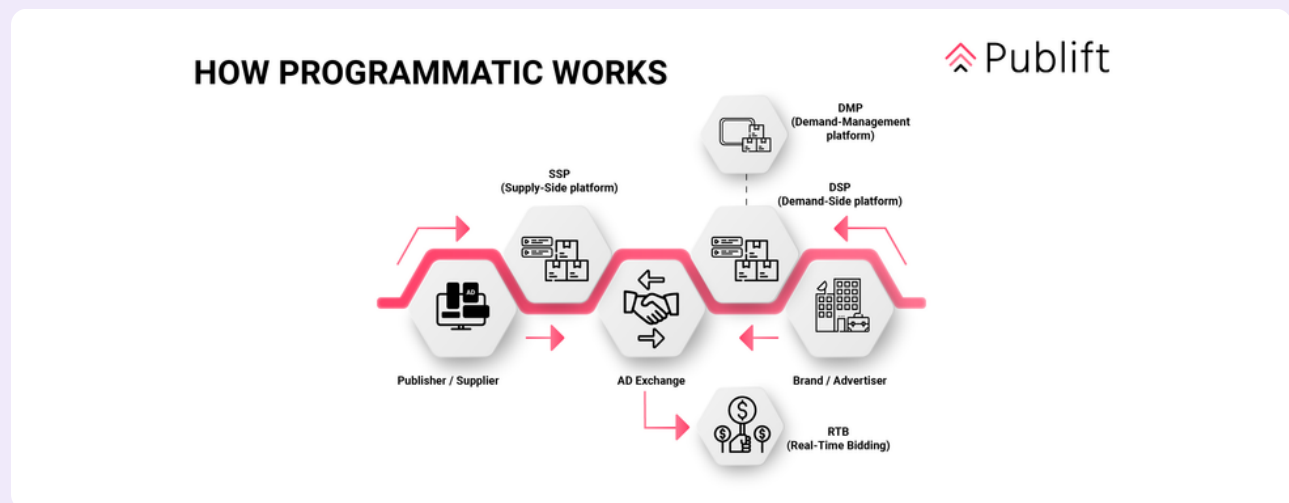
Representation of programmatic advertising's media buying process
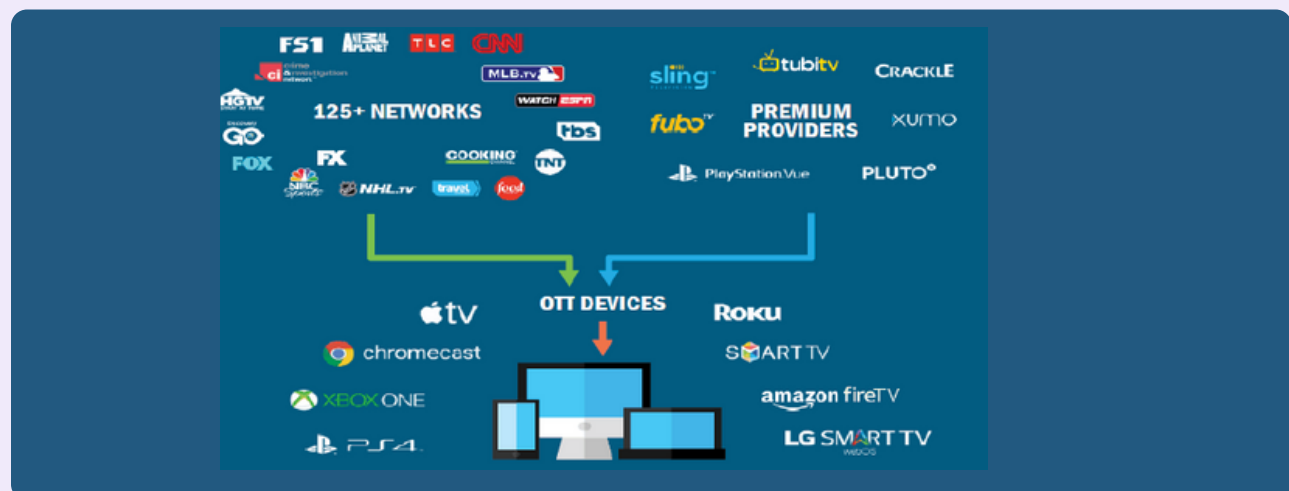
The growing ecosystem for OTT programmatic advertising

Reach the Right Customers With Programmatic Advertising

Success in digital marketing is all about identifying the target audience, and then delivering a message that reaches them at the right time and in the right place. Programmatic advertising is a solution designed to address that exact problem and will play a significant role in digital marketing in 2024.

