

National Positions
*MARKETING TRENDS,
TIPS, AND SECRETS*
For 2023



National Positions

MARKETING TRENDS, TIPS, AND SECRETS

For 2023

Welcome to 2023!	3
3 Factors Driving Marketing Strategies in 2023	4
1. Marketing During a Recession	5
2. The Black Box Marketing Impact	7
3. Your Marketing Data = Your Marketing Success	9
Marketing Strategies for 2023	11
The Reality of Recession Marketing	12
Artificial Intelligence	14
Marketing Automation Tools	16
Data Privacy and First-Party Data	18
Google Embraces Automation	20
Ad Creativity Is Key	22
Amazon - The Ecommerce Upgrade	24
TikTok Expands Its Reach	26
YouTube Shorts Come Into Focus	28
Customer Loyalty and Lifetime Value	30
Live Shoppertainment Content	32
Conversion Reigns Supreme	34
Personalization to Gain Popularity	36
Omnichannel Strategies Take Hold	38
AdBeacon Supercharges Social Commerce	40
Conclusion	42

WELCOME TO 2023!

This past year was a whirlwind of new opportunities.

We onboarded hundreds of new clients, scaled campaigns faster than ever, and saw more industry changes than we ever could have anticipated! All in a day's (or year's) work at National Positions.

Now we enter a whole new set of uncharted waters as we welcome 2023.

What is this year going to look like for your brand, your growth, and your marketing? You have questions and we have answers.

Every year, my team digs into their collective knowledge and experiences to provide you with the biggest trends you need to watch for in the coming year. And 2023 is going to be one to remember.

From advancements in AI automation and ad optimization platforms to TikTok and considering a possible recession—we have put everything on the table and nothing is off limits.

In the following pages, you will find over 50 tips, tricks, trends, secrets, and strategies for making 2023 your most profitable year ever. No matter where your business's marketing strategies sit at this exact moment, you will find ways to enrich them in the following pages.

As the CEO of National Positions, a marketing ship I have guided for nearly 20 years, one thing I know for sure is that change is inevitable—and adapting is a necessity.

Welcome to 2023—let's dive in!

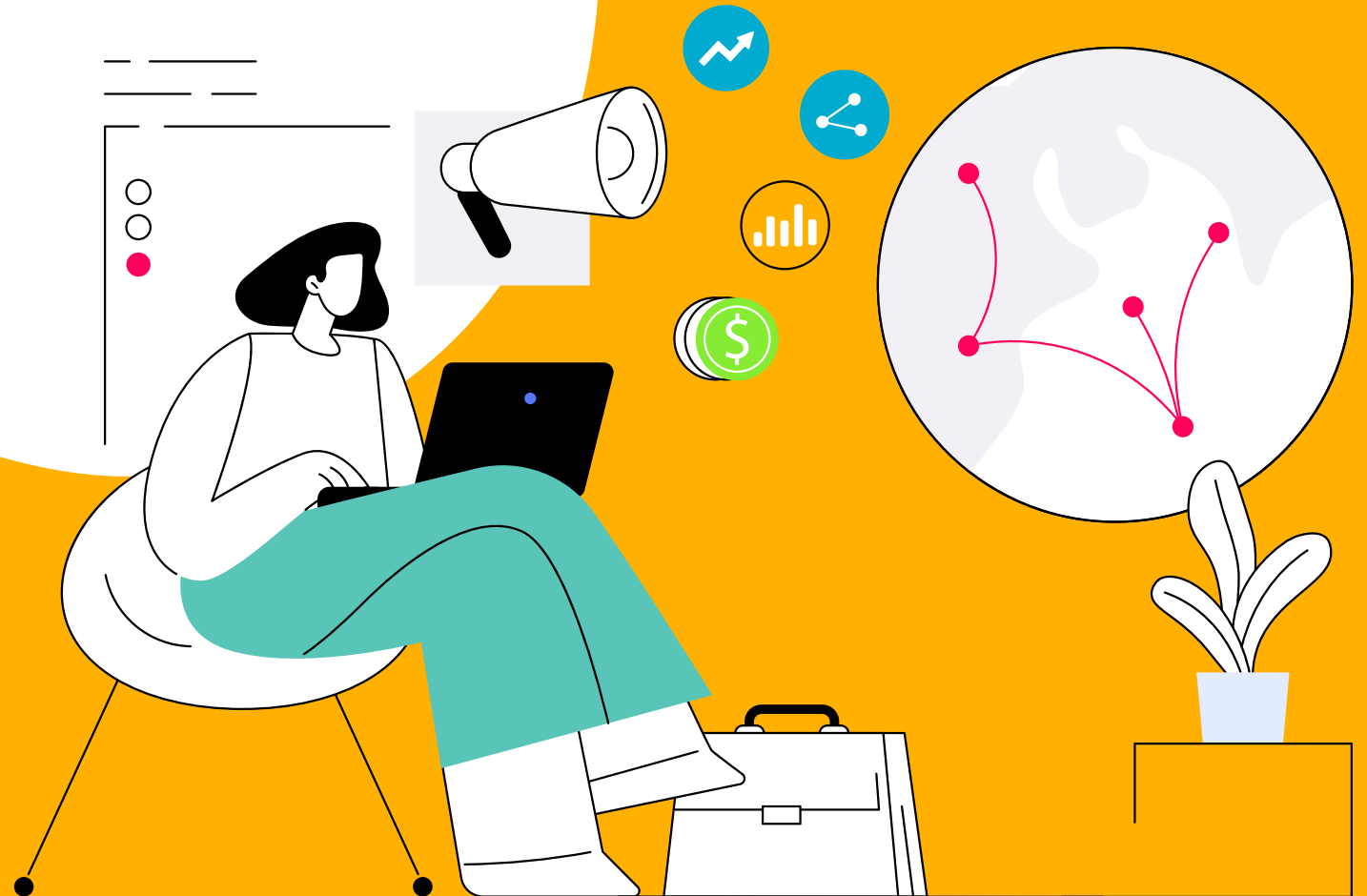
Bernard May
National Positions CEO



3 FACTORS DRIVING MARKETING STRATEGIES

In 2023

*No matter the channel - these
changes matter*



01

Marketing During *A RECESSION*

There is little doubt that a recession (at some level) is coming in 2023. We recognize this fact in how to approach our clients' success in the coming year. Buying habits will pivot, customer needs will change, and attention will shift—but your customers will continue to purchase. A recession does not mean the economic machine stops, nor will our clients' marketing campaigns.

DOUBLING DOWN OR CASHING OUT

Some brands drop their marketing via a knee-jerk reaction to hard economic times. Cutting marketing out of fear will likely have an even more negative effect once the hard times have passed. Having some exposure online is critical—and this means something other than blowing out your marketing budget.

It's time to 80/20 the situation—pinpoint your most profitable channels from 2022 and keep these running. Replace your underperforming channels with new ones that will supplement, or use untapped channels you can test. Remember, less ad competition can mean more exposure at a lower cost to you.

BRAND MARKETING IS PARAMOUNT

Customers remember brands that stick with them through the hard times. Ask yourself, "How can we provide more value to our customers?" No, we are not talking about a price drop. Customers appreciate a lower price, but they remember value.

Airbnb took this strategy to the bank by focusing on a brand-building pivot over performance marketing during the pandemic. In Marketing Week, CEO Brian Chesky said, "Airbnb now looks at the role of marketing as one of 'education,' not 'to buy customers.'" In short, this focus on brand is paying off.

FOCUS ON LOYALTY AND LTV

Having a solid customer loyalty and lifetime value (LTV) strategy in place is nonnegotiable. If you don't have one, start one. If you do, make it better. It's true that customers are more likely to look for alternative products to meet their needs during a recession—it's normal.

But not only will your past customers already have you top of mind, bringing them back is easier, faster, and far cheaper. Whether you retarget past customers on Facebook or go direct with emails and SMS, start focusing on returning customers ASAP.



02

The Black Box *MARKETING IMPACT*

Marketers (and brands) are struggling to adapt as data, performance metrics, and algorithms become more complex. But driving into 2023 while staring into the rearview mirror will not end well for any of us. The way National Positions sees it, the only way forward is adaptation. New sources of data, new strategies, and new technologies—we are focusing on what we CAN control.

AUTOMATION IS INEVITABLE

One key factor feeding this black box is the push for automation. Google, Facebook, and other social media channels have pushed automation, making marketing on these channels more of a black box.

As automated solutions have been adopted, the functionality of automation has been a distant afterthought. As more automation is embraced to feed the end result, the inner workings of automation will become harder to understand. So we all need to find the middle ground that works for our marketing and businesses.

