



Driving Ecommerce Growth Omni-Channel DTC Marketing

Joe Grace
Partner & CMO
JGrace@ChiefOutsiders.com
203-247-0796



How to Accelerate Ecommerce Growth With Omni-Channel DTC Marketing Without Breaking the Bank



Digital Marketing Underperforming

Omni-Channel Marketing



Multi-Channel
Uncoordinated Silos



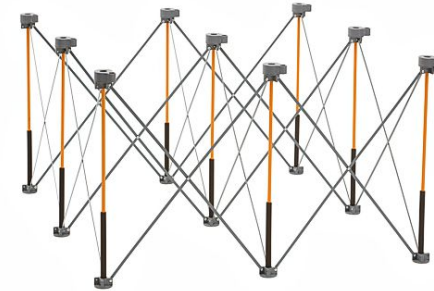
Omni-Channel
Coordinated



Many Ecomm
Business
Models

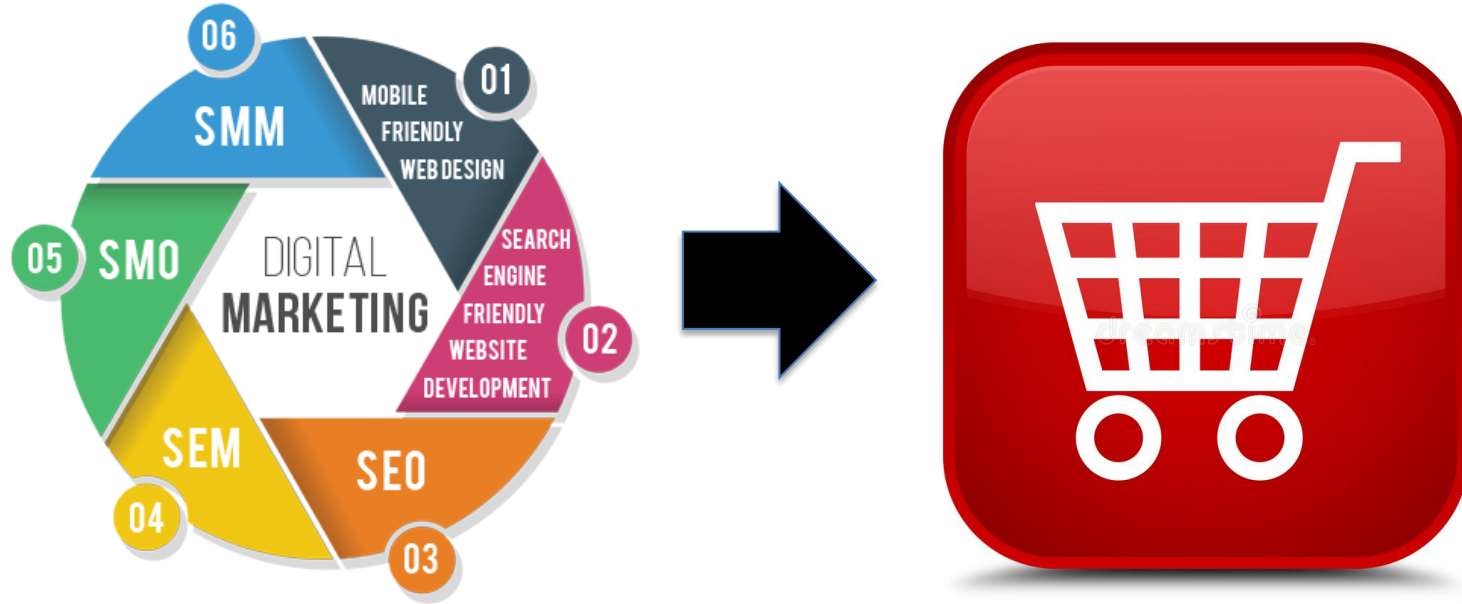
Case Study: Bora Tools

- Mid-size Specialty Tool Company
- With Underdeveloped Brand
- In Highly Competitive Market
- Struggling to Get Ecomm Traction
- With a New Disruptive Product
- And Ambitious Growth Plans



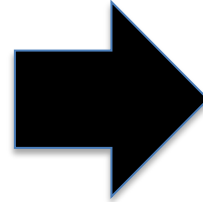
A Chief Outsiders Client

Ecommerce: Flawed Assumptions



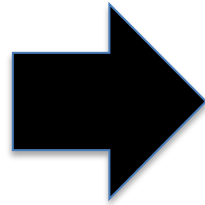
Missing a Bigger Opportunity

Ecommerce: Flawed Assumptions



Irrelevant and Too Expensive

SEM Limitations



SEM Limitations



boratool.com › work-stands › centipede-work-supports ▼

Centipede Work Supports - Work Stands - Bora Tool

Items 1 - 12 of 18 — Explore the full line of **Bora Centipede** work supports. See the new level of modularity and functionality in work stands, exclusively from Bora ...

