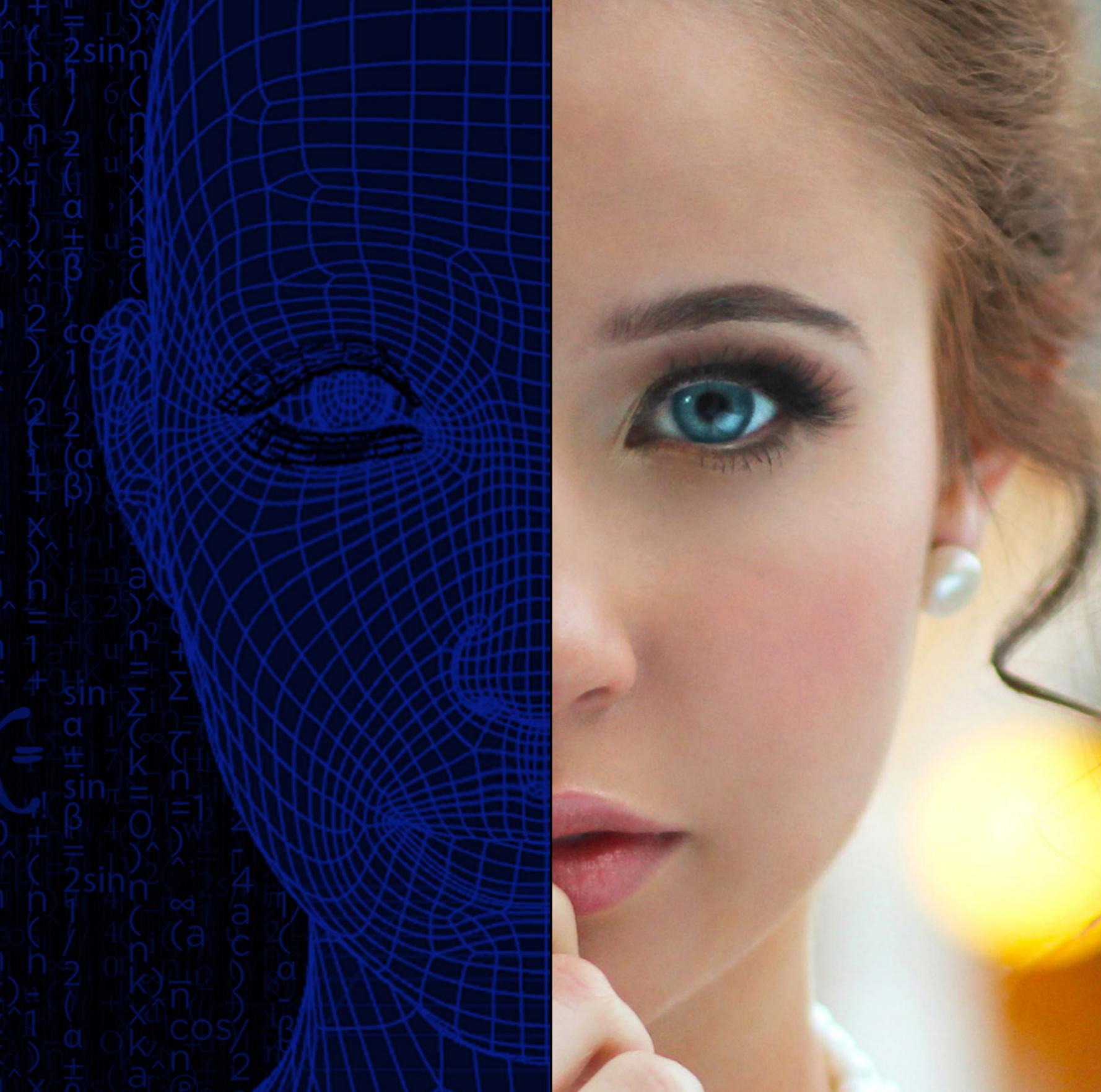


**2020 NEW YEAR'S  
RESOLUTIONS  
FOR DIGITAL  
MARKETERS**

**NetElixir**<sup>TM</sup>  
search marketing solved

**DIGITAL MARKETING FOR RETAILERS**





# 1 Study your high-value customers' path to purchase to engage them effectively & responsibly.

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Having analyzed over a billion paths to purchase for over 15 retail categories since 2005, we have uncovered a consistent trend: 15% of all shoppers for any ecommerce retailer drive 60%+ of revenue. Building a data-driven marketing plan to engage and win “high-value shoppers” leads to profitable business growth.

