

# Maximizing Your Customer Base & Revenue In An Online World



Novus Laurus

Digital Business Strategies  
To Attract Customers To Your Website & Store



# Session Objectives

- State of Retail
  - Online is winning
- Does this mean anything for you?
  - What can YOU do?
- Understanding Online and Scaling
  - Visibility - can they find you anytime and from anywhere? are you above the noise?
  - Brand Utility (apart from brand promise)
  - Customer convenience
- How do you do it all Online?
  - Strategy

# State Of Retail: Overall Game

- Total World Retail sales: \$22.5 Trillion (eMarketer)
- Total US Retail Sales: \$5 Trillion (eMarketer)
- Total Retail in Vermont or USA market share: not that easily found!!



# State Of Retail: Numbers For Online



## Online Share of Total Retail Trade

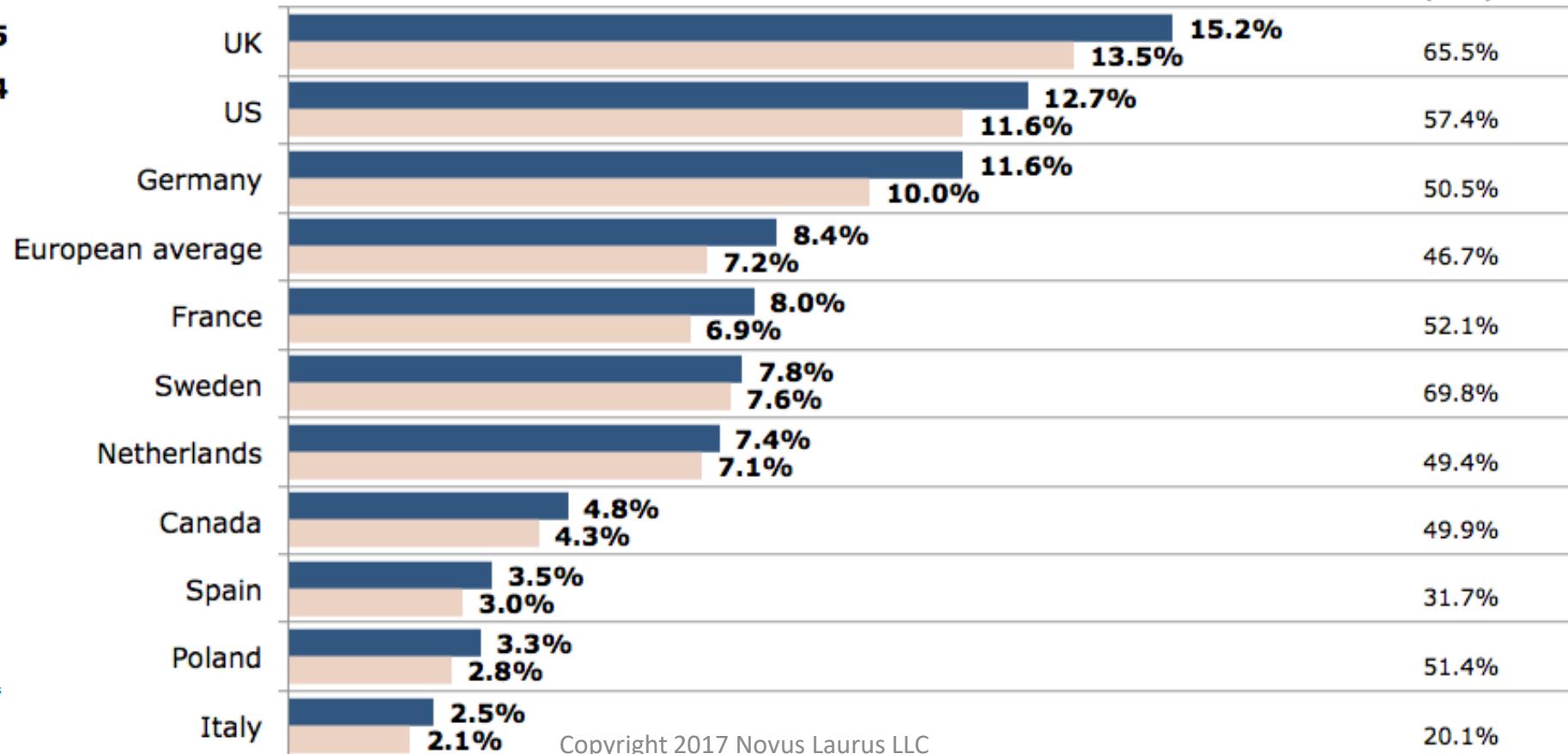
consistent definition of retail trade, excluding services, auto sales, and fuel/gasoline