TRANSPARENCY IS THE CHALLENGE

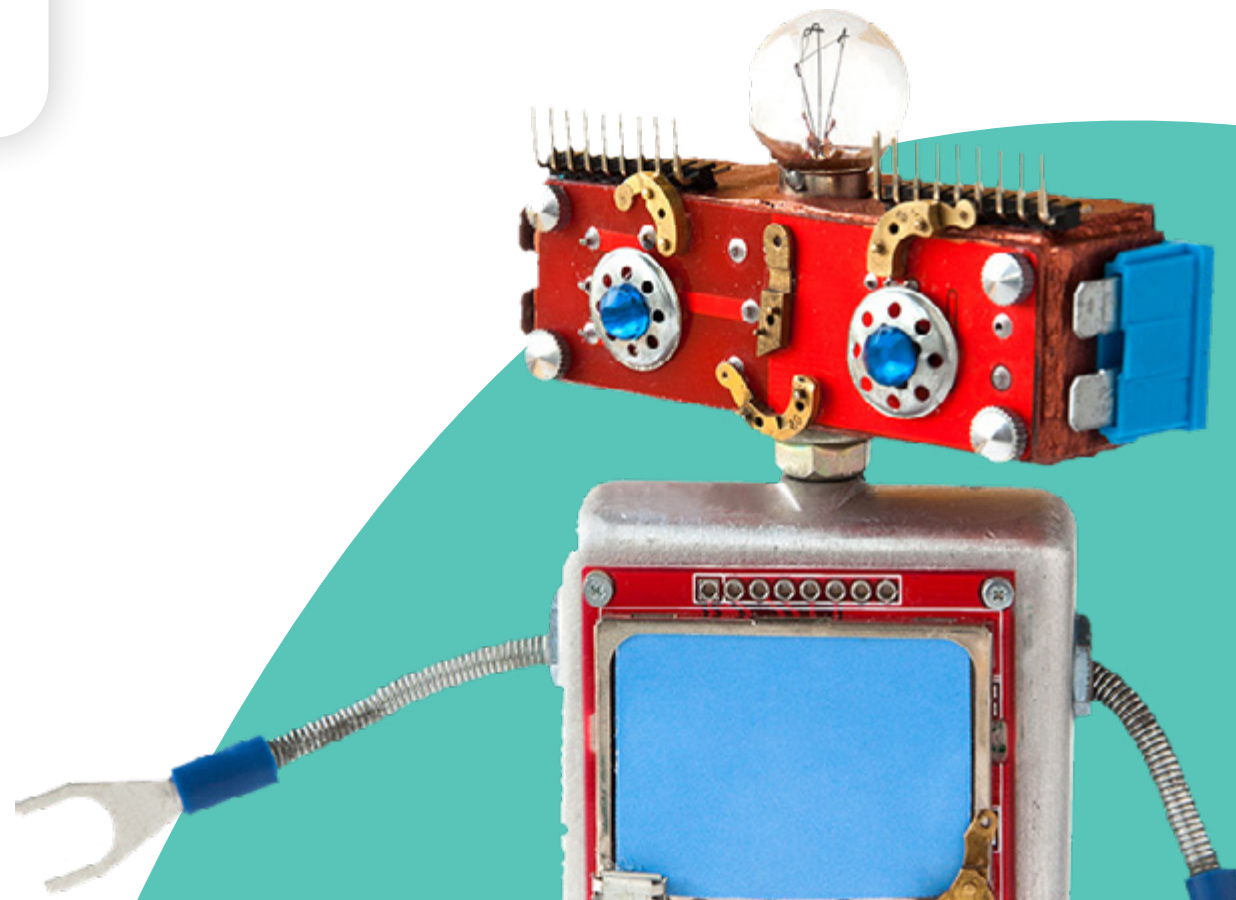
As processes shift into overdrive and we are able to scale faster than ever, we begin to uncover new questions and want new answers. Advances in marketing technologies will, by their very nature, lead us to want (or need) to answer deeper questions surrounding performance data—but it can be more complex.

When Google switches up its analytics platform or Apple updates its iOS to eliminate our ability to understand 84% of the iPhone userbase, it can disrupt everything. This need for transparency will always be addressed—but currently, transparency is getting, well, less transparent.

RISK AND REWARD

The evolving black box surrounding marketing data, metrics, and capabilities holds levels of both risk and reward. Adopting and leveraging the latest the industry offers can lead to reaping the rewards over your lagging competition. However, the inverse may also be true—adopting early and suffering data obfuscations down the road.

Vetting any advances is necessary. There is a balance between maximizing efficiency and relinquishing control. Time-saving technology is always met with open arms—but never at the expense of customer privacy or jeopardizing data. Assume risks you can afford, but never gamble frivolously.



03

Your Marketing Data = ***YOUR MARKETING SUCCESS***

For years, National Positions has been innovating more future-proof strategies surrounding marketing data. The great news is that this tightening of personal privacy will push subpar practitioners out of the game and let your campaigns shine even brighter. The more first-party data you can collect and apply to your marketing strategies, the more rewards you will receive in 2023!

DATA PRIVACY PUSH CONTINUES

Consumer data needs to be protected—we 100% believe this. We believe in being ethical—scraping and distributing consumer data has not (and never will be) part of our marketing discussions. That said, there is another side of this coin that impacts anyone marketing online.

Consumer data tells an interesting story—56% of consumers expect promotions to be personalized, 73% expect brands to anticipate their unique needs, and nearly 90% say the brand experience matters. So how can these needs be met without adequate data? This is the question we are trying to answer.

THIRD-PARTY DATA IS GOING EXTINCT

When you advertise on Google, YouTube, or Facebook, you have been using third-party data. These vast banks of purchase, demographic, and geographic user data have been key in launching and scaling campaigns since online advertising began. But this third-party data is evaporating.

Google is phasing out cookies (user tracking) by the end of 2024, and Facebook lost a massive amount of data and tracking capabilities with Apple's iOS update starting in April 2021. National Positions has focused on advancing the use of first-party data for years—an approach that will be critical as we move into 2023.

SUCCESS DEPENDS ON DATA INSIGHTS

Your success hinges on the valuable data insights required to optimize your campaigns, keep budgets in check, and scale efficiently. This means that finding new sources of data now is paramount. The good news is you likely have more access to this data than you think.

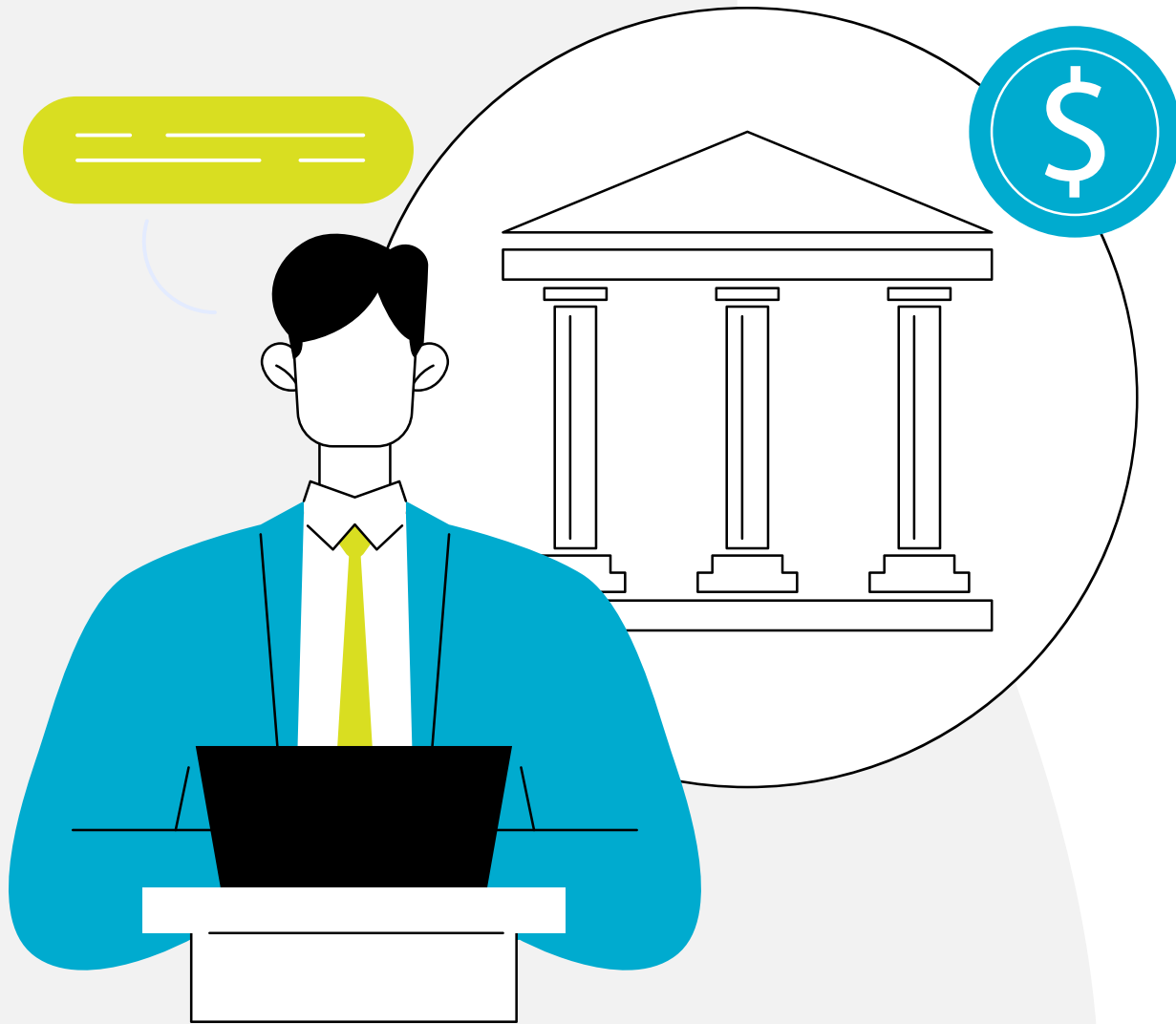
Conversions and sales data are accessible from your ecommerce website platform, like Shopify. Offline conversion data that can be used to enrich your Google ad campaigns is available in your CRM. Take stock of all the direct data sources you have now—they will become your key to success in 2023 and beyond.



MARKETING STRATEGIES For 2023

*Over 45 ways to upgrade your
marketing profitability*





The Reality Of *RECESSION MARKETING*

National Positions saw amazing performance and profitability during Black Friday and Cyber Monday in 2022—but 2023 may be singing a different tune.

With inflation in the US at a 40-year high and a recession (most likely) on the way, your marketing may need to adjust and speak to new and current customers on a different level.

Stopping your marketing altogether is not the answer—businesses that slam on the breaks will be trying to claw back the market share they lost once the storm has passed.