**Did you know?** NetElixir’s proprietary technology, LXRInsights, uses complex algorithms to identify high-value shoppers that we can target through search, social, and marketplace campaigns.

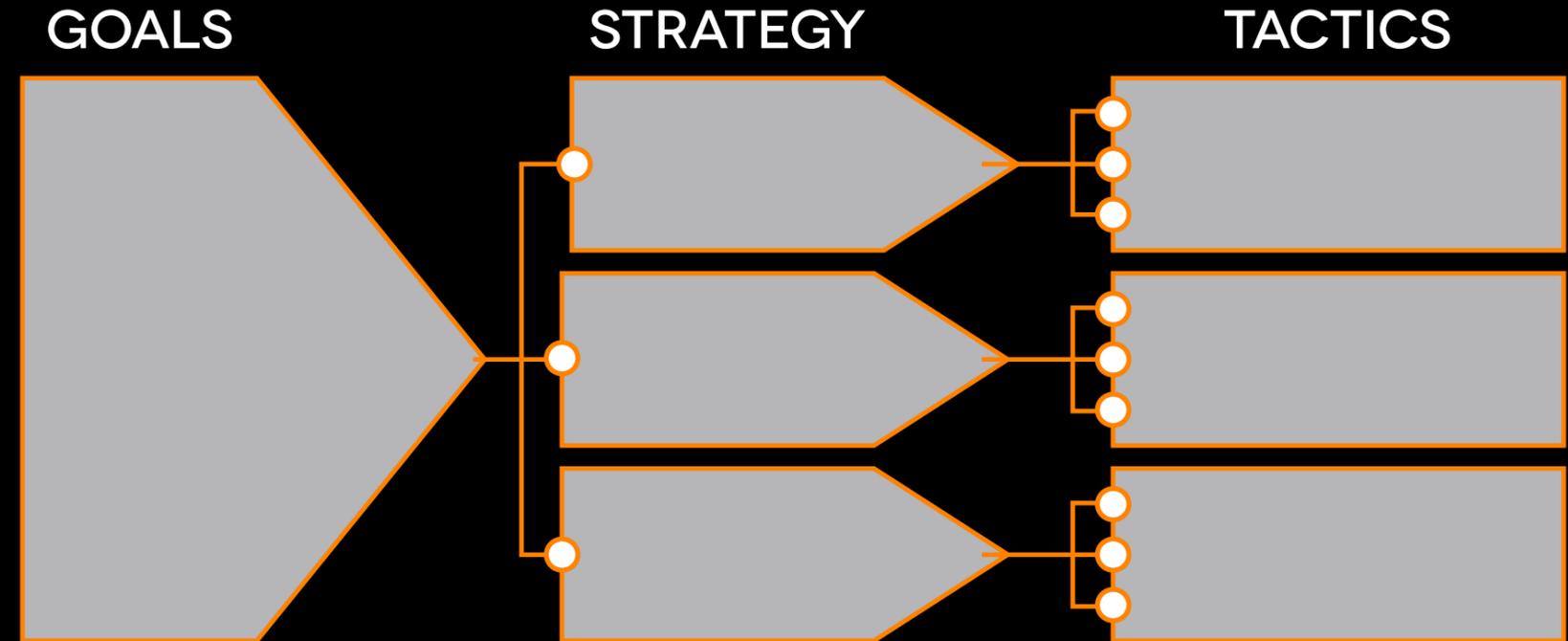
# 2

Apply the GOST framework to connect your goals to results

Marketers often confuse tactics for strategy. Strategy is a set of interrelated and powerful choices that positions an organization to win. Tactics are actions based on the strategy's choices. The GOST framework makes marketing measurable by linking goals to outcomes.

