



Driving Ecommerce Growth Omni-Channel DTC Marketing

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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

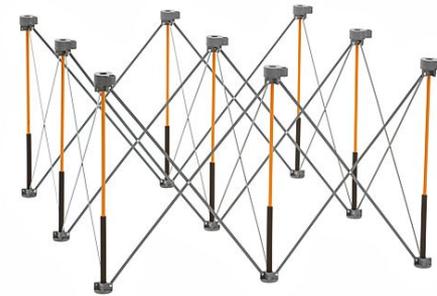
TYPES OF E-COMMERCE



Many Ecomm
Business
Models

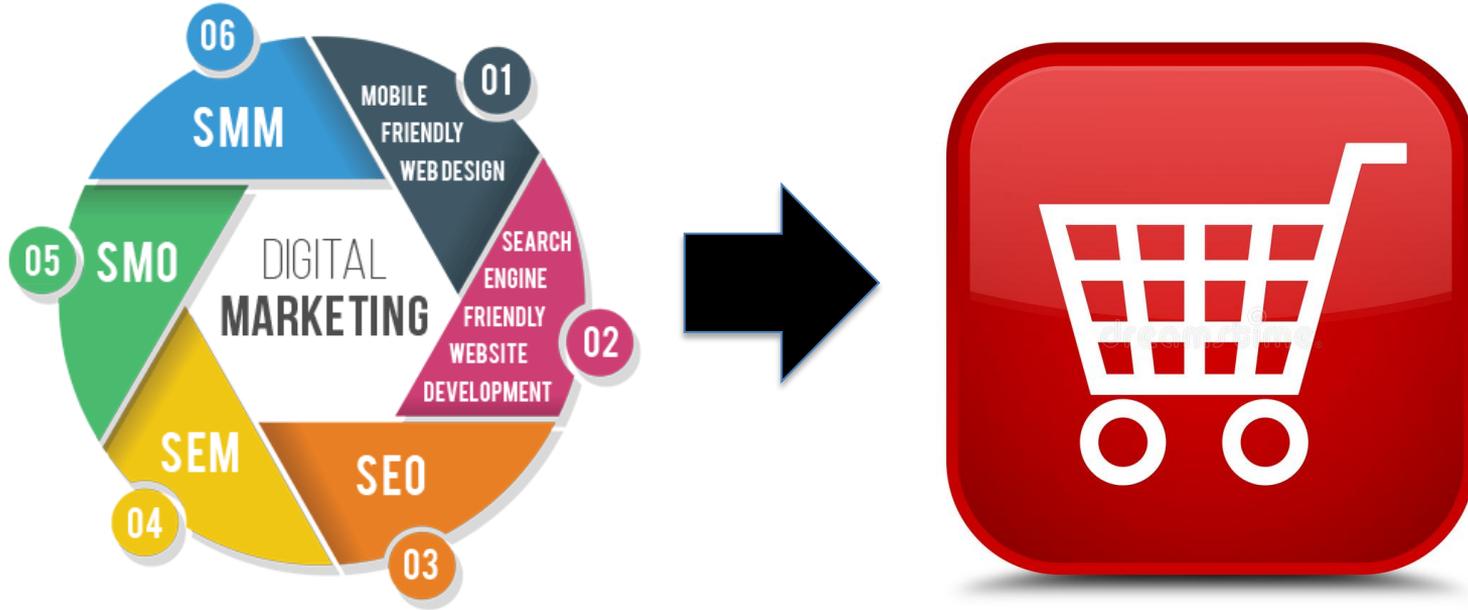
Case Study: Bora Tools

- 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



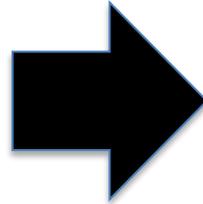
A Chief Outsiders Client

Ecommerce: Flawed Assumptions



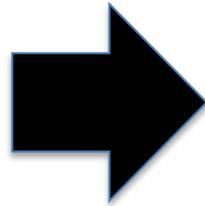
Missing a Bigger Opportunity

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 ...](#)