[Bora Centipede CK15S ...](#) – [Bora Centipede CK9S ...](#) – [Bora Centipede CK6S ...](#)

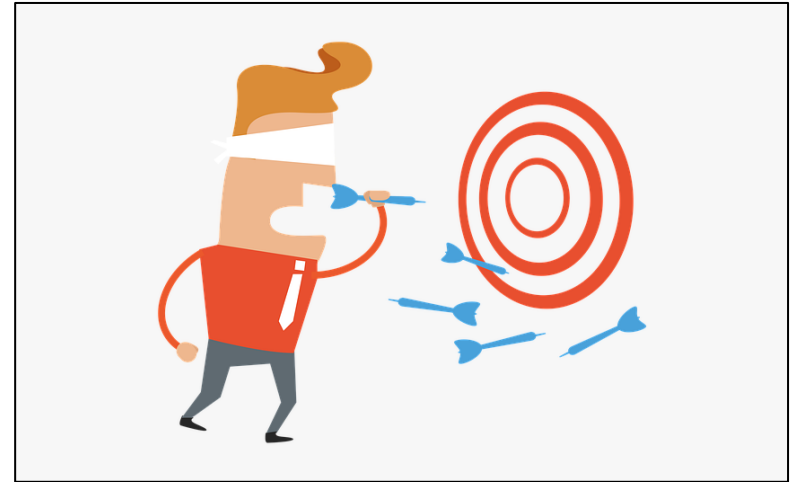
SEM Limitations



SEM Limitations



Underdeveloped Brand



Low Conversion Rate

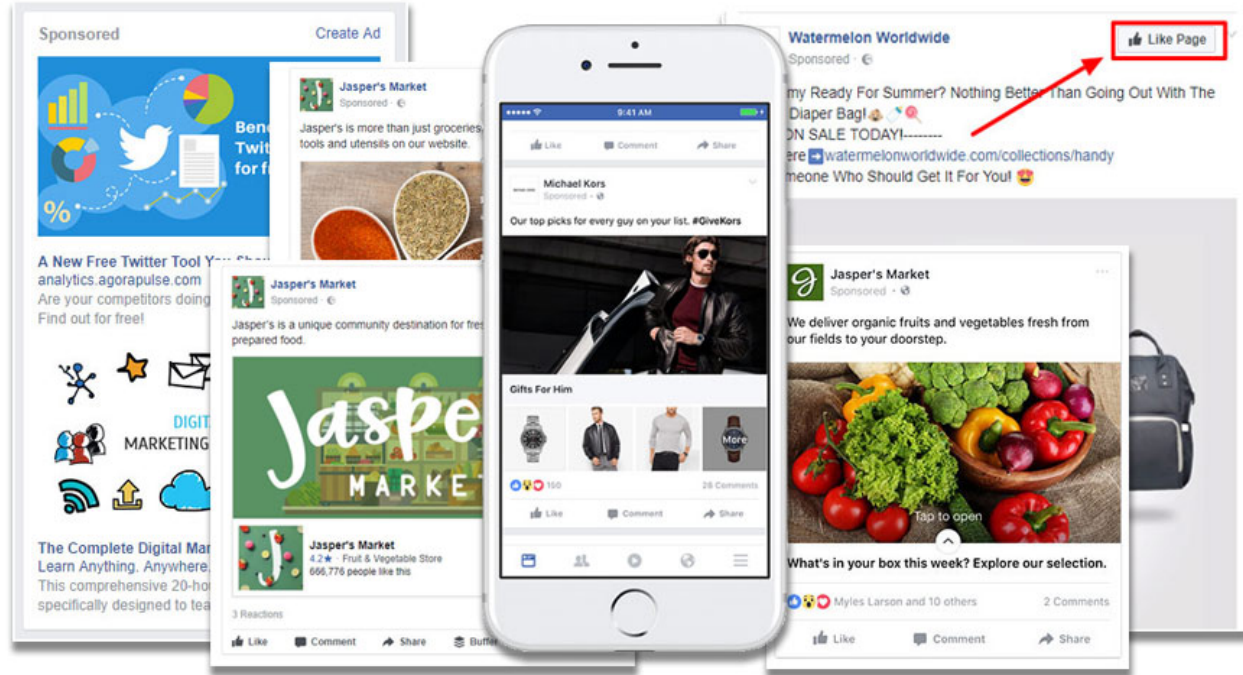
SEM Limitations



High Cost per Acquisitions

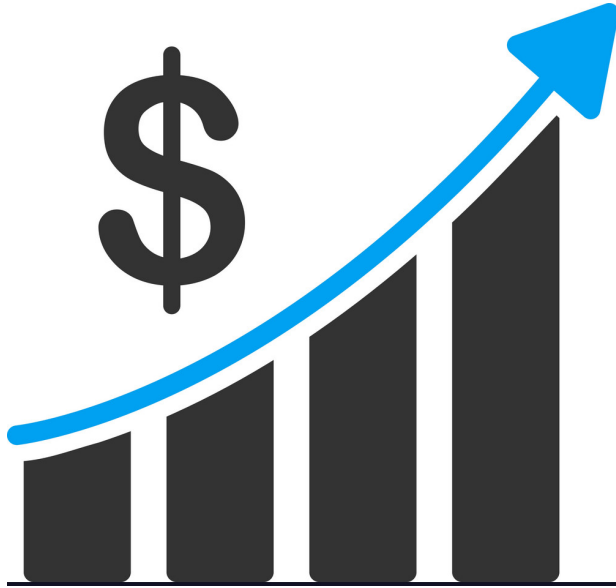
- Low Search Volume
- Expensive Clicks
- Low Conversion Rate
- High CAC
- Slow Growth
- Unprofitable Growth
- Unustainable

Omni-Channel Marketing



CPM Pricing, FB Algorithm: Reach & Frequency, Short Small Story

Facebook Limitations



High Cost per Acquisitions

- Limited Control
- Low Conversion Rate
- High CAC
- Slow Growth
- Unprofitable Growth
- Unustainable

Omni-Channel Marketing



Similar Challenges
In Most Digital Channels

Company Solution?

- Fire Digital Agencies
- Hire New Agencies
- Start Over Again
- Hope: Better Outcome



Market Proof

WARBY PARKER
eyewear



Eye Wear Disrupter

- Targeting Millennials
- All Digital Playbook
- Plus Big PR Boost
- Ship Frames Free
- Horrible eCommerce Model
- Expensive
- Growth Limitations
- Not Sustainable

