



# THE GROWTH PLAYBOOK

Your 2024 Channel Trend Guide  
for Digital Marketing Success



# The Cross-Channel Marketing World in 2024

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Welcome to 2024, a year that marks a pivotal transformation in digital marketing. Today's customers navigate a myriad of channels, devices, and experiences, making a siloed approach to marketing obsolete. Their brand discovery and decision-making processes are interwoven across this diverse digital tapestry, necessitating a holistic and integrated marketing strategy.

Central to this year's marketing revolution is the rise of Artificial Intelligence (AI). No longer a supplementary tool, AI has become a fundamental component in the marketing world, revolutionizing areas from content creation to social media engagement, bid management, and personalization. Brands adept at integrating AI across their strategies will lead the pack, gaining unprecedented competitive advantages.

In this eBook, we explore the seamless integration of diverse marketing channels such as search engines, social media, email, and SMS, and how they collectively craft narratives that resonate with today's consumers. We delve into the evolving landscapes of platforms like Amazon and Meta (Facebook/Instagram), the burgeoning influence of TikTok, and the vital roles of marketing automation, email, and SMS.

Our aim is to provide you with a roadmap to transform your online audience into a community of loyal customers and brand advocates. We will guide you through the intricacies of these channels, demonstrating how to harness them in concert to build a powerful and cohesive digital presence.

At National Positions, our commitment is to empower you with the insights and tools necessary to excel in this cross-channel world. Let's embark together on this journey of transformation and shape the future of digital marketing.



*Bernard May* CEO | National Positions



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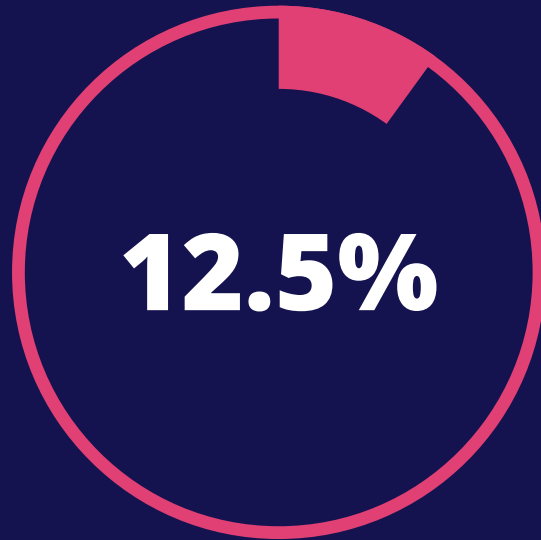
# Amazon Marketing Trends

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Amazon—a platform that often elicits mixed feelings among marketers, brands, and businesses. On one hand, there's the appeal of its vast sales volume potential, but on the other, the challenge of its often slim profit margins.

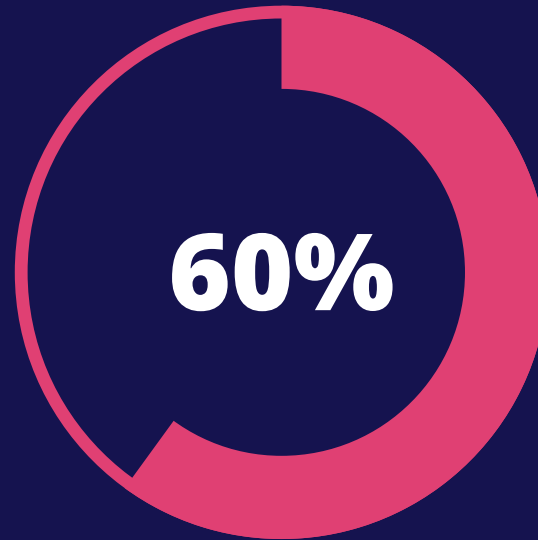
Yet, when navigated strategically, Amazon can propel brands to impressive heights. It operates by its own unique set of rules, and understanding these is key to success. So let's delve into the changes and trends we're seeing as we head into 2024, and how you can make the most of them in your Amazon marketing strategy.

01



## Amazon Conversion

With **12.5%** being the average conversion rate on Amazon, its impact cannot be ignored.



## Mobile Shopping

**60%** of online shoppers use mobile devices when making their purchases, emphasizing the importance of optimizing Amazon listings for mobile users.



## Prime Day Dominance

Over **375 million** items were sold on Amazon's Prime Day alone in 2023!

# Prime Amazon Trends in 2024

01

## Amazon Q—AI Chatbot for Sellers

This tool uses AI to help sellers make better decisions and understand customers. Advertisers can use it to get quick insights and improve their sales strategies.

02

## Diversification of Amazon Advertising

Amazon now offers more creative ad options like Sponsored TV. This allows advertisers to reach people in new ways, especially as they change how they watch TV and videos.

03

## AI-Powered UGC Tool in Beta

Amazon is testing AI tools to help create user-generated content. This could make it easier for all businesses, big and small, to make engaging marketing content.

04

## Synergy of Voice and Mobile Shopping

Amazon is focusing on voice search and mobile shopping. Advertisers should optimize their listings for these platforms to reach more customers.

05

## Amazon Platform Saturation

With more products on Amazon, it's getting crowded. Advertisers need to find unique ways to make their brands stand out.

## **Featuring Sustainability and Ethical Practices**

**06**

Amazon is highlighting sustainable and ethical products more. Advertisers with such products can appeal to consumers who prefer responsible brands.

## **Evolution of Influencer Marketing on Amazon**

**07**

Amazon is integrating influencer marketing. This means advertisers can use influencers to increase product visibility and trust.

## **Integration of AR and VR**

**08**

Amazon is using AR and VR for showing products. This can enhance the shopping experience, and advertisers should consider how to use these technologies for their products.

## **More Personalized Customer Experiences**

**09**

Amazon is moving towards personalizing shopping experiences. Advertisers should focus on personalization to connect better with customers.

## **Evolution in Review Impact**

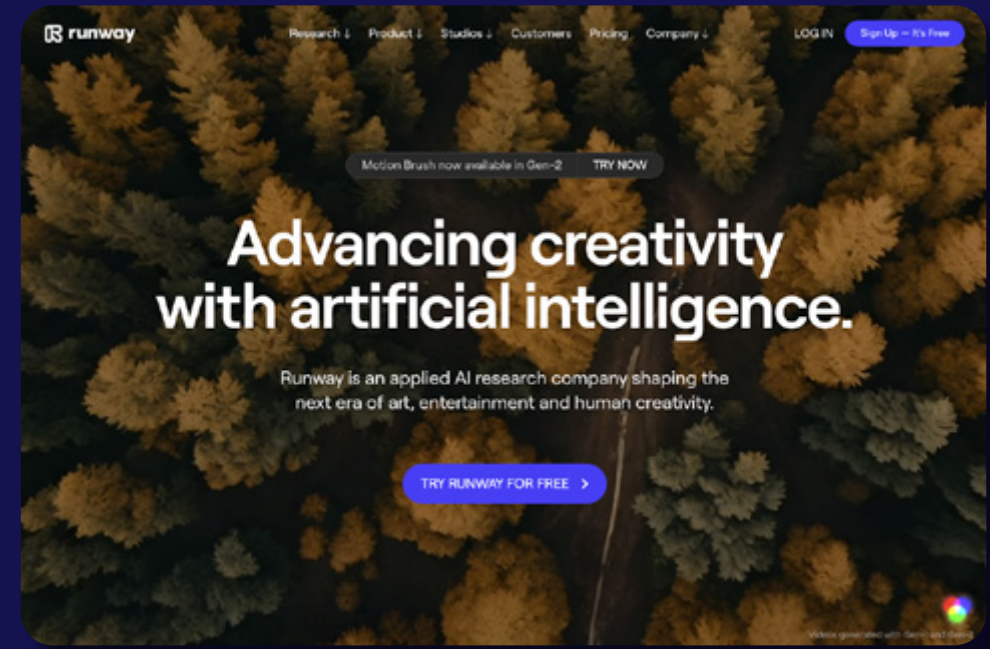
**10**

Amazon is changing how reviews affect listings. Advertisers should pay attention to customer feedback and use it to improve their products and listings.

# AI Applications for Amazon

## Cleaning Up Product Images

Use AI platforms like [Runway](#) to clean up product images and even convert them into lifestyle images for variety. Use their “background remix” tool to easily clean up backgrounds or the “erase and replace” tool to easily paint out your background and replace them with whatever you wish.





Before

#### About this item

- Note: 1)Too coarse a grind, too little coffee, or insufficiently tamping the grounds before brewing can all lead to inadequate pressure for a proper brew. 2)It is important to note that the amount of espresso extracted will vary depending on the grind size and amount and reprogramming may be needed when the size and amount are adjusted
- Made with Durable Aluminum that Keeps Coffee Warm
- 6-Cup Capacity with Cool Touch Handle and Knob for Easy Handling
- It's Small and Portable Design Makes it Easy for Sharing Espresso
- Designed with a Flip up Top and Side Pour Spout for Easy Serving
- Ideal when Making and Serving Espresso
- Safety Pressure Release Valve located on the bottom half, Permanent/Removable Coffee Filter, For Use on Glass, Electric, or Gas Stovetops

After

#### ChatGPT

To improve the bullet points for your Moka Pot listing on Amazon, consider the following suggestions:

1. **Optimized Brewing Tips:** "Achieve perfect espresso every time: Ensure optimal pressure by using the right grind size, proper coffee quantity, and firm tamping."
2. **Premium Aluminum Construction:** "Crafted from durable aluminum for consistent warmth, ensuring your coffee stays hot."
3. **Convenient 6-Cup Size:** "Brew up to 6 cups of rich espresso. Features a cool-touch handle and knob for safe, easy handling."
4. **Compact and Portable:** "Enjoy espresso anywhere with its small, portable design - perfect for sharing."
5. **Easy Pour with Smart Design:** "Effortless serving with a flip-up top and side pour spout for convenient pouring."
6. **Espresso Lover's Choice:** "Ideal for making and serving robust espresso, enhancing your coffee experience."
7. **Enhanced Safety Features:** "Equipped with a safety pressure release valve and suitable for use on glass, electric, or gas stovetops."

Remember to integrate relevant keywords naturally to improve searchability. Focus on highlighting the unique features and benefits of your product that make it stand out in the market.



## Improving Product "Features"

Those high-impact product bullets listing all the fantastic features of your product can always be taken up a notch. Use [ChatGPT](#) to improve what you have by pasting in your featured bullets and ask AI how to improve and streamline your features for Amazon shoppers.

## Amazon Case Study

# Sayn Beauty

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Sayn Beauty approached National Positions to manage a diverse product portfolio for 40 distinct brands, necessitating a nuanced approach for each product. The beauty industry is highly competitive, with numerous brands vying for attention. Standing out and reaching the target audience in such a crowded space required meticulous planning and execution within the Amazon marketplace to maximize sales and overall campaign effectiveness.