## GOST FRAMEWORK

Goals & Objectives, Strategies, Tactics





# 3 Win paid search customers from competitors using real-time competitive intelligence.

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By recording competitors' offline (catalog and in-store) and online promotions (website & social media channels) on a regular basis, retailers can run successful, targeted paid search campaigns around the products that are being promoted.

# 4

Use the ROI/Competitiveness Grid to select the products you want to sell on Amazon.

What products should you sell on Amazon and what should you not? Retailers can use the ROI/Competitiveness Grid to decide. The matrix takes into consideration three key factors: margin per unit sold on Amazon, number of units sold per month, and competitive intensity for the category (not price).

## ROI/COMPETITIVENESS GRID





# 5

Convert social engagement into purchases through smarter user segmentation and targeting.

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Higher user engagement and conversion rates can be obtained by segmenting users based on what stage of the conversion funnel they are in. The top-funnel campaigns can be set to target key lookalike audiences and be optimized to drive traffic at the lowest cost per new user. The mid- and lower-funnel campaigns can be designed to enable re-engagement and drive conversions while optimizing for a higher return on ad spend.

# 6

Use FAQ schema to drive relevant voice search traffic.

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On May 8, 2019, Google released instructions for using structured data on FAQ pages. By using FAQ Page structured data, you can make the content pertaining to your website's Q&A to display directly on Google SERP and Google Assistant, thereby helping users quickly find answers to the frequently asked questions. [You can refer to this FAQ developer documentation from Google for detailed instructions.](#)

Download NetElixir's Primary Research Study on Voice Search adoption by consumers!

[DOWNLOAD NOW](#)

# 7

## Make deep internal pages visible to Google through smarter pagination techniques.

Pagination can help with indexing and crawlability of a website. Adding additional pagination pointers such as mid-point and last link can help search engine bots find more pages, thereby boosting the discoverability of deep internal pages.

### Example:

If current pagination links are displayed like this:

1 2 3 4 5 next;

change to:

1 2 3 4 5 51(mid-point link) 100 next (last link)

