



STORY → PRODUCT → FLAVOR

SCALING BRANDS **ONLINE**



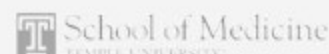
Daniel Snow
CEO & CO-FOUNDER
THE SNOW AGENCY



Dr. Jonathan Snow
COO & CO-FOUNDER
THE SNOW AGENCY



Color Reinholz
DIR. BRAND STRATEGY
THE SNOW AGENCY



Topic Overview

1 PERFORMANCE MARKETING

- Direct Response VS Brand Marketing
- Marketing Pipeline
- Marketing Bottlenecks for Emerging Brands
- Content That Converts
- 3 Pillars for Tiktok Marketing

2 GROWING YOUR BRAND ONLINE

- Understanding Performance
- Best Traffic and Retention Stack
- Business Intelligence and Analytics
- IOS14 & Digital Landscape
- Ad Destinations
- Payment Solutions

3 ECOMMERCE OPTIMIZATION

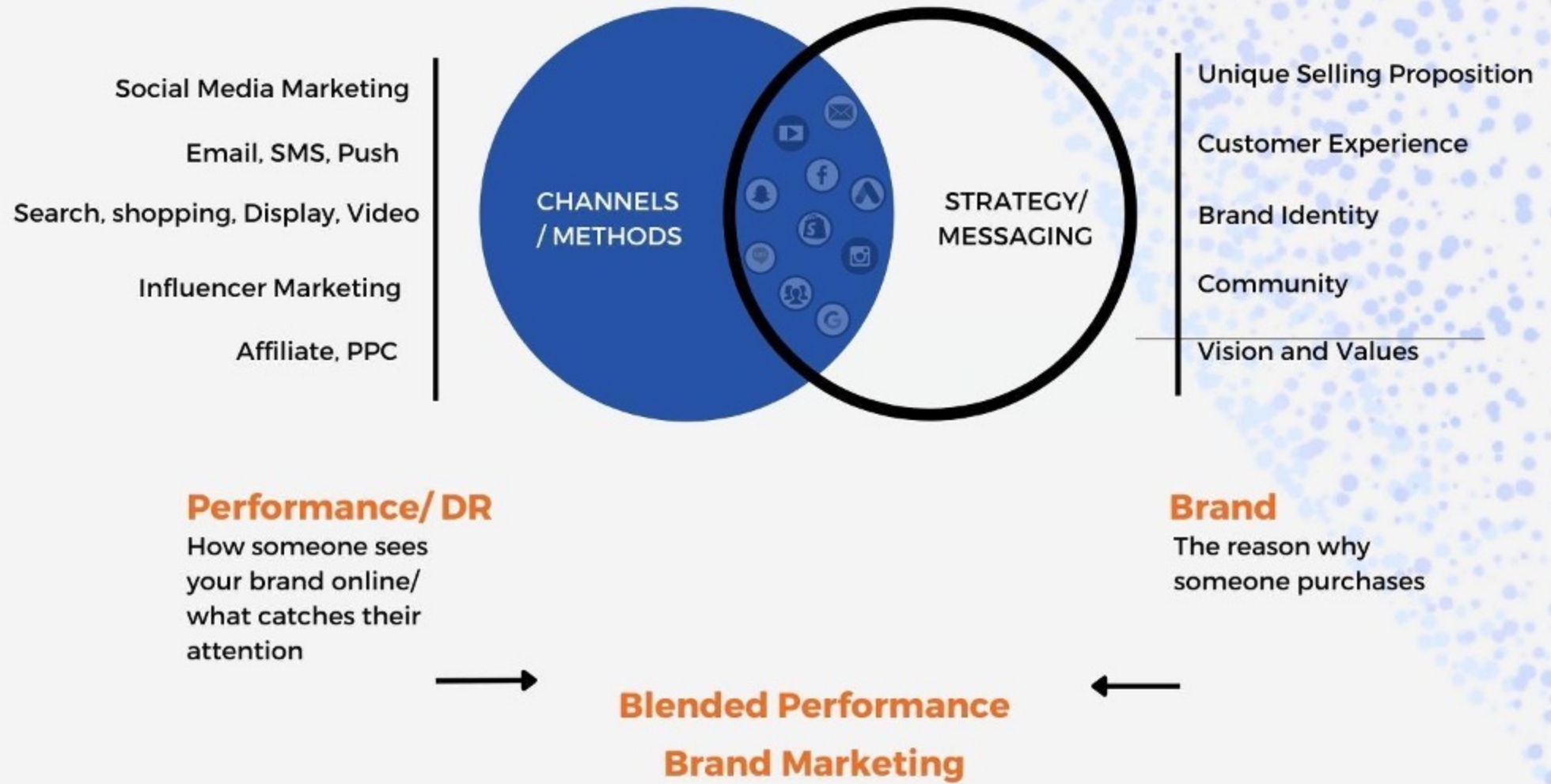
- Understanding Web Performance Metrics
- Mobile vs Desktop
- Merchandising
- Upsells & Product Bundling
- Social Proof
- Optimize Checkout

4 FUTURE OF DIGITAL

- Predictions
- Our App Recommendations
- Questions



BLENDED PERFORMANCE MARKETING



Direct Response VS Brand Marketing

SOMETIMES TAKING RISKS PAYS OFF

The Mary Sue

Duolingo's Delightfully Unhinged TikTok: Scrub Daddy Flirting!

About half the content is stuff you'd expect from a Duolingo TikTok. This includes reminders to log on and practice, shaming you for...

2 weeks ago

Ad Age

Creativity Awards 2022 Winner: Duolingo

By Erika Wheeler. Published on April 25, 2022. ... There is only one way to describe Duolingo's TikTok: They ... The language-learning app's videos feature...

2 weeks ago

The Philadelphia Inquirer

Scrub Daddy's CEO says the brand's 'more edgy' TikTok presence is paying off

And the brand's online fandom has birthed more than hybrid Duolingo-Scrub Daddy sponges. In March, Scrub Daddy took a new form when drag...

