

5 Effective Ecommerce Campaigns

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Steve Deckert, Sweet Tooth





Customer Loyalty for eCommerce

Introductions

Who is Sweet Tooth?

Steve Deckert

@sweettooth



INDUSTRY PARTNER



Customer Loyalty for eCommerce

Who is Maggie's Direct?

MaggiesDirect.com

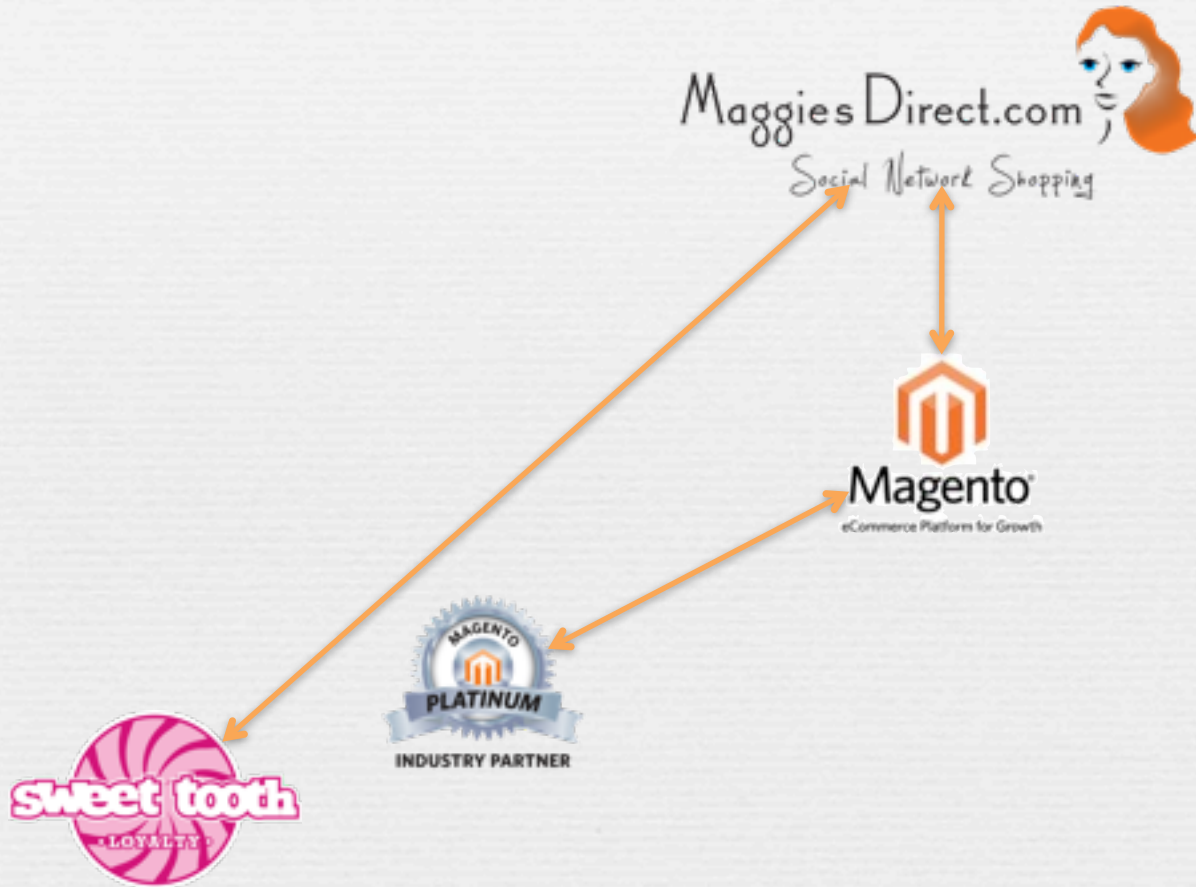


Social Network Shopping

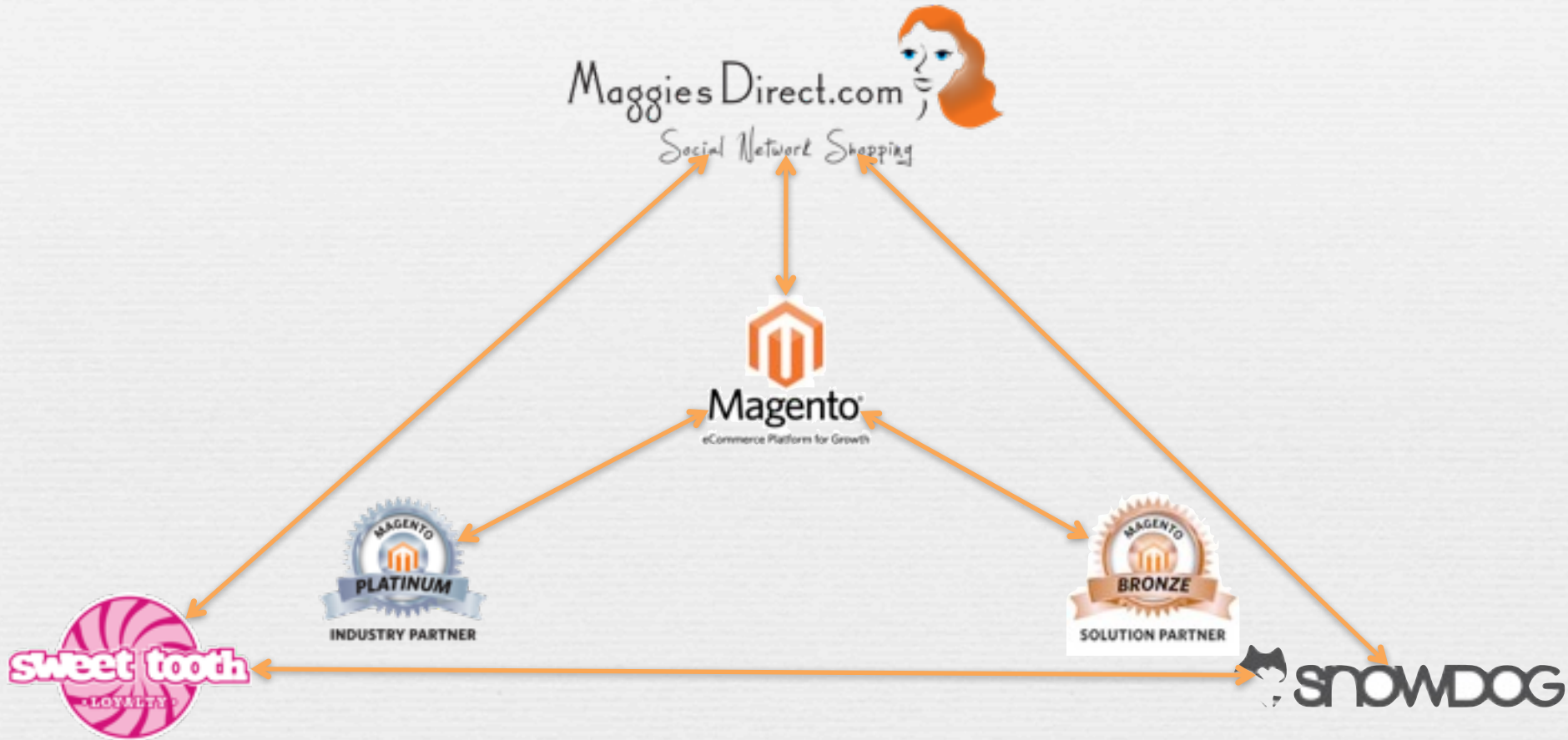
Maggie's Direct



Maggie's Direct



Maggie's Direct



Maggie's Direct

MaggiesDirect.com