2014-2015

% of total population  
shopping online  
(2014)

■ 2015

■ 2014



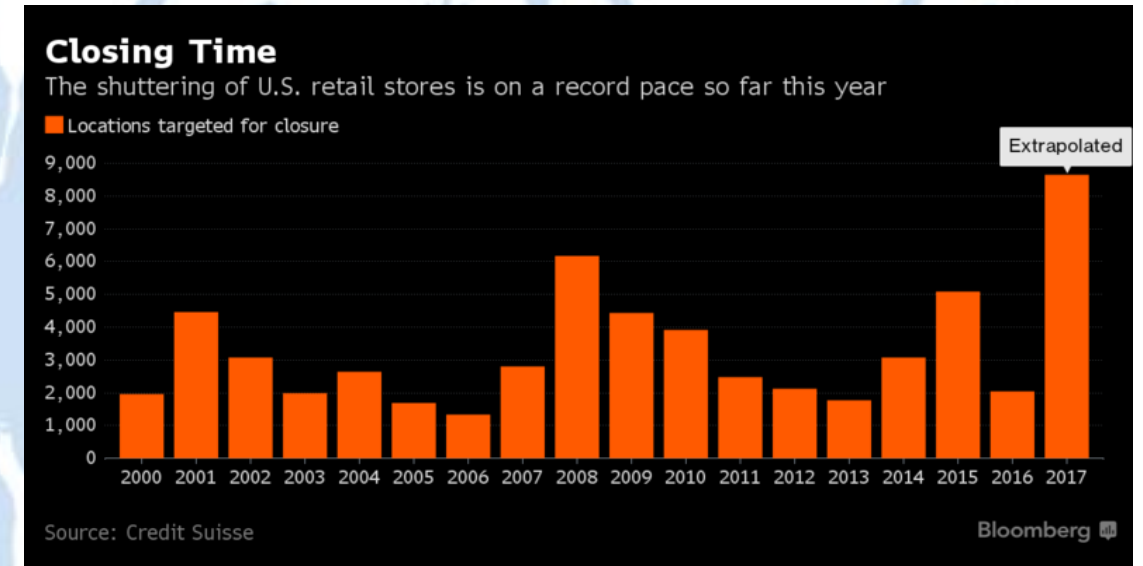
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# State Of Retail: Online Is Winning



## Store Closings



Staples sold itself and went private  
Rue21, Payless Bankrupt  
JCPenney, Sears, Macys closing stores



# Oracle of Omaha Says :



## Warren Buffett Biography

Business Leader, Philanthropist (1930–)

1.8K  
SHARES



Known as the "Oracle of Omaha," Warren Buffett is an investment guru and one of the richest and most respected businessmen in the world.

Warren Buffett's **Berkshire Hathaway** has sold off \$900 million of **Walmart** stock, choosing instead to invest billions in airlines.

The sale, which leaves Buffett with nearly no shares in Walmart, comes as the US's largest traditional retailer has been rushing to catch up to Amazon and other online competitors.



Billionaire investor Warren Buffett. Bill Pugliano/Getty Images

## Warren Buffett just dropped Walmart and signaled the death of retail as we know it

# Business Landscape Changes On You

Brick and Mortar will NOT vanish!

However Online margins will continue to pressure Brick and Mortar



**YOU have to find a balance!**

# Competitive Landscape Changes On You

hair dryer - Google Search

Secure | <https://www.google.com.pe/search?q=Blender&loq=Blender&aqs=chrome..69i57j0l5.13037j0j4&sourceid=chrome&ie=UTF-8#q=hair+dryer>

Apps ★ Bookmarks Staples outlook Sign Embedding Private Vi 2016 Virtual Reality Ev Campaigns and electi


Google hair dryer Sign in

All Images Videos News Maps More Settings Tools

About 60,500,000 results (0.79 seconds)

**8 Best Hair Dryers for 2017 -- Hair Dryer Reviews - Total Beauty**  
[www.totalbeauty.com](http://www.totalbeauty.com) > Beauty Tips > Hair Care > Hair care products ▼  
Hair dryers are key in our beauty routines, but it can be hard to tell if you're getting what you pay for. Is that \$300 blow dryer really worth it, or will a Conair hair ...