Market Proof



Pivot To Omni-Channel

- TV
- Radio
- Print Ads
- Retail
- Digital



Market Proof



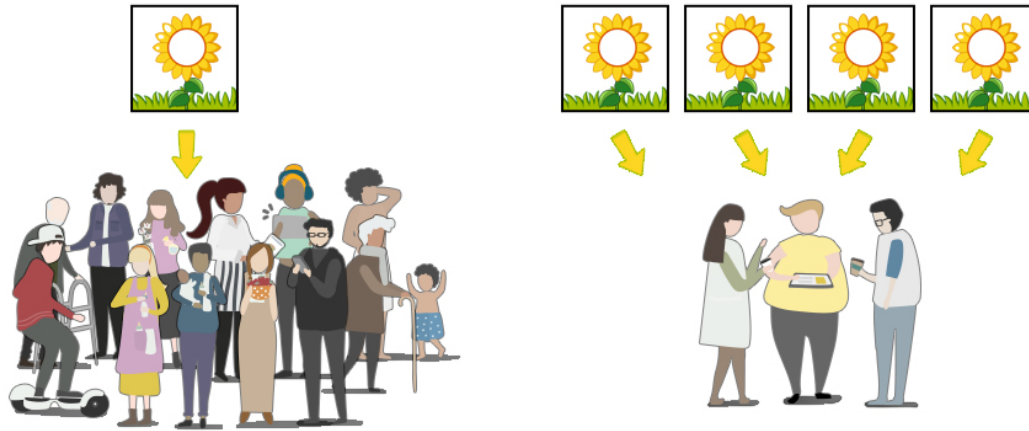
VAB: Top 125 Ecommerce Brands – Over \$3B on TV

Omni-Channel Featuring Offline Media



Offline: Still Relevant, Affordable & Efficient

REACH vs FREQUENCY



Better Driver of Sustainable Growth

Omni-Channel Featuring Offline Media

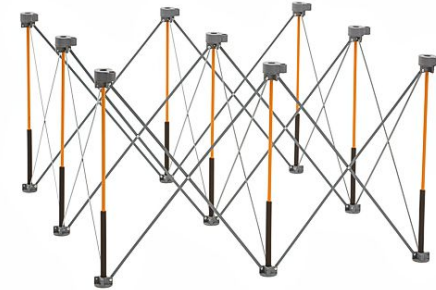


TV Ads with CTA

- Bigger Story with Demonstration
 - 2-Minute and 1-Minute Spots
- Remnant Media
 - 50% Discounts
- No Longer Term Commitment
 - Weekly
 - Cancel
- Control
 - Networks, Day-parts, Programming
- Tracking
 - CPV, Conversion Rate, CAC...
- Campaign Optimization
 - Weekly performance

BORA Tools Background

- Family Owned & Operated
- Sold thru Local Dealer Network
 - Who Explain & Recommend
- Strengths
 - Product Innovation
- Growth Plans Include:
 - New Products Introductions
 - With Focus on Ecommerce
 - Setting up Big Box Retail



Special Case: New Product Intro / Underdeveloped Brand

Digital Ad Campaign

BORA Centipede 30 in. x 24 in. x 48 in. Work Support ...