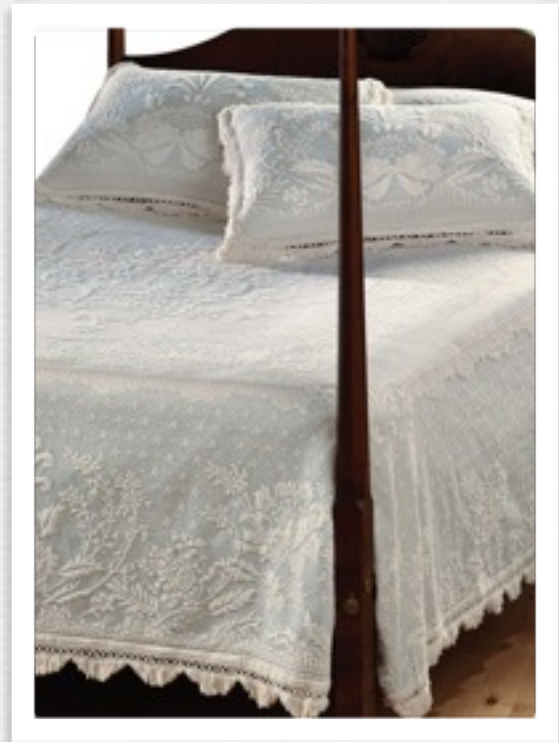


Social Network Shopping



My Background

- * CMO MaggiesDirect.com
- * 15+ years ecommerce marketing & tech
- * PPC, CSE, SEO, email, social networks & shopping, blog expansion, loyalty, affiliate, Amazon, Ebay, Buy.com...
- * 6 successful ecommerce sites
- * ecommerce coach that focuses on results



Background on *MaggiesDirect*

By Merchants For Merchants



Real Campaigns & Results

Review 5 campaigns/tactics we have launched in the past 10 months.