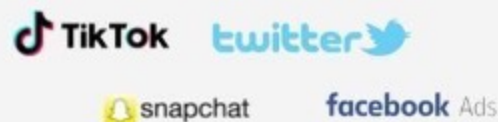
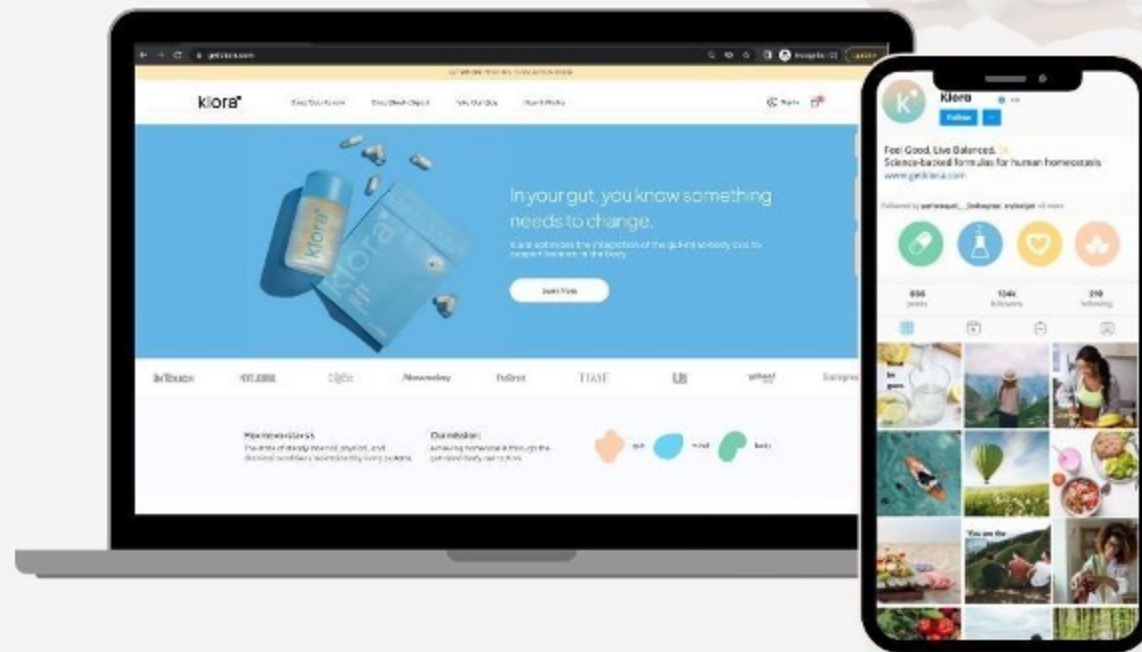
3 weeks ago

Marketing Mag

Duolingo gets massive TikTok following thanks to passive ...

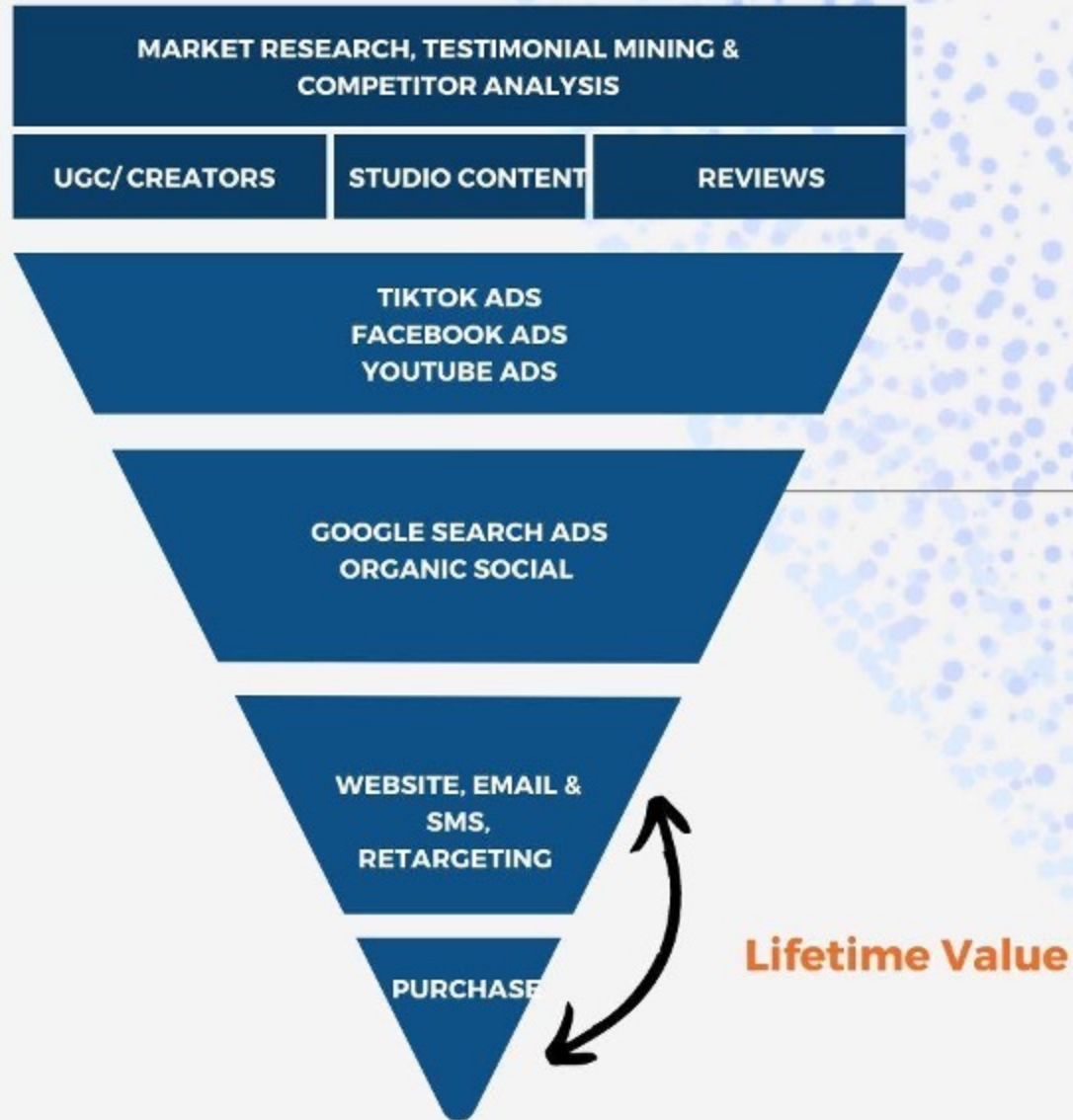
More recently, Duo, the duolingo owl, has become a bona fide hit on TikTok. The language company's page has accumulated more than three million...

