

Your Ecommerce Strategy Preparation For 2021

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Optimise The Full Journey

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Differentiate The Brand

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Localise, But Keep It Consistent

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Prepare For The Future

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Summary



Is Your Ecommerce Strategy Prepared for Hypergrowth?

Relevance and creative differentiation become critical for brands to stand out.

Since the COVID-19 outbreak, digital has become a lifeline for consumers and businesses alike

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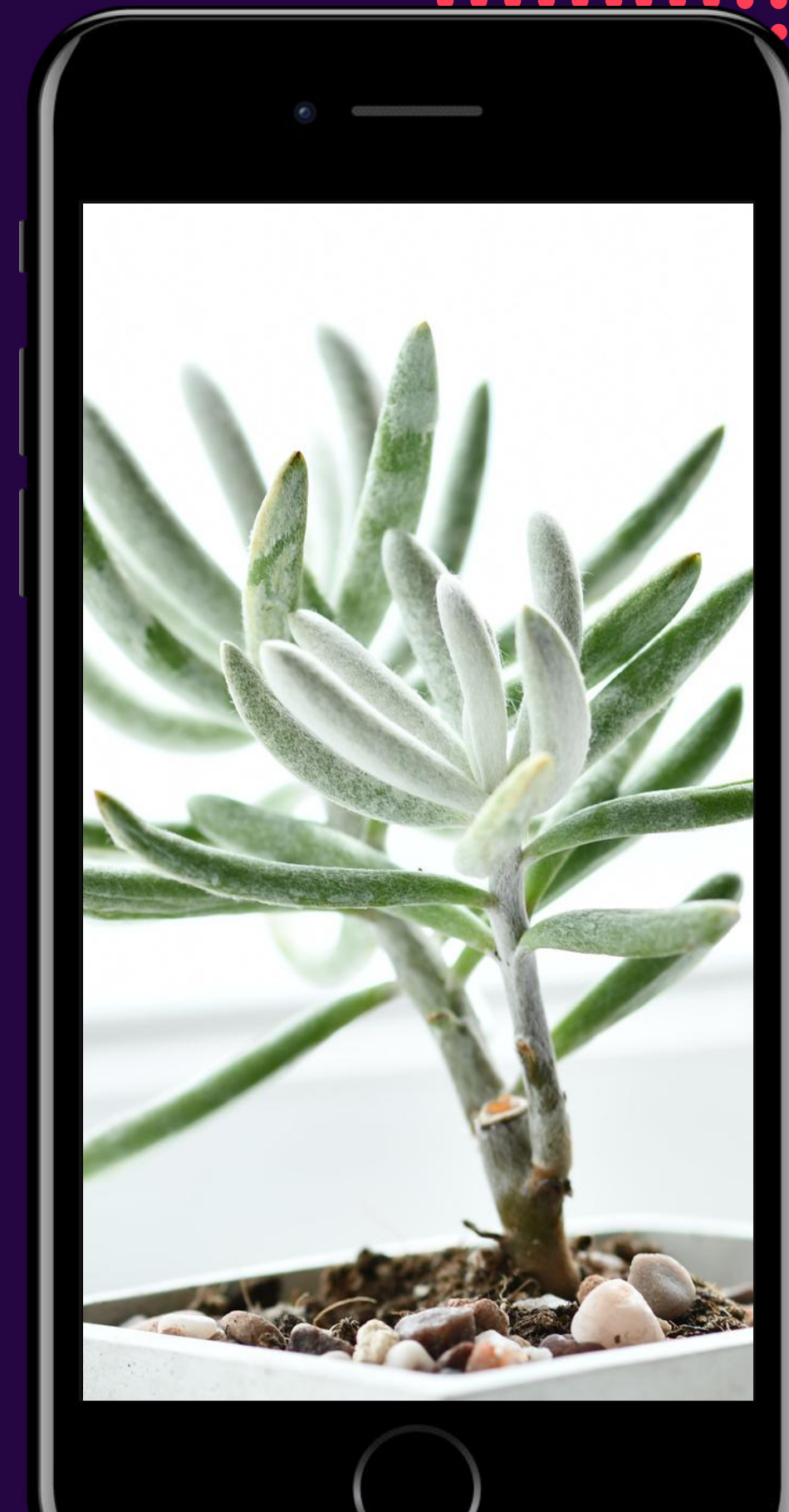
Optimise The Full Journey

A successful digital product sales strategy starts by reaching your high value consumer on the right channels with relevant messaging, driving them down a friction-less path to purchase and closing them in an endless loop of up- and cross-sell.

Optimizing the full customer journey is of the essence to increase click traffic and conversion.

Online, things become more complex through the myriad of opportunities that are there to personalise at scale.

True relevance can be achieved through a combination of media, data-driven creative, analytics and optimisation, with a focus on user acquisition and driving lifetime value.



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Create Relevance For Audiences

An important starting point to optimize your ecommerce strategy is to make sure you truly understand your audience. With proper data at your disposal, you are equipped to differentiate between customers and what brings them to the store and can accommodate them by tailoring content to their specific needs or providing a specific type of service they're seeking.