# 520%

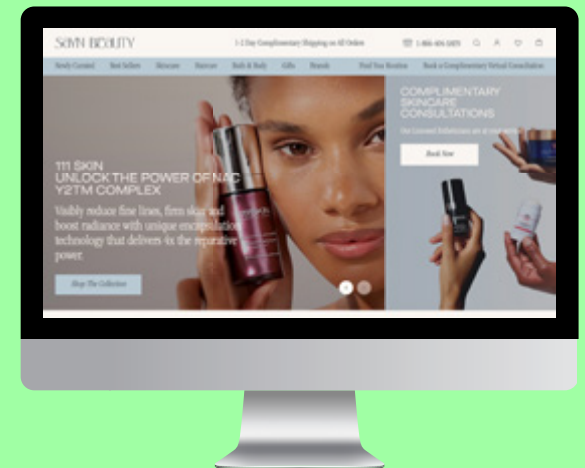
Sales Growth  
(Eir NYC)

# 600%

ROAS Increase  
(A La Maison)

# 55%

Lower Total Ad Cost  
of Sale (TACoS)



# Social Media Marketing Trends

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Think back to the days when social media was brushed off as just a passing trend. Fast forward to today, and it's clear how profoundly it has reshaped networking, marketing, and customer engagement. Social media has evolved from a novelty to a crucial asset for brands globally. However, like SEO, Google Ads, and Amazon, the landscape of social media is in a constant state of flux.

Staying ahead means keeping our finger on the pulse of where attention is shifting and seizing opportunities as they arise. Let's dive into the significant trends and shifts that are shaping the social media world today.

02



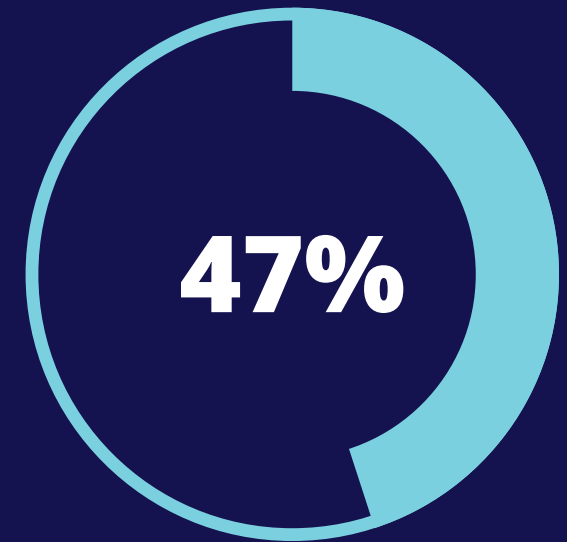
## Increased Social Media Usage

**2 hours and 30 minutes** is the average daily usage of social media users.



## Social Commerce Growth

Social commerce in the U.S. is projected to reach **\$107.17 billion** by 2025.



## Social Media as a Sales Channel

Nearly **47%** of social media marketers stated that their brand sells directly within social media apps.



# Social Media Trends for 2024

01

## TikTok's Growing Influence

TikTok is rapidly becoming a key player in digital marketing, driving significant traffic at the start of the customer journey. For ecommerce advertisers, this means TikTok is a valuable platform for reaching new audiences and ultimately driving sales through increased brand awareness.

02

## Video Content Takes Center Stage

More brands are using longer video content on platforms like Instagram and TikTok to tell engaging stories. For ecommerce, this means an opportunity to showcase products more vividly and emotionally, leading to better customer engagement and potentially higher sales.

03

## LinkedIn's Broader Appeal

LinkedIn is evolving to appeal to a wider audience, including younger users. This presents ecommerce brands with the chance to reach a diverse audience for both B2B and B2C marketing, using a platform traditionally seen as purely professional.

04

## Augmented Reality in Social Media

Augmented Reality (AR) is making a big splash in social media. Ecommerce brands can leverage AR for innovative advertising and product demonstrations, offering customers an immersive experience that could drive higher engagement and sales.

## **Shift Towards Private Interactions**

**05**

Social media is seeing a trend towards private spaces like DMs for deeper, more meaningful interactions. Ecommerce brands can use these spaces for personalized communication, building stronger relationships and loyalty with customers.

## **Value of Shares Over Likes**

**06**

As shares become a key metric of engagement, ecommerce advertisers should focus on creating shareable content. This approach can lead to broader organic reach and increased brand visibility, ultimately driving more traffic and sales.

## **Social Media as Information Sources**

**07**

Social media platforms are increasingly used for product discovery and research. Ecommerce brands can benefit from this trend by being active where their customers are, using these platforms for marketing and direct sales.

## **AI in Social Media Management**

**08**

The integration of AI in managing social media can make campaigns more efficient and data-driven. For ecommerce, this means more targeted advertising, better customer insights, and improved ROI on social media spend.

## **Rise of YouTube Shorts**

**09**

The popularity of YouTube Shorts demonstrates the appeal of short-form video content. Ecommerce advertisers can use this format for quick, impactful product showcases, capitalizing on the trend to increase brand awareness and attract new customers.

# AI Tips for Social Media

## Creating Content in Bulk

You can supplement the creation of your social media content using [ChatGPT](#) in a few clicks using existing content you already have. For example, you can take a blog that you have written and ask ChatGPT to ***“Use this blog article as a reference to create a week’s worth of social media posts for Facebook, LinkedIn, and Twitter. I will need one post per day for each platform.”*** If you want to get more creative, ask ChatGPT to include emojis.



### Monday

- **Post:** 🗣️ 2024 is all about data-driven marketing! Leverage first-party data to create targeted campaigns that resonate with your audience. #MarketingStrategy #FirstPartyData"
- **Platform:** Facebook, LinkedIn, Twitter

### Tuesday

- **Post:** "Organic growth is the future! 🌱 Invest in sustainable, cost-effective marketing strategies powered by precise data. #OrganicMarketing #DataDriven"
- **Platform:** Facebook, LinkedIn, Twitter

### Wednesday

- **Post:** "Personalization is key in 2024! Use first-party data to tailor your customer experience and build lasting relationships. 🧡 #CustomerExperience #Personalization"
- **Platform:** Facebook, LinkedIn, Twitter

### Thursday

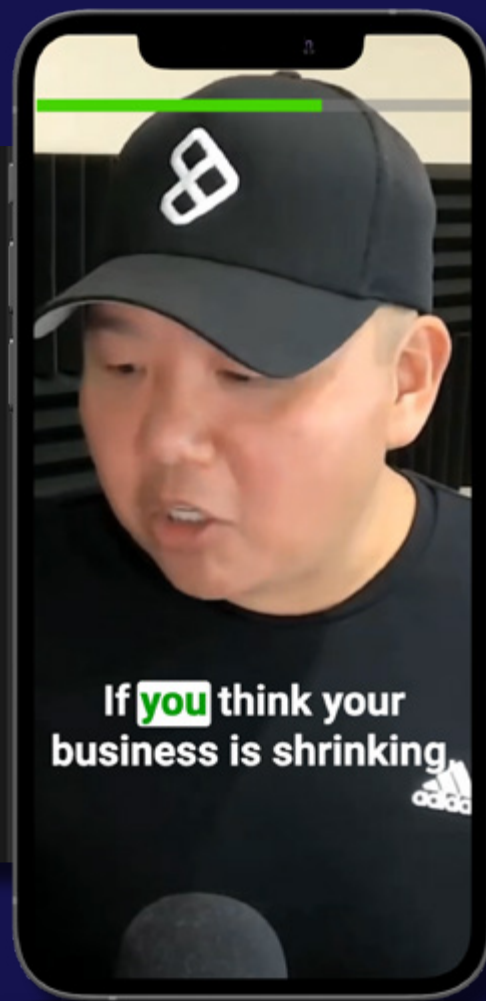
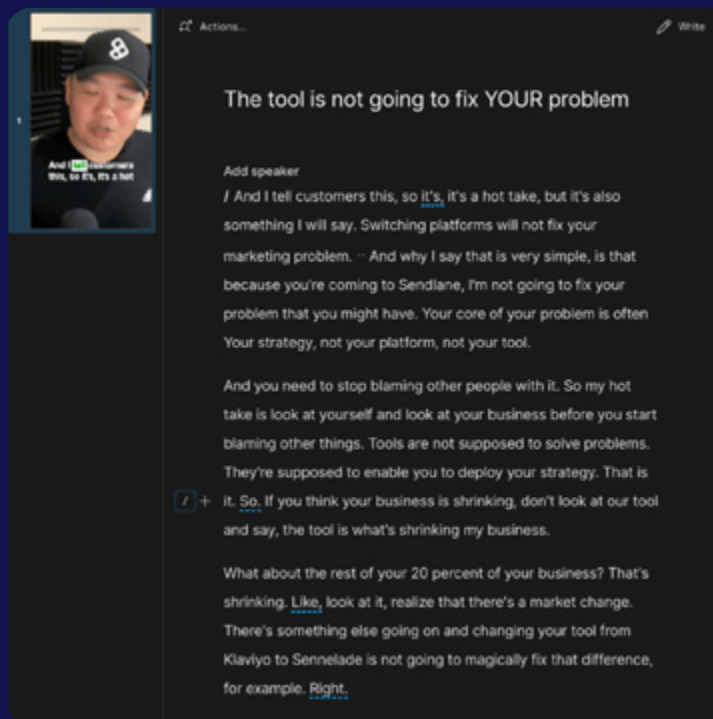
- **Post:** "Data privacy matters! 🛡️ Utilize first-party data responsibly to gain customer trust and improve your marketing efforts. #DataPrivacy #TrustBuilding"
- **Platform:** Facebook, LinkedIn, Twitter

### Friday

- **Post:** "Redefine precision in marketing with first-party data! Predict trends and preferences to stay ahead. 🔮 #PrecisionMarketing #Trendspotting"
- **Platform:** Facebook, LinkedIn, Twitter

### Saturday





## Creating “Shorts” with Captions

Sub-one-minute videos that are gaining traction on TikTok, Instagram Reels, and YouTube Shorts don't have to be hard to create. Using Describe you can upload your videos and easily edit them down by simply deleting the transcript text you don't want, then use the “add captions” feature to overlay text on your video. You now have short-form video to distribute across your social media profiles. Even when using video, there are ways to work smarter—not harder.



## Social Media Case Study

# Brixton

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Brixton knew that to step up its game and make a wider impact it had to test new strategies and embrace uncharted marketing waters. It wasn't just about attracting new customers—they wanted to refresh their entire marketing strategy. With a laser focus on maximizing customer LTV, our team harnessed the full potential of omnichannel marketing strategies, including Google PPC, social media, marketing automation, and beyond. The results speak for themselves!