4 weeks ago



The Snow Agency Marketing Pipeline

Success takes preparation. It's important to understand the competitive landscape, define your personas, identify pain & pleasure points and create content that compliments and converts.



EMERGING BRANDS - MARKETING BOTTLENECKS

Variety Of Content

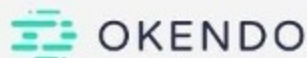
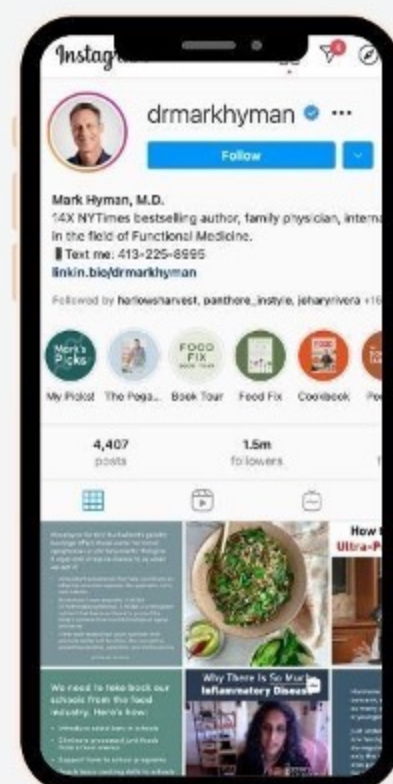
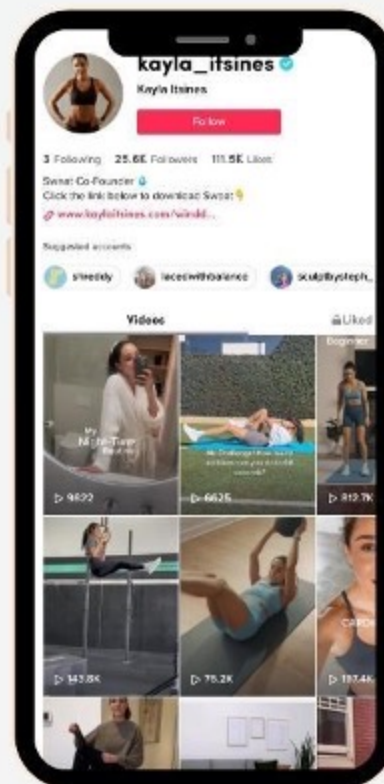
Biggest bottleneck for brands, especially new brands and retail brands launching DTC efforts - CONTENT!

- Video / UGC
- Photo

Video content is consistently the best performing content for acquiring new customers

How Do You Get It?

- Incentivize current customer base (free products, discounts, money, etc)
- Can be automated through review apps like Okendo
- Platforms like Insense or creative studios like kindred
- Tiktok creator marketplace - FREE to use!