Jul 17, 2019 - ★★★★★ Rating: 5 - 1 review - \$99.00 - In stock

The **BORA Centipede** CK6S Work stand is the most flexible solution for your job site, workspace or workshop ...



It has been a little over 6 years since Ed and I got up on top of his invention - the world's first [#CentipedeSawhorse](#) - to pose for this photo in Truth or Consequences, New Mexico. We had just spent a long weekend together staging and taking photos of his hand-crafted prototype in anticipation of showing the world just how versatile and strong this portable [#workbench](#) is. All the while, we hammered out our "crowdlaunch" strategy to ask social media users to support our dream... [See More](#)



12

6 Comments 5 Shares

Like

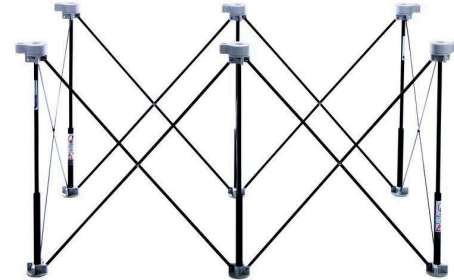
Comment

Share



Most Relevant ▾

Catalog Website



Bora Centipede CK9S Workstand

\$129.00



23 Reviews

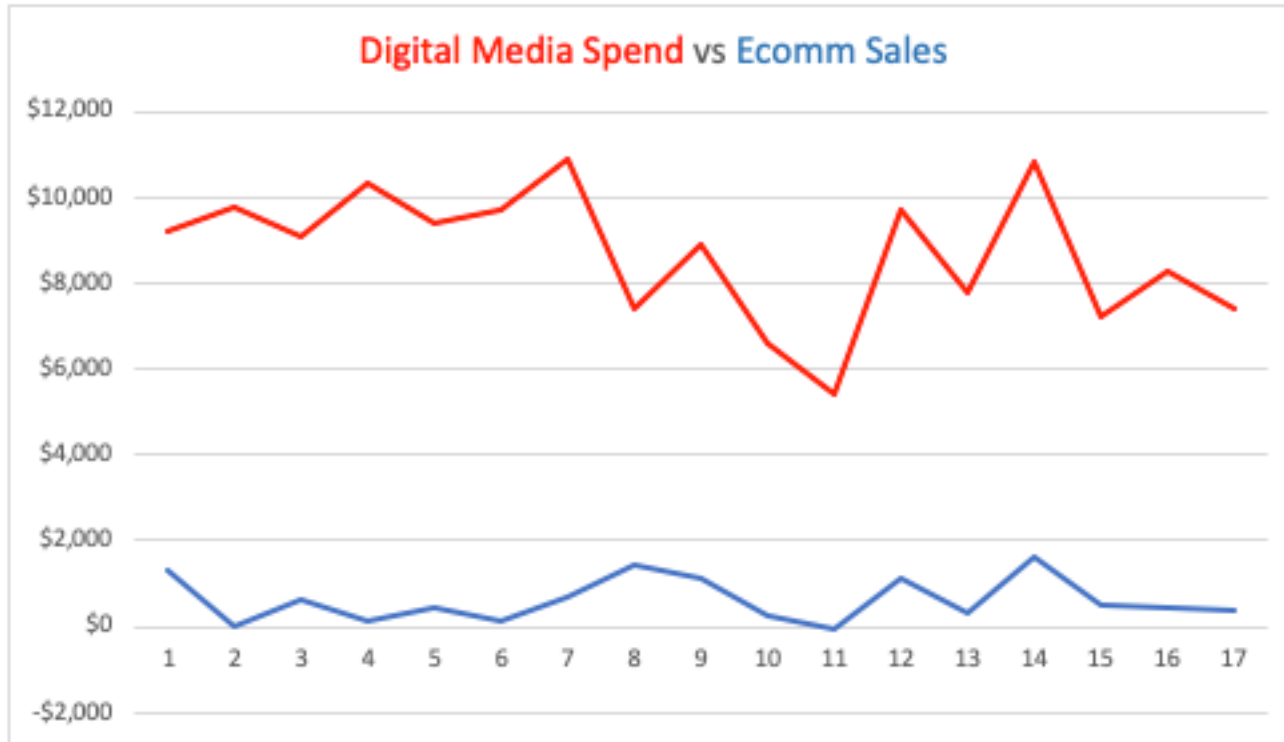
ADD TO CART

What Was Website Conversion?

