A man and a woman are on the deck of a sailboat, working with a large white sail. The man is wearing a red beanie and a black jacket, and the woman is wearing a black jacket. They are both smiling and looking at each other. The sail is partially unfurled, and the boat's rigging is visible in the background.

# DIGITAL SOLUTIONS FOR THE “NEW REALITY”



# EXECUTIVE SUMMARY

Since 2009, we have been writing success stories together with our clients, enabling them to tap into the full potential of their online channels & platforms and develop further in the digital environment together. Over these years, Webrepublic managed to grow extensive know-how and at the same time preserve entrepreneurial team spirit, curiosity for innovation and hard requirement for quality.

The current pandemic led us to take a closer look at the challenges you as our partners and clients might be facing and provide you with solutions that can help navigating through these difficult times and getting stronger in the new post COVID-19 reality.

This deck provides a top-level overview of such solutions which we would be happy to tailor to your business while embracing the new digital reality 2020 onwards.



# AGENDA

1. FOLLOWING CHANGES IN MEDIA CONSUMPTION

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2. BEING READY TO STAND OUT AMONG COMPETITORS

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3. USING YOUR MARKETING TECHNOLOGY STACK EFFICIENTLY

---

4. LEVERAGING E-COMMERCE OPPORTUNITIES

---



# MAIN CHALLENGES EXPOSED BY COVID-19 FOR OUR CLIENTS

## Challenge 1:

Changes in media consumption & not being able to reach target audience with the “old” means anymore

## Challenge 2:

Requirement to stand out among the competition and remain loud

## Challenge 3:

Marketing technology / digital setup is too siloed and inefficient

## Challenge 4:

Struggle with the shift to e-commerce (retail), alternatively the biggest share of sales still coming from physical stores



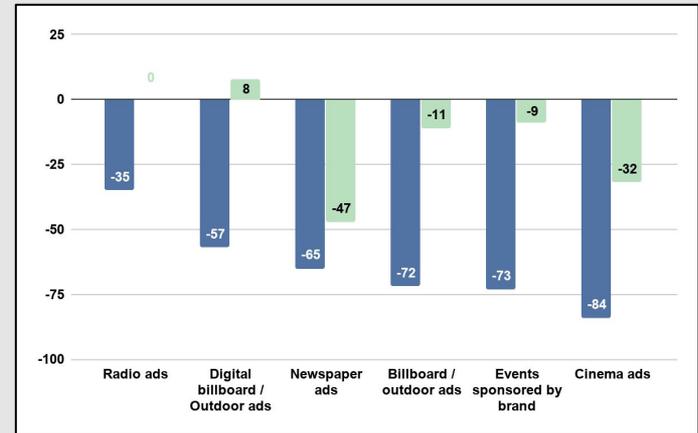
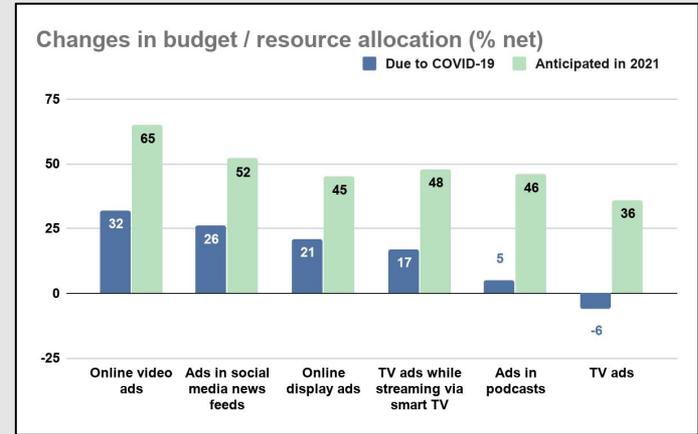
# 1

**CHANGES IN MEDIA CONSUMPTION & NOT  
BEING ABLE TO REACH TARGET AUDIENCE  
WITH THE “OLD” MEANS**



# SITUATION OUTLINE

- **Some media types have lost a substantial part of their user base in 2020:** cinema, event sponsoring, physical free newspapers etc.
- **...whereas others have gained a lot of users:** Increased consumption of social media, entertainment platforms such as YouTube, gaming, streaming, news sites and more





# CHALLENGES POSED



**Your target audience is behaving differently than before COVID-19?** Some channels will not provide the desired reach anymore, while others keep holding a lot of potential.