**Images for hair dryer**



→ More images for hair dryer Report images

**Hair dryer - Wikipedia**  
[https://en.wikipedia.org/wiki/Hair\\_dryer](https://en.wikipedia.org/wiki/Hair_dryer) ▼  
A hair dryer, hairdryer or blow dryer is an electromechanical device designed to blow normal or hot air over damp hair to accelerate the evaporation of water ...

**Hair Dryers| Amazon.com**  
<https://www.amazon.com/Hair-Dryers/b?ie=UTF8&node=11058141> ▼  
Results 1 - 48 of 2946 - Conair 1875 Watt Hair Dryer, White. ... Conair 1875 Watt Compact Folding...



# What Can YOU Do?

- Understand Online and Scaling Online
  - Information Conscious Customers
  - Convenience
- Create Online Strategy
  - Visible and Easy
  - Brand Utility & Customer Advocacy
- Execute and Enhance (Online changes fast) Strategy
  - Monitor Performance & Be Nimble
  - Be Aware & “Ahead” Of Trends



YOUR Customer

EYE  
GET IT

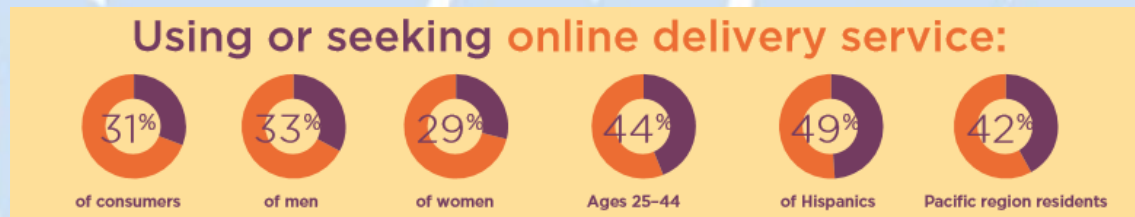
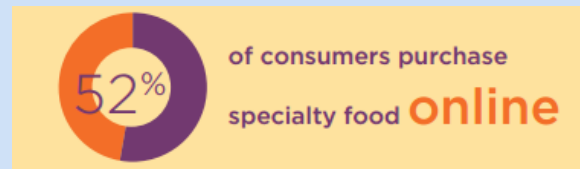


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Source – North American Consumer Trends by MINTEL

# Door Delivery

- Known anyone with an Amazon habit? Why is it a habit?
- Even the Perishable Food Industry has a habit:



Deliveroo is building  
Supply Chain  
Of Food Producers!!

Bottom Line: Make delivery  
**EASY** an **INEXPENSIVE**

# Where Should I Spend Scarce Marketing \$?

- Should I go all in on
  - Social Media?
  - Online Advertizing?
  - Local Radio?
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)



# Brand Utility Vs Brand Promise

- Brand Promise just says product or service is high quality and will do what is expected.
- Savvy marketing and sales folks always provide “VALUE ADD” that goes beyond the product – this is Brand UTILITY
- Online – this means CONTENT MARKETING: contextual information
  - Example: How to Videos for Electronics Products
  - Example: Home Beauty Tips and Articles for Beauty Products
  - Example: Recipes for Food Products
- Your Digital presence is a “Destination” or it does not exist!!