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Chapter 8

Search Engine Optimization

Among all the exciting new technologies, platforms, and tools available to digital marketers today, search engine optimization (SEO) remains a grand old tradition. Ever since Google became the internet's de facto search engine (and also shorthand for looking something up), marketers have been working on strategies to improve their SEO rankings. Even today, ranking high on a search engine results page (SERP) is a dependable way for brands to draw in web traffic, views, and clicks.

While this year was marked by concerns over the disruption of content creation thanks to AI, trends point to those fears being misplaced. Simply churning out a large volume of SEO-friendly content with AI tools is not enough to replace human writers and marketers. Clearly, SEO specialists are not going away in the near future. Neither is the need for companies to continue investing in SEO.

SEO investments become even more important when tracking the fact that, from 2020 to 2023, the cost of digital advertising has risen, while returns on ad spends have fallen. There's no shortage of brands trying to reach consumers online, driving ad prices on platforms like Google, TikTok, Facebook, and Instagram higher by an order of magnitude.

This chapter will look at the reasons why SEO is still so important in digital marketing, even if some brands and marketers consider it to be old news. It will also cover the latest SEO trends and offer suggestions on how brands can leverage them to improve their performance.

Chapter Overview

- Neglecting SEO in 2023: A Marketing Blunder
- Best Practices to Improve SEO Performance

- Case Study
  - Scarosso's SEO Success Story
- Infographics

Neglecting SEO in 2023: A Marketing Blunder

SEO has been around as long as digital marketing has existed. As a result, it's sometimes overlooked for newer strategies and technologies. Despite this, there are very few marketing strategies that can favorably compare to SEO when it comes to long-term growth and cost-effectiveness. In a surprising statistic, a Gartner survey found that 20% of CMOs surveyed planned to reduce their investment in SEO in 2023.

Even though some marketers are pulling back from investing in SEO, it remains worthwhile for brands to try and improve their SERP ranking. In an environment where competitors are not focusing on SEO, brands can solidify their SERP ranking without spending as much. The advent of AI writing tools has also made the more mundane aspects of SEO much easier to perform. Harnessing the power of automation while delivering quality SEO-friendly content to consumers will help marketers get better results for their key performance indicators.

1   SEO has a high ROI

Especially when compared to traditional methods like cold calling and emails, SEO content tends to drive more conversions. It's also relatively inexpensive to produce SEO content compared to large-scale ad campaigns. Both of these reasons make SEO content an exciting but less risky method to reach a target audience.

2   Greater Visibility

Fewer companies are investing in SEO in 2023, which is going to benefit the ones who are doing so. This is because there will be less competition, and SEO content will rank higher fror its keywords, giving companies that persist with this time-worn strategy an organic boost in visibility.

3   Brand-Building Exercise

SEO is a strategy that unfolds over an extended period of time. That doesn't make it passive. In fact, every piece of SEO content can be used to build trust and credibility with the audience, while also establishing the brand's persona. When SEO content is credible and high-quality, consumers start to put their faith in the brand.

Best Practices to Improve SEO Performance

Achieving a high SEO score is not as simple as it looks. The goalposts are constantly shifting as Google continually updates its algorithm and criteria for what ranks high on SERP. The fear that AI tools like Chat-GPT would completely replace human authors has been somewhat neutered by the latest iteration of Google's SEO standards.

Going forward, marketers need to remember E-EAT, Google's acronym for high-ranking SEO content, in mind. The first E is a new addition, expanding upon its earlier directions to now read as Experience, Expertise, Authority, and Trust. This means content from real authors with first-hand knowledge about their subject will rank higher than AI-generated content. Google is looking for pages that contain helpful information for the reader when ranking SEO scores. Emphasizing the author's background will help SEO-friendly content climb the rankings.