# 2500%

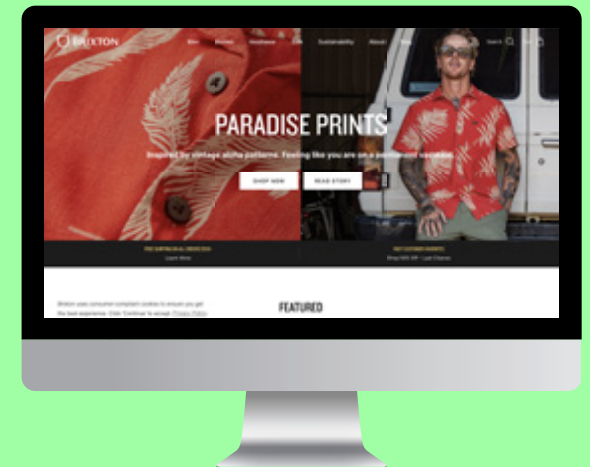
Social Media ROAS  
(On Top Ad Creatives)

# 870%

Google Performance Max  
Return On Ad Spend

# 450%

Growth in Social  
Commerce Revenue



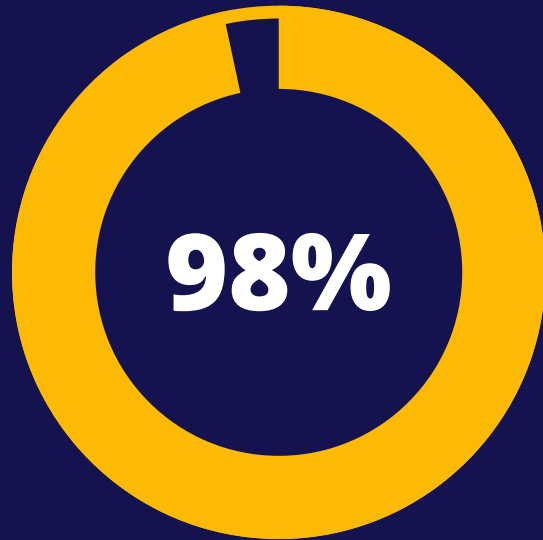
# Meta (Facebook/Instagram) Marketing Trends

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From the growing dominance of AI and video content on Facebook to the innovative use of augmented reality, the way we approach social media marketing is undergoing a significant transformation.

We saw numerous changes in 2023, and 2024 is poised to follow this trend. From the strategic use of first-party data in advertising to the ethical considerations surrounding AI advancements, there is a lot coming. Understanding these trends will be crucial for brands looking to stay ahead in the ever-competitive and fast-changing world of Meta. Let's explore what 2024 has in store.

03



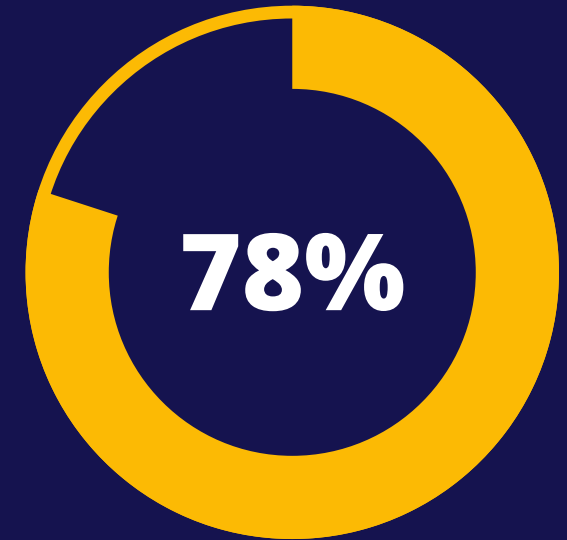
## Facebook Dominates on Mobile

98% of Facebook users access the platform via mobile, with 81% using only a mobile phone.



## Facebook for Business

There are 3 million businesses actively advertising, with 75% using Facebook Messenger for audience engagement.



## Facebook for Discovery

78% of U.S. consumers discover new products for purchasing via Facebook and Instagram.

# Meta/Facebook Marketing Trends for 2024

01

## AI and Video Integration on Facebook

Facebook is focusing on using AI to make video content, like Reels, more dynamic and personalized. For ecommerce advertisers, this means opportunities to create more engaging and tailored video ads that can resonate better with their target audience.

02

## Celebrity-Influenced AI Chatbots

Meta is experimenting with celebrity-influenced AI chatbots for enhanced user interaction. This could offer ecommerce brands novel ways to engage customers with a blend of entertainment and utility, enhancing customer experience and brand affinity.

03

## AR Glasses and Passthrough Technology

Meta's investment in AR technologies suggests a future where shopping experiences become more immersive. Ecommerce advertisers can use AR to offer virtual try-ons or product previews, potentially increasing engagement and reducing purchase hesitation.

04

## Enhanced Messaging Tools for Business

The advancement in messaging tools with AI capabilities on platforms like WhatsApp shows Meta's focus on enhancing business communication. Ecommerce brands can leverage these tools for more personalized customer service and support.

05

## Dominance of Instagram Reels

Instagram's preference for Reels content signifies the importance of short, engaging video formats. Ecommerce advertisers should consider using Reels for creative product showcases and storytelling to capture audience attention.

## **Shift to Longer Form Content**

**06** The trend towards longer content formats on Instagram, like extended stories and Reels, offers ecommerce advertisers more room to convey detailed product information and storytelling, enhancing customer engagement.

## **Rise in Social Commerce**

**07** The growth of social commerce on platforms like Instagram indicates a shift towards social media as a direct sales channel. Ecommerce brands can capitalize on this by integrating their product catalogs with social platforms for direct customer purchases.

## **Evolution of User-Generated Content**

**08** The shift towards informational content emphasizes authenticity and value in content marketing. Ecommerce advertisers can use this trend to create more genuine and informative content that resonates with their audience.

## **Concerns Around Black Hat AI Ads**

**09** The rise of unethical AI ad practices is a cautionary trend. Ecommerce brands should focus on ethical AI use in advertising to maintain customer trust and adhere to advertising standards.

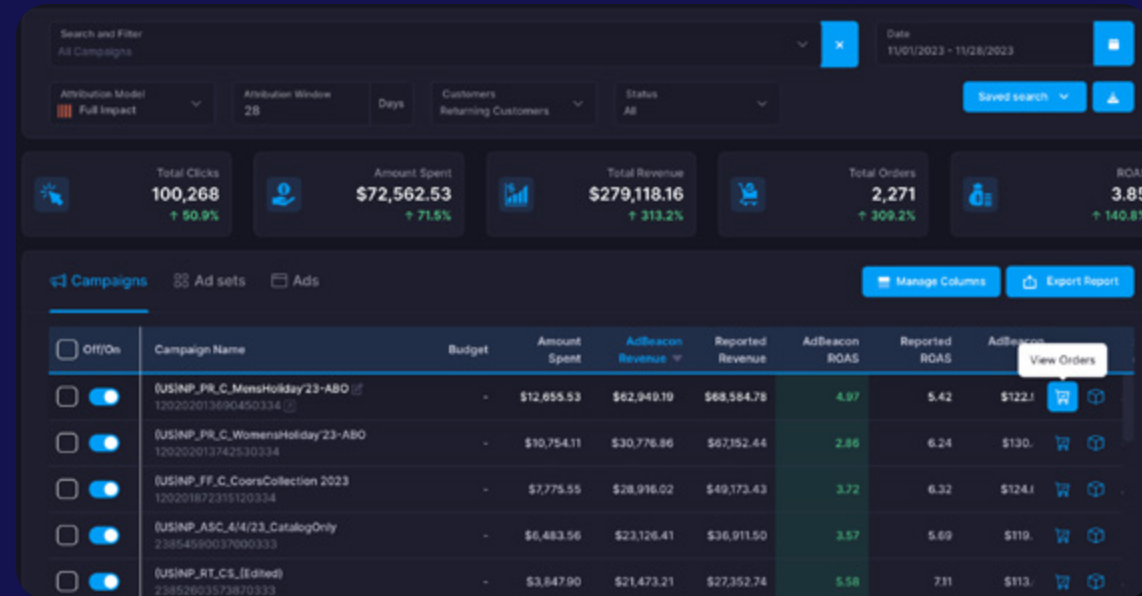
## **First-Party Data for Advertising**

**10** The increasing use of first-party data in Meta's advertising underscores a move towards more personalized, data-driven advertising strategies. Ecommerce brands can use this trend to target ads more effectively and measure their impact more accurately.

# AI Tips for Meta

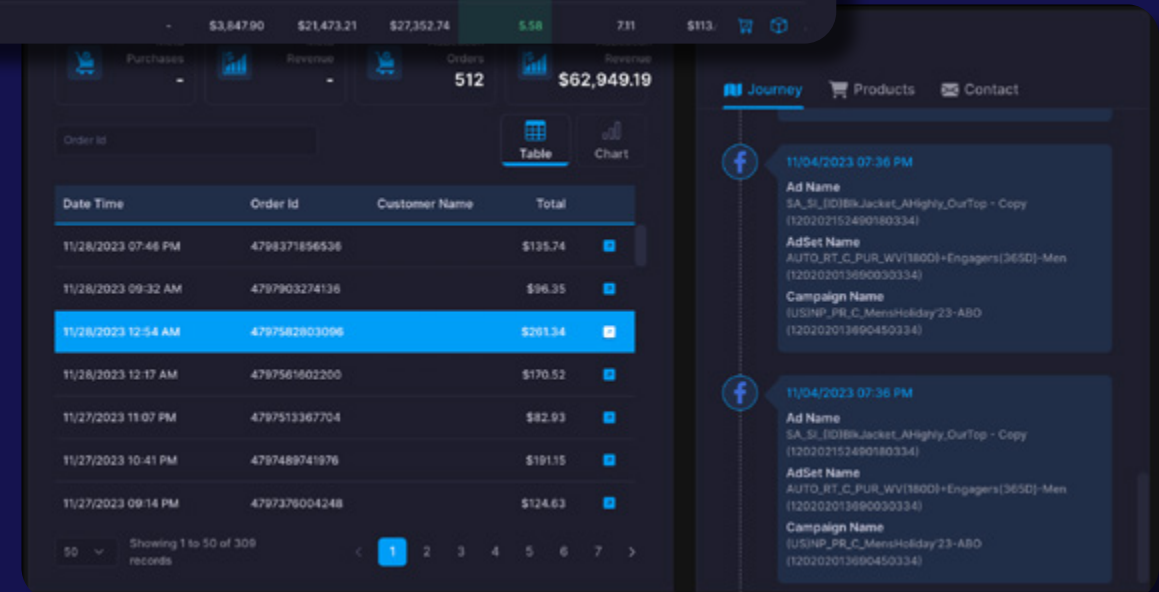
## Customer Journeys with AdBeacon

AdBeacon lets us (and you) see where customers are encountering our ads throughout the buyer journey. In the AdBeacon optimization dashboard, click on “view orders” for any of your campaigns. You can look at full customer journeys and know exactly how your Meta ads are driving attention to other marketing channels and where they are converting!



