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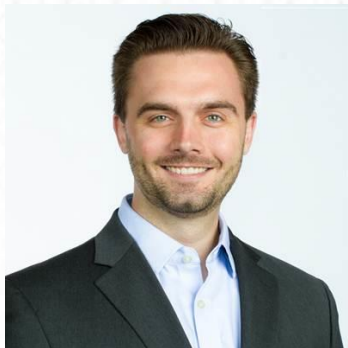
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Be There Now: A Strategy for Effective Cross-Channel Marketing

John Hensel

Best Buy

The leading industry event by digital marketers for digital marketers



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Best Buy is a leading provider of technology products, services and solutions.

The company has operations in the U.S. where more than 70 percent of the population lives within 15 minutes of a Best Buy store, as well as in Canada and Mexico, where Best Buy has a physical and online presence.

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Are You Meeting Your Customers' Needs?

74%

shop more than one channel

(PWC)

84%

use digital for some shopping
related activity before or
during their most recent trip
to the store

(Deloitte)

42%

search for information online
while in-store

(Google)

Understanding how US online shoppers are reshaping the retail experience. PwC. March, 2012
The New Digital Divide. Deloitte. 2014
New Research Shows How Digital Connects Shoppers to Local Stores. Google. October, 2014.

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Solution

Target your digital strategy to meet the needs of the customer across channels wherever they are in their purchase process



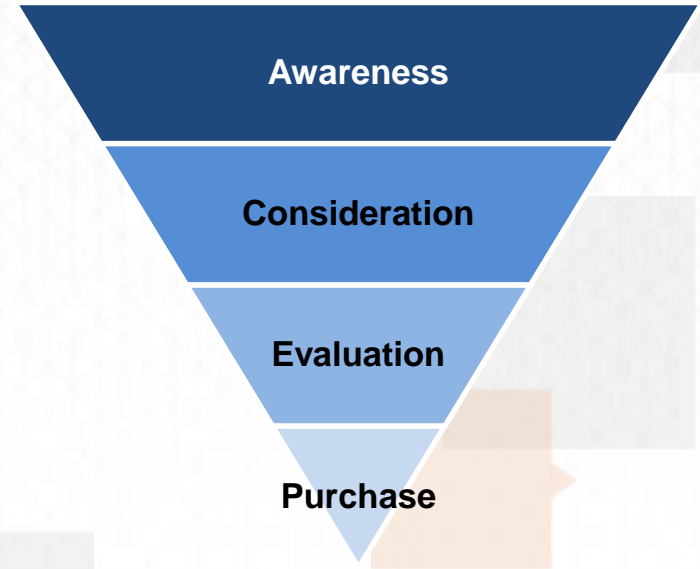
Solution

1. Create a holistic view of your customer
2. Design your campaign
3. Implement your strategy

Create a Holistic View of Your Customer

Know your audience and paths to revenue

- Outline how customers move through the purchase funnel
- Where does digital influence their purchase?
- Where do they *research* a product or service – online or offline?
- Where do they *purchase* a product or service – online or offline?




Create a Holistic View of Your Customer

Research content opportunities

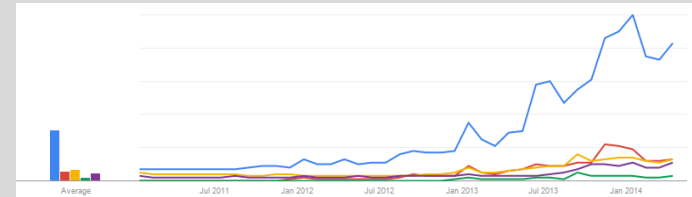
- What keywords are they using?
- What questions are they asking?
- What are they looking for or looking to do?

Tools:

-  **Data Cube**

Applied Filters: Universal Listing Contains Quick Answers × Save Filter

- **Google Trends**



- **Google AdWords Keyword Planner**

 Find new keywords

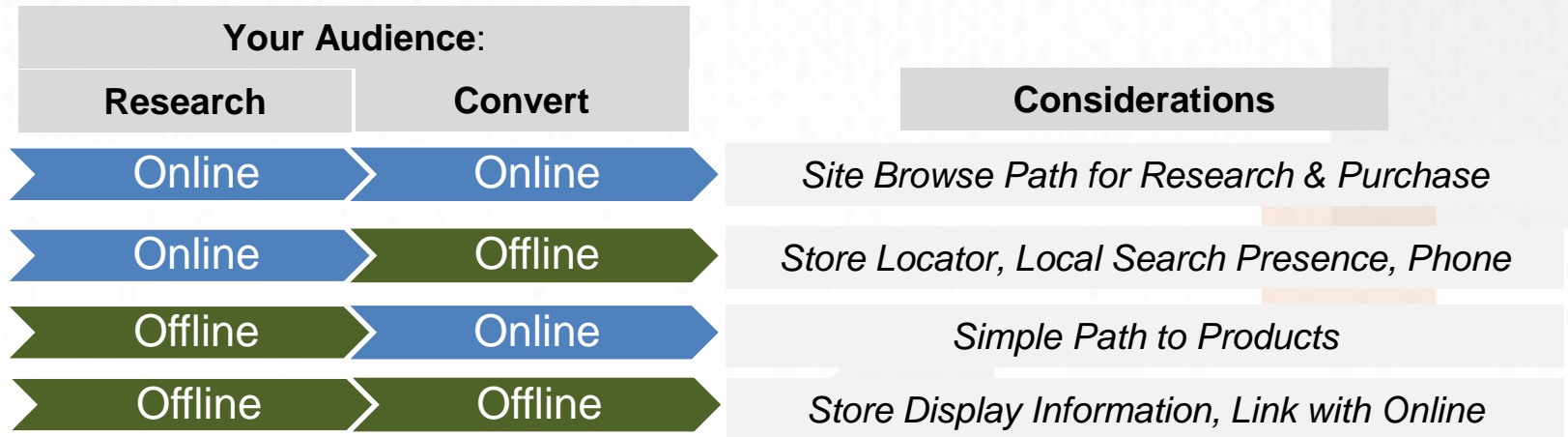
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Create a Holistic View of Your Customer

Identify helpful touchpoints

- Map customer needs in their purchase process across channels
- Goal is to incorporate ways to move a customer through their process



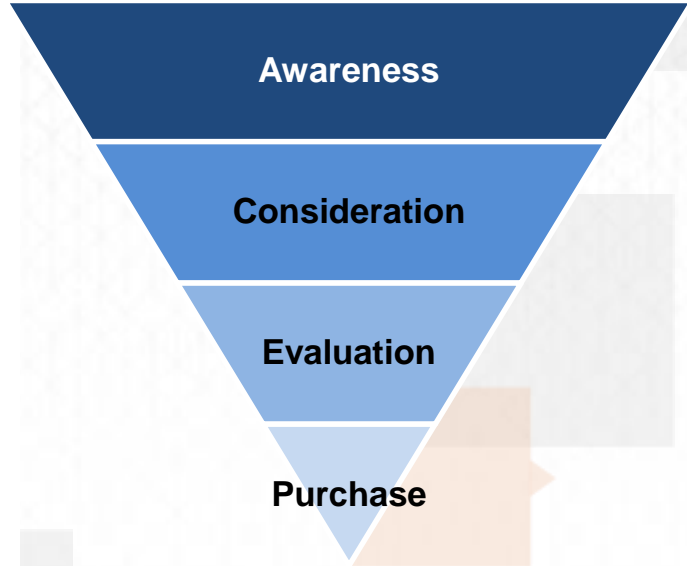
Create a Holistic View of Your Customer

Identify channels that align with your customer

- Online: Search, Social, Email, Display
- Off-line: Phone, Direct, In-Store

Define metrics or KPIs for campaign:

- Standard Clicks/Impressions, Conversion & Revenue
- Also consider:
 - + Bounce rates
 - + Engagement with page content
 - + Use of tracking URL or Code



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Design Your Campaign

Identify User Path

- Align goals & define user path strategy across campaign stakeholders
- Ensures consistent experience for customers across touchpoints
- Determines on-page content needs and limits competing pages

Example of user path from various digital channels

Campaign:	Phase 1	Phase 2	Phase 3	Phase 4
Org. Search	Research Page	Research Page	Research Page	Research Page
Social	Research Page	Research Page	Product Comparison	Product Comparison
Paid Search	Research Page	Product Comparison	Product Comparison	Branded Purchase
Email	Research Page	Product Comparison	Branded Purchase	Branded Purchase