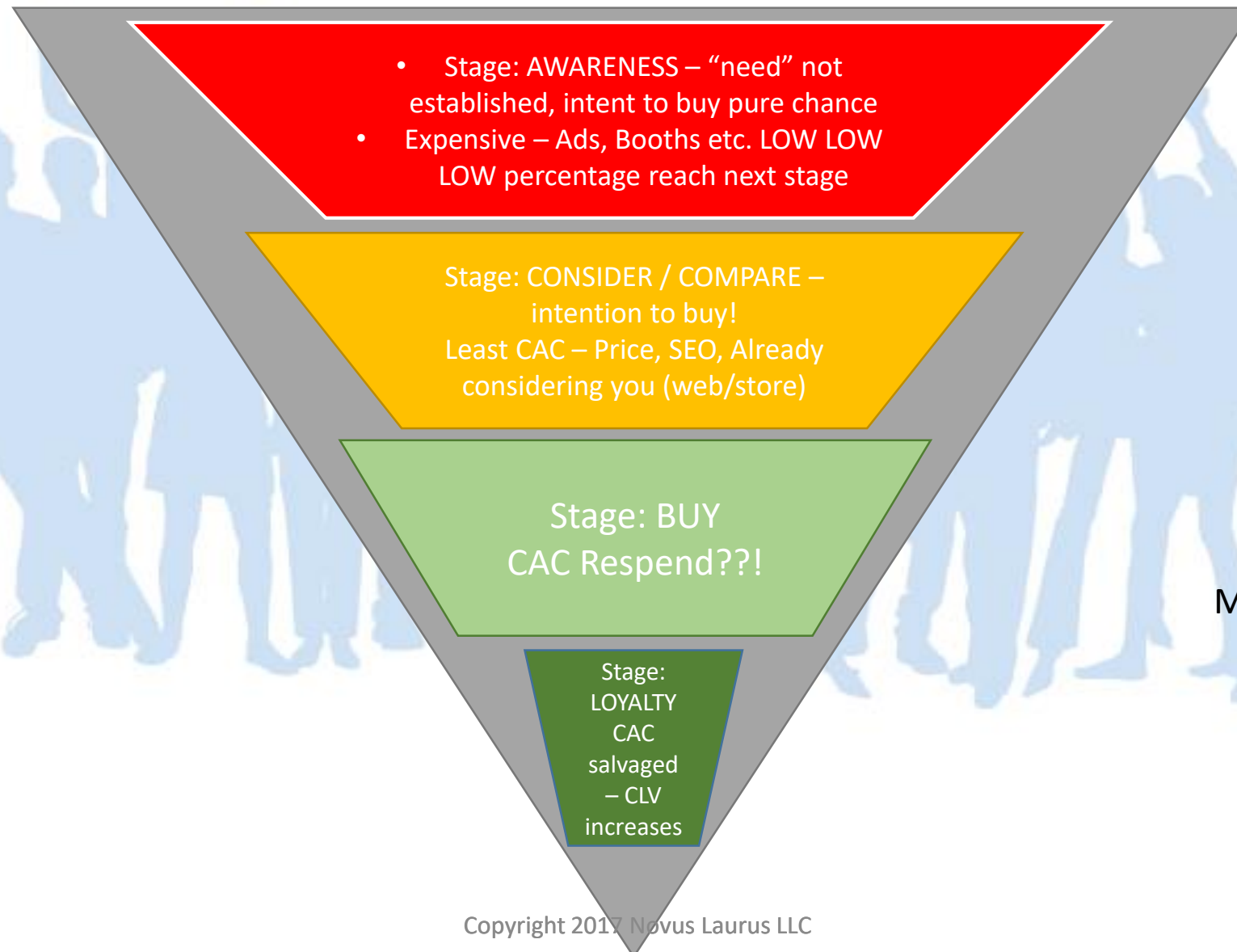
# CAC & LTV – How Business Live or Die

- If your Customer Acquisition Cost (CAC) is not much smaller than your Customer Lifetime Value (LTV) then your business cannot survive
- $CAC = \text{Total marketing and sales expenditure} / \text{Number of PAYING customers brought in}$
- $LTV = \text{Total revenue per customer over average period of loyalty (1-5 yrs)}$

Calculate by mechanism – Ads/Booths/SEO/Social  
Leave out one time or Cap Ex costs