Returning to the topic of AI — while it should not be used to churn out entire drafts, it can help marketers create content briefs and outlines. It's also useful as a keyword research tool to aid the real writers. With the cost of paid media rising this year, organic content that is well-researched and well-written will stand out among sub-par, AI-generated content.

On the technical side of things, fast-loading, high-performing websites are likely to be favored by Google. It's counterproductive to invest time and money in creating SEO-friendly content only to host it on a slow and buggy website. Technical glitches are a tiny crack in your SEO strategy's foundation, which can bring the whole thing crumbling down.

Case Study

Digital marketing has come a long way from its early days, but SEO has retained its position as a vital tactic. Even in 2023, brands that focus on fine-tuning their SEO strategy can reap benefits and succeed in their KPIs.

Scarosso's SEO Success Story

The Italian luxury footwear brand Scarosso was looking to raise the SEO scores of its product pages, achieving more visibility and higher clickthrough rates. By adopting SEO-friendly practices such as assigning each product a unique ID, adding multiple product images, and including information about each product's Global Trade Item Number (GTIN) code, material, and target audience, Scarosso was able to meet its targets. This new and improved SEO-centric approach to it's content saw Scarosso's online orders rise by 187% and sales increase by 190%.

What impact did content marketing have on your marketing performance and goals in 2022?

55%
Large positive impact

37%
Slight positive impact

7%
No impac

2%
Large negative impact
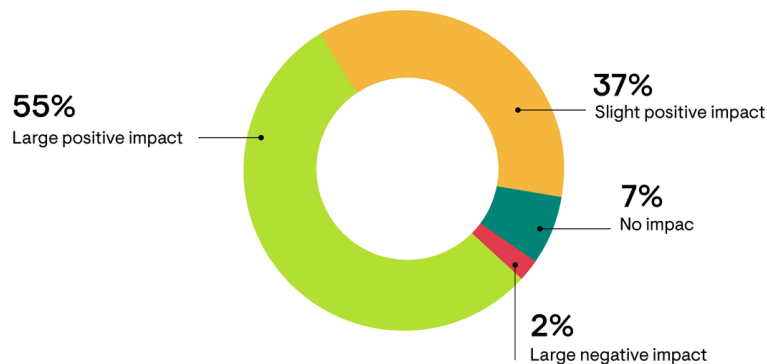
Results of a 2023 report on SEO's impact on marketing

SEO Remains Relevant for Digital Marketers

No matter what the current trends are, at its core, SEO is all about delivering quality content that adds value to Google's search results. Despite AI disrupting search engine marketing (SEM) in 2023, the SEO ecosystem seems to be absorbing the new influences while continuing to persist in a largely unchanged form. Having SEO-friendly content can give brands a major visibility boost among consumers, leading to improved performance on all KPIs.

If improved visibility, increased conversions, and higher sales weren't enough already, the real kicker is the savings. SEO is much more cost-effective over a longer period of time than spending higher and higher amounts on ad campaigns on Google or Meta. That's why digital marketers will need to continue focussing their attention on SEO going into 2024.

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Chapter 9
Short-Form Video

The purpose of digital marketing is to grab consumers' attention, and there are few tools as well-suited for the task as short-form videos. Informative, entertaining, and engaging in equal parts, these short clips are both a result of and a response to the audience's dwindling attention spans. In the last few years, the rise of video-based social media platforms like TikTok, YouTube Shorts, and Instagram Reels has contributed to an explosion of short-form video content online.

The reasons for short-form video's ubiquitousness in digital marketing are easily apparent. In an age of information overload, consumers aren't likely to set aside time to sit and watch a lengthy branded video. But a short and sweet video clip, clocking in at less than a minute, that can be conveniently watched on a smartphone is a different matter entirely. When short-form videos are well-made, they can be a significant driver of audience interest in a brand.

This chapter addresses the rise of short-form video content in digital marketing and the ways in which brands can harness the format's popularity for their own benefit.