For Each Marketing Campaign:

- * What **problem** I was trying to solve
- * What **campaign** I came up with to solve it
- * How I **executed** the campaign
- * What the **results** were
- * **Tips** for anyone doing something similar

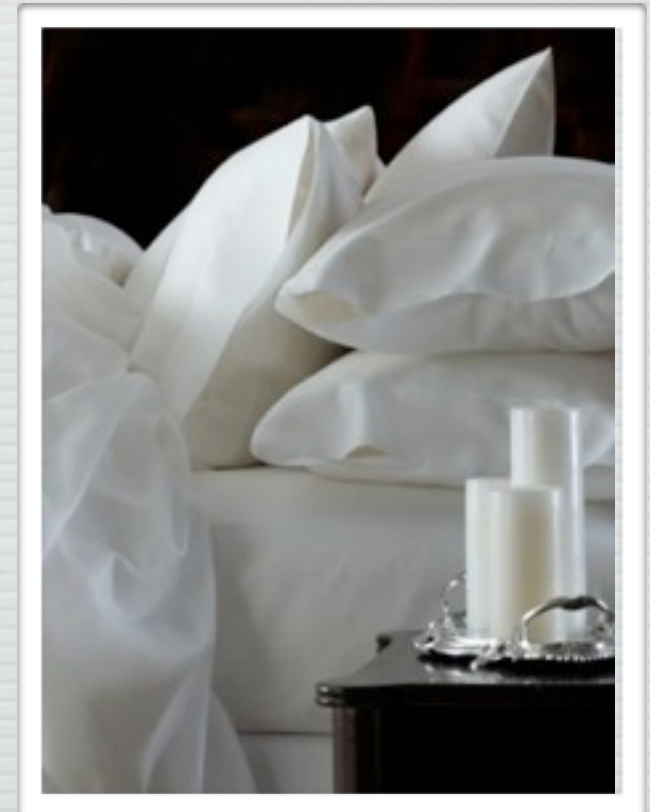
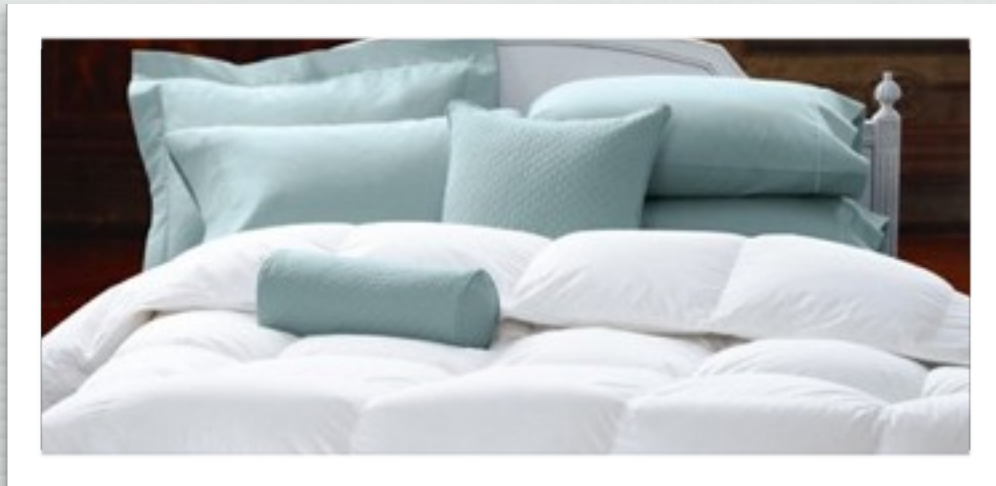
Campaign #1

Getting the Loyalty Program Launched



Problem: How to launch / build a Friends & Family Rewards Network

Growing traffic and sales via online word of mouth marketing.