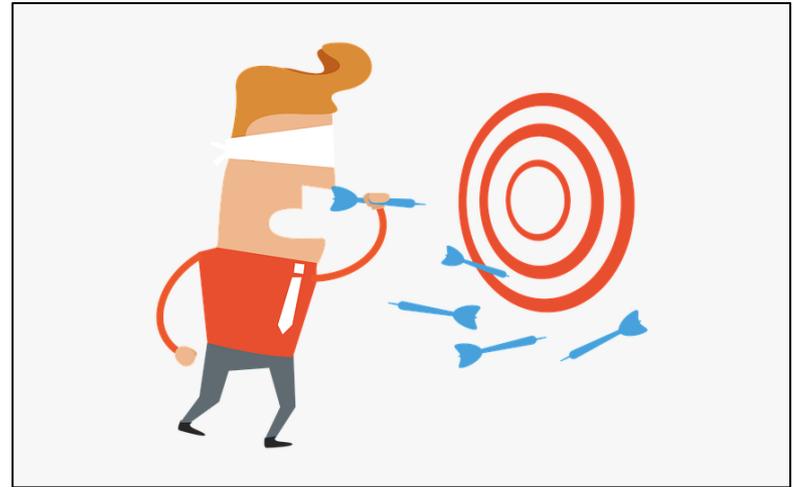
SEM Limitations



SEM Limitations



Underdeveloped Brand



Low Conversion Rate

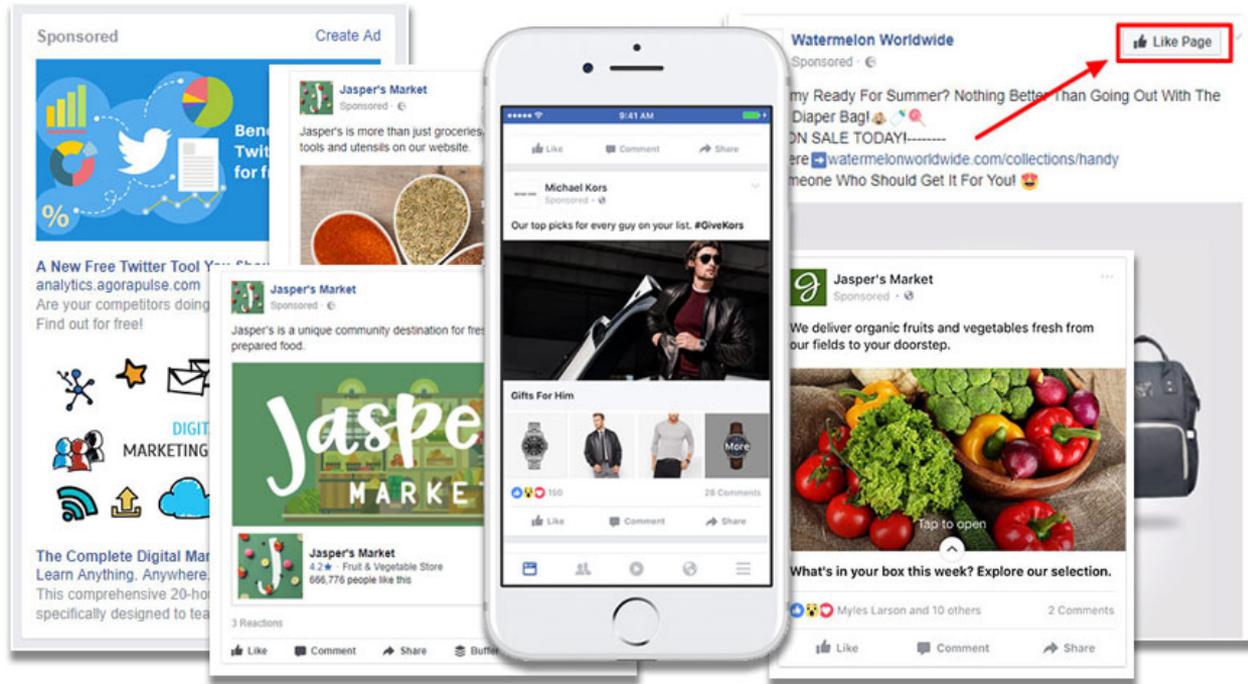
SEM Limitations



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

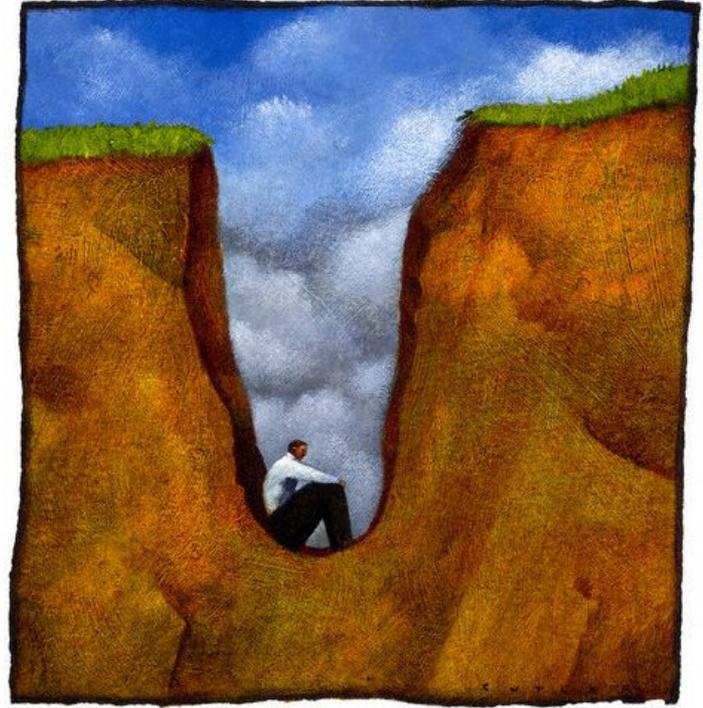
Omni-Channel Marketing



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



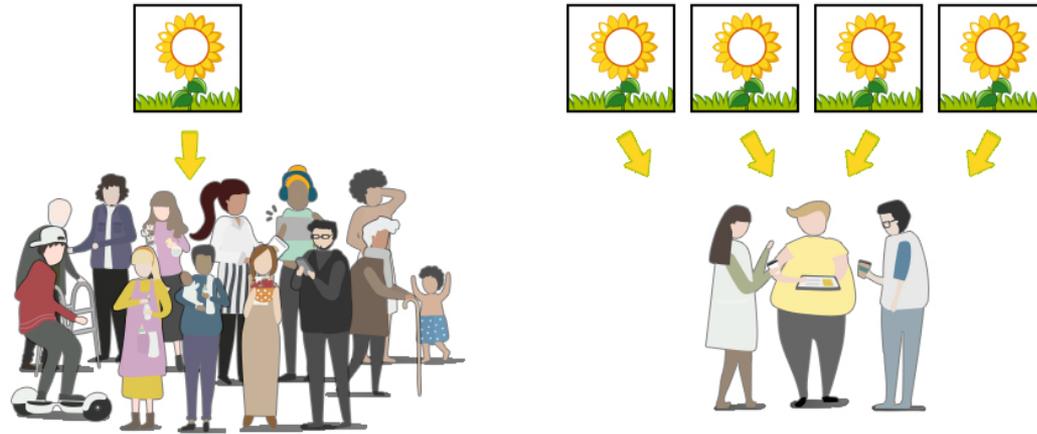
VAB: Top 125 Ecommerce Brands – Over \$3B on TV

Omni-Channel Featuring Offline Media



Offline: Still Relevant, Affordable & Efficient

REACH vs FREQUENCY



Better Driver of Sustainable Growth

Omni-Channel Featuring Offline Media

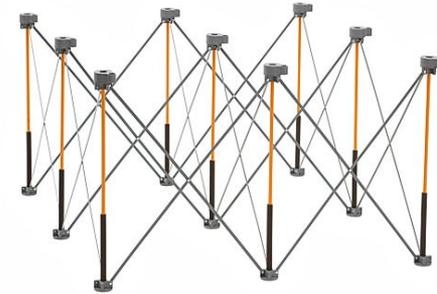


TV Ads with CTA

- 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, workspac or workshop ...