STRATEGY #1

BUILD BRAND VALUE WITH BRAND MARKETING

Now is the time to start building even more brand value between you and your customers. Informative newsletters, getting active on social media, and even providing how-to content to your customers relating to your industry or products will go a long way. Nearly 90% of customers say that brand experience matters as much as your product or service—brand marketing matters.

STRATEGY #2

UTILIZE REMARKETING TO BRING CUSTOMERS BACK

Now is the time to build your remarketing campaigns. Remarketing on Google and Facebook is perfect for staying top of mind while keeping costs in check. You are also doing warmer outreach to customers who already know about your brand, making sales conversions easier. When economic times get tight, customers may be looking for alternatives, and you need to keep the attention on your brand—remarketing is a great way to do it.

STRATEGY #3

LEVERAGE EMAIL FOR COST-EFFECTIVE LTV

Using your customer email list is a top priority. Send your current customers, targeted promotions, and updates to keep your brand top of mind. Your CRM has a bank of past customers you can reach out to separately to try and win them back as well. Email is also extremely cost-efficient and can give you some of the best ROI—all it takes is time. Start segmenting your customers and offers right now.

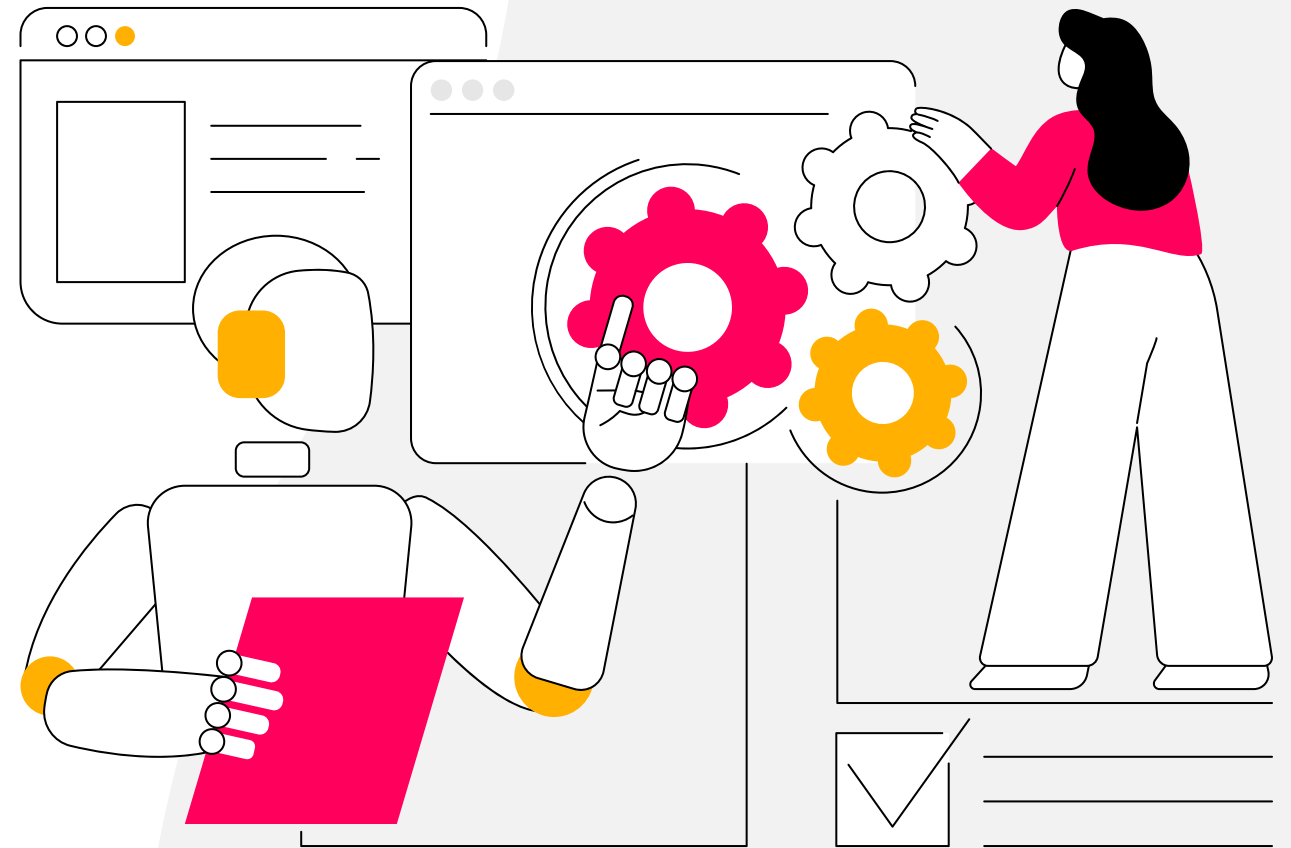


Artificial *INTELLIGENCE*

Advances in AI and machine learning are making marketing strides both directly and indirectly.

Google and social media algorithms leverage them at scale, and ad platforms continue to roll out AI-powered options and automation that can either be an asset or a liability.

Succeeding in 2023 means leveraging the benefits of these advances—using them to help you succeed and scale faster.





STRATEGY #1

LET TECHNOLOGY OPTIMIZE YOUR AD CAMPAIGNS

Ad platforms like Google and Facebook have been ramping up AI, allowing advertisers to optimize targeted ads, reduce advertiser workload, minimize common human errors, and pinpoint the best-performing ad creatives. Don't be afraid to let AI do the heavy lifting. Speed matters in 2023, and ad campaign AI will help you get better results in less time.

STRATEGY #2

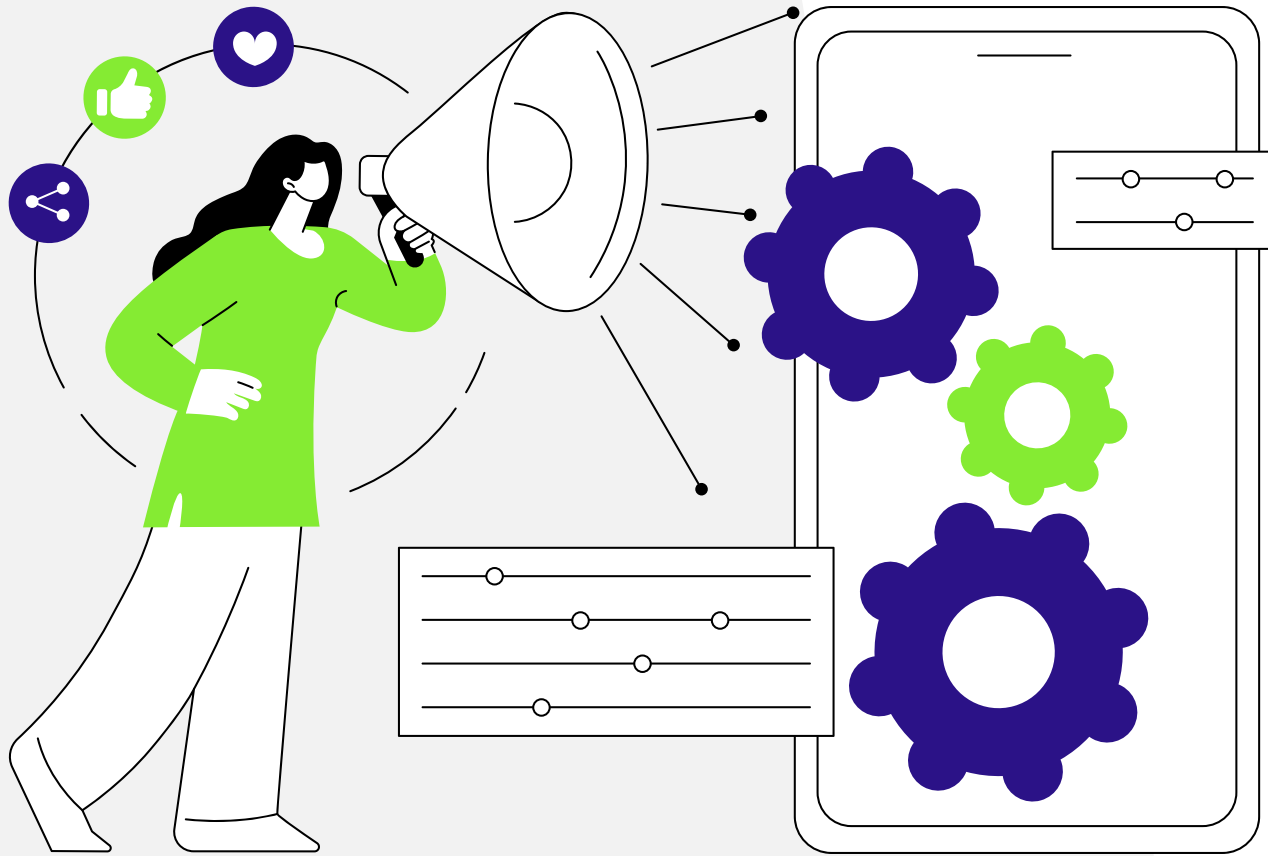
LET AI HELP TO OPTIMIZE YOUR ADS AND VIDEOS

AI can determine the most effective ad or video to present to the right audience at the right time. Focus on providing multiple headlines, display and video content, and let AI decide which combinations work best for which audiences. Focus on being more creative, test more ad variations, and let AI tell you what is working.

STRATEGY #3

FEED MACHINE LEARNING TO MAKE IT SMARTER

Make your ad campaigns smarter by uploading your offline conversion data. You can offload this data via API or even in a CSV file that can be uploaded to Google, Facebook, and other social media platforms, enriching your campaign AI. These platforms use this data to find more customers (like the ones you have) and expand your ad audience.