Building & Executing the Program

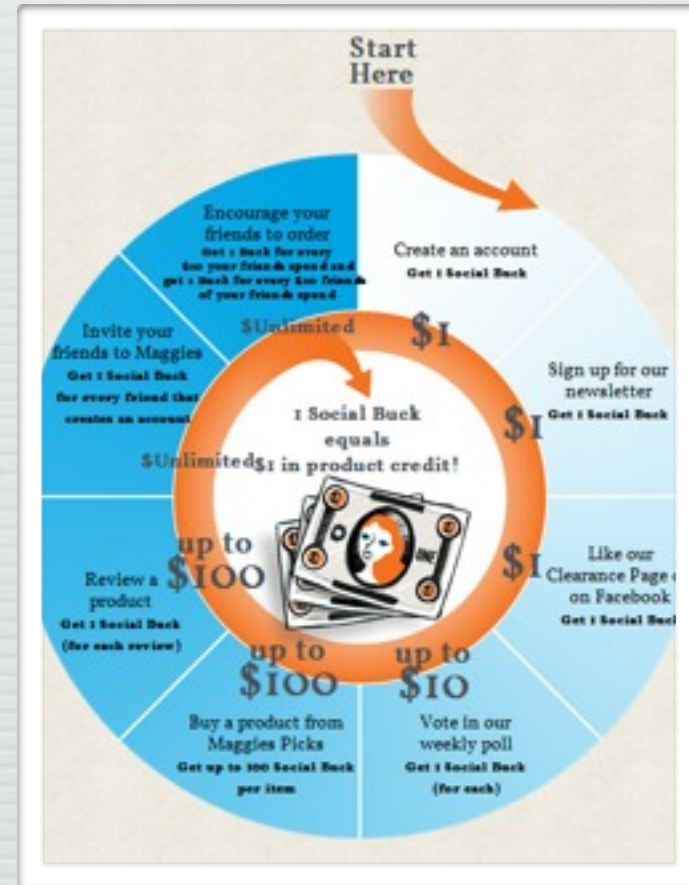
Architect your ideas

Run your trials

Choose long term partners



Step by step engagement





Getting Social Bucks is easy!

1 Buck = \$1 on Maggies even for clearance items

- No Gimmicks
- No Fees
- Free Shipping

1

Do something like sign-up to our eMag.

Email Submit

2

Buy Products like this

Comfy Pillow

3

Review Products

Good for some Bucks - even if your review is not glowing.

4

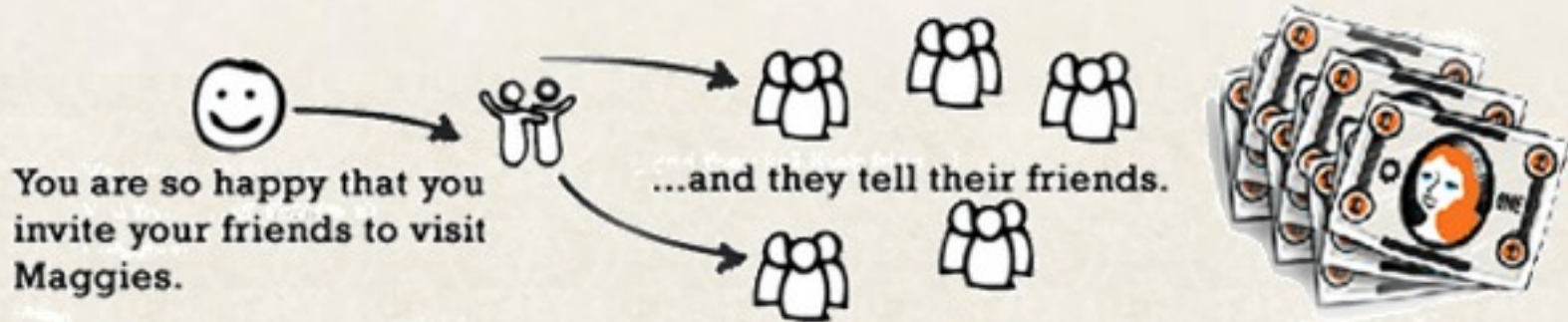
Do you have friends? Tell them about Maggies.

Check out this cool site...

Invite

Step by Step Engagement cont.

Social Bucks add up quickly...



- ✓ You get 1 Social Buck for every \$10 your friends spend.
- ✓ You get 1 Social Buck for every \$20 friends of your friends spend.
- ✓ You can track all of your earnings in your account.

[Start Inviting Friends](#)

Simplify Your Message



SPECIALS & DEALS*

THE HOME*

COMFORTERS*

PILLOWS*

SLEEPWEAR & APPAREL*

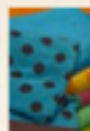
GIFT & REGISTRY*

Bring the Seashore home with our **beautifully** constructed **Buoy Bells**

Shop Now

Earn Social Bucks & Always Free Shipping

Wrap Up In Plush Perfection...



Make Parties Memorable...



Bring The Seashore Home...

Free Gift Card

Flash Sale
48 hours only!

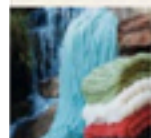


Earn Social Bucks
Get Started Now



New Arrivals

View All



Bestselling

MaggiesDirect quick listing of some of our most popular items



Results

- * Facebook Likes 372%
- * Over 50 good reviews in under 3 months
- * eCommerce conversion rate 52% increase



Tips: Launching a New Campaign

- * Keep the message simple
- * Keep the program simple
- * Walk people through your program step by step
- * Incorporate elements of game mechanics - make it fun
- * Utilize every asset you can
 - * content pages
 - * email
 - * package inserts
 - * success page
- * Don't go for perfect - get it out there

Campaign #2

Pro Blogger Program



Problem: Getting Program Traction & Credibility

- * Need to quickly increase traffic using trusted sources
- * Need to cost effectively advertise
- * Need to legitimately increase SERP for organic traffic