Bora Centipede
August 28, 2019 · 🌐

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

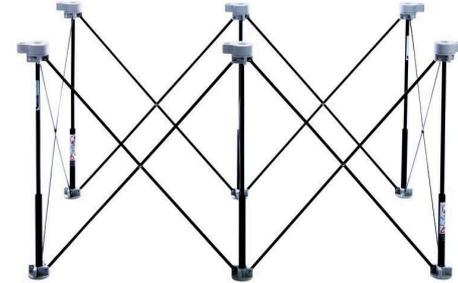
💬 Comment

🔗 Share



Most Relevant ▾

Catalog Website



Bora Centipede CK9S Workstand

\$129.00



23 Reviews

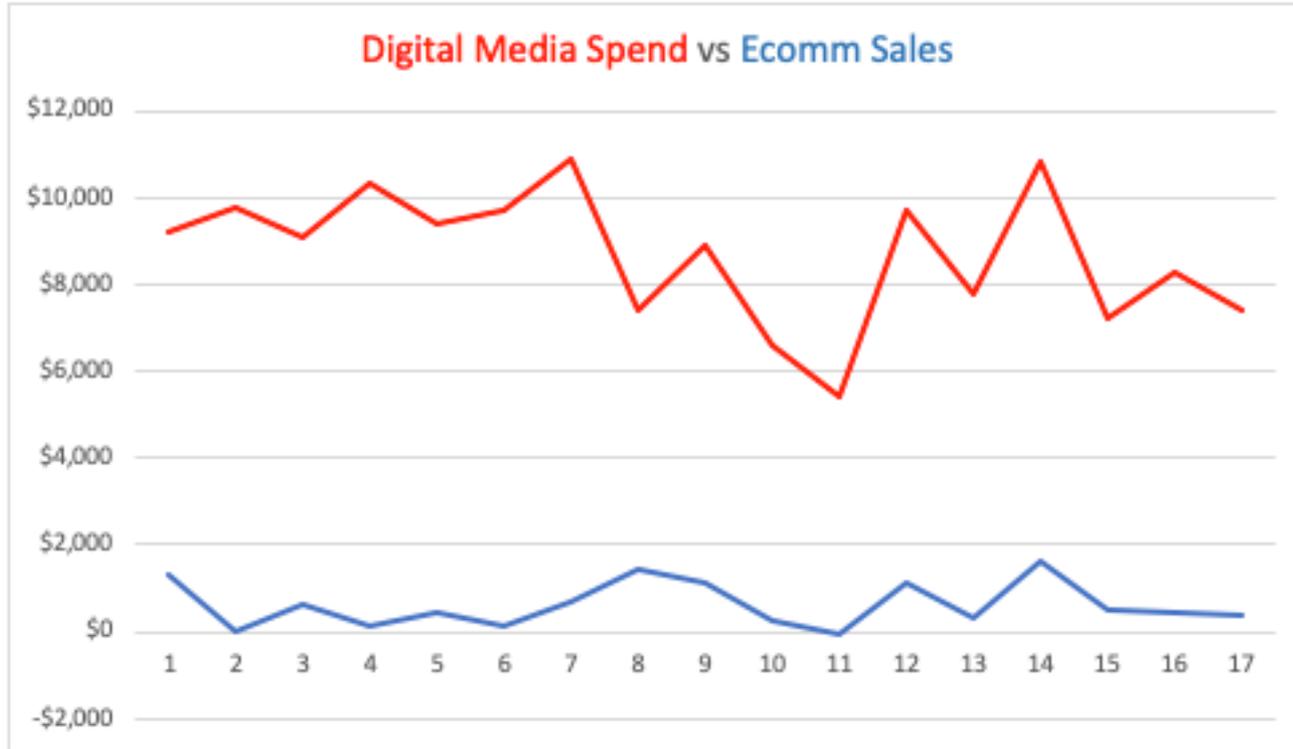
ADD TO CART

What Was Website Conversion?

.1%

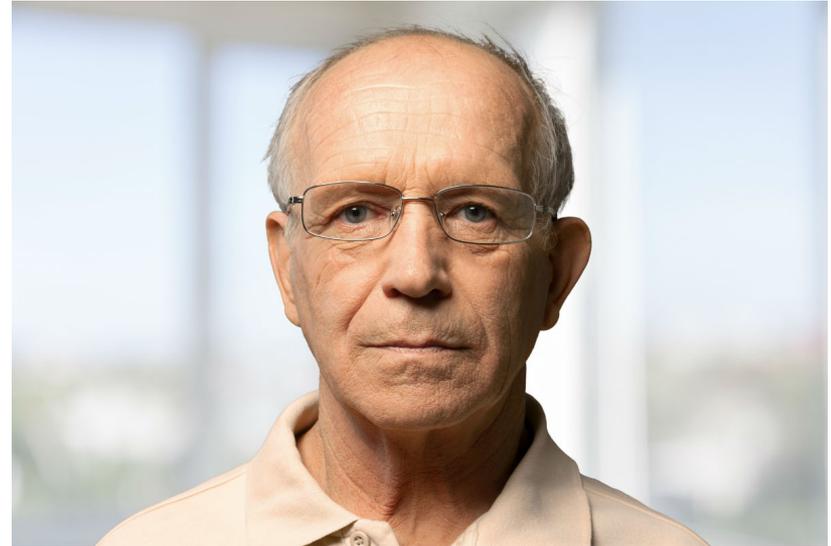
**Including Organic Traffic & Orders
So Conversion from Paid Ads = Zero**