Marketing Automation *TOOLS*

Fact: Automation is an asset that you can't ignore in 2023.

Another fact: Your greatest asset and confining liability is time.

Automation is essential for covering those menial tasks that are both essential but a time suck when done manually. To save time and marketing budget, marketing automation will be your greatest (profitable) asset in 2023.

FOCUS ON EMAIL AUTOMATION TO GENERATE EVEN BIGGER RETURNS

Email marketing provides an average ROI of \$36 for every \$1 spent—needless to say, email marketing is a powerful tool. Email messages, triggers, flows, and SMS text messaging automation will let you put loyalty programs, follow-ups, and abandoned cart notifications on autopilot. Marketing automation can (and should) apply to every step of your customer journey, from awareness to conversion.

ADOPT SMS AUTOMATION

SMS text automation is still a growing channel that needs to be on the 2023 list of strategies to use. The majority of customers (66%) prefer text to other forms of communication—going direct with SMS text marketing is a prime opportunity. Promotions, capturing abandoned carts, and driving repurchases are all possible with SMS campaigns. Don't be afraid to go direct and get personal with your automated SMS promotions.

MAXIMIZE EMAIL FLOWS THROUGH AUDIENCE SEGMENTATION

Just emailing or texting is not enough—you need to be segmenting everything! Segmenting by areas like demographics, geographics, product types, styles, and complementary products are all areas of personalization you should be using. Over 70% of customers want brands to anticipate their unique needs, which means personalization!



Data Privacy And *FIRST-PARTY DATA*

Customers are more informed than ever about their data privacy. Their personal information is valuable—they know it, and you know it.

Data privacy requirements present targeting limitations but also marketing opportunities. First-party data gives you an ethical and profitable path forward that your competitors can't duplicate.

Targeting, ROAS, and customer LTV will all be powered by first-party data—it is the only “future-proof” way forward.



Hello
my name is

Jessica

STRATEGY #1

ADOPT AN ECOMMERCE PLATFORM RICH IN FIRST-PARTY DATA

Using your first-party conversion data from Shopify for better targeting, improving ROAS, and maximizing customer LTV is a must in 2023. If you have another ecommerce platform or CRM you prefer, that's fine, but make sure you are collecting your paying customers' first-party data. Third-party data is going the way of the dinosaurs, so take stock of (and get ready to use) your first-party data sources now.

STRATEGY #2

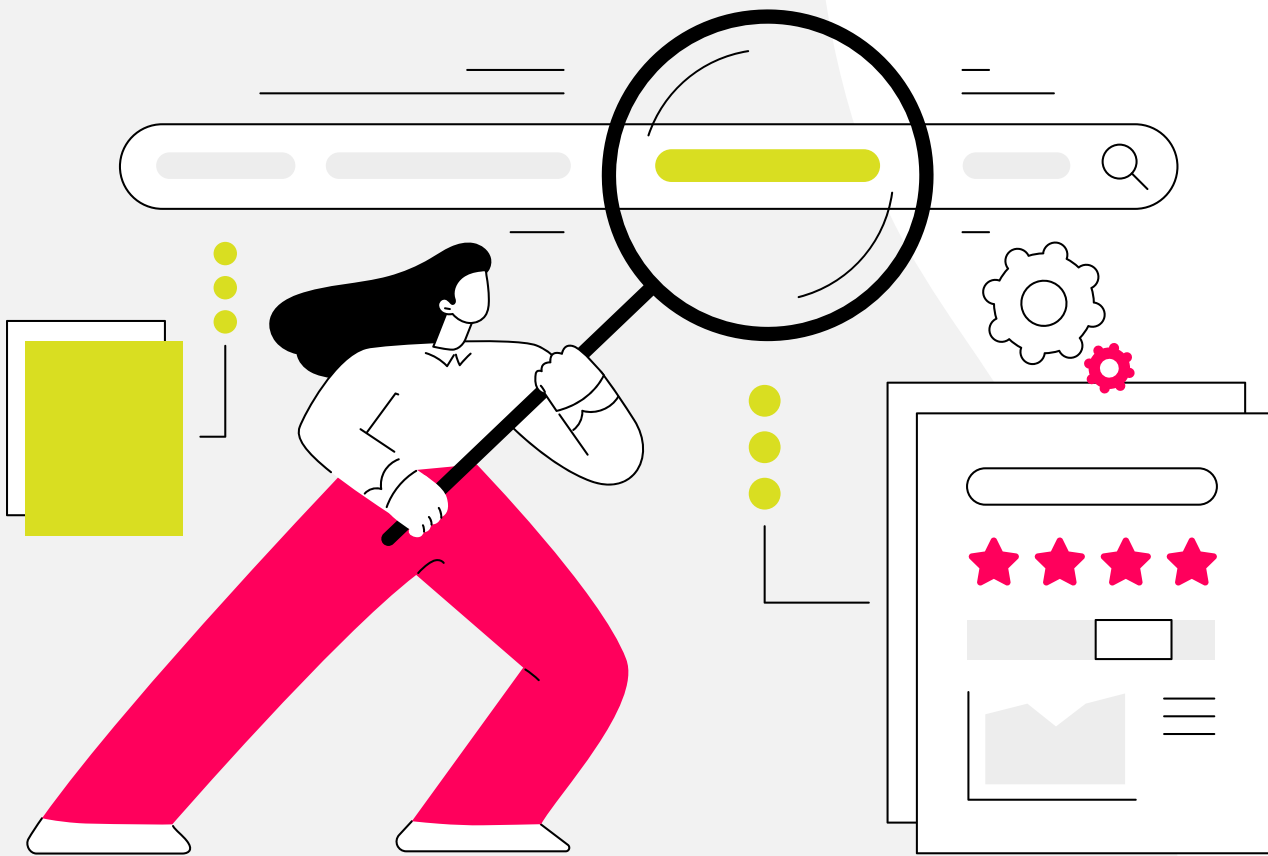
ENRICH PAID MEDIA CAMPAIGNS WITH OCT

You can make your paid media campaigns on a platform like Google Ads more effective and profitable—with a little help. Offline Conversion Tracking (OCT) is just shorthand for any conversions that Google or Facebook doesn't know about. You can (and should) export this data and upload it directly back into your campaigns. You will be telling the ad platform: "Hey Google Ads, go find more customers that look like these."

STRATEGY #3

OPTIMIZE AD CAMPAIGNS FASTER AND ACCURATELY WITH ADBEACON

AdBeacon is a powerhouse ad optimization platform, powered by first-party data that gave our clients the biggest Black Friday/Cyber Monday (2022) year ever. In short, AdBeacon will let you test more Facebook creatives and optimize campaigns faster and more accurately. We are running all our paid media campaigns through AdBeacon in 2023—it's that good! Get a free trial at [AdBeacon](#) and thank us later.



Google Embraces *AUTOMATION*

Google is shaking things up—again.

Google knows that keeping advertisers on its platform requires more sophisticated and scalable options that save businesses time and cash. In 2022, Google began to give us automation options that cut down on time-intensive manual campaign optimizations.

We see this as a step in the right direction, so marketers can focus on what REALLY matters—results!

STRATEGY #1

MAX OUT PPC WITH PERFORMANCE MAX

Google's Performance Max campaigns (launched in 2021) let your campaigns run across every Google Ads space available, like PPC, YouTube, Discovery, etc., through automation. Instead of launching five separate campaigns, you can now launch one, which is a huge time-saver. You need to be everywhere your customers are—use Performance Max to automatically distribute and offline conversion data for better targeting. This is a killer combination.

STRATEGY #2

PUT MORE FOCUS ON DEVELOPING CREATIVE

We are going to say this loud and clear, you need to be testing more creatives in 2023. Automation gives you (or your team) more time to create and test more graphics, images, videos, and messaging. The more creatives you can feed into your campaigns, the faster you will uncover what is resonating with your customers. So double down on creating more ads and more styles in 2023.

STRATEGY #3

ADOPT GA4 AND SAY GOODBYE TO UNIVERSAL ANALYTICS

A big push to Google Analytics 4 is the elimination of cookies and further legislation which will force analytics to fill in the data gaps with machine learning. Analytics goes hand in hand with automation. GA4 will be making big changes in the way your website data is automated and sorted. Universal Analytics will sunset as of July 1st, 2023, so get familiar with GA4 ASAP.