Overview: Pro Blogger Campaign

- * Targeted key bloggers for customer base
- * Affiliate-style referral program, using Social Bucks as credit
 - * Can cash out at \$.50 per social buck
 - * Higher earning rate than consumer program
- * Bloggers review & link to products, account creation
- * Rewarded for accounts created, purchases & traffic

Execution: Pro Blogger Campaign

The software

The offer

The communication

The screenshot shows a website navigation bar with categories: SPECIALS & DEALS*, THE HOME*, COMFORTERS*, PILLOWS*, SLEEPWEAR & APPAREL*, and GIFT & REGISTRY*. Below the navigation is a 'community Poll' section with the question 'What types of products would you most like to see here?' and radio button options for 'More bedding', 'Baby and childrens', 'Gardening', 'Spa', and 'Kitchen'. A 'Cool your rate' button is below the poll. To the right is a 'Newsletter Signup' section with a text input field and a 'Subscribe' button. Further down is a 'My Social Bucks' section with a 'Log-in or create a new account' link. The main content area is titled 'Home / Pro Social Marketing Program' and features a 'Partner and Pro-Blogger Program' header with an image of Social Bucks. A list of benefits is shown with checked checkboxes: 'A transparent way to monetize your blog', 'Get access to special promotions and contests', 'Receive products to review', and 'Provide great benefits to your community'. A large text box contains the following text: 'Welcome to our Partner Program. This pilot program is open by invitation only. If you are interested in participating, click Contact Us and let us know!', 'Maggies is a unique site. We are not spending money on advertising dollars, retail stores and catalogs. We want to build the site relying on our customers and partners talking about us.', 'To do this we are:', 'Creating an awesome product selection that grows every month. Some of our items are manufactured right here in Maine.', 'Providing a very generous, no gimmicks, rewards program.', and 'Offering amazing prices - If we cannot sell an item below MSRP we will give the buyer 10% of the value in Social Bucks. On top of that we have an ongoing Specials and Clearance section with up to 85% off retail'. Below this text box is a 'Your Benefits' section.

Maggie's Direct Down Pillow Review

• DECEMBER 18, 2011 BY JERRI • 3 COMMENTS



If you'd like to give the gift of comfort this Christmas, consider a down pillow or comforter from [Maggie's Direct](#). For the past couple of week's I've been sleeping on one of their Down Pillows, and I just love it!

About Maggie'sDirect.com offers broad range of high quality home goods (bedding, bath, sleepwear, etc) at very competitive prices. Many of our items are organic and eco friendly. A percentage of our down and synthetic pillows, comforters and feather beds are manufactured by us in Maine.

Website Product Description: Bestow your parents with this traditional feather pillow that is softer, yet has the same structured support you expect from an old fashioned pillow. Made with 95% Small Goose Feathers and 5% Goose Down and 100% cotton fabric, this feather pillow is double stitched, downproofed, Oeko-Tex® certified to be free of all harmful chemicals, and made in USA using fine imported materials. This complements well with quilted sateen pillow protectors, also available at Maggie's.

My Review: I normally like very skinny pillows, and they have to be soft. The down pillows from Maggie's Direct are bigger than the pillows I normally use, but they squeeze down, so that it's not that different from my skinny pillows. And more importantly, they are very soft and comfy. It's a very good, high quality pillow, and if you like a soft, fluffy pillow to sleep on, I think you will like it!

Maggie's Direct also offers Social Network Shopping. When you sign up for an account

About Button Subscribe



Hi, I'm Jerri, creator of Simply Sweet Home. I love cooking, crafts, my cats, and anything creative. This blog features my latest recipes, product reviews, projects, and more! Thanks for stopping by!

[\[Read More ...\]](#)

Search this website ...

SEARCH

SPONSORS

the baker's daughter

The Trendy Boutique
All Geneva watches
Buy 1 Get 1 FREE!
\$12.99 each

Truly Lovely
As All Things Lovely Rise



Results: Pro Blogger Campaign:

- * Over 300 bloggers applied to the program in 60 days
 - * had to limit the participation
- * SERP increased by 15% in 6 months
- * Established credibility with customers and new partners



Tips: Pro Blogger Campaign

- * Deal with issues quickly and honestly
- * Leverage blogger relationships with other bloggers
- * Frame the campaign in common or accepted terms
- * Any outside links should have an SEO component