Chapter Overview

- Shoot for the Stars With Short-Form Video
- How to Make a Short Video Go a Long Way
- Case Study
  - How Itzy Ritzy Harnessed the Power of Short-Form Video

Shoot for the Stars With Short-Form Video

As a content format, short-form video's popularity has been on an upward trajectory for years. Since its launch seven years ago, TikTok has been the fastest-growing social media platform. In that time, it saw its user base skyrocket to 1.53 billion. Research shows that in the U.S., adults spend an average of 45 minutes per day using TikTok. That's without even counting the millions more who spend their time on similar platforms like YouTube Shorts or Instagram Reels.

Short-form videos appeal to marketing professionals, content creators, and online consumers equally. Their versatility makes them an ideal vehicle for any message, whether it be entertainment, education, or advertisement. It's no surprise that 90% of global marketers plan to increase their investment in short-form videos in 2024. Among consumers, 69% of them said they would rather watch a short video instead of reading an article to learn more about a product.

How to Make a Short Video Go a Long Way

Though short-form video might be one of the most popular content formats on social media, brands can't simply upload any brief clip and expect engagement and results. Like every other aspect of digital marketing, campaigns that use short-form videos need to be planned out to maximize the format's effectiveness. Turning an entertaining short-form video into a legitimate marketing tool requires brands to follow certain best practices.

Start Strong

An attention-grabbing opening increases the odds of viewers watching the content to the end. The video's opening moments are where brands can demonstrate value by addressing their audience's wants and needs. Playing with the viewer's sense of curiosity in the first few seconds of the video is a good way to reel them in.

Remain Relevant

Brands producing short-form videos should research what kind of content their audience expects from them. Staying in a particular lane and creating videos that are relevant to the brand's identity while also being engaging lets brands build up a loyal viewer base. Despite their clipped length, short-form videos need to offer viewers valuable information about the brand.

Tap Into Trends

While on the subject of relevancy, brands need to be aware of trends across

social media if they are making short-form videos. Branded content that also manages to incorporate trending songs or sound bytes has excellent potential to go viral. If a trend is reflective of a brand's identity, participating in it will help the brand reach a much wider audience.

Cross-Platform Promotion

Apart from the three leading short-form video platforms (TikTok, YouTube Shorts, Instagram Reels), there are multiple other social media platforms where brands can post their content. Short-form videos are popular all over the internet, not just on those three platforms, and there's no reason why brands shouldn't be posting them on Facebook Stories or X (formerly Twitter) as well.

Vertical Recording

When it comes to short-form videos, convenience in the viewing experience is paramount. Brands that are mindful of the setting in which the videos are watched (most often the endless scroll of a social media feed) will make an effort to record their videos vertically. Viewers don't even need to rotate their phones to view the content, which is precisely how it should be.

Post Often

Brands that wish to build awareness through short-form videos must be consistent with their posting schedule. Social media platforms prioritize posts from accounts with higher levels of activity, so brands should aim to post short videos at least once per day, if not at an even higher frequency. The more short-form videos a brand has in its library, the more time consumers will spend viewing them and learning about the products.

Case Study

Short-form video is a powerful digital marketing tool if used correctly. Let's examine how a brand used a brand-new short-form video strategy to foster meaningful connections with its customers while driving up its sales figures.
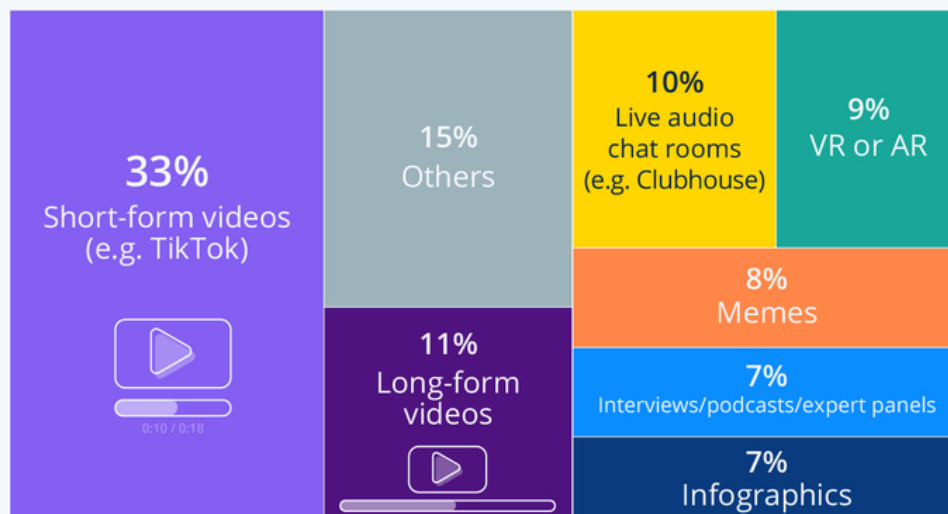
How Itzy Ritzy Harnessed the Power of Short-Form Video