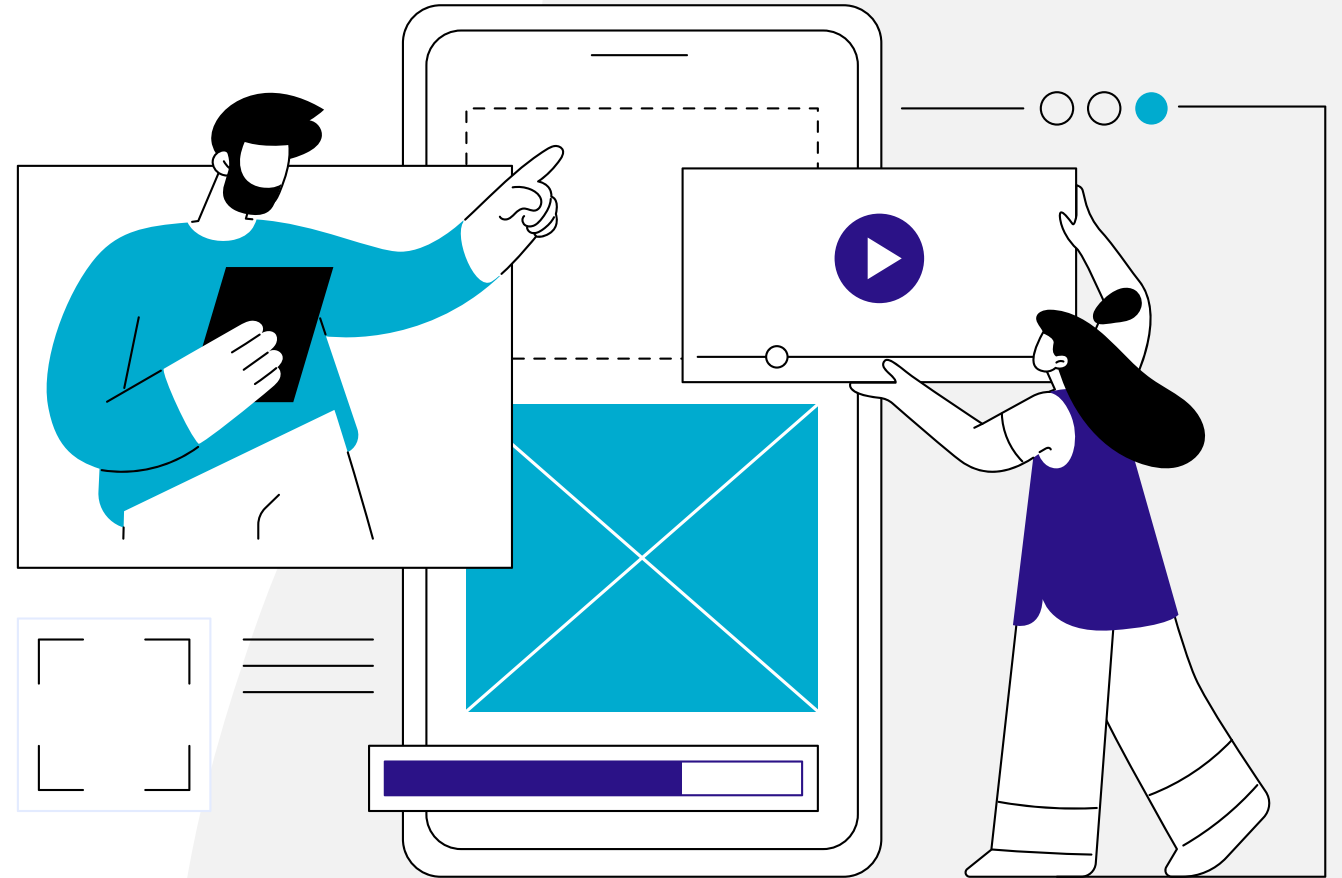


Ad Creativity *IS KEY*

Creativity is the most important differentiator in marketing and advertising!

The success of SEO, social media, email, etc., all hinges on your creative prowess. Creativity is key for effectively weaving your brand story, capturing new customers, and bringing current customers back for more.

How will you think, strategize, and execute campaigns more creatively in 2023?





STRATEGY #1

DIFFERENTIATE WITH CREATIVES

Differentiating your brand in 2023 is going to come down to how creative you are. Paid ads, social media posts, video creation, email graphics, and site designs all take different creative skill sets—so be prepared to invest heavily in your creative concepts. Don't limit yourself to your current teams if things have grown stale. Freelancers, third-party agencies, and even Fiverr have amazing creators to help spark new creative directions.

STRATEGY #2

EMBRACE EMERGING PLATFORMS

Platforms like TikTok or YouTube Shorts are the perfect opportunity to test new creative ideas and messaging. And if creating video content that is fewer than 60 seconds sounds impossible—good! This will force you to be more creative! Test new creative ideas, video edits, topics, etc. When you find a piece of content that your audience REALLY seems to like, repurpose this content into your paid campaigns. Choose creativity over fear!

STRATEGY #3

REPURPOSE AND REINVENT CONTENT

Want to know a marketing secret? We reuse content all the time. We can take an ebook and turn it into 20 blog posts, turn those into 20 videos, and turn those into 40 YouTube Shorts! We call it “creating smarter.” Each type of content speaks to a different type of customer and multiplies the opportunity for a conversion. Create content, but repurpose everywhere you can—all it takes is a little creativity.



Amazon - The *ECOMMERCE UPGRADE*

Every brand online wants to sell their fantastic products directly—we 100% get it.

However, the attention that Amazon holds is undeniable and can be your (not so) secret weapon for exposing more customers to your products.

National Positions works with multimillion-dollar brands that sell directly and through Amazon, but you don't need to be an ecommerce goliath to do the same thing.

STRATEGY #1

FOCUS ON BRAND REGISTRY

Amazon's purpose is to sell products. But Amazon prefers brand owners as opposed to resellers and has been taking steps to give brands more exposure on Amazon. In 2022, Amazon started cracking down on the huge influx of dropshipper accounts.

STRATEGY #2

PUSH ENGAGEMENT ON AMAZON WITH SHOPPERTAINMENT

Shoppertainment is the modern-day version of QVC. Amazon has an entire section of its platform dedicated to providing these live demos with real-time question-and-answer engagement. Product pictures are one thing, but live demos of your product speak far louder. So if you have the ability to tap into this shoppertainment area of Amazon in 2023, it's a perfect way to stand out from the competition.

STRATEGY #3

BUILD YOUR AMAZON BUSINESS WITH FBA

Yes, having your product orders "Fulfilled by Amazon" (FBA) comes at a cost. But processing orders, confirmations, shipping, logistics, returns, customer service, etc., all take time away from the business. And time equals money. FBA can give you this time back, amongst a slew of other platform benefits. With the power and trust of Amazon, FBA should be on your 2023 to-do list.

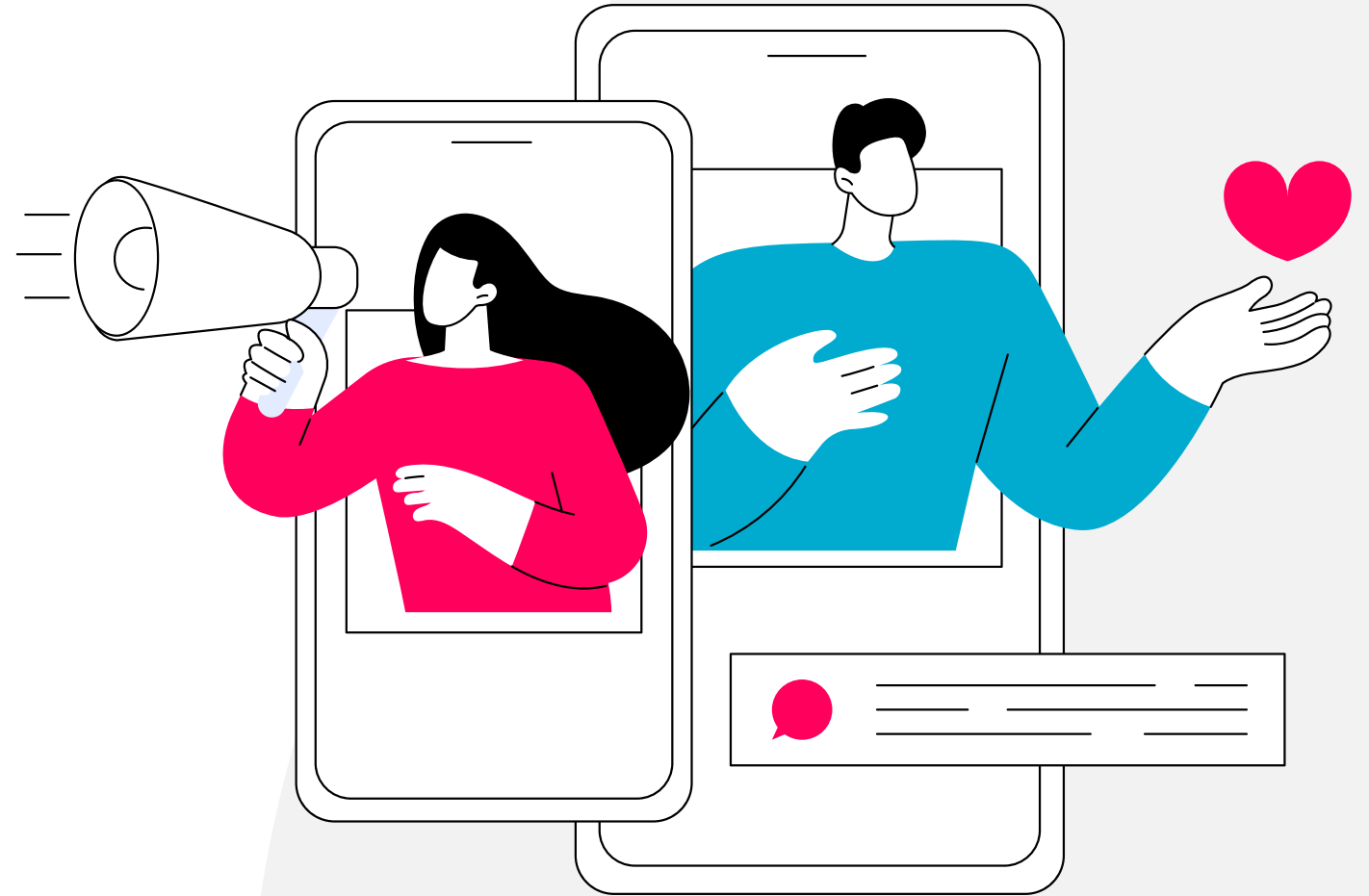


TikTok Expands *ITS REACH*

Say what you will about TikTok, but the attention this rapidly growing social media platform holds is nothing to sneer at. And no, not just for kids.

Just under 70% of TikTok users are in the 20 to 50+ age range worldwide, and non-Gen Z cohorts are adopting it in record numbers.

It is time to consider what impact TikTok can have on getting more eyeballs on your brand, products, and services.