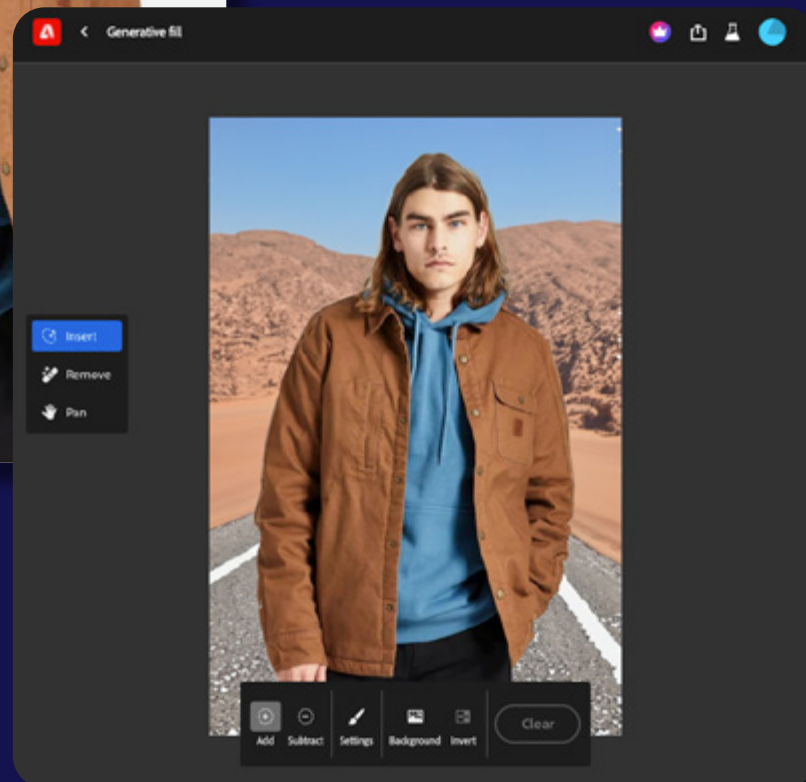
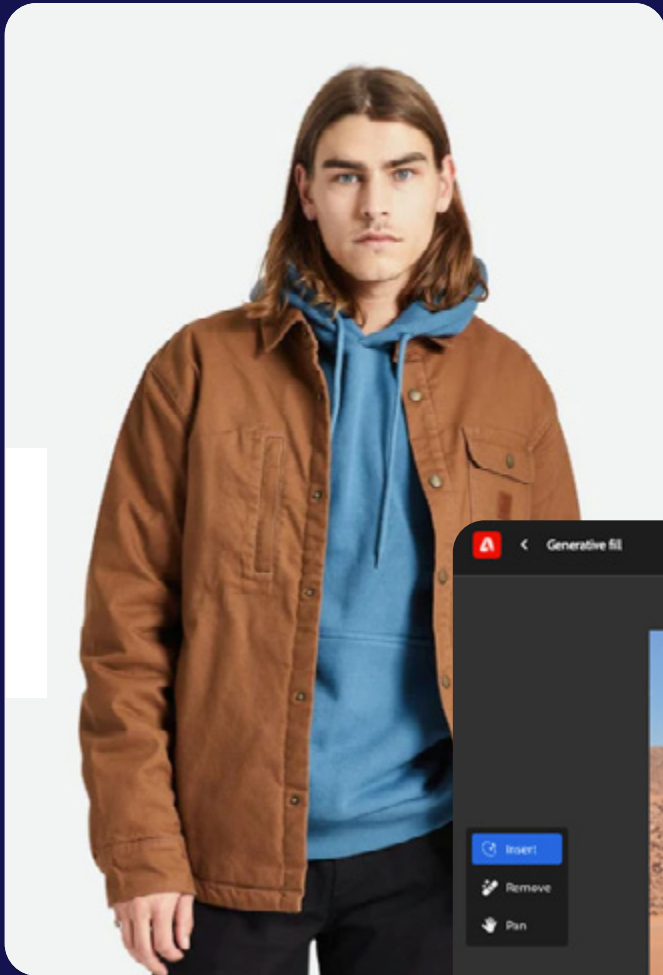
The screenshot shows the AdBeacon optimization dashboard. At the top, there's a search and filter bar for Ad Campaigns, with filters for Attribution Model (Full Impact), Attribution Window (28 Days), Customers (Returning Customers), and Status (All). Below this, a summary row displays key metrics: Total Clicks (100,268, +50.9%), Amount Spent (\$72,562.53, +71.5%), Total Revenue (\$279,118.16, +313.2%), Total Orders (2,271, +309.2%), and ROAS (3.85, +140.8%). The main section is titled 'Campaigns' and shows a table of active campaigns. A 'View Orders' button is visible next to the first campaign.

Off/On	Campaign Name	Budget	Amount Spent	AdBeacon Revenue	Reported Revenue	AdBeacon ROAS	Reported ROAS	AdBeacon
<input checked="" type="checkbox"/>	(US)NP_PR_C_MensHoliday23-ABO 120202013690450334	-	\$12,655.53	\$62,949.19	\$68,584.78	4.97	5.42	\$122.1
<input checked="" type="checkbox"/>	(US)NP_PR_C_WomensHoliday23-ABO 120202013742530334	-	\$10,754.11	\$30,776.86	\$67,152.44	2.86	6.24	\$130.
<input checked="" type="checkbox"/>	(US)NP_FF_C_CoorsCollection 2023 120201872351120334	-	\$7,775.55	\$28,916.02	\$49,173.43	3.72	6.32	\$124.1
<input checked="" type="checkbox"/>	(US)NP_ASC_A/4/23_CatalogOnly 23854566037600333	-	\$6,483.56	\$23,126.41	\$36,911.50	3.57	5.69	\$119.
<input checked="" type="checkbox"/>	(US)NP_RT_CS_(Edited) 23852603573870333	-	\$3,847.90	\$21,473.21	\$27,352.74	5.58	7.31	\$113.



The screenshot shows the AdBeacon dashboard with a focus on customer journeys. The top section displays 'Purchases', 'Revenue', 'Orders' (512), and 'Revenue' (\$62,949.19). Below this, there's a 'Journey' section showing a customer's path through various ads and campaigns. A table of orders is also visible, showing the date, time, order ID, customer name, and total amount.

Date Time	Order Id	Customer Name	Total
11/28/2023 07:46 PM	4798371856538		\$135.74
11/28/2023 09:32 AM	4797903274136		\$96.35
11/28/2023 12:54 AM	4797582603096		\$261.34
11/28/2023 12:17 AM	4797561602200		\$170.52
11/27/2023 11:07 PM	4797513367704		\$82.93
11/27/2023 10:41 PM	4797489741976		\$181.15
11/27/2023 09:14 PM	4797376004248		\$124.63



## Use Adobe Firefly for Ad Creatives

Whether you have limited creative assets to work with or just need to create variations to test, Adobe Firefly can help you out. For example, let's say you wanted to create some different images for different seasonal campaigns. You can upload your images, "paint" out different areas and replace them with seasonal elements. You can also just select the "background" option and place your subject in different environments. The best part? This is simple to do and Adobe Firefly is free to use.

Meta Case Study

# Terra Flame

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Having already found ecommerce success, Terra Flame knew it was time to expand their campaigns into new digital territories to connect with a wider audience. Beyond their website and Google Ads, there were incredible opportunities on Amazon and social media they'd yet to ignite.

Our experts went to work to develop, implement, and optimize a strategy that would expand TerraFlame's reach (and revenues).

**760%**

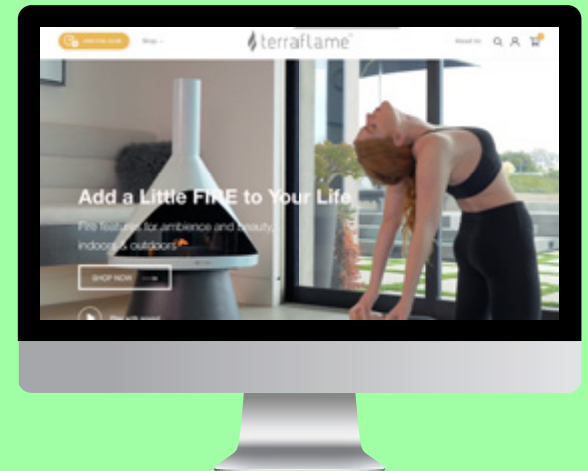
Social Media  
Ads ROAS

**185%**

Social Revenue  
Growth

**500%**

Amazon Campaign  
ROAS





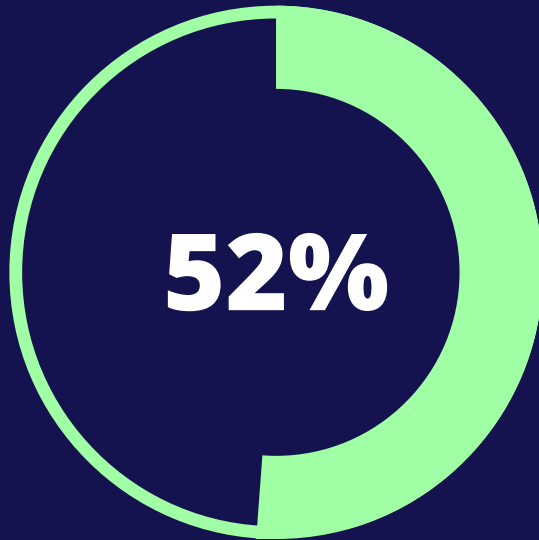
# Marketing Automation, Email, and SMS Trends

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Marketing Automation, Email, and SMS—this powerful trifecta is set to play a crucial role in nurturing, converting, and retaining customers throughout 2024. Marketing automation stands out not only as a cost-effective strategy but also as a consistent revenue driver, essential for maximizing customer lifetime value (LTV).

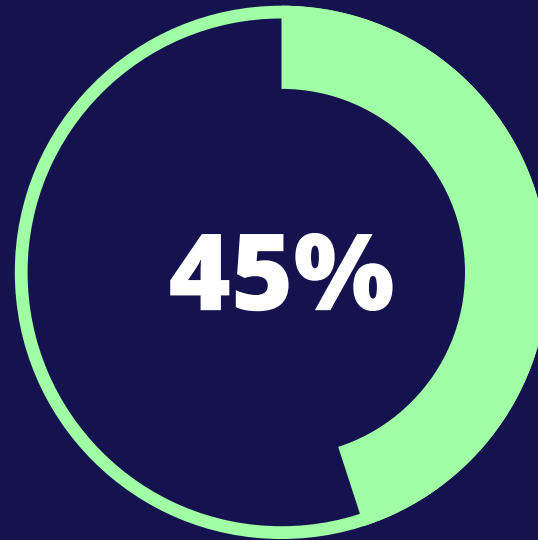
But that's just the start. It also offers every business the chance to personalize and strengthen connections with their customers on a large scale. Let's dive into how marketing automation can streamline customer journeys and keep your profits growing!

04



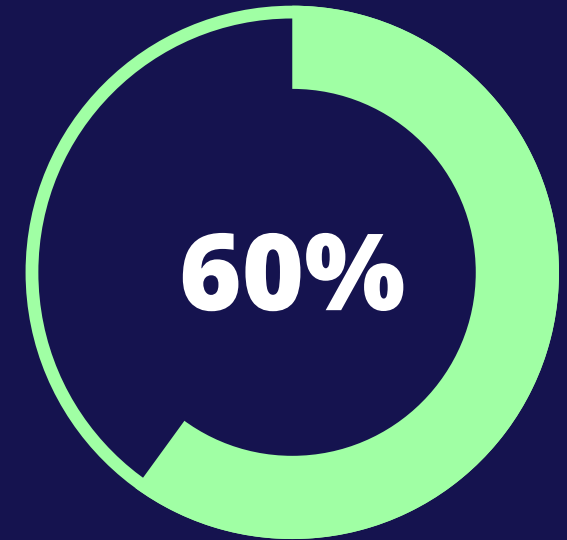
## Reaching Mobile Users

52% of marketers say that they like SMS marketing because they can reach a large mobile audience faster.



## Valuable Communications

45% of marketers prefer SMS marketing because it provides good customer engagement and facilitates rapid communication and valuable information exchange.



## Reaching the Right Customers

60% of consumers prefer to receive promotional content through emails. Who knew?!

# Marketing Automation Trends for 2024

01

## Advanced Personalization Through AI

AI is transforming customer interactions with advanced personalization. Ecommerce businesses can leverage this for highly customized marketing, enhancing customer experience and increasing engagement.

02

## Emphasis on Privacy and Compliance

As privacy concerns rise, marketing automation is shifting towards more transparent data handling. This trend is crucial for ecommerce brands to maintain consumer trust while effectively reaching their audience.