.1%

**Including Organic Traffic & Orders
So Conversion from Paid Ads = Zero**

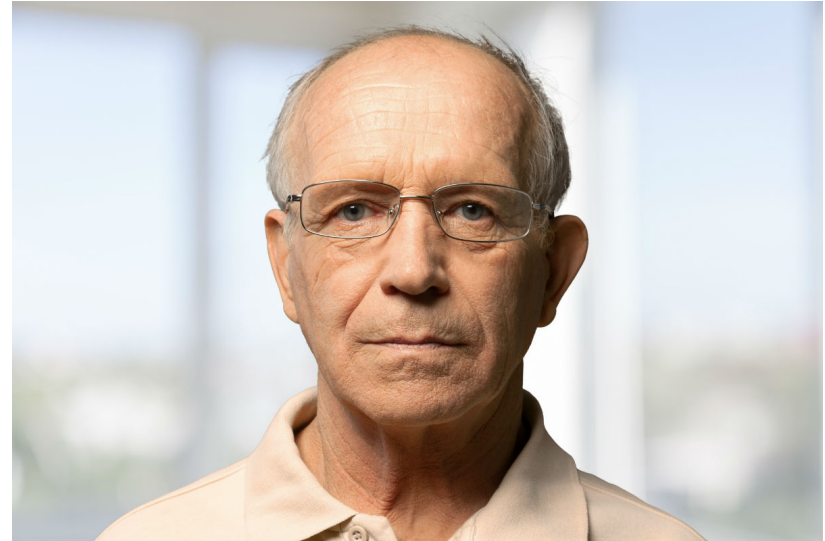
Special Case: New Product Intro / Underdeveloped Brand



Negative Return On \$250k Ad Spend Over 18 Months

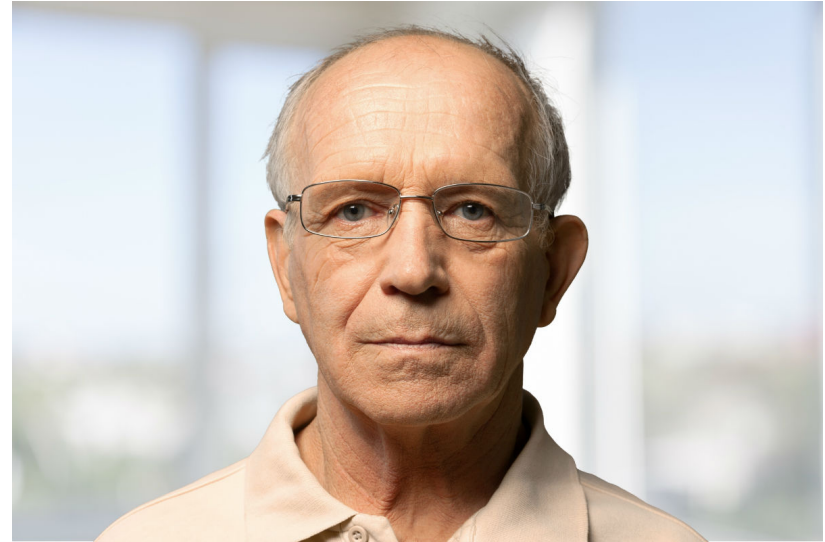
Special Case: New Product Intro / Underdeveloped Brand

- CEO Assessment:
 - We hired the wrong agencies
 - Only digital ads drive Ecomm
 - Must find new digital agencies
 - Chief Outsiders
 - Help us
 - With an all digital strategy
 - And the right agencies
 - To drive Ecomm growth
 - Make it happen



Special Case: New Product Intro / Underdeveloped Brand

Fierce Conversation



I Can't Help You Unless....