Content Examples

PROBLEM / SOLUTION



TEXT MESSAGE STYLE



UVPs / KEY FEATURES

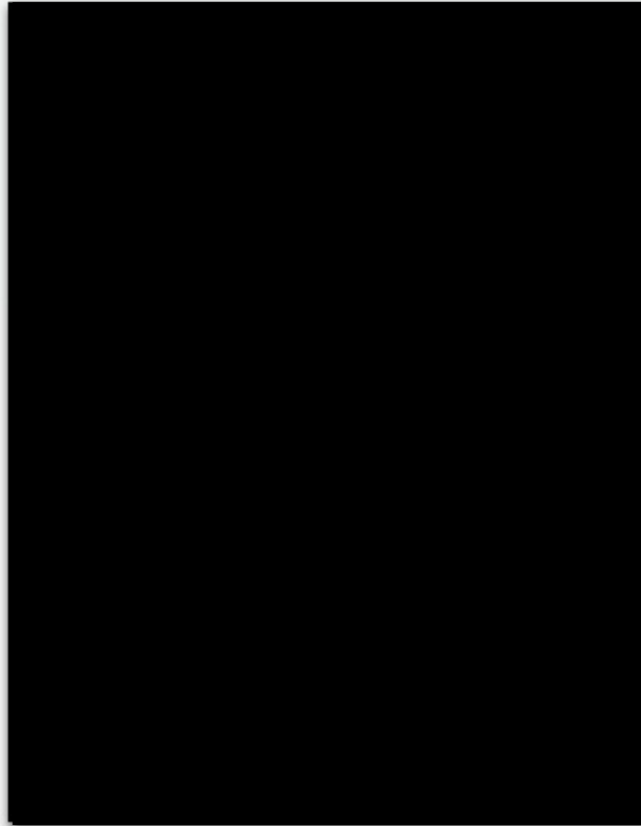


Content Examples

US VS THEM



VOICEOVER

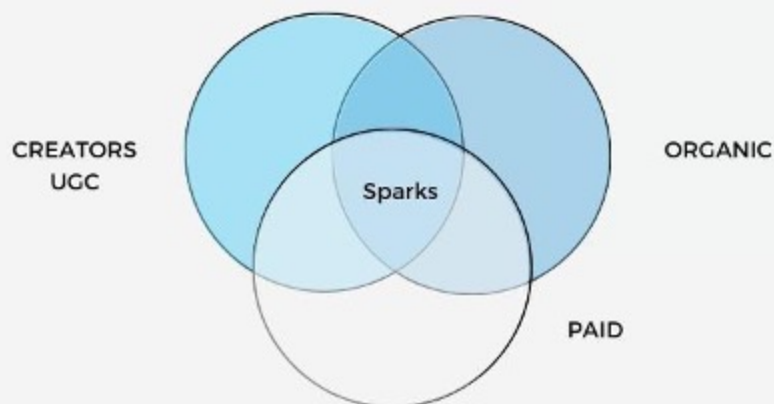


SOCIAL PROOF





3 PILLARS FOR SUCCESSFUL CAMPAIGNS

**1 Creators / UGC**

Platform native UGC should be delivered as one final ad-ready version as well as the raw footage from which you can create iterations for deep testing. Be sure to request spark codes!

2**Paid Ads**

TikTok ads are becoming the next best TOF traffic source w/FB. Sparks allow you to amplify brand and creator posts, giving the illusion of viral content. This creates a network & FOMO effect, where consumers want that next "viral" product.

3**Organic Management**

It's important to build an organic presence on the platform. This not only helps build trust with prospective customers it allows for spark ads.



Marketing KPIs

- **ROAS** Return On Ad Spend
- **MER** Marketing Efficiency Ratio
- **CPM** Cost Per Thousand Impressions
- **CTR** Click Through Rate
- **ATC** Add To Cart
- **CAC** Customer Acquisition Cost
- **CPA** Cost Per Action
- **CPC** Cost Per Click

Campaign	Status	Results	Reach	Impressions	Cost per result	Amount spent	Ends	CPM (cost per 1,000 impressions)	Purchase ROAS (return on ad spend)
SNOW (All Products) Custom (Retargeting) ...	yolck	170.14	42,183	196,525	\$26.42	\$4,491.97	Ongoing	\$22.88	2.05
SNOW (ALL PRODUCTS) MIXED (PROSPECTING) ...	yolck	32.11	26,281	90,219	\$29.47	\$1,196.76	Ongoing	\$28.82	1.79
SNOW (STEAM (MIXED) PROSPECTING) ALL ...	yolck	85.15	153,379	225,284	\$57.72	\$4,396.25	Ongoing	\$19.18	1.50
SNOW (ALL PRODUCTS) MIXED (PROSPECTING) ...	yolck	124.16	101,184	211,593	\$86.63	\$4,716.06	Ongoing	\$22.31	1.40
SNOW (ALL PRODUCTS) LAA (PROSPECTING) ...	yolck	319.11	238,691	458,643	\$35.86	\$1,824.85	Ongoing	\$25.55	1.22
SNOW (ALL PRODUCTS) LAA (PROSPECTING) ...	yolck	36.14	47,184	72,369	\$42.54	\$1,520.75	Ongoing	\$21.03	1.14
SNOW (Yoni Pearls) Mixed (Prospecting) ALL ...	yolck	194.11	225,695	476,125	\$42.63	\$1,182.96	Ongoing	\$17.05	1.01
SNOW (V DOOR) MIXED (PROSPECTING) ALL ...	yolck	125.11	72,273	174,527	\$42.46	\$1,300.05	Ongoing	\$20.27	0.89
SNOW (STEAM & VDOOR TEST) MIXED (PR ...	yolck	25.11	104,894	155,684	\$45.16	\$1,394.40	Ongoing	\$18.58	0.81
SNOW (ALL PRODUCTS) MIXED (PROSPECTING) ...	yolck	36.11	140,416	195,538	\$55.52	\$1,866.75	Ongoing	\$23.38	0.72
SNOW (WHITEST PEARLS) MIXED (PRO ...	yolck	80.11	84,175	131,469	\$56.84	\$1,858.70	Ongoing	\$28.56	0.64
SNOW (V DOOR) MIXED (PROSPECTING) ALL ...	yolck	14.11	15,372	30,771	\$66.42	\$957.05	Ongoing	\$20.36	0.58
SNOW (All Products) Mixed (Prospecting) ALL ...	yolck	5.11	51,989	36,543	\$80.46	\$751.11	Ongoing	\$12.74	0.21
Results from 10 campaigns	yolck	1,316.11	884,675	2,517,810	\$42.63	\$66,274.07		\$21.56	1.11



THE BEST TRAFFIC & RETENTION STACK

1

The gold standard



shopify

Shopify Audiences

shopifyplus EXCLUSIVE

- If we're launching any DTC brand today, it's on Shopify
- Turnkey solution, lowest barrier to entry
- Other options require more developer resources & investments for launch and maintenance
- App ecosystem is light years ahead of any other platform
- Best apps are built Shopify-first

Shopify "PROMISE": Doubling down on CLTV & consumer experience

- Acquired Deliverr for \$2.1B to offer an Amazon Prime-like experience w/ 2-Day free shipping
- UVP: offering brands to enable an Amazon-like shopping experience for consumer, but brand will own all the first party customer data (unlike sellers on Amazon).
- Displays delivery date on PDPs and at checkout for transparent delivery times (increases conversion rate)
- Free 2-day shipping will increase conversion rate and CLTV (thanks to the positive experience with the brand)
- Track warehouse processing and delivery times of your packages and identify areas for improvement right in your dashboard



THE BEST TRAFFIC & RETENTION STACK

2 Top of funnel

3 Pillars

- Creator
- Organic
- Paid

Fall-Off Traffic

- Paid Search (Google Ads)
- Marketplace (Amazon, Walmart, etc)



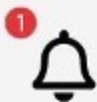
3 Retention marketing



Email



SMS



Push



4 Competition & costs

Rising CPMs, rising competition online, rising CACs, the way to win is through LTV & brand stickiness/loyalty. If CAC rises, simple math tells us to increase LTV proportionally, or more.

$$\frac{\text{CAC}}{\text{LTV}}$$

5 Stickiness & longevity

- Community building
- Phenomenal product
- Brand awareness
- Mission-driven
- Blank canvas post-purchase experience



BUSINESS INTELLIGENCE & ANALYTICS

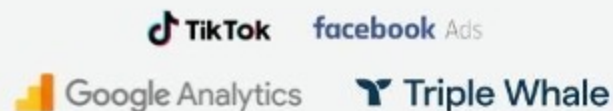
6 Omni-channel growth



Adapting an omni-channel approach is essential to weather industry ups and downs.