03

## Sophisticated Predictive Analytics and Lead Scoring

Enhanced predictive analytics are providing more accurate insights into customer behavior. Ecommerce brands can use this for precise targeting and improved campaign ROI.

04

## Omnichannel Marketing Strategies

The integration of omnichannel strategies in marketing automation allows ecommerce sellers to offer a consistent and personalized experience across different platforms, improving customer loyalty and engagement.

## **Customer Retention and LTV Focus**

**05**

Marketing automation now emphasizes long-term customer retention, recognizing its value in business growth. Ecommerce brands can use this trend to develop strategies that boost customer loyalty and lifetime value.

## **Enhanced Segmentation Capabilities**

**06**

Improved segmentation using AI and analytics enables more targeted marketing. Ecommerce brands can utilize this to cater to specific customer needs and preferences, enhancing the effectiveness of their campaigns.

## **Rapid A/B Testing**

**07**

The ability to conduct rapid A/B testing allows ecommerce sellers to swiftly adapt strategies based on market feedback, ensuring relevance and effectiveness in their marketing efforts.

## **Email vs. SMS Frequency in Cross-Channel Marketing**

**08**

Balancing email and SMS marketing reflects a flexible approach to reach customers on their preferred platforms. Ecommerce businesses can leverage this for maximized engagement and a better customer response rate.

# AI Tips for Marketing Automation

## Personalized Email Message Scripts

AI can be a powerful tool for creating personalized email options for your campaigns with some simple prompting via ChatGPT. For example, if you wanted to send a series of personalized follow-up-emails for a specific product, you could ask ChatGPT, “Write three follow-up-emails for customers interested in this product (add product description or URL link), please make sure the messaging is personalized.”

**You**  
“Write three follow-up emails for customers interested in this product, <https://www.rei.com/product/T76562/fjallraven-skogso-padded-insulated-jacket-mens?color=AUTUMN%20LEAF>, please make sure the messaging is personalized.”

**ChatGPT**  
Sure, I can help with that. Here are three examples of personalized follow-up emails for customers interested in the Fjallraven Skogso Padded Insulated Jacket:

### Email 1: First-time Customer

Subject: Stay Warm This Winter with the Fjallraven Skogso Jacket

Hello [Customer Name],

I hope this email finds you well! I noticed you showed interest in our Fjallraven Skogso Padded Insulated Jacket in Autumn Leaf. As someone who appreciates the outdoors, you'll love this jacket's perfect blend of style and functionality. It's designed to keep you warm in chilly conditions, making it an ideal companion for your winter adventures.

If you have any questions or need further assistance, please feel free to reach out. We're here to help!

Warm regards,  
[Your Name]

### Email 2: Returning Customer

Subject: Explore More with the Fjallraven Skogso Jacket

Dear [Customer Name],

Welcome back! It's great to see you again. I noticed you're considering the Fjallraven Skogso Padded Insulated Jacket. Based on your previous purchases, this jacket would be a fantastic addition to your outdoor wardrobe. Its durable construction and insulation are perfect for your hiking and camping trips.

Let me know if you need any more details or if there's anything else I can assist you with.

Happy exploring,  
[Your Name]

### Email 3: Hesitant Shopper

Subject: Still Thinking About the Fjallraven Skogso Jacket?

Hi [Customer Name],

I saw that you've been eyeing the Fjallraven Skogso Padded Insulated Jacket. It's definitely a customer favorite this season! If you're still undecided, I'd be happy to share more information or answer any questions you might have. This jacket offers both warmth and breathability, making it a versatile choice for various outdoor settings.

Feel free to reach out if you need any assistance.

Best,  
[Your Name]

#### Email 1: First-time Customer (Extended)

Subject: Discover Your Perfect Outdoor Companion - The Fjallraven Skogso Jacket

Hello [Customer Name],

I hope you're having a wonderful day! I couldn't help but notice your interest in our Fjallraven Skogso Padded Insulated Jacket in the striking Autumn Leaf color. As a first-time shopper with us, I thought I'd share a bit more about why this jacket is a fantastic choice, especially for someone who loves embracing the outdoors.

The Fjallraven Skogso Jacket isn't just another addition to your wardrobe; it's a reliable partner for your adventures. With its unique blend of comfort, style, and practicality, it's designed to tackle the chill while keeping you looking great. The jacket features G-1000 fabric, renowned for its durability and weather resistance, ensuring you're well-protected against the elements. Moreover, the eco-friendly padding provides the perfect amount of warmth without being overly bulky, making it ideal for those brisk morning hikes or evening strolls.

What sets this jacket apart is its attention to detail. The adjustable hood, multiple pockets, and tailored fit are thoughtfully designed to enhance your outdoor experience. Whether you're exploring urban landscapes or venturing into the wilderness, the Skogso Jacket adapts to your needs.

I understand that choosing the right outdoor gear is a personal decision, and I'm here to assist with any queries or specific requirements you might have. If you're considering size, fit, or how this jacket performs under different weather conditions, feel free to reach out. Our team is passionate about helping our customers find exactly what they need.

#### Email 1: First-time Customer (Concise)

Subject: Get Ready for Adventure with the Fjallraven Skogso Jacket

Hi [Customer Name],

I saw your interest in the Fjallraven Skogso Padded Insulated Jacket in Autumn Leaf – a great choice for outdoor enthusiasts! This jacket offers durability and warmth, perfect for your winter activities. With its stylish design and practical features, it's sure to become a favorite.

If you have any questions or need a hand with your order, just let me know. I'm here to help!

Best,  
[Your Name]

## Shorter or Longer Variations for Testing

There is a fine line between saying too much or not enough in your email sequences. With AI you can create longer or shorter variations of your email messaging so you can test and find the sweet spot. All you need to do is take your existing messaging, put it into ChatGPT, and prompt the AI to “Make it longer” or “Make it shorter.” This will give you more ideas to test and see what is working.

## Marketing Automation Case Study

# ITAMCAP

---

The initial challenge for ITAMCAP stemmed from attaining the proper information in order to accurately screen their candidates against citizenship requirements. This information would allow for simpler automating of processes, enabling the team to quickly and effectively filter applicants. The process can be stressful and ITAMCAP wanted a streamlined solution for assisting more applicants in less time.

# 390%

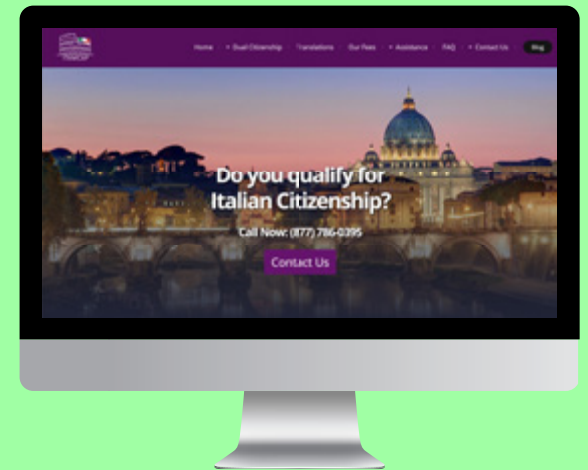
Increased Social  
Website Traffic (IG)

# 4000%

Greater Email  
Traffic Sessions

# 600%

Greater  
Conversion



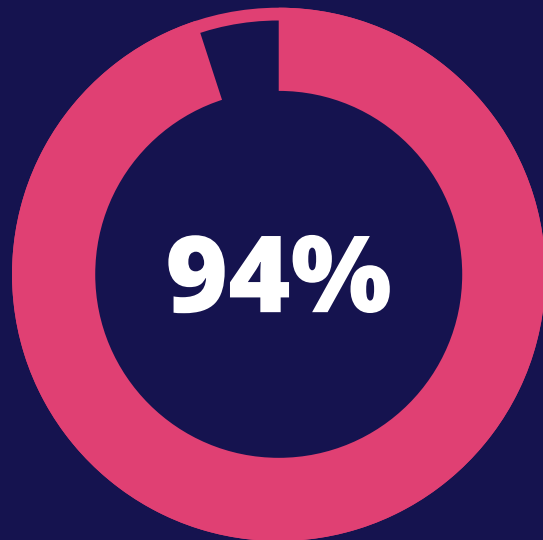
# Search Engine Optimization

---

National Positions was built on SEO 20 years ago, so this strategy is close to our hearts. As we step into 2024, the SEO game is changing in some really exciting ways, and it's crucial for businesses to keep up. From how AI is shaking things up in search to the surge in multimedia content, we're covering what matters most. These trends aren't just buzzwords; they're key evolving aspects of SEO that will help your business get noticed online—faster.

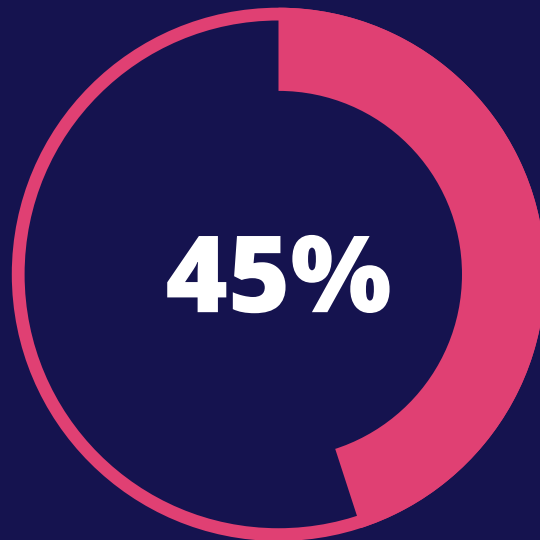
05





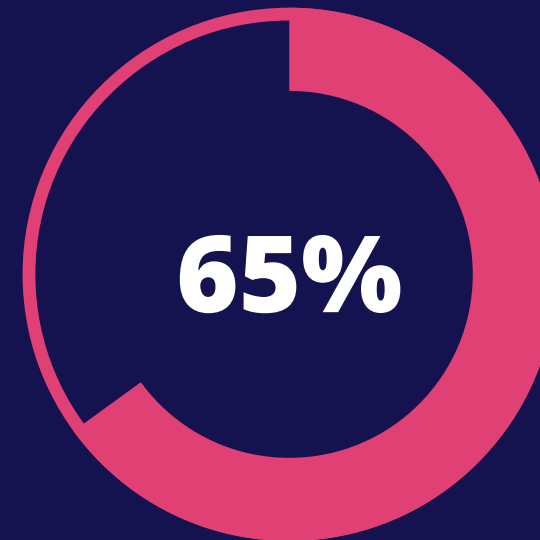
## Focusing on Mobile

Google commands nearly 94% of all mobile search traffic and 64% of all searches start on mobile devices.



## Organic Trust on Desktops

45% of all desktop search clicks were attributed to organic clicks—indicating that when it comes to consumer trust, organic is hard to beat.



## SEO for Ecommerce

65% of all search traffic went to ecommerce searches and 32% of these clicks came from organic search efforts.

# Search Engine Optimization Trends for 2024

01

## AI and Search Results

AI is revolutionizing search results on Google, making them more personalized. For ecommerce websites, this means an opportunity to target more effectively and appear in searches that are highly relevant to their audience.

02

## Evolving SERP Appearance

As Google updates how its search results appear, ecommerce websites must adapt their content strategies to maintain or improve visibility, focusing on providing clear and valuable information.