Founded in 2010, Itzy Ritzy is a baby and parent product line that prides itself on building genuine relationships with its customers. Since the human element is such a core part of their ethos, Itzy Ritzy wanted their short-form video content to reflect that. That's how the idea of collecting user-generated content that showcased the product's positive impact came about.

Itzy Ritzy incentivized its customers to participate by offering store credit for the best video submissions. Once a bank of short-form videos had been built, the brand began experimenting with including those videos on its product pages. Analyzing the results of this experiment with user-generated content found that the videos had driven an 8.1% increase in conversions and a 12% increase in sales.

Marketers Double Down on Short-Form Video in 2023

Share of social media marketers who plan to invest most in the following types of content in 2023

33% Short-form videos (e.g. TikTok)

0:10 / 0:18

15% Others

11% Long-form videos

10% Live audio chat rooms (e.g. Clubhouse)

9% VR or AR

8% Memes

7% Interviews/podcasts/expert panels

7% Infographics

1,000+ social media marketers surveyed worldwide in Jan. 2023
Source: HubSpot

Short-form videos: The most popular format among social media marketers

Pressing Play on Short-Form Video Marketing Campaigns

The numbers don't lie; short-form videos are among the most popular digital marketing tools available today.

Brands that master the format can start relying on short-form videos to provide a notable bump in traffic and conversions every time they are posted. The videos might be short, but they are already casting a long shadow. And in 2024, digital marketers will see even more short-form videos vying for consumers' attention.

Exploring video advertising options for your business?

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Chapter 10

Why an Omnichannel Approach is Important in Digital Marketing

The internet has brought the world closer together. It has also dissolved the boundaries between the digital and the real world to the point where the two bleed into one another. Just like people's social media profiles are extensions of their personalities, a brand's marketing channels are now interconnected. Mobile apps, websites, and physical locations all form part of a larger ecosystem, and bringing them together cohesively to create a rewarding customer experience is the goal of digital marketers in 2024.

Today, brands have multiple marketing touchpoints in their customer journeys, both online and offline. If those touch-points are at odds with one another, it negatively affects the customer's experience, possibly turning them off the brand entirely. Marketers who can deliver a unified and personalized experience to their customers across all channels will foster brand loyalty, which in turn leads to growth. In marketing jargon, the act of fusing separate channels into a single ecosystem is known as omnichannel marketing.

This chapter will examine how omnichannel marketing is growing in importance for brands as the internet enables greater connectivity than ever before. It will also cover brands that have successfully adopted an omnichannel approach to their marketing strategy.

Chapter Overview

- What is Omnichannel Marketing?
- Defining Trends of Omnichannel Marketing

- Building Synergy Between Different Marketing Channels
- Case Studies
- Sephora Designs an Omnichannel Experience
- Apple: An Omnichannel Pioneer
- Infographics

What is Omnichannel Marketing?

An omnichannel approach is a must for brands that operate over multiple channels. Not only does it benefit the brand by streamlining the operation of the various marketing channels, but it also helps customers by providing a seamless experience. An omnichannel marketing approach includes both online channels like websites, apps, social media, email, SMS, and WhatsApp and offline channels like retail stores, events, and call centers.