7 Attribution

How are you measuring results and attributing sales per each channel? Cross-referencing or trusting the pixel?



Triplo Whale

Search: First | 2021/06/10 - 2022/06/09 | Export Data | Attribution Model: Triple Attribution + Views

Source	Spend	ROAS	ROAS	ROAS	ROAS	ROAS	ROAS	ROAS	ROAS
Google	\$203,461.00	2.56	-	0.67	4230	\$255,600.76	\$77.69		
Facebook	\$854,757.61	1.35	-	0.34	3572	\$258,085.00	\$71.99		
Organic And Social	\$0.00	0.00	0.00	0.00	1002	\$01,702.92	\$0.00		
Attribution	\$0.00	0.00	0.00	0.00	1112	\$61,200.16	\$0.00		
90 Day Engaged	-	-	0.00	0.00	222	\$12,670.71	\$0.00		
Attributed	-	-	0.00	0.00	201	\$11,595.54	\$0.00		
Attributed	-	-	0.00	0.00	145	\$5,874.33	\$0.00		
30 Days Engaged	-	-	0.00	0.00	196	\$5,775.52	\$0.00		
Klarna	-	-	0.00	0.00	79	\$6,716.95	\$0.00		
Shop apps	-	-	0.00	0.00	78	\$4,415.98	\$0.00		
Sevle_rewards	-	-	0.00	0.00	65	\$3,099.26	\$0.00		
Master Segment	-	-	0.00	0.00	82	\$3,004.45	\$0.00		
Clicked 90 Days	-	-	0.00	0.00	56	\$2,732.26	\$0.00		
Totals	\$1,058,218.62	1.94	0.00	0.41	12447	\$776,895.33	\$108.48		

Channel Overlap | Live Orders



The Digital Landscape

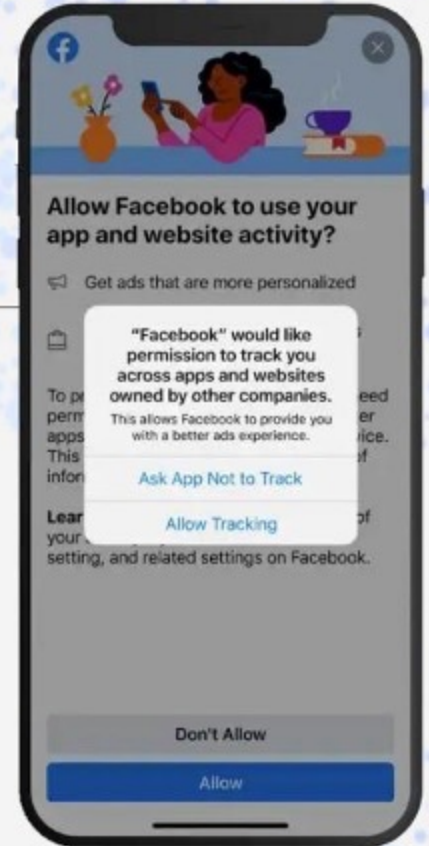
1

IOS 14 RAMIFICATIONS Apple

- What happened and who was affected?
- What can we do to track performance better?
The rise of alternative tracking solutions
- First & 0-party data

2

PRIVACY UPDATES



Ad Destinations

- Utilize custom LPs for ads

Your PDP should not out perform your landing pages. If it is, this is an indicator you need to rework it.
- Test angles that compliment your specific ad creatives

For example, if one of your product's benefits is hair and nail growth, you could create a problem solution mashup and drive to a landing page specifically about that.
- Third-party article placements

Paid placements allow you to create the content/ angle in article form. Add a CTA with Sniply!





That Transforms Your Eating Routine for Good

SHOULDER'S SECRET

5 Stars

Why Everyone chooses to Get KOS Plant-Based Protein

The best brand you can get is the best in your hands.

4 Reasons You Should Get Plant-Based Protein

The superfoods that make it great

Shop Our Special Deals

COINED BY KNOWLEDGE PEOPLE

REAL REVIEWS. REAL RESULTS.



MEN'S JOURNAL

I Thought My Brain Fog And Fatigue Was From Depression

By Men's Journal Editors

This is sponsored content. Men's Journal is not endorsing the website or products set forth below.

For years, it felt like I was going through the motions of life. I was constantly tired, I had trouble concentrating, and I felt unmotivated. The scariest part of it all was that I had no idea why.

I figured I was just struggling with the demands of everyday life. Balancing jobs, family, exercise, relationships and free time was difficult, and I felt like I had no time to breathe. I couldn't understand why everything was so difficult for me when everyone else seemed fine.

I tried everything for my depression: exercise, talk therapy, eating right, but nothing seemed to make any major improvements. Then, one visit to my doctor changed EVERYTHING.

The remarkable part about my visit was that it was just a routine check-up. I had been suffering from gastrointestinal discomfort for a while, primarily bloating, and I was due for my physical anyway. When I explained my gastrointestinal and depressive symptoms to my doctor, he stopped in his tracks. I was shocked when he told me that my brain fog and fatigue were likely the cause of my persistent gut issues.