Campaign #3

Forever Wedding Registry



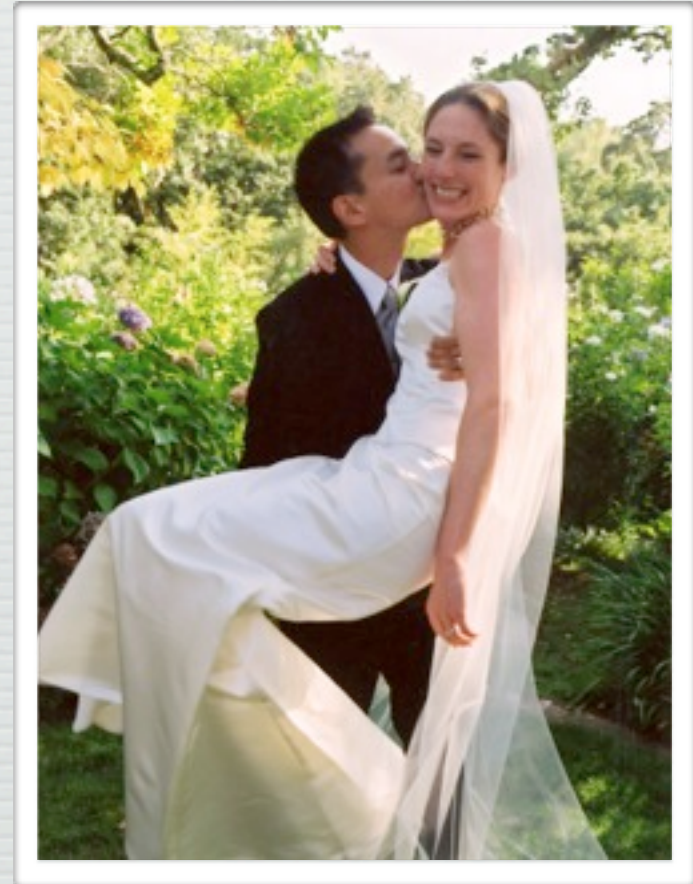
Problem: Making it easier for customers to invite others

- * Natural reticence to referring other people
- * Customers are not sales people
- * The benefits are not always tangible in loyalty and referral programs



Overview: Forever Wedding Registry

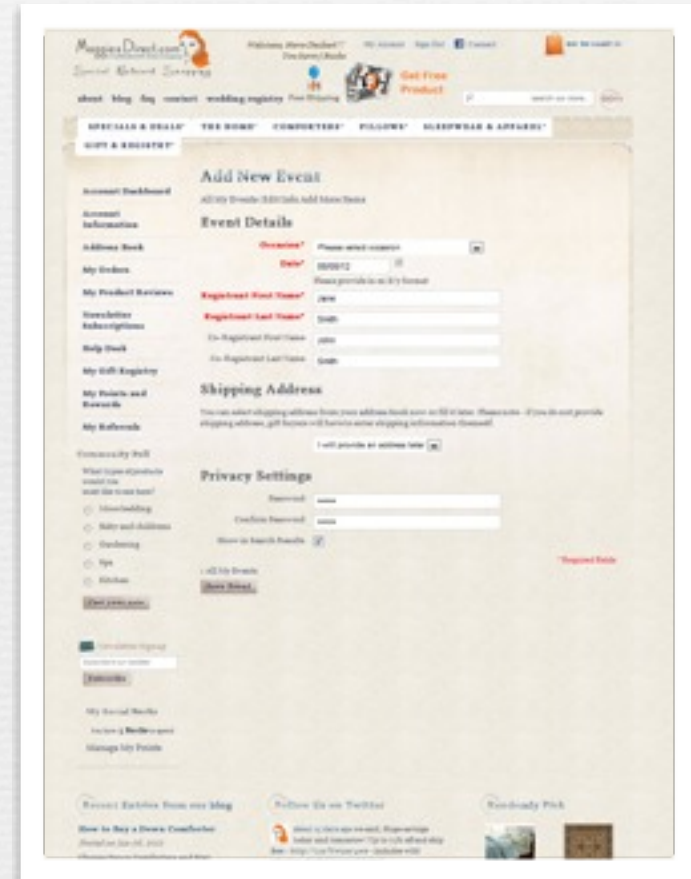
- An online wedding registry
- Brides add products to their private list
- Rewarded with free product, & referral social bucks for every sign up and purchase
- Referral purchases continue to be rewarded beyond wedding



The bridal registry model fit our rewards network model.

Execution: Forever Wedding Registry

- * Planning for the long term
- * Research existing registry market
- * Filled our product holes
- * Researched modules that could be easily incorporated
 - * Modified to include Sweettooth referral codes
- * Attended local bridal shows
- * Just now reaching out to online wedding coordinators
- * Model similar to Pro Blogger program



Results: Forever Wedding Registry

- * Model / framework has been validated
 - * 50 new leads at each show
 - * Multiple registries created at each show
- * Excellent market intelligence
 - * You can see the products people want
- * A long term strategy with some immediate impact
 - * It needs refinement
 - * Constant customer communication

Tips: Forever Wedding Registry & Other Complex Programs

- * Complex programs require more time, money and research - prepare for this
- * Enlist partners who can promote and explain your program
- * Do consistent, minor tests and tweaks to your program
- * Leverage your evangelists

Campaign #4

\$5,000 Shopping Spree



Problem:
Figuring out the
puzzle - We needed
another tactic to
get customers to
promote *Maggies*
to their friends.