STRATEGY #1

CONSIDER TIKTOK INFLUENCERS

Influencer partnerships and content collaborations on TikTok are a vastly overlooked opportunity. TikTok influencers rack up millions of views daily—that is a LOT of attention. With influencers, it is all about reach—and TikTok influencers have it. While the direct purchasing numbers on TikTok are still up for debate, the attention you can garner from the platform is not. Do not overlook TikTok in 2023.

STRATEGY #2

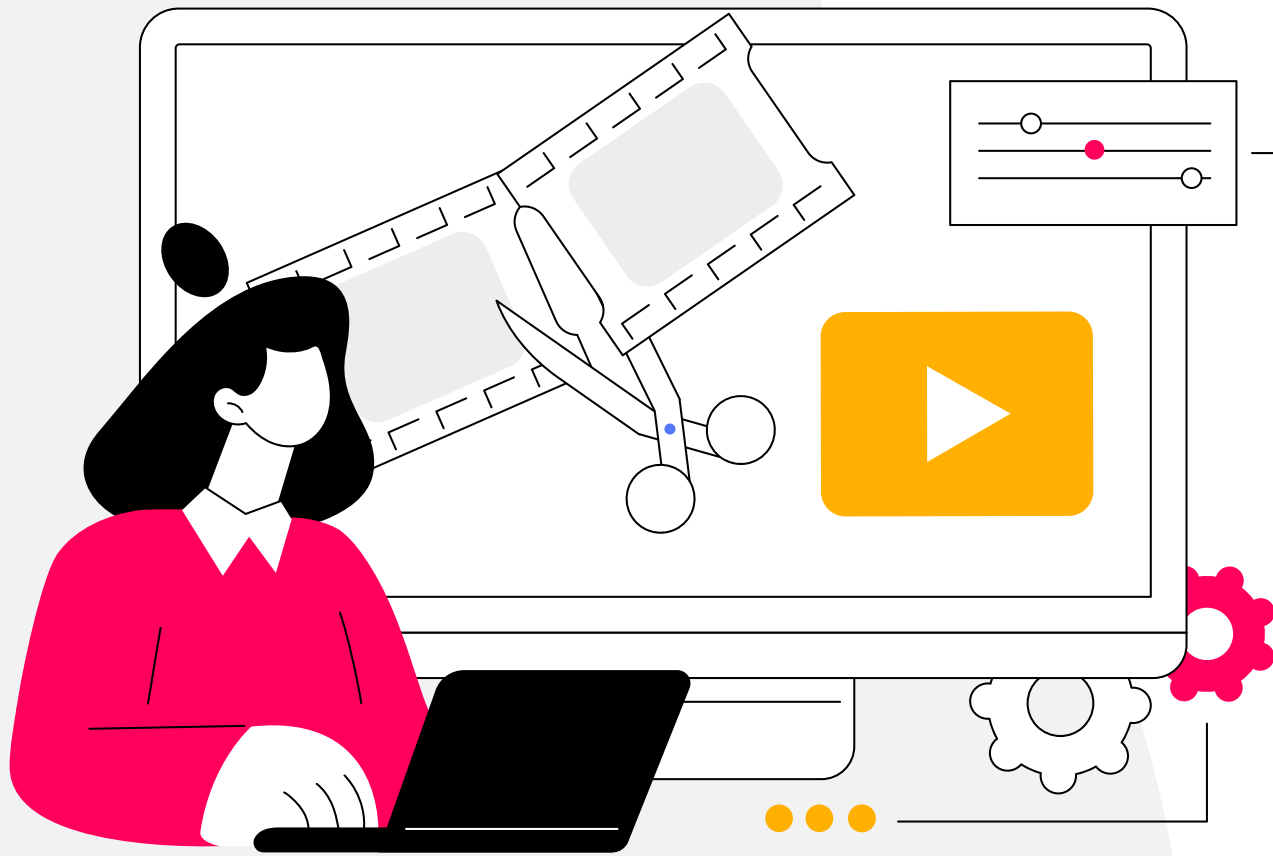
FORGET TIKTOK TRENDS - DON'T DANCE

Most quickly write off TikTok as a kids' platform where silly dances permeate the feed. Not so fast! Over 60% of TikTok users are 20 to 49 years old, and they are not dancing (well, some are). How-to content, interviews, events—all of it can work on TikTok. And it doesn't need to be perfectly polished content—90% of consumers value authenticity in brands, so use your phone, keep it simple, and start posting. Be authentic, and don't chase every trend.

STRATEGY #3

USE CAPCUT TO CREATE VERTICAL TIKTOK VIDEOS

You can (and should) start making vertical video content, but this is not your only path to success. CapCut is a fantastic free video editing platform that can be used to turn your current wide-format videos into new vertical content, quickly and easily. CapCut works on desktop and mobile so you can create and edit content anywhere. Download CapCut and start creating content faster.



YouTube Shorts *COME INTO FOCUS*

The short-form video competition is heating up with YouTube Shorts.

YouTube is pushing its vertical Shorts content hard—so hard that even mega content creators are developing this content to feed users to their long-form content.

We see this as YouTube opening the door to TikTok content consumers or any audience that prefers bite-size content.

In “short” (get it?), YouTube is banking on Shorts to attract new audiences.

STRATEGY #1

REPURPOSE VIDEO CONTENT THE EASY WAY

Think of any long video content you have made, say 5 to 10 minutes long. You can turn this one video into 10 to 20 pieces of YouTube Shorts content to get the ball rolling. Repurposing and reusing content is a simple and effective way to maximize your content creation almost overnight. Use CapCut to chop up the best pieces of your videos into Shorts and upload them to YouTube.

STRATEGY #2

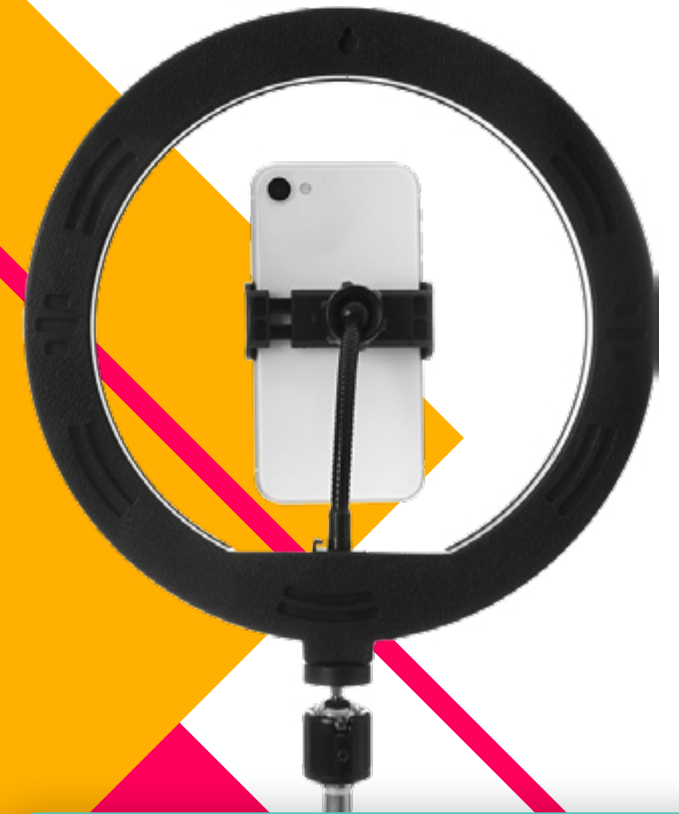
GET MORE VIEWS WITH VIDEO SEO

YouTube is the world's second largest search engine, so you need to make your Shorts searchable. After uploading your Shorts, complete your titles, descriptions, thumbnails, category placements, and tags to ensure you get the best reach on YouTube. You may have great content, but if people can't find it, you won't be making an impact.

STRATEGY #3

USE VIDEO ANALYTICS

See how your videos are performing by diving into your YouTube video analytics. Views are great, but you also want to understand your view times and, more importantly, "drop off time." If your Shorts are 30 seconds long and 80% of views drop off at 10 seconds, test different video edits to make the beginning more engaging. If you have videos that are getting far more views, make more content like that.



BONUS STRATEGY:

Use Tools to Reverse Engineer Competitor Success

If you need to know what kind of descriptions, titles, or tags will give you the most traction, you can do a little competitive snooping. Use tools like Semrush or VidIQ to look at competitors or videos that are seeing success to understand what kind of video SEO they are using. This will give you a head start on getting better-performing content via YouTube.

Customer Loyalty *AND LIFETIME VALUE*

With an impending recession on the horizon, maintaining, nurturing, and prolonging the lifetime value of your customer base becomes a priority.

Fostering customer loyalty and expanding LTV is essential for long-term success and maximizing profitability.

Your marketing strategy for 2023 needs to include a plan to inspire repeat purchasing, cross-selling, and upselling.





STRATEGY #1

LAUNCH A LOYALTY PROGRAM TO ENRICH YOUR BRAND

To get loyalty from your customers, you need to give it first. Launching your own loyalty program is a perfect way to start. Perks like free shipping, new product alerts, or giving customers a percentage off for every \$100 spent are a simple way to start. For current customers, you can create and distribute your loyalty program info right now; for new customers, provide a simple email opt-in on your website. It's all about enriching the brand experience.

STRATEGY #2

BRING CUSTOMERS BACK FOR MORE AND IMPROVE LIFETIME VALUE

You already have a bank of current or past customers—and you need to bring them back. This is far cheaper than attracting new customers, and they are far easier to convert because they already know your brand. Launch a weekly promotion email, create retargeting campaigns, text them directly if you like, but don't wait for them to come to you—reach out to them proactively.