WARC notes that for shoppers in Asia, gathering and comparing information online is critical to the customer decision journey. By experimenting with creative using the "test and learn" approach, brands can continually test effectiveness to highlight relevant audiences and best-performing creative, offering an experience that's personalized and responsive to shifting consumer needs.

Even a small tweak can greatly improve on drop off points, making a tremendous difference to your ROI.

Differentiate The Brand

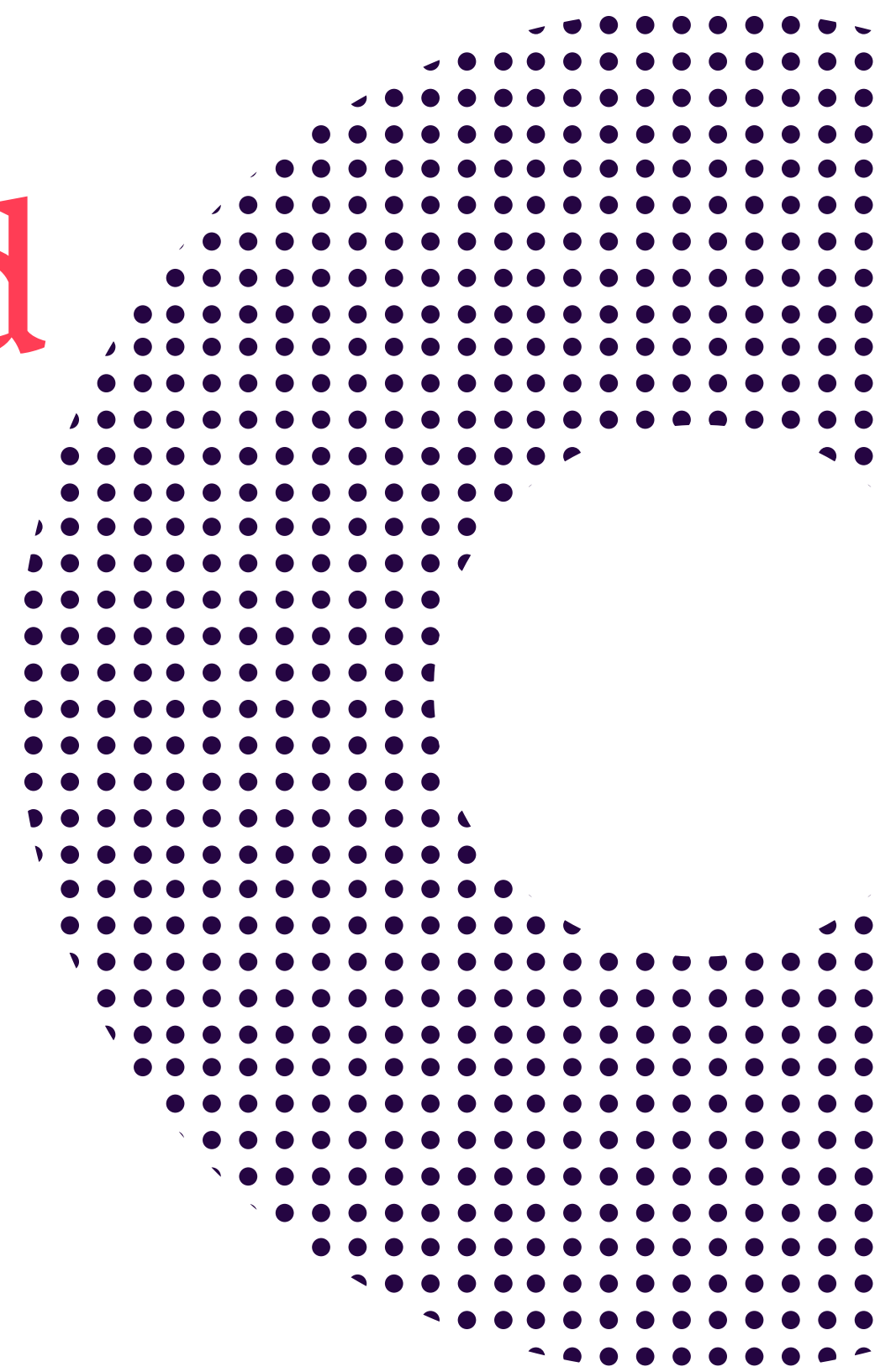
Knowing your audience and creating messages that are **relevant** at the right place and time is not the only aspect that allows a brand to cut through the clutter and the many distractions offered by these competitive aggregator platforms.

The best online businesses care about more than just metrics, wielding data to offer content that is smart, contextual and tactile, with a **focus on user acquisition and driving lifetime value**.

To put it simply, great UX and design cannot be underestimated. Consider this: **the interface is the brand**.

In addition to good design, **storytelling** builds connections with consumers, not only driving sales but also brand love. It helps people understand who you are. By integrating it throughout your full sales funnel and flow, it helps create the ultimate loyalty loop: **one driven by love for the brand**.

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Localise, But Keep it Consistent

Another important consideration is the differences between the regions you operate in. Customer behaviour and what impacts purchase intent can vary greatly between cultures.