03

## New Core Web Vitals Metrics

The emphasis on the Interaction to Next Paint (INP) metric stresses the importance of a responsive website for a better user experience, it's crucial for ecommerce brands to keep visitors engaged on their sites.

04

## AI in Content Creation

The increasing use of AI in content creation suggests a need for balance, combining AI's efficiency with the uniqueness of human touch, which can be critical for ecommerce content strategies as the need to produce content faster rises.

05

## High-Quality, Relevant Content

Google's focus on high-quality content means ecommerce sites must provide valuable, informative content to rank well and attract potential customers. This will continue to be vital ranking factors for Google search in the short and long term.

## Voice and Mobile Search Optimization

**06** With the rise in voice and mobile searches, ecommerce sites need to optimize their content for these formats, ensuring they cater to customers' searching habits on the go. The majority of ecommerce search starts on mobile devices—make sure the experience is flawless.

## "Zero-Position" Search

**07** The increasing importance of zero-click searches in SERPs indicates that ecommerce sites should focus on creating content that directly answers queries to capture immediate visibility. Providing great informational content has a great impact on getting customers into your funnel.

## Being a Topical Authority

**08** Establishing authority on specific topics is becoming more important. Ecommerce sites should focus on developing in-depth, interconnected content to demonstrate expertise and gain trust. Building trust via blogs, whitepapers, and social proof is going to be more valuable than listing endless features.

## Video SEO

**09** The growing role of video in SEO strategies reflects a need for ecommerce brands to optimize video content for better search visibility, catering to the increasing consumer preference for video content. Remember, Google serves up videos in search—not just websites.

## Evolving Search Engine Ranking Factors

**10** The shift in ranking factors towards more user-focused criteria emphasizes the need for ecommerce brands to focus on content quality and relevance to improve their SEO performance. Go deeper than just listing products and features, make your content contextually rich for customers—and Google.

## Refreshing Existing Content

**11** Regularly updating content is vital for staying relevant in search rankings, an important strategy for ecommerce sites to keep up with the fast-paced changes in their industry and consumer interests. Outdated information, data, or social proof can send prospects running—consider updating high-value content every 3-6 months.

# AI Tips for SEO

## Find Competitors Page Breakdowns

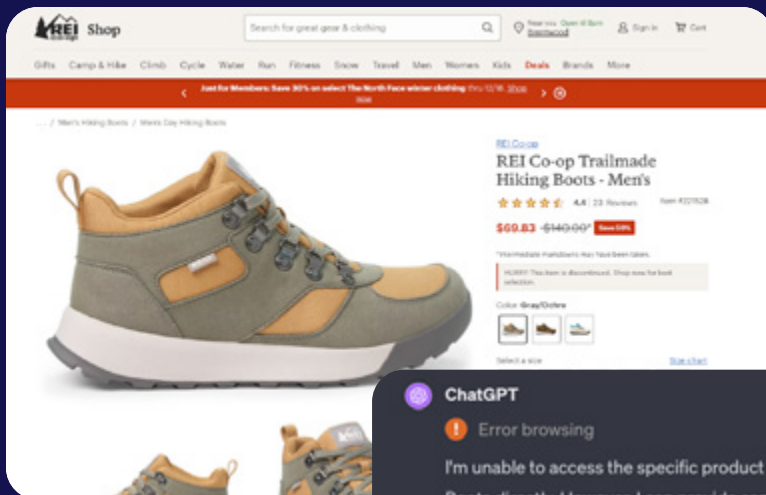
You can get strategic with AI beyond simply creating content. SEO is also about making sure the structure of your site is the best it can be—so why not check out the competition? Sometimes ChatGPT can't directly access a website URL (due to privacy), but it can usually understand the general industry and audience and provide suggestions that you can apply to your website.



1. **Home Page**
  - Overview of the site, featured products, and promotions.
2. **Shop**
  - Categories (e.g., Camping & Hiking, Climbing, Cycling, Running, Fitness)
  - Gender-specific sections (e.g., Men's, Women's, Kids')
  - Specialized gear sections (e.g., Footwear, Jackets, Gear & Equipment)
  - Sale or Clearance items
3. **Expert Advice**
  - Articles, tips, and how-to guides for outdoor activities.
4. **Classes & Events**
  - Information on local classes, events, and outings.
5. **REI Adventures**
  - Information about outdoor adventure trips and travel services.
6. **REI Outlet**
  - Discounted and clearance items.
7. **About**
  - Company information, sustainability practices, community involvement.
8. **Support**
  - Customer service, FAQs, shipping and return policies.

This is a speculative structure based on common website layouts for similar retailers. For the most accurate and detailed information, it would be best to visit the REI website directly.





ChatGPT

Error browsing

I'm unable to access the specific product page for the REI Co-op Trailmade Hiking Boots directly. However, I can provide some general ideas for voice search terms that could be relevant for optimizing a product page like this. These terms are based on what potential customers might use when conducting voice searches for hiking boots:

1. "Best durable hiking boots for men"
2. "REI Co-op Trailmade men's hiking boots in gray and ochre"
3. "Comfortable and lightweight men's hiking boots"
4. "Water-resistant men's hiking boots with good grip"
5. "Men's hiking boots suitable for rough terrain"
6. "Affordable quality hiking boots for men at REI"
7. "Eco-friendly and sustainable men's hiking boots"
8. "Men's hiking boots with ankle support"
9. "Trailmade hiking boots with customer reviews"
10. "Where to buy REI Co-op Trailmade hiking boots for men"

Remember, voice search queries are often longer and more conversational compared to typical text searches. Including natural, conversational phrases related to the product can help in capturing voice search traffic. Additionally, answering common questions or concerns related to the product within the page content can also be beneficial.



## SEO for Voice Search Ideas

ChatGPT can give you ideas for structuring your page, product, and website content for capturing voice search terms and even implementing them if you wish. For example, using this prompt with your product URL link will give you some ideas for implementation. *"I want to optimize my product page content to capture those customers that are searching with voice search - please give me some ideas of voice search terms that I could include on this page (paste your URL here)."*

## SEO Case Study

# Enclosure Guy

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As a long-term client of National Positions, Enclosure Guy knew their strategy would need an upgrade.

As buyer behavior shifted, the team at National Positions was determined to amplify Enclosure Guy's success through conversion rate optimization (CRO).

By adding fuel with an omnichannel approach, including SEO, Google Ads, content creation, marketing automation, and improved UX, Enclosure Guy was able to scale its success!

# 300%

More Organic  
Conversions

# 140%

More PPC  
Conversions

# 120%

More Organic  
Web Traffic



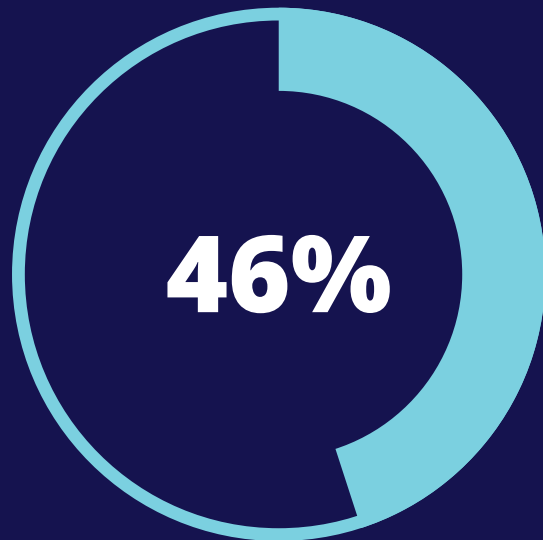
# Pay Per Click (PPC) Marketing

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The Google PPC landscape is evolving rapidly, demanding new strategies and insights. This section focuses on the key trends reshaping Google PPC, from the integration of AI and machine learning to adapting to CPC inflation and leveraging first-party data.

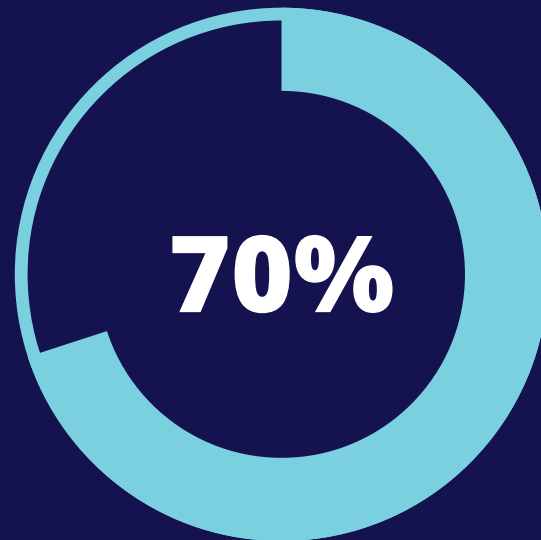
We'll explore how these changes necessitate a shift toward more sophisticated, data-driven approaches, emphasizing the importance of strategic adaptability and deep customer understanding in the competitive realm of PPC advertising.

06



## Can Customers Tell the Difference?

46% of customers searching can't tell the difference between a PPC ad and an organic search link, but over 75% think they can.



## Burning PPC Investment

Over 70% of businesses running PPC ads haven't looked at their campaigns in over a month. This is the perfect way to burn up ad spend!



## Have Realistic Budgets

\$9k-\$10k is the average monthly investment into PPC ads by small to medium-sized advertisers.



# PPC Marketing Trends for 2024

01

## Personalization Segments Focus

The trend towards using AI and data insights for personalized ads is growing. For ecommerce brands, this means creating ads that resonate more with the individual user's needs, wants, and product preferences, leading to better engagement and conversions.

02

## AI and Machine Learning in PPC

Google's use of AI and machine learning in Performance Max campaigns will optimize ad performance across all its platforms. Ecommerce advertisers can expect more targeted and effective campaigns as a result via leaning into Performance Max.

03

## Increased Automation

There's a trend towards more automation in PPC campaign management. Ecommerce advertisers might need to adapt to Google's automated systems for more efficient ad operations as manual bidding is becoming a thing of the past.

04

## Diverse Data Sources Integration

Google's integration of a variety of data sources in Performance Max campaigns, including first-party data, can enhance audience targeting. This means more tailored and effective ad campaigns for ecommerce as first-party data will always be more accurate than traditional third-party data.

05

## Advanced Measurement and Attribution Tools

As measurement and attribution tools improve, ecommerce advertisers can get a clearer ROI picture and better understand customer journeys, helping to refine their PPC strategies. Ecommerce businesses that can accurately see where success is coming from can minimize wasted ad spend and scale profits faster.



06

### **Privacy and Data Security Focus**

With rising privacy concerns, Google's Performance Max campaigns will continue adapting to ensure data security while still offering effective targeting, an important feature for ecommerce in maintaining customer trust. This is even more vital for ecommerce brands advertising internationally.

07

### **Cross-Channel Optimization**

The trend towards optimizing PPC campaigns across multiple Google platforms like YouTube, Search, and Display means a more cohesive and comprehensive advertising approach for ecommerce businesses. This lets ecommerce brands take advantage of all the different places online customers search and research products.

08

### **Emphasis on User Experience and Creative Excellence**

The focus on better user experience and creative content in ads suggests that ecommerce advertisers need to create more engaging and high-quality ads to stand out, test, and scale as they nail down what is resonating with their customer base.