STRATEGY #3

GIVE YOUR VIPS AN UPGRADED EXPERIENCE

Find out who your biggest spending and/or most frequent customers are and give them an upgraded VIP experience. Give them early access to products or services, 20% off sitewide, or free overnight shipping for the year. There are a million ways to roll out the red carpet, but show these VIP customers that you are willing to go the extra mile. Show your loyalty to keep your VIPs coming back for more.



Live Shoppertainment *CONTENT*

Whether you are going 100% live or not, shoppertainment connects customers with your brand like nothing else.

And it's not a novelty.

We are in a new age, and customers want to feel connected to the brands they purchase from.

By “going live” you can highlight all you have to offer and answer questions in real time, and you don’t need a network budget to do it.

STRATEGY #1

GO LIVE WITH SHOPPERTAINMENT FOR FREE ON SOCIAL MEDIA

To be successful with shoppertainment, you want to do it live! The point of live shoppertainment is that you can interact and engage with viewers in real time. What's better is that doing live shoppertainment videos on Facebook, Instagram, YouTube, and TikTok is free. You can also download your live video when you are finished and repurpose this into additional content.

STRATEGY #2

KEEP SHOPPERTAINMENT SIMPLE - FORGET THE POLISH

Customers love authenticity, which means your shoppertainment video doesn't need to look like a polished production. Yes, you want to be presentable, but all you need is a place to prop up your phone, some decent lighting, and you are good to go. Your video will never be perfect, so don't let the fear of not being polished enough hold you back. Customers will relate to your brand better without the "shine."

STRATEGY #3

ANSWER CUSTOMER QUESTIONS IN REAL TIME

Every customer has questions you have heard a hundred times. "What is it made out of?" "Is it waterproof?" "Is it safe for kids?" Whatever the questions are, you can respond to them and reduce buyer friction in real time with shoppertainment. Even if you provide a discount code in your video, you don't need to hard sell. Just present your product, its features, and engage with your viewers honestly—you got this.



Conversion *REIGNS SUPREME*

What matters more? How many site visitors you have or ad clicks you get, or how much of that attention converts into profits?

Exactly—conversion drives everything.

And focusing on conversion metrics gives us better insights into what marketing is working and why it is working. The data matters, but understanding the right metrics that drive conversion actions is where you must focus in 2023.



BONUS STRATEGY:

Use Tools Like Lucky Orange For Deeper Insights

Heat mapping and session recording tools like Lucky Orange are perfect for knowing exactly what customers like and don't like. These tools let you see in real time where customers are looking, what they are bypassing, and when they decide to just leave your site altogether. Get into the minds of your customers with tools like Lucky Orange.

STRATEGY #1

IMPLEMENT SPLIT TESTING INTO YOUR DESIGN PROCESS

Increasing website conversion on your ecommerce site (or any site) is a top priority. Start split testing designs, navigation, images, etc., to understand what inspires customers to take action. Keep an eye on your analytics to see where customers are reacting positively. Do this testing on an ongoing basis to keep conversions increasing and make your website a profitable powerhouse.

STRATEGY #2

FOCUS ON IMPROVING CONVERSION AT EACH STAGE OF THE CUSTOMER JOURNEY

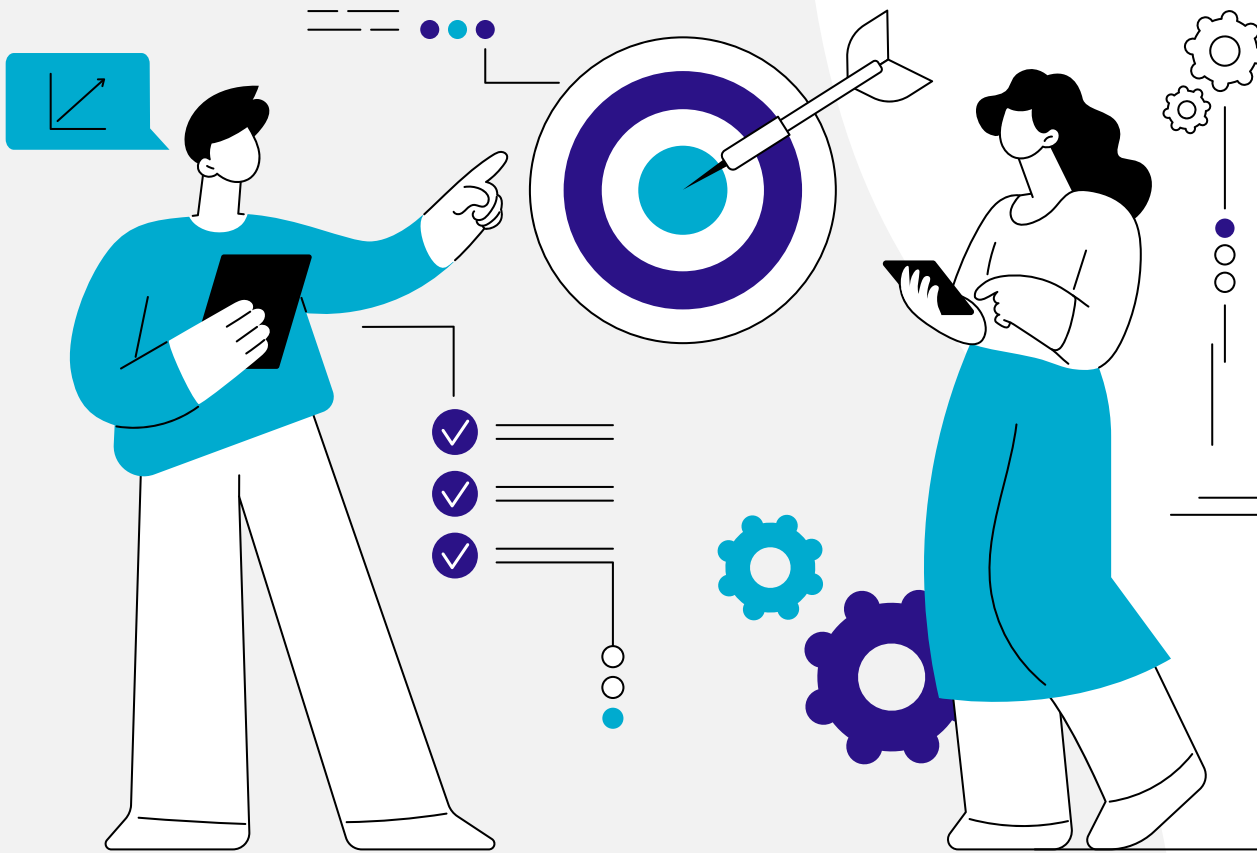
Every point of the customer journey is an opportunity to improve conversion. Your website, product pages, email promotions—each step of the marketing funnel is an opportunity to increase conversions and profits. Apply changes and testing to your awareness, consideration, conversion, and loyalty touchpoints for the best long-term and short-term results.

STRATEGY #3

IDENTIFY THE 80/20 CONVERSION OPPORTUNITIES THROUGH ANALYTICS

How do you know where to focus on conversion? Red flags for improving conversions are high-volume traffic site pages with high bounce rates, product pages with low time on page, and low email open rates (under 15%, for example). Wherever you are driving attention and not getting a return is a conversion red flag you need to fix.





Personalization To *GAIN POPULARITY*

Personalizing is more important than ever before.

Not personalizing means losing the customer—because if you don't personalize, your competitors will. Personalizing at scale is a daunting task. But this is 2023—anything is possible.

Now is the time to uncover your opportunities to get personal with your ads, emails, promotions, retargeting, etc. With today's technology, there is no reason not to.

STRATEGY #1

AUTOMATE PERSONALIZATION WITH KLAVIYO

Personalizing email campaigns with Klaviyo is fantastic and streamlined. This platform is a staple at National Positions and will let you personalize by customers, product types, lifestyles, and many other options. To personalize at scale, you need automation tools, and Klaviyo might be the best one for email marketing.