Special Case: New Product Intro / Underdeveloped Brand

Media Spend	2018	2019
Network TV	\$76,477,500	\$69,245,900
SLN TV	\$59,351,292	\$62,963,279
Cable TV	\$57,366,450	\$45,354,157
Syndication	\$48,539,558	\$37,578,809
Spot TV	\$14,807,999	\$12,935,553
Int Display	\$4,752,439	\$6,900,843
Network Radio	\$2,969,090	\$3,096,102
Sunday Mags	\$2,408,136	\$471,131
Local Radio	\$549,829	\$637,905
Newspapers	\$518,039	\$539,177
Hispanic Mags	\$597,000	\$122,500
Natl Newsp	\$192,024	\$62,964
Grand Total	\$268,529,356	\$239,908,320

3%

WORX
you've got the power



PEG/SUS

Special Case: New Product Intro / Underdeveloped Brand

- CEO Finally Gave Thumbs Up
- So Long as
 - We don't break the bank
 - Subject to:
 - Plan approval
 - Agency Approval
 - Get test done fast
 - Minimum ROAS: 1.5
 - To rollout campaign



Special Case: New Product Intro / Underdeveloped Brand

- Starting DRTV
 - Reach & Frequency
 - Control
 - Quality Impressions
 - Targeted
 - Credibility & Authority
 - Demonstration
 - Solve a Problem
 - Show Value



Special Case: New Product Intro / Underdeveloped Brand

- Without Breaking the Bank
 - Remnant Media
 - 40% Discounts
 - No Long Investment
 - Weekly vs. Seasonal
 - Cherry Pick
 - Stations
 - Day Parts
 - Programming
 - Targeting...



Media Budget

Special Case: New Product Intro / Underdeveloped Brand

- Without Breaking the Bank
 - Commercial Production
 - No Union
 - One Day Shoot
 - 3 Cuts
 - 120s
 - 60s
 - 30s
 - Digital Cuts



\$36K

Without Breaking the Bank

Digital

- 18 Months
- \$250k+
- No Traction
- Throw in Towel

DRTV

- 2 Week TV Test
- \$20k Media Test
- \$36k TV Spot
- \$56k Total



Special Case: New Product Intro / Underdeveloped Brand

- Then Layer in:



Brand Campaign
Dovetail with TV



Look-a-Like Audience
Modeled on TV



Demo Targeting

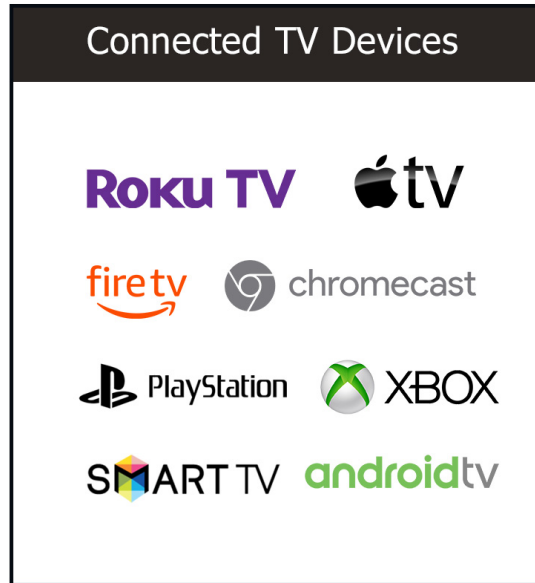
Special Case: New Product Intro / Underdeveloped Brand

- Then Layer in:



Special Case: New Product Intro / Underdeveloped Brand

- Then Layer in:



Streaming and the OTT Ads

Demo Targeting

Special Case: New Product Intro / Underdeveloped Brand

Digital Creative – With Video Cuts That Complement & Extend the TV Story



THROW IT LIKE A PRO

Save Time & Get More Done with Centipede

The Ultra Portable Workbench
Designed by Pros for Pros Like You

Instant
Set Up

Portable

Folds Up
FAST

Holds up
to 3500 lbs

Durable

Just Throw It and Go...

Special TV Offer
Get the 9-Strut (4' x 4')
BORA Centipede Today

For Only
\$129.95 plus S/H
A Tremendous Value

Order Now



Sets Up a 4x4 Work Station in Seconds
Weighs Only 18 lbs. Supports an Astonishing 3500 lbs

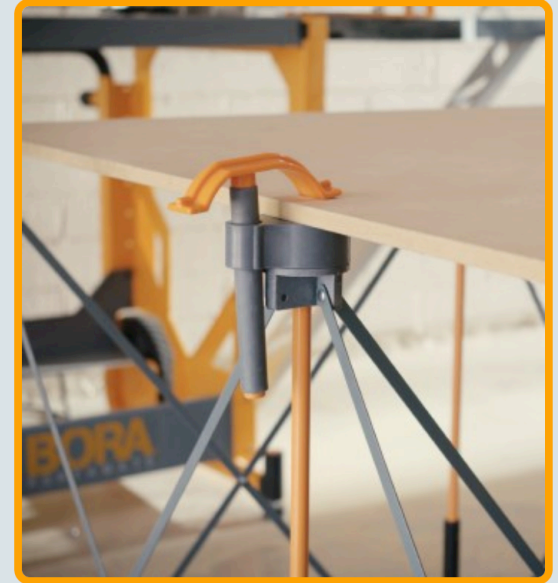
But Wait... We Also Include:



4pc X-Cups
for increased
versatility



Carry Bag
to take your BORA
Centipede anywhere



4pc Quick-Clamps
to lock down
your workpiece

Just Like You, We Stand Behind Our Products

**LIFETIME
WARRANTY**

**NO
SALES TAX**

Except CA & MI

**60 DAY
GUARANTEE**

Money Back Guarantee

This Offer Is Not Available in Stores
And Is Only Available While Supplies Last

Order Now

Results

Dramatic Improvement in Performance

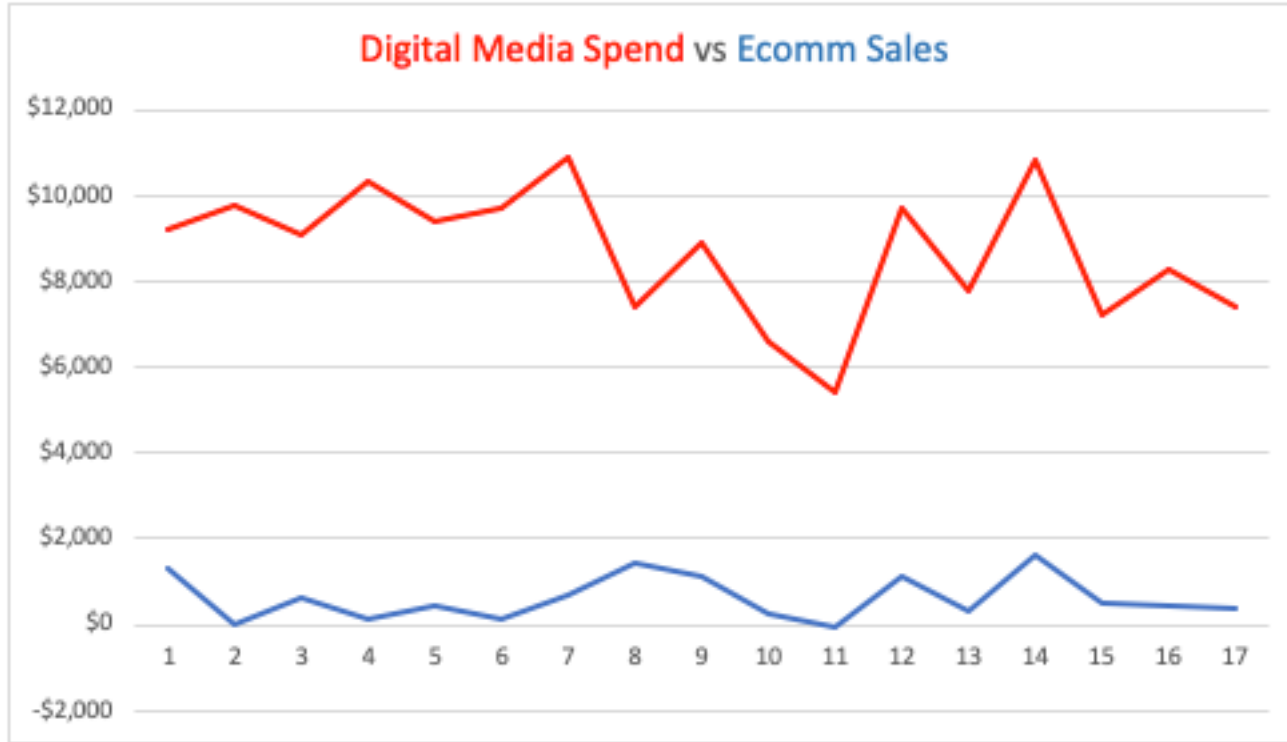
Conversion Rate Improvement

.1% to 6% (60x)