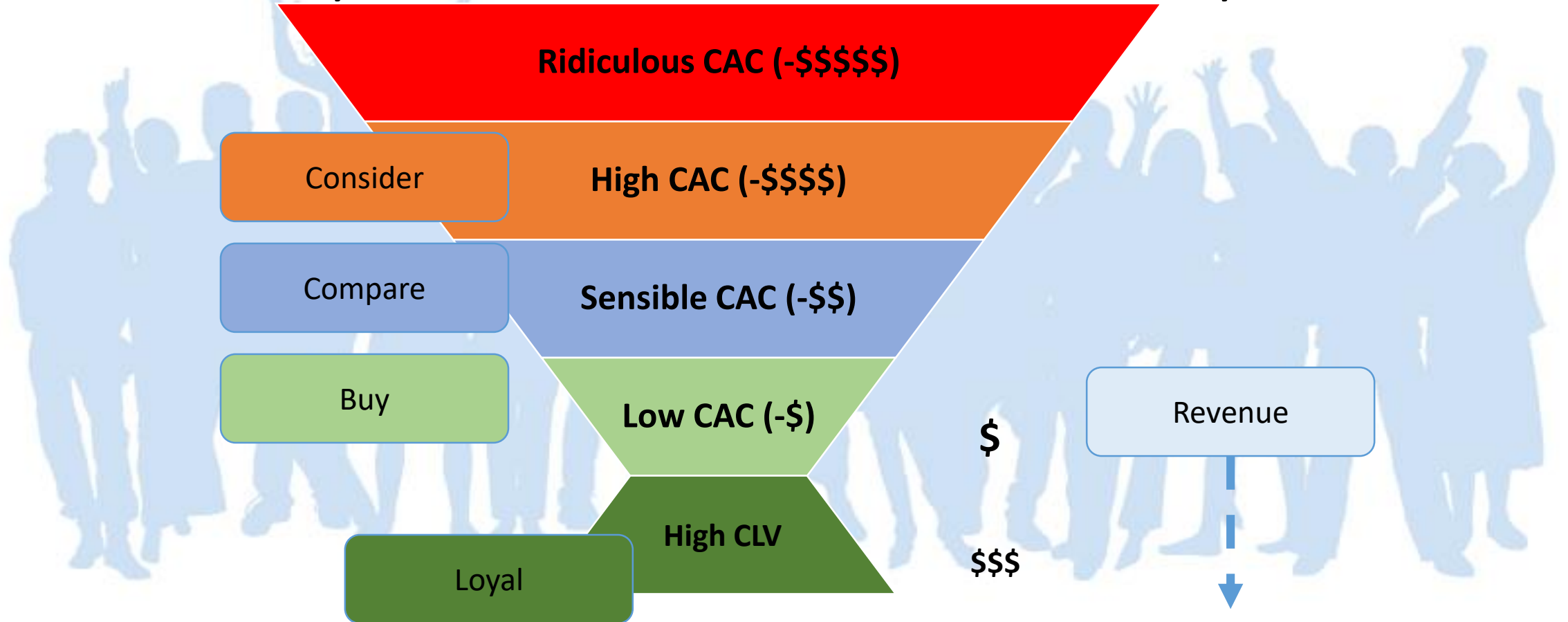


# Customer Acquisition Cost (CAC) & LifeTime Value (CLV)



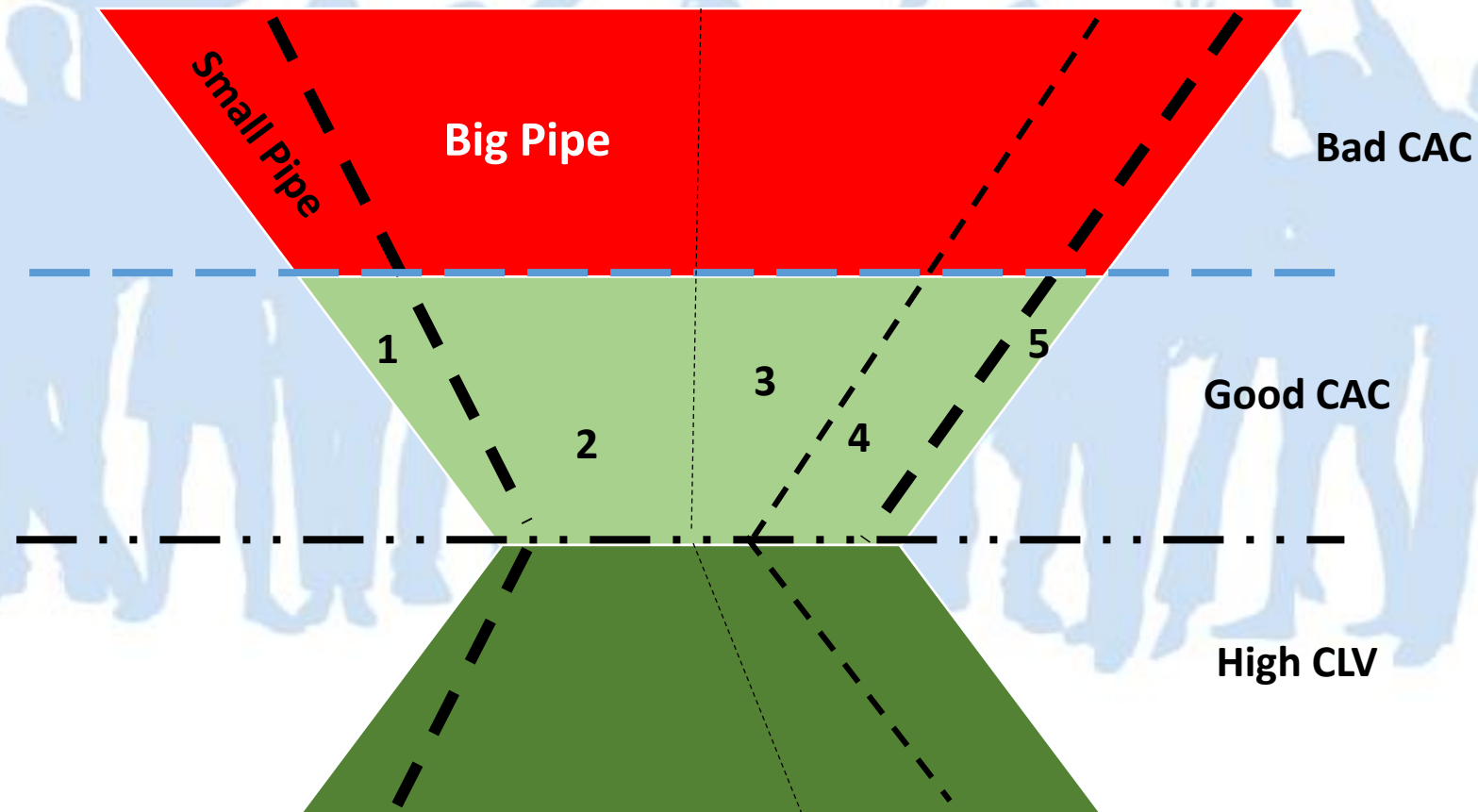
Marketing Funnel  
&  
Sales Pipeline

# Funnel Dynamics : Follow The Money



# Funnel Dynamics: Finding Best Pipes

Pipes: Types of customers, Different Products, Different Geographies, Different Channels



# Common Problems & Digital Roadmap



## Engagement

- Text heavy, Stale, Navigability, Visitor Intent not addressed,



## Calls To Action

- Weak, Absent, Too many



## Social

- Network not leveraged, Enthusiasts not Empowered, No Strategy or Custom Content



## Outcome Tracking & Optimization

- Analytics absent or not used, Insights not actioned



## Traffic

- SEO: Code, Keywords, Content, Links inadequate
- Custom Content



## Personalization

- Lack or absence of Visitor Specific Content or Paths

## Responsive

- Not accessible on all devices, Not Mobile enough for SEO



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# Engagement

I have content

I have ever smaller text

I have even smaller text

I really need you to read this

Please read my hot tiny copy

Did the visitor find what they  
came to find?  
Are they happy?  
Will they come back?

Different text

And  
Tiny  
copy

More text

And  
Tiny  
copy



# Driving Traffic

- Lowest Customer Acquisition Cost and Highest Lifetime Value

- Keywords visitors are using
- Landing pages with those words
- Links from other sites to those pages
- Coding practices



# Call To Action





# Personalization

- Who are they?
- What do they want?
- Identify Individual
- Segment and Assign Persona

Give them

- Accounts
- Wishlists
- Voice

Incentivize to return

- Shorter paths
- Recommendations



# Social

## Networks

- Where do your visitors like to play?