STRATEGY #2

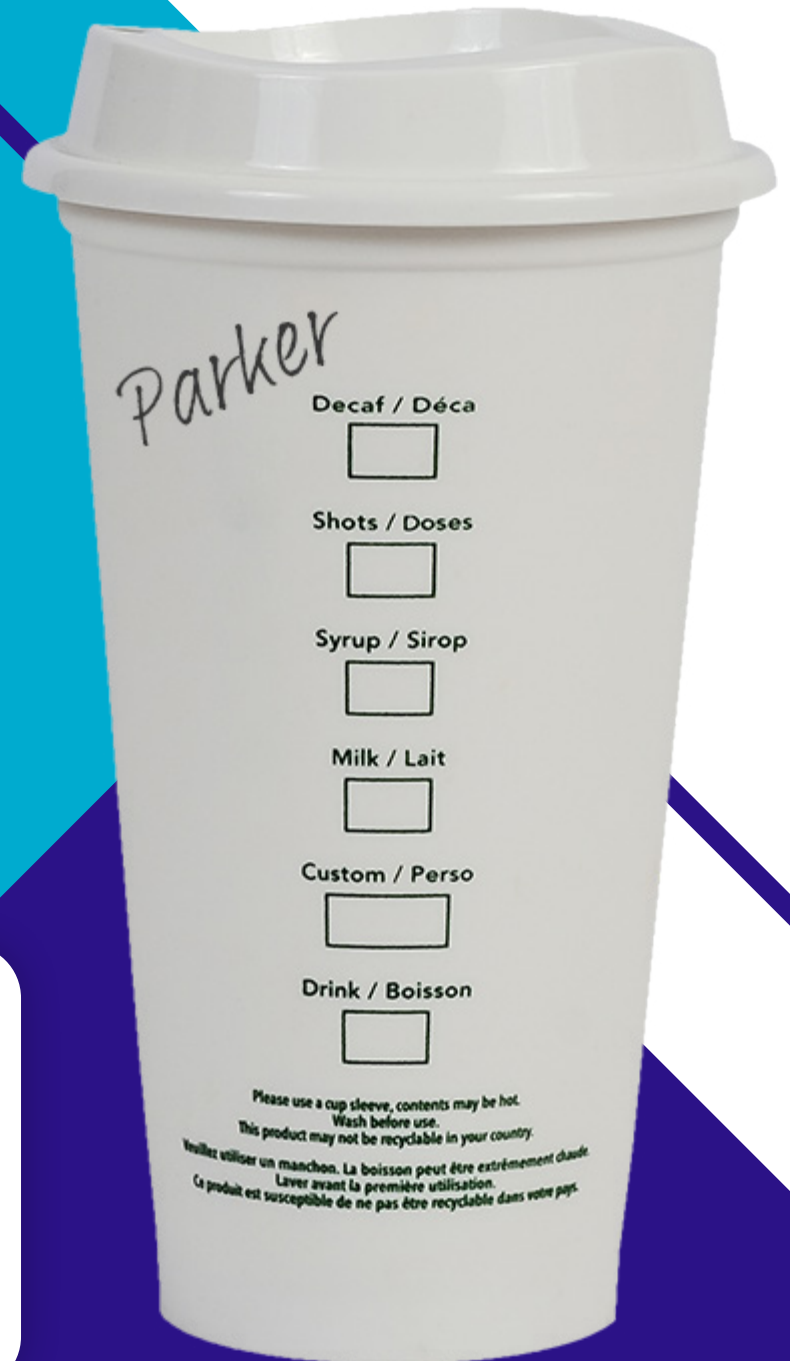
PERSONALIZE YOUR OFFER WITH UPSELLING AND CROSS-SELLING

The best time to go in for another sale is right after the first sale. You need to personalize your upselling and cross-selling opportunities with a complementary product—not just ANY product. Segment your complementary products and buyer types so you can drive higher average order values and extend overall customer lifetime values. This can be done on checkout, text, follow-up email, etc.

STRATEGY #3

PERSONALIZE WITH FIRST-PARTY DATA

Your CRM, Shopify portal, and Klaviyo platform all hold the first-party data you need to personalize your campaigns ethically. We say ethically because this is your company sales and contact data—it is only available to you. You can segment this data by product, buying cycle, gender, location, complementary product, etc. This is your most valuable data—use it to personalize at the highest levels possible.



Omnichannel Strategies *TAKE HOLD*

Let's get real—none of us purchase in a straight line.

We google, go to Amazon, look at reviews, check emails, and the list goes on. This fractured (or segmented) attention means an opportunity to attract customers from abundant sources.

Being everywhere simultaneously forces us to connect all our marketing channels into a profitable omnichannel marketing powerhouse.





STRATEGY #1

EMBRACE OMNICHANNEL

Do not stick to one channel in 2023. Your customers google, check social media, watch reviews on YouTube, look at star ratings on Amazon—omnichannel is how they function. You need to embrace omnichannel as a gift—there are more opportunities than ever before to make another sale. Every browser, email, text, phone, and social media account is an opportunity to capture attention and close a new sale.

STRATEGY #2

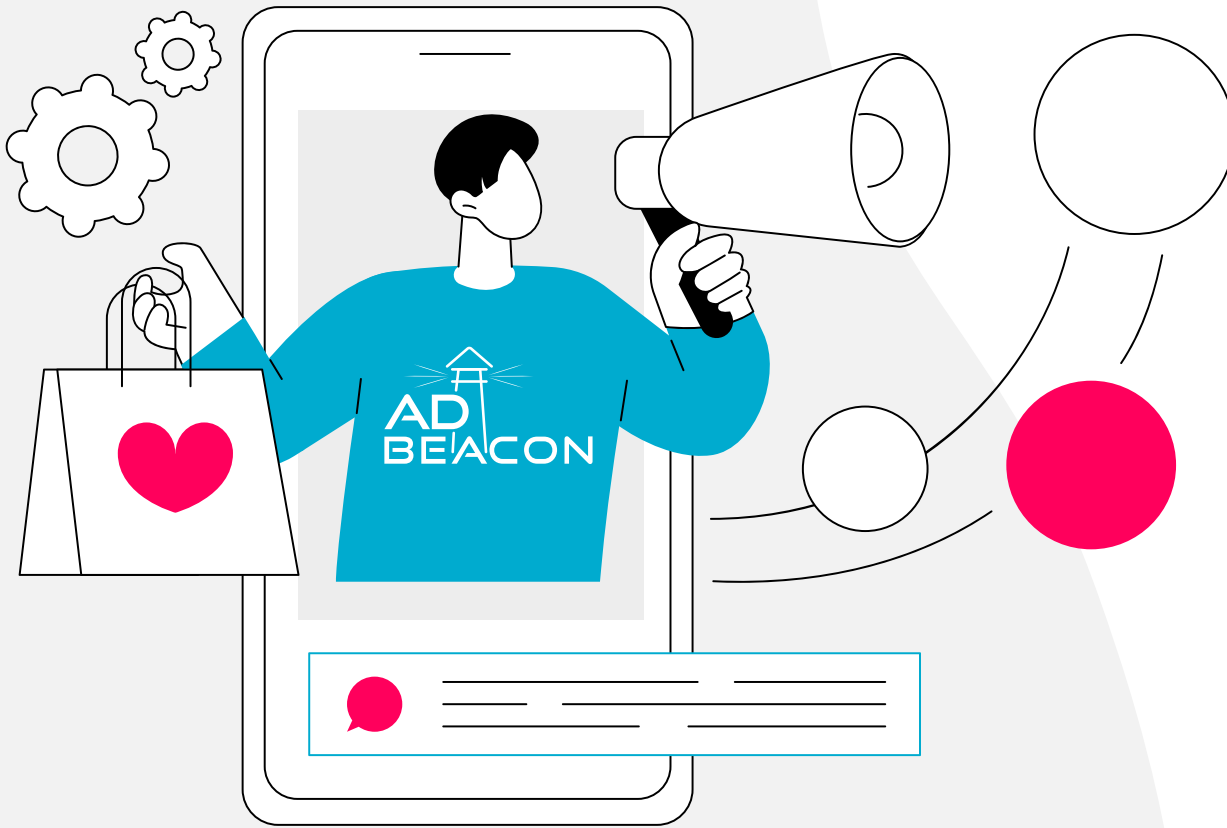
TRACK AD PERFORMANCE ALONG THE CUSTOMER JOURNEY

Your entire marketing funnel has gone omnichannel! Approach your 2023 omnichannel strategies with the entire funnel in mind and look at what channels (SEO, Google Ads, social, etc.) are most effective at each stage of the customer journey. The more marketing channels you use, the more important it is to track your marketing spend “performance” throughout the customer journey. Use tools like AdBeacon to help you best understand the optimal use of your budget.

STRATEGY #3

UNDERSTAND THE CUSTOMER JOURNEY WITH YOUR OWN FIRST-PARTY DATA

Omnichannel attention means the customer journey is growing wider and deeper. National Positions uses AdBeacon to see exactly what paths a converted customer is taking—not only where the customer started and where the journey ended, but every touchpoint along the way. We know what channels customers use to make a decision to buy. You can try this too by checking out AdBeacon—these insights are incredible.



AdBeacon Supercharges *SOCIAL COMMERCE*

While brands and their marketing teams have been jumping ship from Facebook, our team has been embracing Facebook and we've been thriving!

Our BFCM campaigns in 2022 were our best-performing social commerce campaigns ever! Our secret weapon in achieving these results was AdBeacon.

This amazing ad optimization platform has made such an impact that we are using it on all new client ad accounts in 2023.

It's a true game-changer.

STRATEGY #1

FUTURE-PROOF YOUR MARKETING WITH FIRST-PARTY DATA

AdBeacon is a powerful tool that helped us surpass every Black Friday/Cyber Monday goal from our clients in 2022. AdBeacon ties your first-party conversion data directly to your ad campaigns so you know what's working and where to scale ad spend. AdBeacon also gives you your real return on ad spend (ROAS) compared to what your ad platform is reporting. This is powerful data every campaign needs.

STRATEGY #2

FILL DATA GAPS AND SCALING WITH REAL-TIME DATA

Ad platforms like Google and Facebook have another glaring issue—the data they give you is not in real time. It can take hours or days to see conversion numbers that may not even be accurate. All of AdBeacon's data is processed in real time! This real-time data is vital for optimizing accurately and providing better ROI.

STRATEGY #3

TEST ADS AND PINPOINT PROFIT DRIVERS WITH FIRST-PARTY DATA

Creating and testing more ad creatives is a critical part of every paid media strategy for 2023. AdBeacon can tie individual sales conversions to specific ads. It also provides a visual dashboard with every ad created, along with ROI, ROAS, and revenue data, so you know exactly what drives profits without opening endless tabs. You can pinpoint which ads are driving what sales in real time faster than ever before.



WELCOME TO 2023!

So, where do you go from here?

You have an amazing number of options and opportunities—regardless of the economic or competitive challenges you may be facing in 2023.

Digital marketing has made amazing advances over the past several years, giving you more places for customers to discover and learn about your brand, products, and services.

What worked last year may not work this year. And your profit growth goals for this year will be achieved with different strategies than last year. It is time to adapt and advance.

After leading National Positions for nearly 20 years, I completely understand the reservations or frustrations that can come with digital marketing. Changing, pivoting, and updating your marketing strategy provides an exciting opportunity to grow your business and beat the competition.

National Positions is excited to work with you to provide you with the cutting-edge technology and tactics to ensure your success. Nothing makes us more excited than to see our clients' businesses grow online.

Get ready to make 2023 an amazing year. I wish you nothing but the greatest of success.



Bernard May
National Positions CEO

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