

# PAID SOCIAL SOLUTIONS FOR RETAILERS

As one of the fastest growing and most influential B2C digital marketing channels, paid social is a potential gold mine for retailers who can capitalize on it. NetElixir's Paid Social solutions enable them to do just that, leveraging the unparalleled reach and precision targeting that social media advertising offers.

Combining deep industry expertise with AI-powered analysis and automation, NetElixir helps retailers connect with the right audiences across Facebook, Instagram, and Pinterest – turning those audiences into brand loyalists and paying customers.

## WHAT WE DO & HOW WE DO IT

More so than any other marketing channel, paid social lets retailers proactively reach desired audiences with pinpoint accuracy. It's an ideal channel for building brand and product recognition, generating qualified leads, and acquiring new customer segments. Paid social also offers a unique data-rich environment where retailers can quickly and cost-effectively test products, promotions, and messaging across different audiences.

NetElixir combines marketing psychology with hardcore data science to enable retailers to better understand and influence the behavior of their customers across all channels. Our analytical expertise is critical to navigating the data- and decision-intensive environment of paid social – and to achieving the very best results. Here's how we do it:

### Business Discovery

- Understand business considerations, product mix, paid search goals, current and desired audiences

### Paid Social Audit and Campaign Management

- AI-driven automation to scale performance management and maximize results
- Data-driven analysis of consumer behavior across devices and channels to identify high-performing strategies
- Superior end-to-end management, execution, and organization of prioritized campaigns
- Dynamic and highly customized business insights reporting
- Fantastically analytical, friendly, and dedicated account manager

### Influencer Marketing

- AI-powered influencer discovery and vetting based on audience demographics and predictive analytics
- Personalized outreach and activation of credible influencer
- Data-driven strategy toward high-value, user-generated content with real-time analytics and performance dashboards Performance tracking (via Smartly, Google Analytics, and NetElixir internal reporting)
- Weekly / monthly calls to share cross-channel performance insights, playbook ideas, budget pacing, competitive insights, industry updates

## THE NETELIXIR DIFFERENCE: TRUST, EXPERTISE, AND A PASSION FOR RETAIL

We take pride in our exceptional commitment to our clients' success. With an average account manager tenure of 4.5 years, our customers see us as a part of their core team and count on us to be by their side for the long haul. Here's what else our customers love about us:

We are **fanatically analytical**. NetElixir helps retailers analyze online consumer behavior to drive unparalleled results. In a space as complex as retail search engine marketing, a data-driven and analytical approach offers the most effective, proven path to success. Our team is brimming with retail-focused technologists, data scientists, and engineers who help our clients uncover the hidden patterns in their data – to more effectively find, target, convert, and understand their most valuable prospects and customers. We've developed an extensive proprietary retail insights database, as well as dozens of category-specific customer journey algorithms based on the 7+ million hours of retail digital marketing experience we've logged – all of which give our clients a clear competitive advantage.

We are **knowledge creators and sharers**. Paid search and shopping are rapidly changing marketplaces – which means that strategies that have worked well in the past can quickly become ineffective. Thus, at NetElixir, we are constantly testing, improving, learning, and innovating – never simply satisfied with the status quo. We work just as hard to share this knowledge – through webinars, whitepapers, and workshops on best practices, industry trends, and market forecasts – empowering our clients through education, so they can make the right strategic decisions for their businesses. We even offer honest guidance when we feel clients will get better returns by reducing paid search spend to focus on other marketing investments: our clients' success always comes first.

We have a **passion for retail**. From customer segmentation to the 4Ps of marketing, we understand the mindset and nuances of the retail industry, drawn from our experience across hundreds of retail niches. Whether it's the ability to handle fast inventory churn for fashion brands, optimize campaigns based on warehouse locations and shipping costs, evaluate return rate correlations across different customer contexts, or track omnichannel campaigns across web, mobile, and brick-and-mortar interactions – our deep retail expertise gives our clients the extra edge they need to succeed.

## KEY BUSINESS BENEFITS

- Improve search rankings in a sustainable, cost-effective way
- Identify, understand, and attract high-value customers through search
- Build long-term brand visibility
- Boost returns across all online marketing channels with a highly effective SEO foundation



Ames Walker partnered with NetElixir to implement a consistent and refined social media strategy that increased their YoY organic traffic by **26%** and YoY revenue by **30%**.



## ABOUT NETELIXIR

NetElixir is a global digital marketing agency dedicated to helping retailers find and engage their high-value customers online and acquire game-changing insights. Since 2004, our data-intensive approach and deep retail expertise have delivered success for hundreds of brands in highly competitive marketplaces. But our passion, dedication, and unwavering customer focus is what our clients value most – their goals become ours to achieve, and their expectations become ours to exceed.