09

### **Evolving User Engagement Channels**

Ecommerce brands need to adapt to changing user engagement trends, ensuring consistent messaging and product features across all campaigns and platforms for a unified brand presence. From discovery to conversion, the customer must recognize the ecommerce brand wherever they are in the buying process.

10

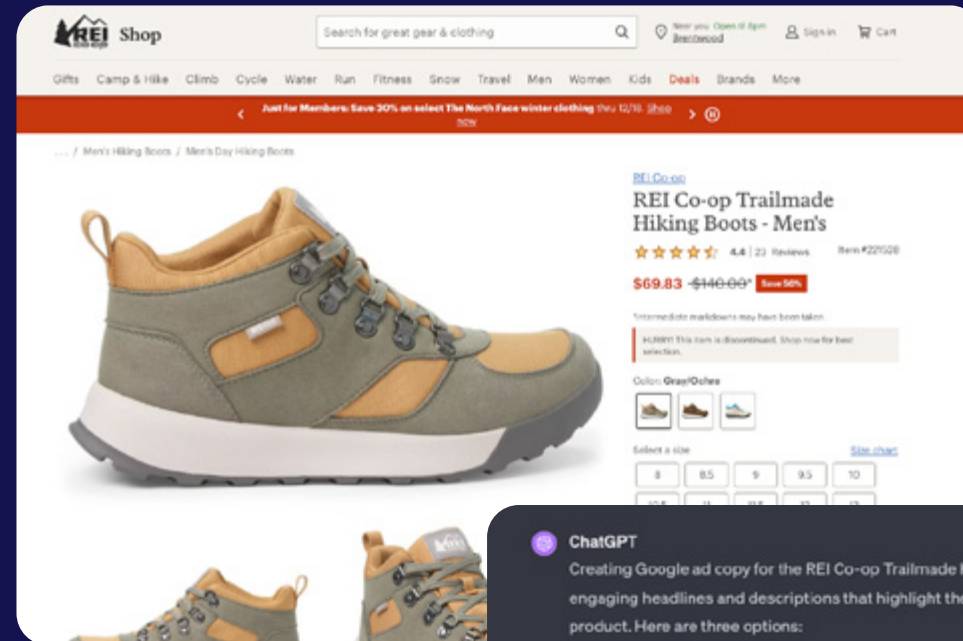
### **Customer Equity (LTV) Knowledge**

Understanding the Lifetime Value (LTV) of customers is becoming crucial. Ecommerce advertisers need to leverage first-party data for more accurate budget allocation and customer acquisition strategies. Knowing this helps ecommerce sellers grasp how much a new and returning customer is worth so they can budget accordingly.

# AI Tips for PPC

## Creating Product Ad Copy Options

You can use AI to get the ball rolling on creating Google Ad copy ideas for your campaigns. If you are at a loss for ideas, jump into ChatGPT and combine this prompt with your product link URL. For this example we are using the same product from REI used in the SEO example. "Please give me 3 options for Google ad copy for this product - headlines and descriptions." Once you have your ideas you can refine and improve from there.



**ChatGPT**

Creating Google ad copy for the REI Co-op Trailmade Hiking Boots involves crafting engaging headlines and descriptions that highlight the key features and benefits of the product. Here are three options:

- Headline:** Conquer Every Trail with REI Trailmade Boots  
**Description:** Experience unmatched durability and comfort on your hikes. Shop the REI Co-op Trailmade Hiking Boots for men. Perfect for any terrain!
- Headline:** Step into Adventure - REI Men's Trailmade Boots  
**Description:** Ready for rugged trails? Get the REI Co-op Trailmade Men's Hiking Boots. Durable, water-resistant, and designed for performance.
- Headline:** Explore More with REI Trailmade Hiking Boots  
**Description:** Discover the great outdoors in comfort. The REI Trailmade Boots offer superior grip and support for all your hiking adventures.

These ad copies are designed to capture the attention of potential customers by emphasizing the product's suitability for outdoor activities, its durability, and the comfort it provides, which are key selling points for hiking boots.

Message ChatGPT...

ChatGPT can make mistakes. Consider checking important information.

## ChatGPT

Creating Google ad copy for the REI Co-op Trailmade Hiking Boots involves crafting engaging headlines and descriptions that highlight the key features and benefits of the product. Here are three options:

1. **Headline:** Conquer Every Trail with REI Trailmade Boots  
• **Description:** Experience unmatched durability and comfort on your hikes. Shop the REI Co-op Trailmade Hiking Boots for men. Perfect for any terrain!
2. **Headline:** Step into Adventure - REI Men's Trailmade Boots  
• **Description:** Ready for rugged trails? Get the REI Co-op Trailmade Men's Hiking Boots. Durable, water-resistant, and designed for performance.
3. **Headline:** Explore More with REI Trailmade Hiking Boots  
• **Description:** Discover the great outdoors in comfort. The REI Trailmade Boots offer superior grip and support for all your hiking adventures.

These ad copies are designed to capture the attention of potential customers by emphasizing the product's suitability for outdoor activities, its durability, and the comfort it provides, which are key selling points for hiking boots.



Message ChatGPT...

ChatGPT can make mistakes. Consider checking important information.

## ChatGPT

Creating region-specific ad variations for the REI Co-op Trailmade Hiking Boots for Los Angeles, Austin, and Nashville would involve tailoring the messaging to resonate with the outdoor culture and climate of each area. Here are the variations:

1. **Los Angeles**
  - **Headline:** "LA Trails Await - REI Trailmade Boots"
  - **Description:** Embrace the diverse LA trails with REI Co-op Trailmade Boots. Perfect for sunny hikes and coastal paths. Experience comfort and style!
2. **Austin**
  - **Headline:** "Austin's Adventure Gear - REI Trailmade Boots"
  - **Description:** Tackle the rugged Texan outdoors with the REI Co-op Trailmade Hiking Boots. Ideal for the Greenbelt and beyond. Gear up for adventure!
3. **Nashville**
  - **Headline:** "Nashville Hiking Essentials - REI Trailmade Boots"
  - **Description:** Explore the scenic trails of Nashville with confidence. The REI Trailmade Boots offer the support and durability you need for every hike.

Each of these ad variations highlights the unique outdoor environment of the respective cities, thereby creating a more personalized and relevant appeal to potential customers in those areas.



Message ChatGPT...

## Creating Geographical Ad Copy in Bulk

If you are running campaigns across different geographical regions, you don't need to reinvent the wheel every time. Taking the previous example as a starting place, you could then ask ChatGPT, "Please give me variations of this messaging for different regions including Los Angeles, Austin, and Nashville." If your core messaging is going to stay the same, using AI to create ad copy variations for your target region can be a huge time saver.

PPC Case Study

# Sullen Clothing

---

Sullen Clothing's journey was not without its hurdles. In a sea of competitors, they needed to stand out, captivate, and convert their online audience. The challenge was twofold: enhancing their digital visibility to capture more market share and converting this increased traffic into substantial revenue growth. National Positions was ready to deliver on the challenge.

40%

More Organic  
Site Conversions

3700%

Higher Revenues  
(Top Creatives)

135%

Improved Ad Click  
Traffic (Google PPC)



# Conversion Rate Optimization (CRO)

---

As we step into 2024, Conversion Rate Optimization (CRO) has become an indispensable tool for businesses aiming to thrive across various digital channels.

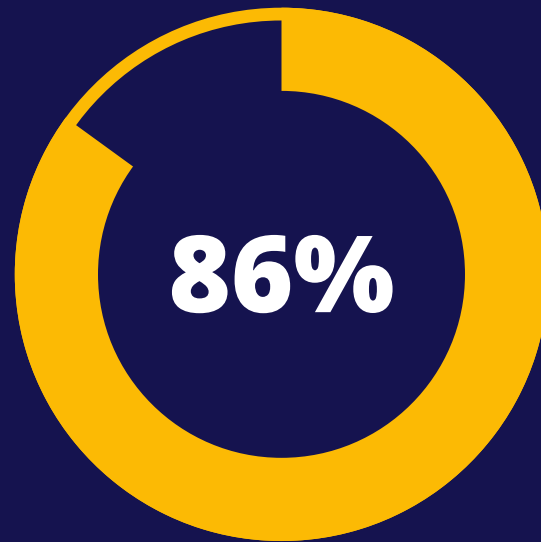
In this fast-paced digital era, CRO is not just about enhancing a website's functionality; it's about creating an engaging and seamless user experience that resonates with your audience—that inspires them to convert into paying customers. Let's dive into how you can harness the power of CRO to transform your business's digital presence in 2024.

07



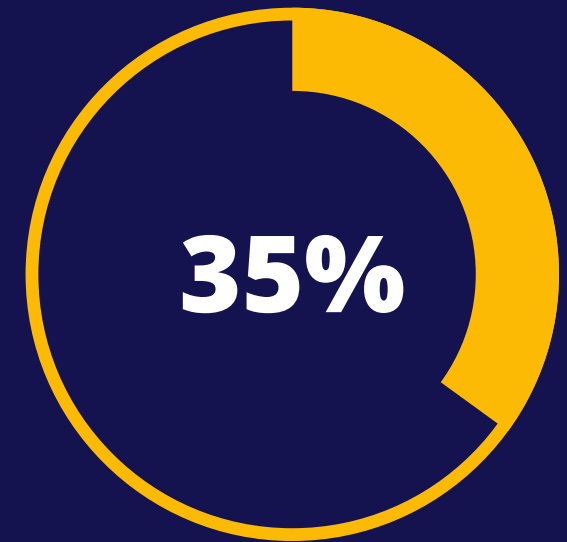
## Keeping It Personal

Want to **increase conversions by over 200%**? Because that is what personalized landing pages have been shown to do!



## Video Speak Louder

Video content has been shown to increase **conversions by up to 86%** on well-designed landing pages—show (don't just tell) if you have the opportunity.



## Social Proof Is High Impact

Showcasing testimonials and reviews can **boost conversions by nearly 35%**. Social proof reduces conversion friction—fast.

# Conversion Rate Optimization Trends for 2024

## AI-Driven Personalization

**01** Ecommerce sites are increasingly leveraging AI to tailor user experiences. This trend towards AI-driven personalization means websites can dynamically adapt to user preferences, leading to enhanced engagement and potentially higher conversion rates.

## Mobile Optimization

**02** With mobile internet usage continually rising, optimizing websites for mobile devices is becoming critical—especially for ecommerce businesses. This focus ensures a seamless shopping experience on smartphones, potentially reducing bounce rates and increasing conversions.

## Chatbot Interactions

**03** The evolution of chatbots is improving automated customer support. For ecommerce businesses, this means more effective communication with customers, potentially boosting sales (and repeat purchasing) through improved guidance and support.

## Simplified UX/UI

**04** The trend towards simplified and intuitive user interfaces caters to specific user needs. For ecommerce brands, this means creating more user-friendly websites, which can lead to increased user satisfaction and higher conversion rates.



## **Social Proof and UGC**

**05** Utilizing customer feedback and testimonials is gaining importance. For ecommerce businesses, leveraging social proof can significantly influence purchasing decisions and enhance trust, thereby increasing sales. Social proof is the digital version of asking your friend for a recommendation.

## **Data Privacy in Checkout Processes**

**06** Ecommerce websites are increasingly emphasizing data privacy, especially during the checkout process—and for good reason. This transparency can build customer trust and loyalty, leading to repeat purchases and improved conversion rates.