Return on Ad Spend

Loss to Over 3x

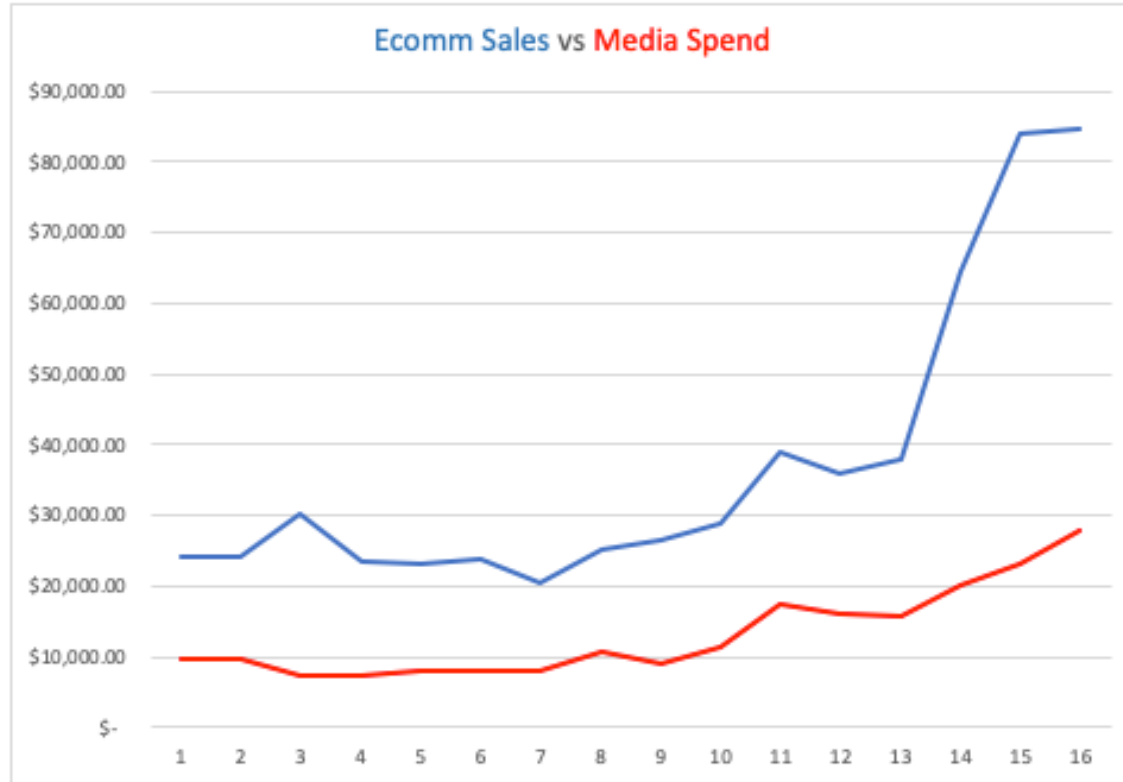
All Digital Approach



Negative
ROAS

Google and Facebook Ads

Omni-Channel Approach



3X+
ROAS

With DRTV as the Cornerstone

Risk Capital vs. Working Capital

- Initial Testing / Low Risk / Modest Investment
 - TV Commercial Production
 - Initial 2 Week Media Test
 - \$56k risk
 - Resulting in 2-to-1 Return
- Rollout After Testing
 - Working Capital
 - Self Funding
 - No Long-Term Commitments



Big Dividends



Pull Through Demand

Big Dividends

Box Box Retail Now Calling



Customers asking for Centipede in Store

In Summary

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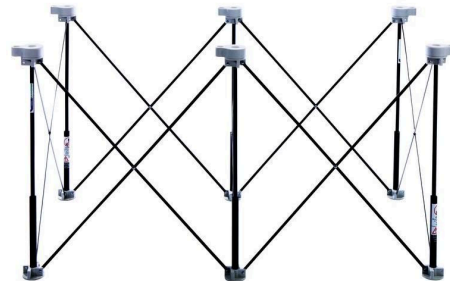
The **BORA Centipede** CK6S Work stand is the most flexible solution for your job site, workspace or workshop ...



Why Do This:

- With Limited Reach & Frequency
- Low Conversion / High CPA
- Low or No Growth
- Hoping your Audience will Find You
- Formula: For a Very Small Business

Catalog Website



Bora Centipede CK9S Workstand

\$129.00



23 Reviews

ADD TO CART

In Summary



With Better Reach & Frequency, Demo, Impact, Credibility, Authority, Trust...
Opportunity: To Build Much Larger Business and a National Brand

We Live in a Fragmented Media World



If you're not reaching out and touching your audience every where they live,
Then you'll never reach your full growth potential

Omni-Channel Advantage



The Key: Omni-Channel Playbook



Thank You!

Joe Grace

JGrace@ChiefOutsiders.com

203-247-0796

How Has Omni Channel Evolved?

- Yesterday

- TV

- Local Broadcast Daytime
 - A few cable networks

- Print

- Newspapers & Magazines

- Inserts

- Credit card syndication

- Direct Mail

- Radio

- Partnerships – PI Deals

- Today

- TV

- National Cable Networks
 - YouTube & Over the Top ads

- Facebook

- Targeted Ad Units

- Display Ads

- Re-targeting

- Email

- Influencers

- Affiliate Deals