He explained that for years, scientists and doctors have viewed gastrointestinal discomfort as isolated stomach problems. Treatments for gut disorders have traditionally been based on relieving common symptoms like bloating, abdominal pain, acid reflux, constipation, and more. But those treatments are largely reactive and have failed to be a long-term solution for millions of people. What people like me failed to realize is that gut and psychological issues are not isolated conditions. They're both determined by the gut-brain-body axis.

KOS

Better mental and physical health starts with your gut! Get 50% off now! **GET 50% OFF**



Content Hub



The Daily Post
Sponsored



When your skin looks good, you feel good! Whether you're dealing with wrinkles and fine lines, dryness, or dull skin, the right moisturizer can make all the difference for your skin 😊

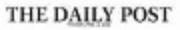
Check out the Top 5 Moisturizers for Women in 2021 !
<https://thedadilypost.co/top-5-moisturizers-for-women/>



THE DAILY POST.CO
Top 5 Moisturizers for Women in 2021 - The Daily Post
Find the secret to hydrated, youthful skin Sponsored It seems like more products than ever are out there advertisin...

Learn more


3RD-PARTY AD



THE DAILY POST

Top 5 Moisturizers for Women in 2021

Not all more is better, period. It's about the right products for your skin.




It seems like more products than ever are out there advertising themselves, and it's not just about the products themselves, but the way they're marketed. It's not just about the products themselves, but the way they're marketed. It's not just about the products themselves, but the way they're marketed.

The skin care industry often pushes relatively "new" products, but the reality is that the skin care industry is not always as innovative as it seems. It's not just about the products themselves, but the way they're marketed. It's not just about the products themselves, but the way they're marketed.

The recent wave of the skin care industry is not just about the products themselves, but the way they're marketed. It's not just about the products themselves, but the way they're marketed. It's not just about the products themselves, but the way they're marketed.

#1 Firm & Lift Regeneration Cream by Saronghae




It's not just about the products themselves, but the way they're marketed. It's not just about the products themselves, but the way they're marketed. It's not just about the products themselves, but the way they're marketed.

This is our top pick for a couple of reasons - it's not just about the products themselves, but the way they're marketed. It's not just about the products themselves, but the way they're marketed. It's not just about the products themselves, but the way they're marketed.


20% OFF Discount for the Firm & Lift Regeneration Cream

Learn more

#2 Multi-Active Day Cream SPF 20 - All Skin Types




LANDING PAGE



Saronghae

Firm & Lift Regeneration Cream




It's not just about the products themselves, but the way they're marketed. It's not just about the products themselves, but the way they're marketed. It's not just about the products themselves, but the way they're marketed.

20% OFF Discount for the Firm & Lift Regeneration Cream

Learn more

Get your skin care routine on track with the Complete 8-Step Routine



It's not just about the products themselves, but the way they're marketed. It's not just about the products themselves, but the way they're marketed. It's not just about the products themselves, but the way they're marketed.

Learn more

Customer Reviews

3.5

Based on 7 reviews

It's not just about the products themselves, but the way they're marketed. It's not just about the products themselves, but the way they're marketed. It's not just about the products themselves, but the way they're marketed.

Learn more

PRODUCT PAGE



Payment Solutions

1 MERCHANT FEES

Carefully select your merchant processor. Most have negotiation room based on volume.

2 OPTIMIZE FOR RECURRING REVENUE

Any business we launch we seek to incorporate this element. Shopify makes it easy through their integration with Recharge. Charge every 28 days.



3 BNPL OPTIONS

Klarna. afterpay  affirm 

56% of Americans have used a buy now, pay later service
(Data source: The Ascent surveys of American adults 2021).



Jonathan Snow, DMD
@drjonathansnow



scan to ...
follow me!

Case Study (CPG Brand):
L30 Days

🚀 Klarna: 9.7% of store revenue!
— Affirm: 2.2% of store revenue!
🔥 BNPL: 11.9% of store revenue



TOTAL Sales: \$346,799.67/ AOV \$58.17 / 6,000 orders

💰 Klarna: Total Rev: \$33,643.49, AOV \$92.68

💰 Affirm: Total Rev: \$7,737.09, AOV \$87.92

12:39 PM · May 27, 2021 · Twitter Web App



UNDERSTANDING & OPTIMIZING WEB PERFORMANCE

Driving traffic is only half the battle! How do you convert prospects into customers?

1

ECommerce KPIs

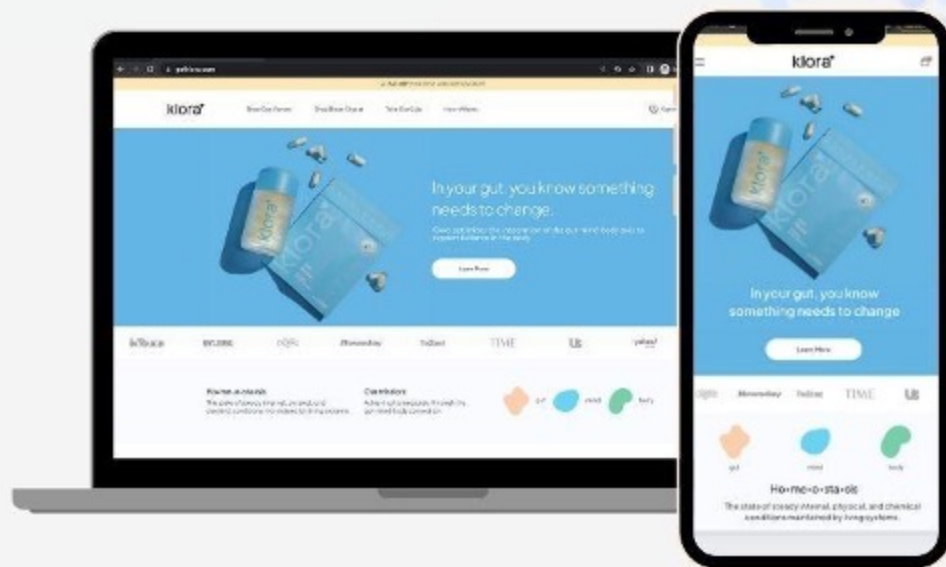
- **CR** Conversion Rate (2% or higher)
- **AOV** Average Order Value
- **LTV** Customer Lifetime Value
- **ATC** Add To Cart
- **MRR** Monthly Recurring Revenue
- **Churn** Subscription Customer Churn Rate
- **Returning Customer Rate**
The percentage of customers that have placed more than one order from your store within a specific date range.
- **Bounce Rate**
People who visited your landing page and left your website from the landing page without browsing any further or taking any action.