Special Case: New Product Intro / Underdeveloped Brand



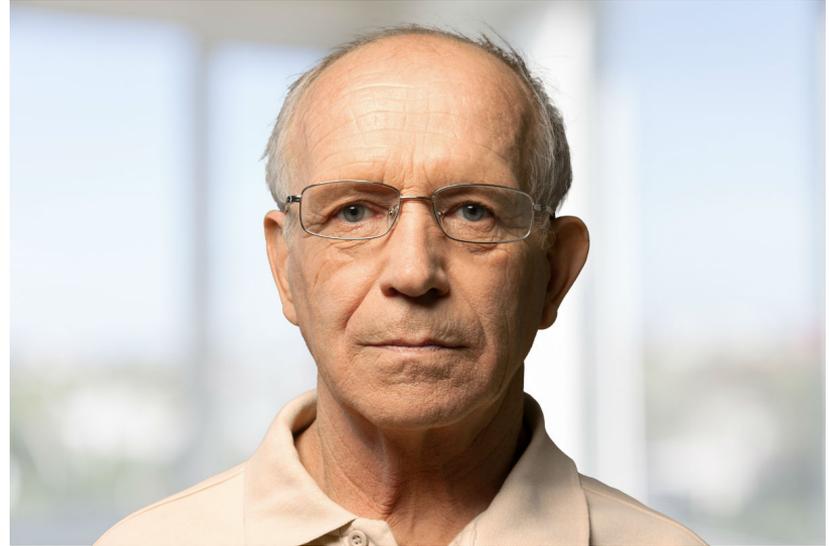
Negative Return On \$250k Ad Spend Over 18 Months

- 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

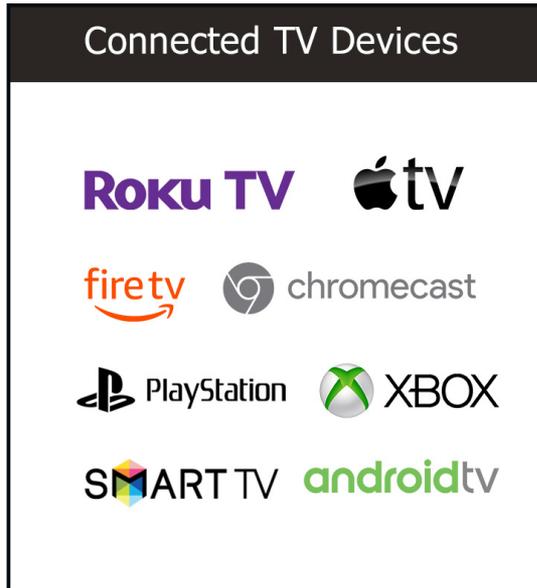
Special Case: New Product Intro / Underdeveloped Brand

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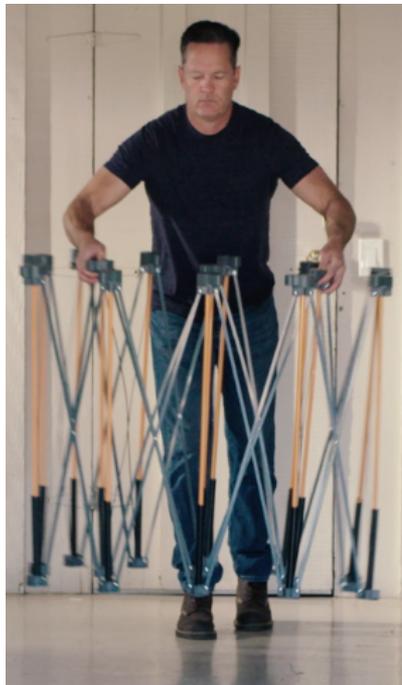