A distinction needs to be made between omnichannel and multichannel marketing. In omnichannel marketing, all the channels work together to deliver a singular and smooth customer experience. But in multichannel marketing, the brand's various channels operate independently and sometimes even compete among themselves. One more point of difference is that omnichannel marketing, true to its name, covers all channels. That means both online and offline. But multichannel marketing remains in the digital realm, with no offline channels.

As technology allowed brands to diversify their marketing strategies, many adopted a multichannel approach at first. Omnichannel marketing is the next stage of this evolution, uniting existing channels to create a positive customer experience.

Defining Trends of Omnichannel Marketing

Brands looking to enter the world of omnichannel marketing should track the prevailing trends and adopt the best practices before doing so. In 2023, the omnichannel trends mentioned below began to gather steam.

Pleasant and Personalized Shopping Experiences

The goal of omnichannel marketing is to create a rewarding experience for customers. While consumers have begun demanding more personalization in their brand interactions, that's not enough for an omnichannel approach. Customer interactions with marketing touch-points should also be pleasant and pain-free so customers remain within the same marketing ecosystem.

Improving Customer Experiences with Data Analysis

As access to data becomes more strictly regulated in a cookie-less future, brands will have to find ways to maximize the utility of the data they do have access to. First-party data can help create a seamless customer experience across channels.

Seamless Transitions across Marketing Channels

A healthy omnichannel marketing system will allow customers to freely transition from online to offline transactions. Integrating in-person services with digital services allows customers to explore every channel according to their preferences.

Building Synergy Between Online and Offline Marketing Channels

After a slump during the global pandemic, brick-and-mortar retail stores are bouncing back. Despite online shopping steadily climbing in popularity, physical stores offer experiences that simply can't be replicated online. Being able to inspect products in person and avail demonstrations in a store is still a key attraction, bringing shoppers to brick-and-mortar locations.

Ensuring both digital and brick-and-mortar locations are functioning in sync is the goal of omnichannel marketing. In order to build a cohesive experience between the two, brands need to conduct in-depth customer research and encourage customers to switch between channels. Consumer behavior is also changing in response to omnichannel strategies. Many shoppers now treat online resources as window shopping exercises before visiting a brand's retail outlet.

Case Studies

With online and offline shopping coming together, brands must find ways to create an omnichannel experience for customers. Some brands seem to have already made major strides in this direction. Let's take a look at two prime examples.

Sephora Designs an Omnichannel Experience

The leading makeup brand Sephora exemplifies what seamless integration across multiple channels should look like. The online channels perfectly complement the services offered at Sephora stores. Shoppers can use the mobile app to scan items in the store, access tutorials and other product information, and prepare their shopping carts before picking up their orders. When paired with the attentive, informed salespeople and services offered in-store, it's clear that Sephora has perfected its omnichannel marketing approach.

Apple: An Omnichannel Pioneer

The Apple ecosystem has been a flag bearer for omnichannel marketing right from the company's earliest days. Software, hardware, online stores, and physical locations — all come together to create an unmistakably unique customer experience. Apple has been practicing an omnichannel approach since 1997, and its decades of experience are evident in the seamless way all marketing channels work together.

Efficient omnichannel ecosystems have a positive effect on average order value

Omnichannel Approach: The Only Way Forward for Digital Marketing

Digital marketers have already identified the potential for omnichannel marketing to drive growth for their brands. Along with providing a positive customer experience, a smooth omnichannel marketing campaign also reduces churn and builds up a brand's reputation. Going into 2024, omnichannel marketing will play an even bigger role in brands' strategies to win over their audience.

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Appendix

Links & References

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Marketing Solutions That Help Businesses Grow

With so many trends to keep tracking, marketing strategies can become cluttered and incohesive. Brands struggling to hit their growth targets should bring in some expert help. That's where we come in.

We are Adspace, an Austin-based DTC e-commerce full-service strategy, design, and digital marketing agency. We have over 15 years of experience in the field and 247 successfully executed projects, and our goal has always been to help emerging and established brands grow faster with improved marketing efficiency. We assist businesses of any size hit their growth marketing goals. Reach out to the experts here and set up your first consultation.

☀️ Thank you!