## **Micro-Conversions Focus**

**07** Paying attention to micro-conversions (like newsletter sign-ups) recognizes their role in the sales funnel. For ecommerce advertisers, optimizing for these smaller actions can lead to greater overall sales conversions over time. If getting to the final sale is full of friction, apply several smaller (micro) steps that can make the final purchase an easier decision.

## **Highlighting Mission and Values**

**08** Showcasing a brand's mission and values, such as sustainability, is becoming popular. For ecommerce brands, this can differentiate them in a crowded market and appeal to value, social, or environmentally conscious consumers, potentially boosting sales conversions.

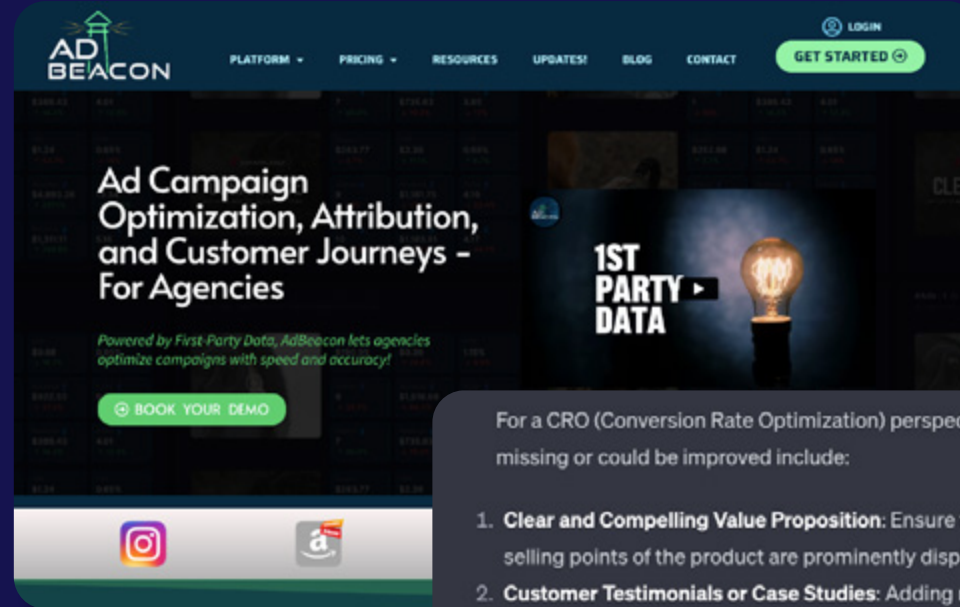
## **Experimentation and A/B Testing**

**09** Continuous testing and experimentation with website elements are essential for staying competitive. Ecommerce sites using this approach can refine their user experience, promotions, featured products, or calls to action, leading to better customer engagement and increased sales.

# AI Tips for CRO

## Finding Conversion Gaps with Your URL

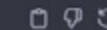
Conversion Rate Optimization is a powerful strategy that has a lot of moving parts—but knowing where to start is half the battle! This is another place ChatGPT can give you some ideas so you know where to focus your efforts. Jump into ChatGPT and try asking, “Can you please tell me what might be missing from my website from a CRO standpoint?” Add your URL to the end of this question to get a basic understanding of where you should start.

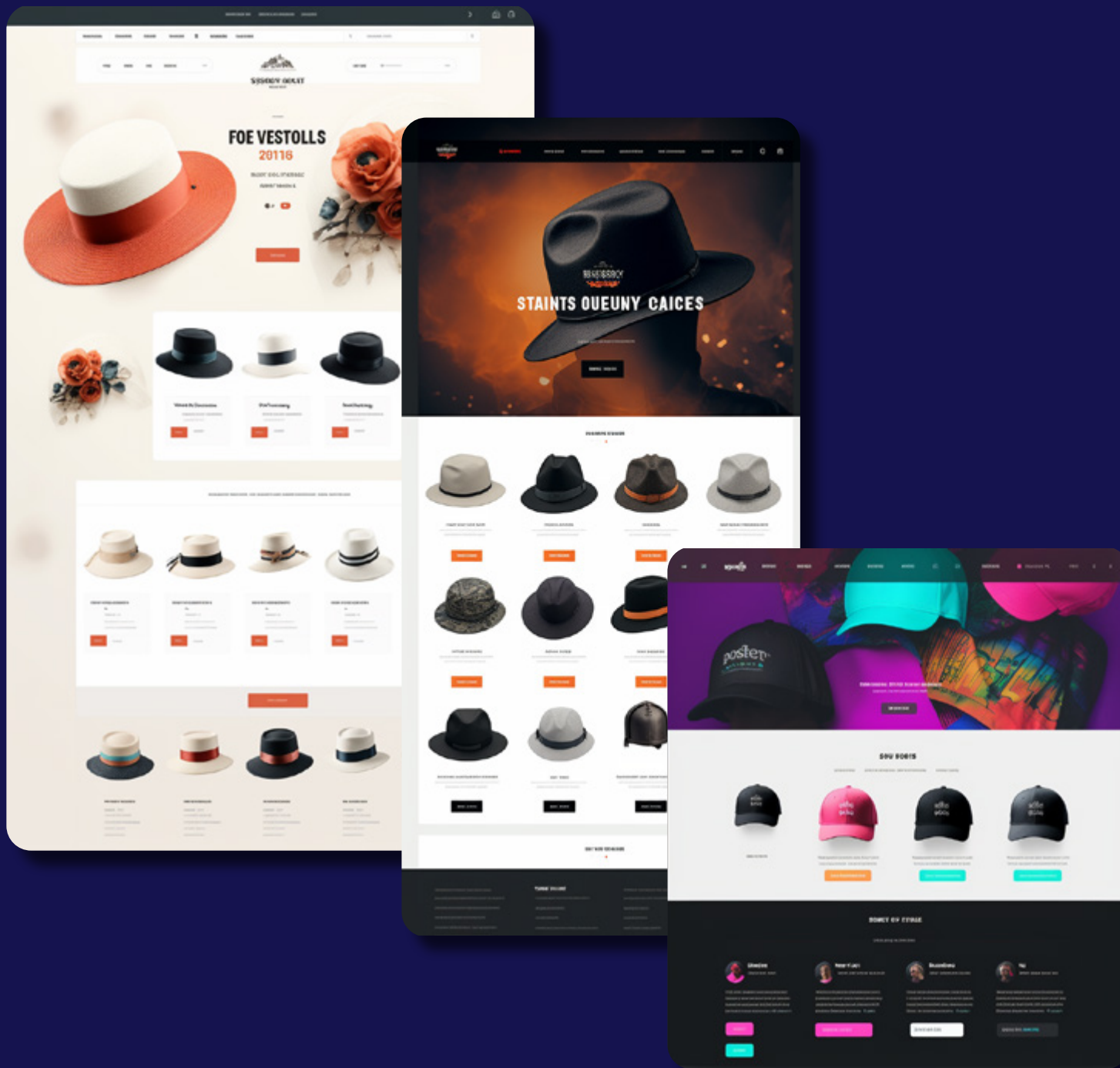


For a CRO (Conversion Rate Optimization) perspective, elements that might be missing or could be improved include:

1. **Clear and Compelling Value Proposition:** Ensure that the main benefits and unique selling points of the product are prominently displayed and easy to understand.
2. **Customer Testimonials or Case Studies:** Adding more customer success stories or detailed case studies can help in building trust and demonstrating the effectiveness of the product.
3. **Stronger Call-to-Actions (CTAs):** CTAs should be compelling and clearly guide visitors towards taking the desired action, like scheduling a demo or signing up.
4. **Live Chat or Immediate Support Options:** Integrating a more visible and accessible customer support feature, like live chat, can help in addressing visitor queries instantly, improving engagement.
5. **Mobile Optimization:** Ensuring the website is fully optimized for mobile users can enhance the experience for a significant portion of the audience.
6. **SEO and Content Strategy:** Implementing an effective SEO and content strategy can help in attracting and retaining more qualified traffic.
7. **User Experience and Navigation:** Simplifying the navigation and improving the overall user experience can help in keeping potential customers engaged and reducing bounce rates.
8. **A/B Testing:** Regular testing of different elements like headlines, CTAs, images, and layouts can provide insights into what works best for the target audience.

For a more detailed analysis, a thorough review of the website's analytics, user behavior, and conversion funnels would be required.





## Ideating Page Designs with Midjourney

Your website look and feel have a major impact on conversion—however, communicating that design idea is easier said than done. Or is it? Midjourney is a powerful AI creative tool that can provide endless design ideas—even for websites or product pages. For example, using Midjourney to ask for “Ecommerce product page layouts for men’s hats” can produce all kinds of ideas to share with your team. Once you have an idea you like, you can share the concept with your CRO design team.

## CRO Case Study

# CallonDoc

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In such a challenging industry, CallonDoc needed to simultaneously break down the “challenging stigma” surrounding all things healthcare related and streamline the process to encourage adoption of their amazing service. This would need to be a multifaceted strategy that would drive traffic, expand CallonDoc to new audiences, inspire faster conversion, and maximize LTV at the same time.

# 2M+

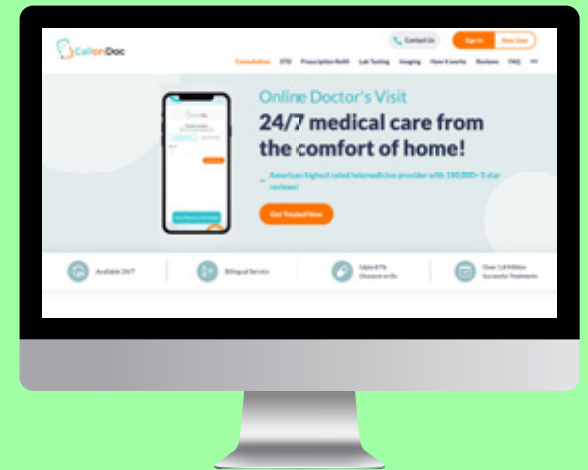
Website  
Conversions

# 179%

Boost in Direct  
Traffic Conversions

# +300%

More Google Ads  
Conversions



# A Year of Opportunity in 2024

As we conclude our journey, we look back on a landscape of digital marketing that is constantly evolving, yet always promising. From the diverse and strategic world of Amazon marketing to the dynamic realms of social media, Meta, and beyond, this guide has navigated the complexities and potential of each platform.

In 2024, we stand at the cusp of a digital renaissance where AI, personalized experiences, and an intimate understanding of customer behavior shape every marketing strategy. The trends in marketing automation, email, SMS, SEO, PPC, and CRO discussed here are not just fleeting changes; they are the markers of a new era in digital marketing.

As brands and marketers, our challenge and opportunity lie in embracing these changes. Whether it's leveraging AI for deeper insights on Amazon, harnessing the power of video and AR on social platforms, or optimizing every touchpoint through CRO, the key lies in agility and foresight.

In closing, The Growth Playbook: Your 2024 Channel Trend Guide for Digital Marketing Success is more than a guide; it's a call to action. It's an invitation to marketers, brands, and businesses to lead with creativity, data-driven strategies, and a deep commitment to customer experience. The future of digital marketing is bright, and it's ours to shape and dominate.

Let's take these insights, strategies, and trends and turn them into unparalleled success stories in the digital landscape of 2024 and beyond.



*Bernard May* CEO | National Positions



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