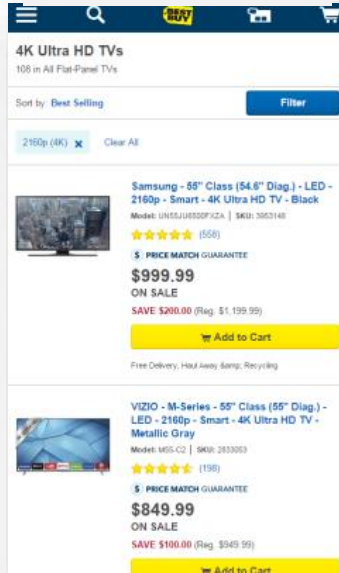
Design Your Campaign

Example of page content targeted across purchase funnel

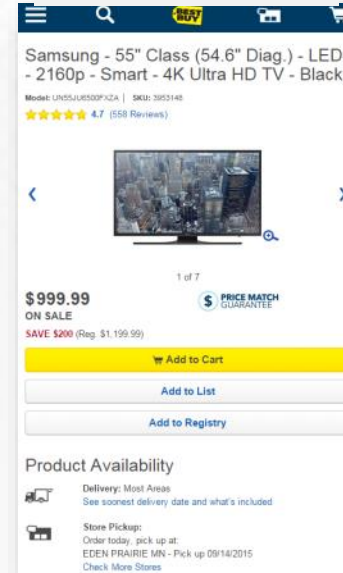
Awareness/Consideration



Evaluation



Purchase



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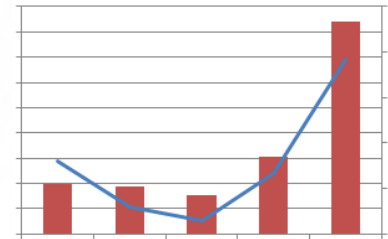
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Implement Your Strategy

Execute plan & measure progress

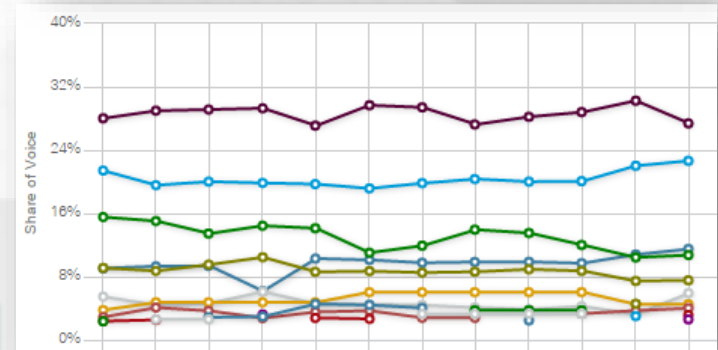
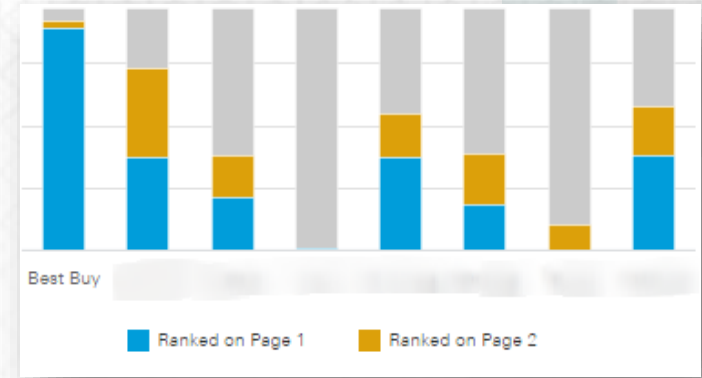
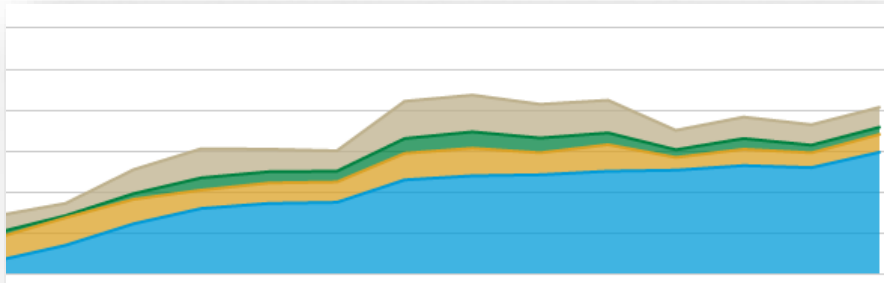
- Monitor campaign metrics and channels
- Be prepared to fine-tune your strategy
 - + Customers not moving from research mode?
 - + Bounce rates high or trending higher?
 - + Not gaining visibility in organic search?



Implement Your Strategy

Monitor Key KPIs

- For SEO, that means:
 - Rank for Target Keyword & Competitors
 - Keyword Mix over time
 - Share of Voice over time
 - Traffic and Revenue from Organic Search



Practical Takeaways

- **Do your homework.** Know your customers & set your KPIs.
- **Collaborate on Strategy across channels.** Align on a strategy and the path customers will take.
- **Measure results.** Be prepared to respond if performance is not meeting expectations. Celebrate successes!



Thank you.

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