Important consideration is the differences between the regions you operate in. Customer behaviour and what impacts purchase intent can vary greatly between cultures. 40% of searches on mobile are local searches. It's important to **optimise and localise** your keywords and storefront for each local market. As you plan out your customer decision journey, including relevant messaging for each local audience, the last hurdle is ensuring brand consistency across everything you do.

Not surprisingly, brand consistency is a key factor to building consumer trust—not just across regions, but also in one single market. In fact, brand consistency when done right can increase revenue up to 33%. Transcreation methods ensure you can retain global consistency while offering personalised, relevant content that extends into different languages, cultures and markets.

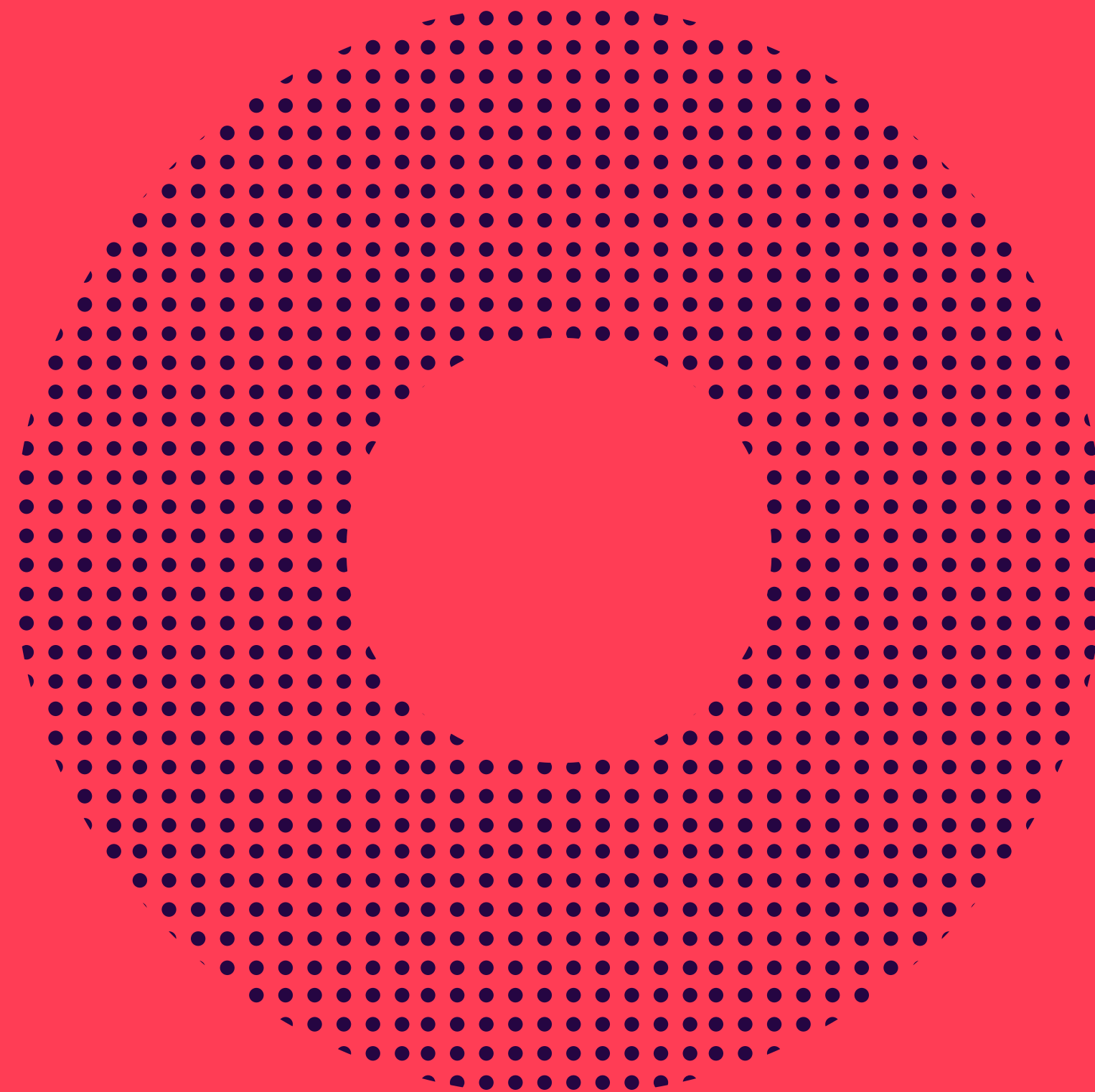
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Prepare For The Future

To thrive in the future, brands must **bridge the gap** between data, insight-driven storytelling and best of breed digital design and development.

Seamlessly connecting frontend martech with existing or bespoke ecommerce solutions and backend CRM allow brands to build a consistent and comprehensive customer journey, helping them reach their audiences in competitive digital marketplaces.

Customer lifetime value is not about the next conversion, rather the long-term relationship you are building with your audience.



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Are you ready for 2021?

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Chat to our team and be prepared...



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