Streaming and the OTT Ads

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](#)

Dramatic Improvement in Performance

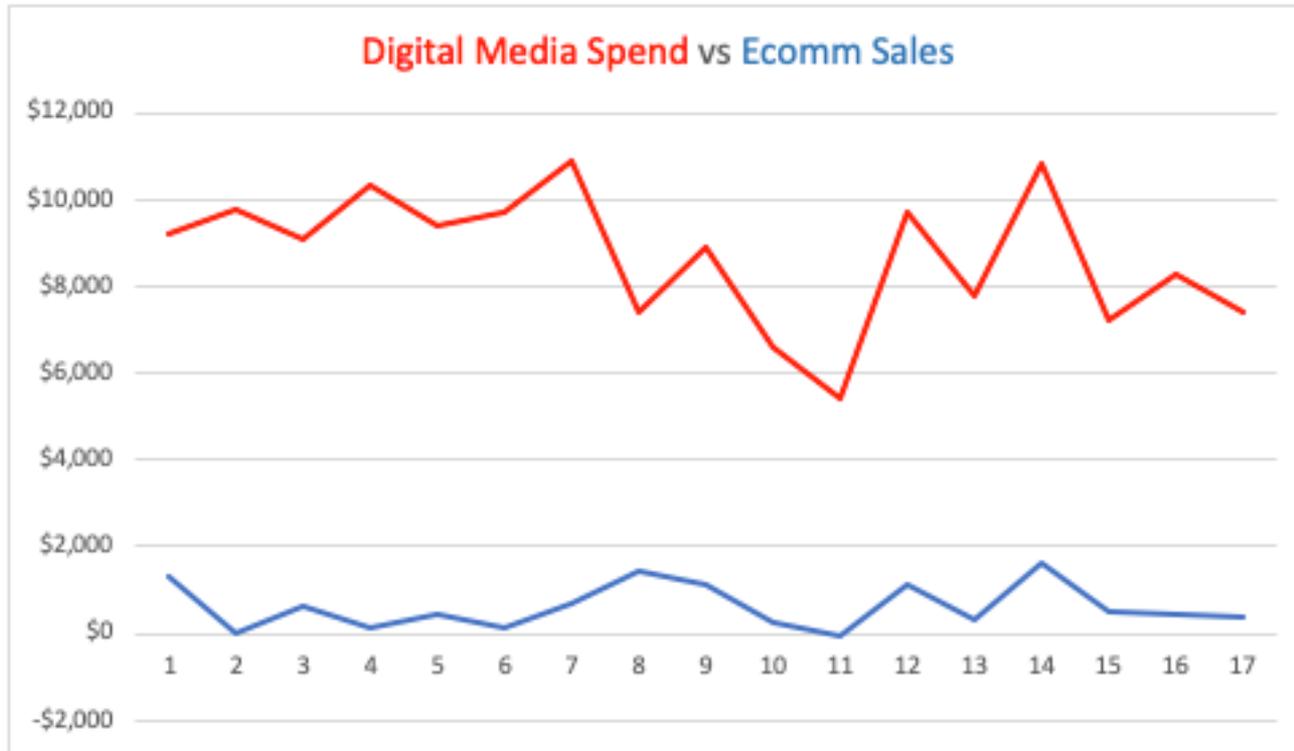
Conversion Rate Improvement

.1% to 6% (60x)