2

Top Ecommerce Tips

• Mobile-First Approach

Design your website based on mobile. 90% + of traffic will be mobile, especially if utilizing social ads. Plus better ranking with google.



Top Ecommerce Tips Cont.

• Merchandising Matters

Just like with a physical storefront, merchandising online has a direct impact on sales and AOV. Merchandise your site in a way that is intuitive as this will directly impact revenue.

IN-STORE	VS	ONLINE
Storefront	→	Homepage
Signage	→	Nav / Hero/ header
Departments	→	Collections
C. S Desk	→	Search & FAQ
Products	→	Photos, Descript, Vids
Sales Associate	→	Recommnd. & Reviews
Cashier	→	Checkout

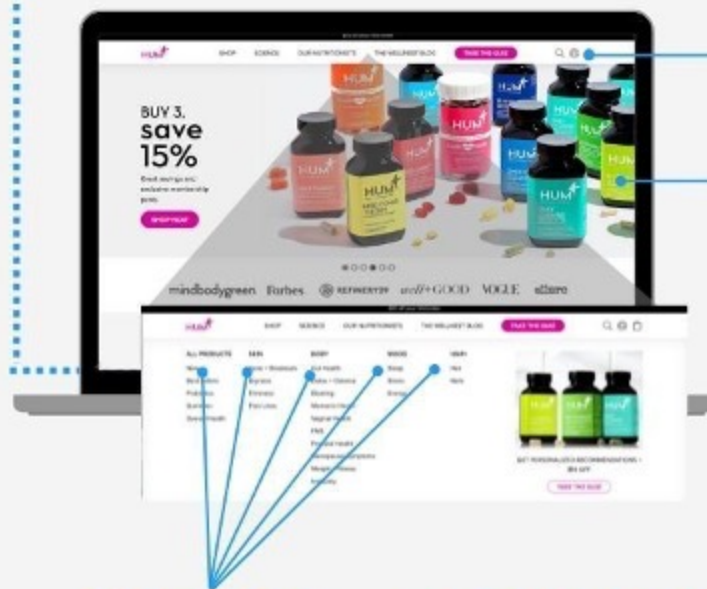
HEADER

Everything above the fold

NAVIGATION

HERO

Primary banner



COLLECTIONS

All, Skin, Body, Mood, Hair +

RECOMMENDATIONS

YOU MAY ALSO LIKE



OMGI OMEGA THE GREAT™

★★★★★ 4.7 150 Reviews

Supports even skin tone and heart + brain health



SKIN SQUAD PRE+PROBiotic™

★★★★★ 4.4 171 Reviews

Restores the gut + clear skin

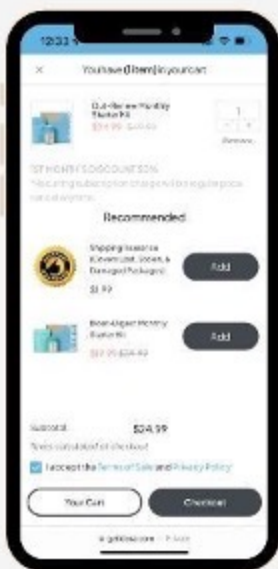


Top Ecommerce Tips Cont.

• Upsells

Offer upsells in-cart, in-checkout and or post-purchase to increase product exposure and AOV

BONUS Offer your own shipping insurance option



IN-CART



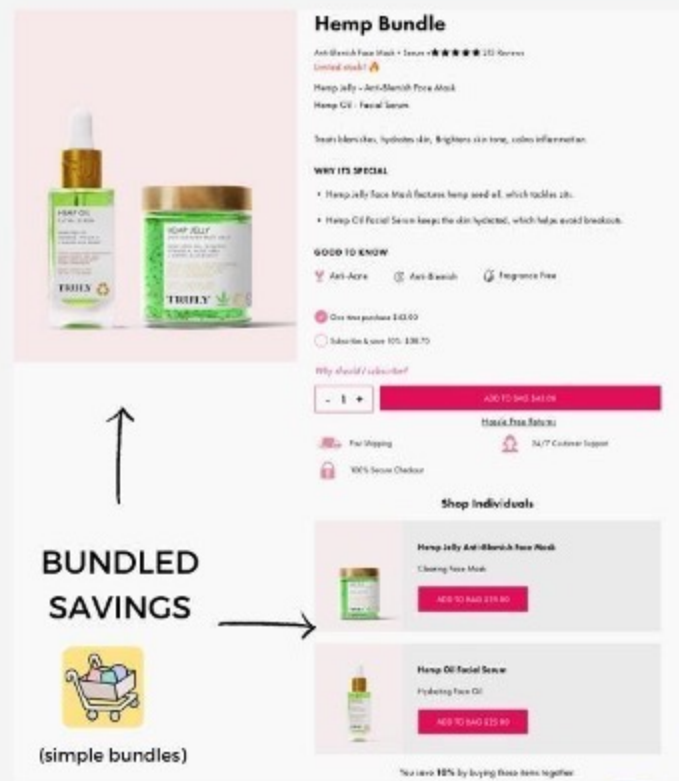
IN-CHECKOUT



POST-PURCHASE

• Bundling Products

Bundle your products and offer incentives for a higher AOV and more product exposure



Top ECommerce Tips Cont.