# 8

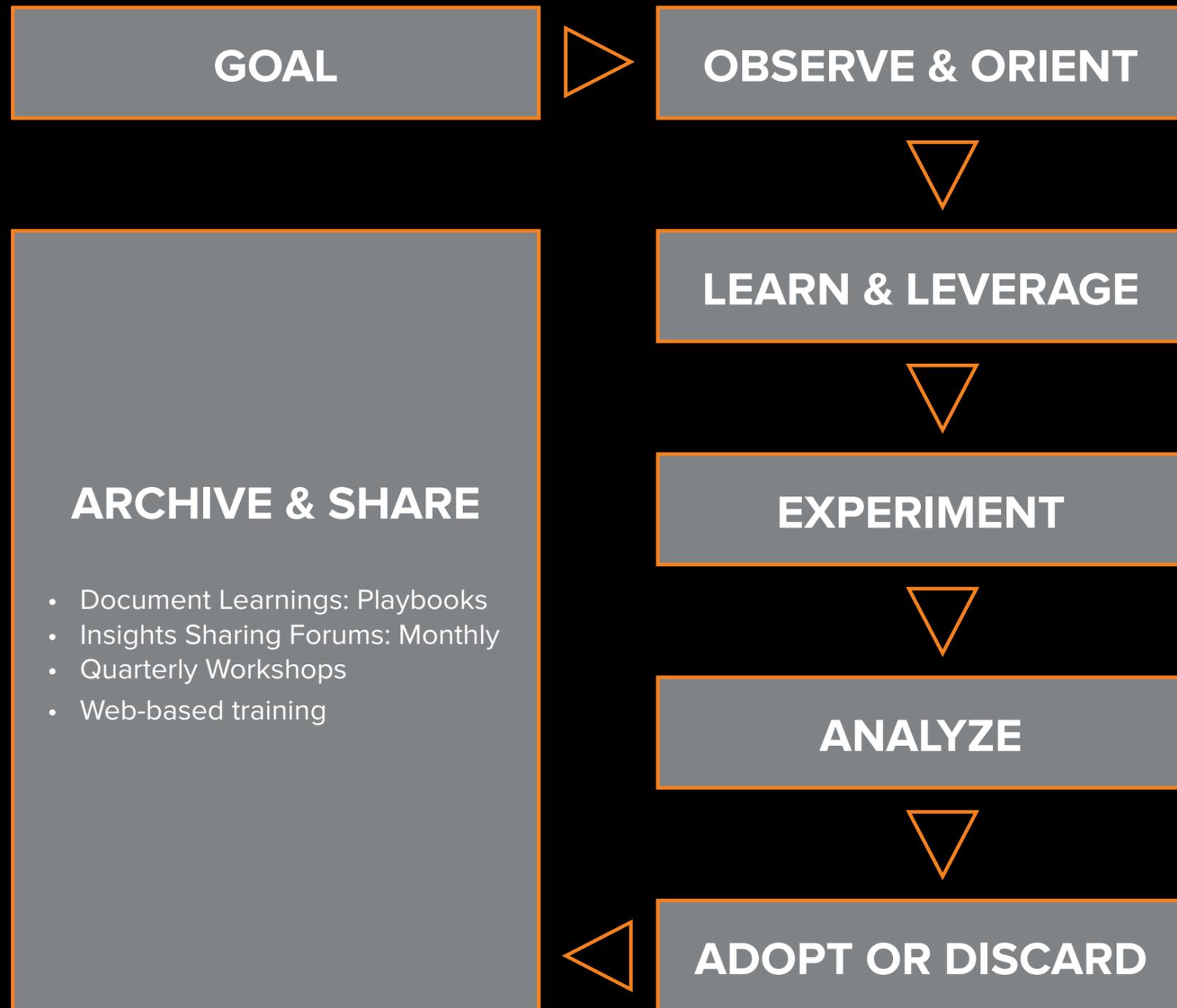
## Make Smart Shopping work.

Apply the steps mentioned below to set up your Smart Shopping ads for success:

- Start by creating campaigns for a limited set of top performing SKUs.
- Based on test results, expand to additional SKUs (based on sales volume and profitability).
- Regularly check the conversion data to determine when the Smart Bidding targets need to be updated.
- Revisit the budgets and targets during busy seasons more frequently.
- Ensure your feed quality is consistently good.
- Ensure adequate budget is allocated to the campaigns.
- Measure results and continuously optimize.



# TEST-LEARN-GROW FRAMEWORK



# 9

Make A/B testing a weekly mandate: 52 weeks = 52 tests.

Split testing (or A/B testing) is one of the important aspects of a digital marketer's role. At NetElixir, we place tremendous emphasis on building a disciplined and structured testing plan. You can use the TLG (Test-Learn-Grow) model to execute a continuous split testing program. Here are the top 5 things you need to keep in mind while designing a robust TLG plan:

1. Create a testing calendar where you write down the specific marketing element you want to test along with the reason.
2. For each test, start by creating a hypothesis that clearly articulates the problem you are trying to address.
3. Design the A/B test variations around the hypothesis you want to test. It is preferable not to have more than one control variable per test.
4. Run the tests for an adequate duration of time. Depending on what you are testing, your test goal, and other factors like seasonality, decide on the appropriate amount of time.
5. Analyze the data vs. your test hypothesis and decide on a plan of action.

# 10

Relentlessly measure, analyze, and apply the insights to drive growth.

Peter Drucker famously stated, “You can’t manage what you can’t measure.” However, there is something even more important when it comes to metrics and measurement: knowing what to measure. As a retail marketer, are you asking the right questions that help you measure, manage, and grow your business by focusing on the “right elements”? Once you have identified the set of metrics that are important for your business, are you rigorously using them to track progress? Here’s a sample tracker you can adapt for your business.

## KPI TRACKER