## Cultivate

- Identify and empower enthusiasts

## Virality

- Make content easy to ... SPIN and share





Goal Flow :

Viewed the blog

Select a segment

Connections:

# Driving Outcomes

Traffic Type



Direct  
917

Organic Search  
739

Referral  
443

Social  
259

Analytics

Home Page  
1.83K

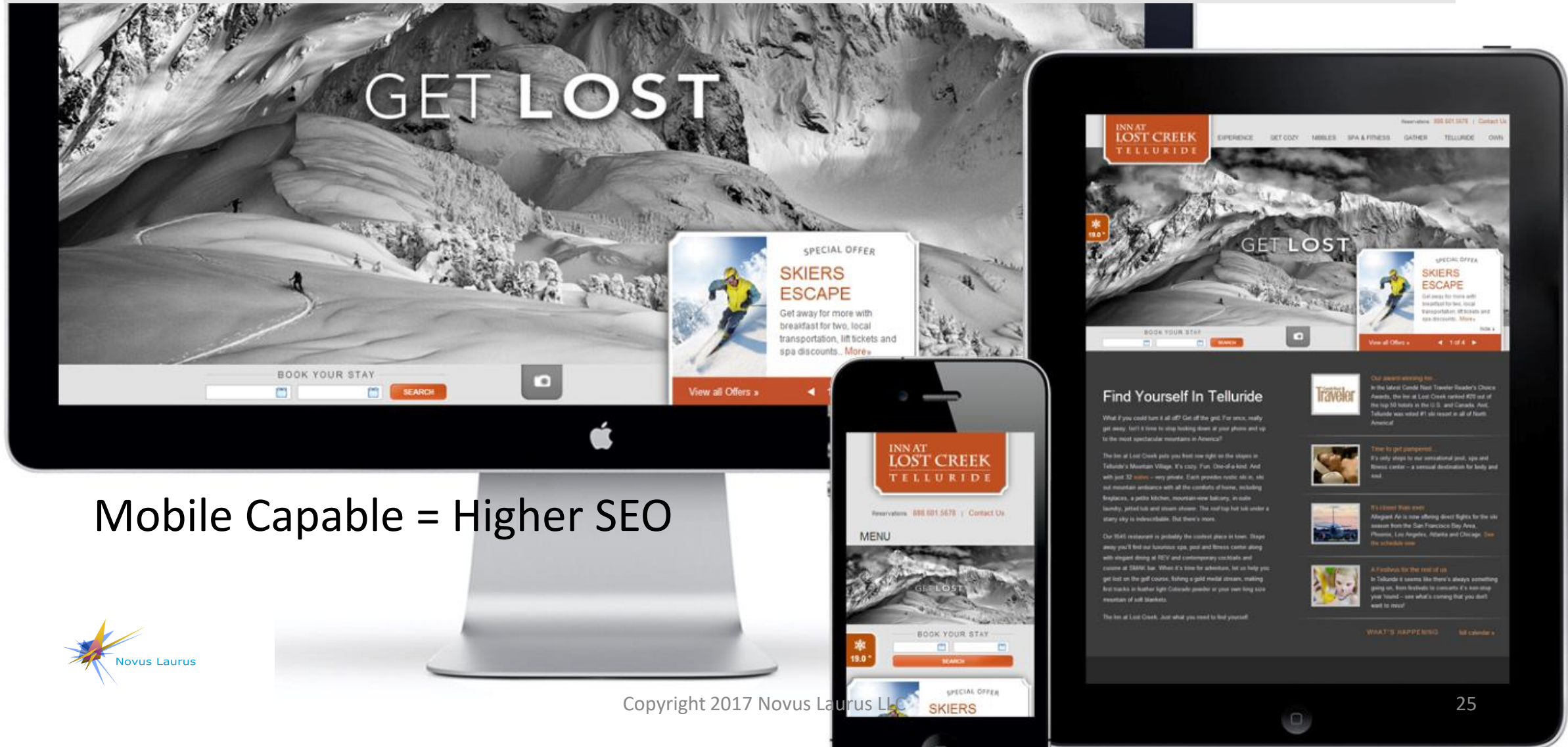
Viewed the blog  
1.22K

Insights

Redesigns & Updates



# Anytime, Anywhere, Any Device = Responsive



# Examples

- Ensnaring unsuspecting new customers who are searching for “artisan oil shave”
- Birch Box : makeup
- Magnolia : photography
- Plow and Hearth : home and garden



# Examples

- Ensnaring unsuspecting new customers who are searching for a way to combine grapefruit and beets
- WholeFoods Market
- Clif Bar
- Max Brenner Chocolate
- EarthBound Farm



# Cool Website Examples ... Not Expensive!!!

- [Caviar Store](#)
- Do NOT pay to develop from scratch!
- Just fill with your content
- Adopt the right digital strategy







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Your Investment & Strategy Partner



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