Overview: \$5,000 Shopping Spree

- * You get a contest entry for every friend that you refer to Maggies. They just have to create an account.
- * \$500 draw every month
- * Customer who referred the winner also wins
- * \$5,000 draw grand prize at end of promotion



Execution: \$5,000 Shopping Spree

Good onsite
communication

Promote in different
vehicles (transactional
emails)

Promote to partners
Legal review

The screenshot shows a blog post on the website 'Tidbits From A Mom'. The header features the site's logo and a navigation menu. The main content area is titled 'Welcome' and 'Tuesday, April 10, 2012'. The central focus is a promotional post for a contest: 'Win a \$5,000 Shopping Spree with MuggiesDirect.com!'. The post includes the MuggiesDirect.com logo and a detailed description of the contest rules, including a grand prize of a \$5,000 shopping spree and a \$500 shopping spree for runners-up. The post is signed 'Kimberly' and includes social media sharing icons. On the right side, there is a 'Search My Blog' section and a 'Current Giveaways' section listing various products and their availability. The bottom of the page features a 'Blog Archive' section and a footer with logos for Sweet Tooth, MuggiesDirect.com, and Magento.

Win a **\$5,000** Shopping Spree

Grand Prize 1 winner will receive a fabulous \$5,000 shopping spree!

Runners Up 5 lucky entrants will receive a \$500 shopping spree!

Bonus Refer a winner and receive \$500 to spend anywhere on the site – that's 6 more chances to win!



What are Social Bucks? [Click Here.](#)

1
Create an Account or Login

2
Invite Friends

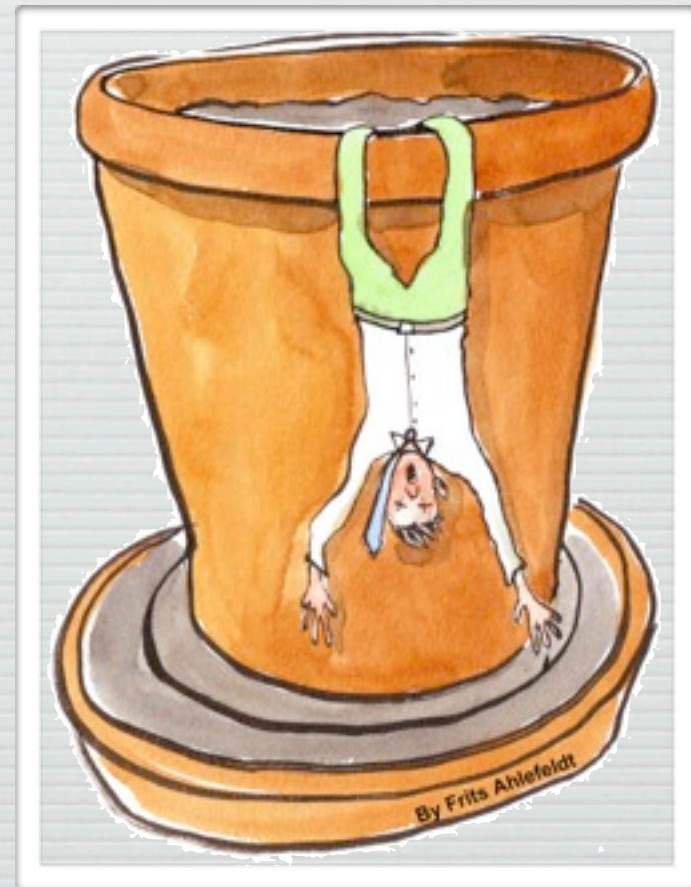
3
Watch Your Social Bucks & Shopping Spree

Results: \$5,000 Shopping Spree

- * A lot of leads - 35% growth in new “accounts” in a short period of time
- * Viral - brand was pushed out there

But...

Wrong kind of lead
Wrong motivation
We were locked-in
Easy to launch but a lot
of energy wasted



Tips: \$5,000 Shopping Spree & Other Higher Cost Programs

- * Make sure you can justify the cost of the program
- * Use a spreadsheet and do “what if” scenarios
 - * how much is a lead worth
- * Try to leverage a campaign like this across other campaigns.
- * Think about what your goal is and if your idea supports it.

Campaign #5

Flash Sale



Problem: How to bring it all together

We wanted a campaign that would promote direct sales, build brand momentum, and provide a strong reason to refer a friend.



Overview: Flash Sale

- * Everyone loves a discount
- * A range of products for broader appeal
- * Multiple price points
- * Minimum margin target

CUDDLEDOWN®
Celebrating 39 years of manufacturing fine home fashions

Flash SALE 48 Hours Online Only!
ITEMS SHIP FREE

Save 40-75% + Free Shipping on Cuddledown Items!
This 48-hour flash sale is being hosted by our sister company, **Maggie's Direct.com**.