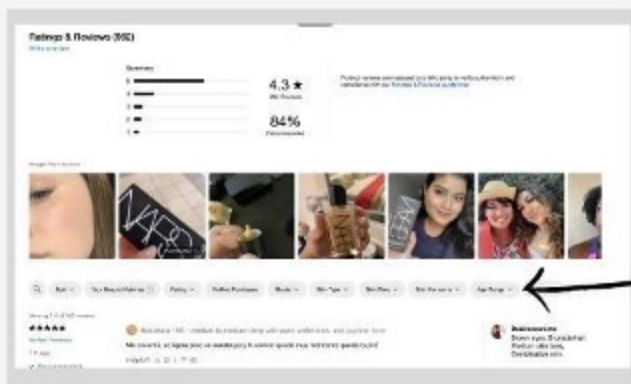
• Social Proof Matters

Product reviews, user-generated content, features, social presence all help to build authority and trust



STAR RATINGS & COUNT ON PDP AND OR COLLECTIONS PAGE

Reviews also help with your site building authority with google.

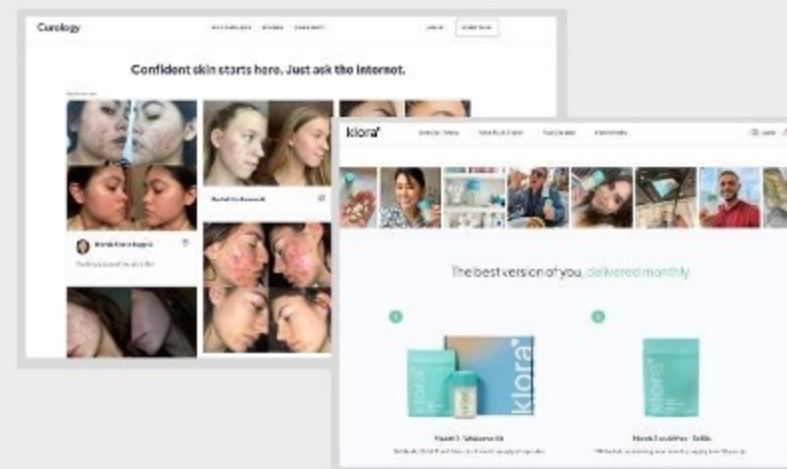


FILTERED REVIEWS

Customize your filters to allow users to filter based on benefit, demographic, etc.

UGC GALLERY PLACEMENTS

Shoppable UCC galleries anywhere on site



TESTIMONIAL CALLOUTS



PRESS FEATURES



Top ECommerce Tips Cont.

- Pay Attention To The Fold

Above the fold refers to how a page loads on any given device. Anything you see without having to scroll is considered "above the fold" and has the highest chance of being bought/seen.



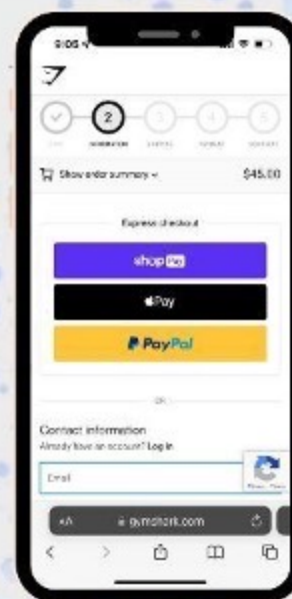
CTA IS BELOW
THE FOLD



CTA IS ABOVE
THE FOLD



- Offer Faster Checkout Options





Conclusion:

Site performance has a direct impact on your ROI. You can not have strong marketing performance without an optimized website.

Double your CR = 2X your ROAS!



Future Predictions

1 DIGITAL

- AI & ML/ Automated Media Buying
- Live Shopping
- Web 3 will open new advertising channels
- Rise in Crypto Payments
- Social Commerce will continue to rise. Sales through social media channels around the world are expected to nearly triple by 2025. About 30% of internet users in the US already make purchases directly within social platforms - Shopify report 2022
- As third-party cookies phase out and advertising conversion rates continue to plummet, 80% of marketers will likely abandon personalization efforts by 2025. - Shopify report 2022

2 A FOCUS IN RETENTION

- Brand communities become key to building trust, brand equity, and improving customer retention
- NFTs will be a way to allow super fans to own a piece of the brand
- Subscription models
- Email, SMS & Push marketing focus



61%

Growth in livestream selling app installs globally between January 1, 2021 and September 30, 2021, compared to the same time period in 2020

Internal Shopify data



Integrations/ Tools By Function

• Email	Klaviyo	• BNPL	Klarna /
• SMS	Attentive	• Platform	Afterpay
• In-cart/post upsell	Rebuy	• CS	Gorgias
• Thank you Page	Reconvert	• CTA articles	Sniply
• Reviews	Okendo / Stamped io	• Rewards	Smile or Stamped
• Post-purchase survey	Reconvert	• Bundling	Simple bundles
• Subscriptions	Recharge	• Push Notif.	Aimtell
• Heat maps	Lucky Orange/ Hotjar	• Custom App	TapCart
• Landing Pages	Zipify / PageFly		
• Tracking page	Malomo / Fenix		
• Attribution/Tracking	Triple Whale		
• Shop Quiz + (zero party data and product recommendations)	Octane Ai		



*scan for our
favorite apps*



THE SNOW AGENCY RECOMMENDATIONS

Questions?



@iamdansnow

Dan@thesnowagency.com



/danielsnow24/

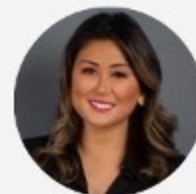


@drjonathansnow

Jon@thesnowagency.com



/drjonsnow/



@color_reinholz

Color@getklora.com



/colorreinholz/