Return on Ad Spend

Loss to Over 3x

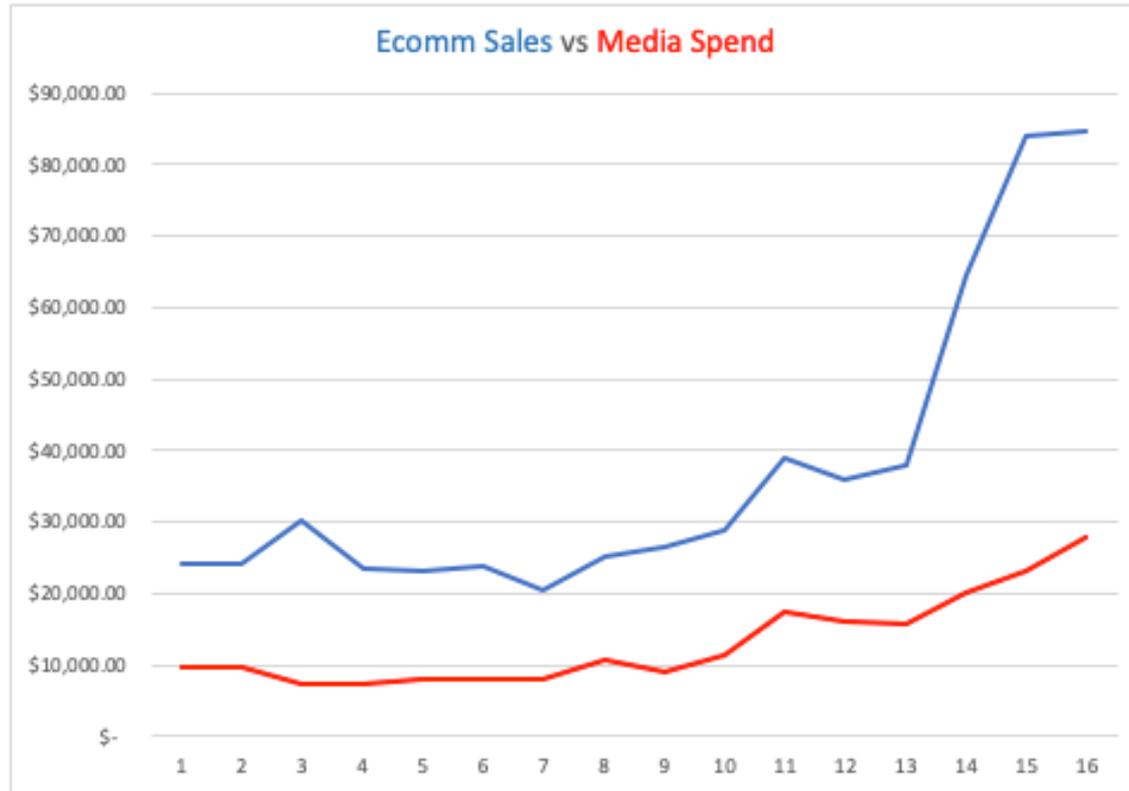
All Digital Approach



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

Box Box Retail Now Calling



Customers asking for Centipede in Store

In Summary

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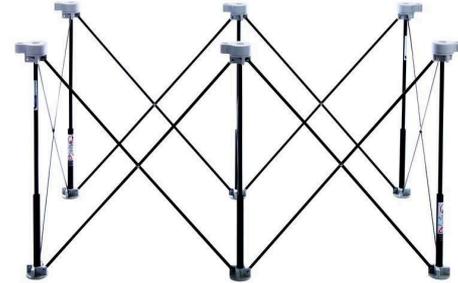
The **BORA Centipede** CK6S Work stand is the most flexible solution for your job site, workspace or workshop ...



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

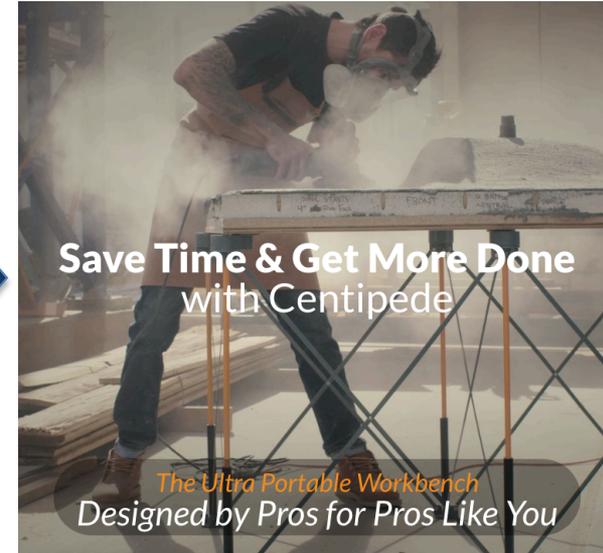
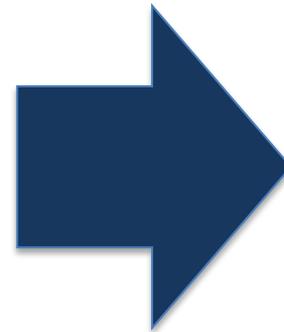
\$129.00



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

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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