Bedding 19 Items
Silky saten, crisp percale, seersucker and more [Shop +](#)

Apparel 11 Items
Comfortable sleepwear, figure flattering tops and supple shoes [Shop +](#)

Home Décor 8 Items
Elegant gift items and accessories, from embroidered towels to decorative pillows [Shop +](#)

Down Products 10 Items
Luxuriously lofty, Maine made comforters, pillows and featherbeds [Shop +](#)

Hurry - Flash Sale Ends Tomorrow! [Shop Now +](#)

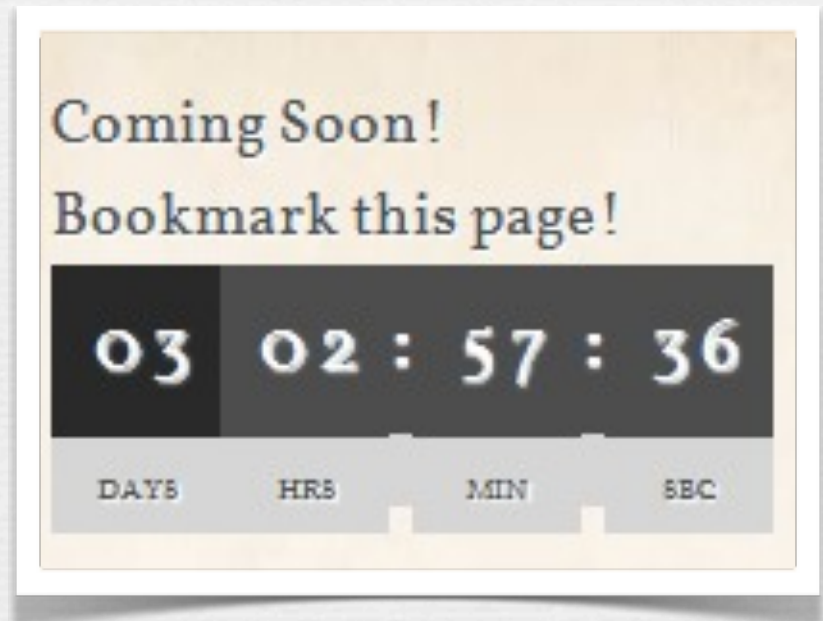
Execution: Flash Sale

- * Partnered with known brand
- * Put in a countdown timer
- * Seeded the event with marketing partners
- * Two email campaigns
- * Social marketing
- * Pushed out through traditional affiliate channel
- * Set up Buck's earning rules

The screenshot shows the Maggie's Direct.com website interface. At the top, the logo for Maggie's Direct.com is visible, along with navigation links for 'Welcome!', 'Create Account', 'Sign In', and 'Connect'. A 'Social Network Shopping' banner is also present. The main navigation menu includes 'SPECIALS & DEALS*', 'THE HOME*', 'COMFORTERS*', 'PILLOWS*', 'SLEEPWEAR & APPAREL*', and 'GIFT & REGISTRY*'. A 'Community Poll' is displayed on the left, asking 'What types of products would you most like to see here?' with options: 'More bedding', 'Baby and childrens', 'Gardening', 'Spa', and 'Kitchen'. A 'Newsletter Signup' form is also visible. The main content area features a 'Flash Sale - 48 Hours!' announcement for 'CUDDLEDOWN®', celebrating 39 years of manufacturing fine home fashions. The sale offers 'Over 45 CUDDLEDOWN® Products with Savings of 40-75% + Free Shipping!'. A 'Next Event: August 13th!' is also mentioned. The bottom of the page features logos for 'Sweet Tooth', 'Maggie's Direct.com', and 'Magento'.

Results: Flash Sale

- * 72 Likes during a single promotion
- * Large clearance of inventory
- * Many new customers added to file
 - * already repeat buyers
- * Full priced product sales increased during and after each event
- * Already seeing viral uplift



Tips: Flash Sale and Other Highly Promotional Events

- * Use bonus loyalty points rather than steep discounts whenever possible
 - * Think of creative uses for points
- * Keep it fresh
- * Be able to execute it
- * Build anticipation
- * Give your best partners and customers a sneak preview
- * Ask for something in return
 - * Referrals
 - * Tweet
 - * Facebook Like
 - * Email sharing
 - * Product reviews

Your Campaigns



Overall Strategy

- * Leverage all of your existing assets
 - * Creative
 - * Marketing channels
 - * Partners
 - * Brand
 - * Connect your campaigns
- * Build ideas within the model you are creating
 - * Have a framework
- * Build momentum - don't stop trying to unlock the puzzle
- * Educate and lead your customer and partners where you want them to go.
 - * Give them a good reason to go there.
 - * Don't make them work for it.

Questions?

View our case study with
Maggie's Direct at



@sweettooth

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www.MyEcomCoach.com

Steve Deckert: sdeckert@sweettoothhq.com

sweettoothrewards.com