**You have the feeling that you're losing your target audience?** Media and campaign strategies might have to be adjusted to guarantee that your target audience will remain in contact with you.



**Your target audience is changing their media consumption on the go?** Staying flexible is crucial at the moment, as media consumption is difficult to predict and can change quickly.



# SOLUTION 1

## INVEST MEDIA BUDGET FLEXIBLY WHERE CONSUMPTION HAPPENS



**Invest into relevant media channels to compensate lost reach:**

various channels such as Instagram, Twitter or Streaming Platforms (YouTube, Zattoo) can be ideal channels to invest now depending on your target audience.



**Maximize the impact of your campaigns within a given budget on digital channels:**

unlike TV & Print, digital media spending (Social, Display, Paid Search) can be monitored in real time and shifted accordingly based on performance to maximize campaign impact.



**Optimise in real time with a programmatic infrastructure:**

need reach? Booking branding placements through programmatic infrastructure helps staying flexible and allows for optimization on the go.



# SOLUTION 2

## DO NEW THINGS IN NEW TIMES



### Tap into new platforms:

not on TikTok or Pinterest yet? Maybe your users are already.



### Work with new digital ad formats (advertorials):

Flipbook ads, customized interactive Sidebars, Hypercubes etc. will allow you to be noticed.



### Find out where "niches" are and use them with lower budgets:

"underdog" placements often have less competition and are way cheaper than others (e.g., Reddit).



### Find out what new interests your users have in COVID times:

studying online, sending gifts, attending remote events, working out & cooking healthy, etc.



# 2

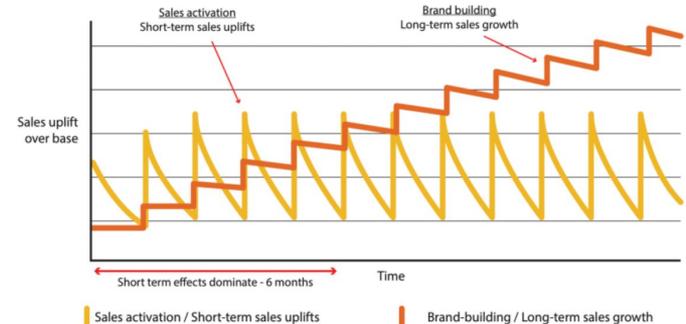
**REQUIREMENT TO STAND OUT AMONG THE  
COMPETITION AND REMAIN LOUD**



# SITUATION OUTLINE

- Even in times of crisis it has been proven that **brands which continue investing into advertising gain a long-term advantage vs. their competitors.**
- With consumers' attention focused on how companies are responding to the crisis, **advertisers are challenged more than ever to do the right thing.** In practical terms, they are not only asked to communicate about products and services. Equally valued are communication instances that bring a smile to someone's face or provide a practical advice in the right moment.

## BRAND-BUILDING AND SALES ACTIVATION WORK OVER DIFFERENT TIMESCALES



\*Sources: WARC; 2020

<https://www.warc.com/newsandopinion/opinion/responding-to-covid-19-and-preparing-for-the-global-recession/3492>,  
Les Binet and Peter Field, 2017 [https://effworks.co.uk/wp-content/uploads/2017/10/MEDIA\\_IN\\_FOCUS\\_FINAL\\_PDF\\_909.pdf](https://effworks.co.uk/wp-content/uploads/2017/10/MEDIA_IN_FOCUS_FINAL_PDF_909.pdf)



# CHALLENGES POSED



**Despite reduction in media spend overall, a number of brands increased communication during the pandemic** - be it on their own channels (Social Media, blogs etc.) or through additional media investments - therefore increasing competition.



With users' awareness remaining high towards the authenticity of communication and no room for error (which could pose a danger of social backlash - e.g., brands seen as being opportunistic), **more attention is to be paid to the communication claims.**



With everyone reverting to similar claims and benefits in times of pandemic, **it might be challenging to remain in direct contact with the customers** and **be different** in a distinct way without trying to benefit from the current circumstances.

\*Sources: WEF, 2020 <https://www.weforum.org/agenda/2020/06/coronavirus-advertising-marketing-covid19-pandemic-business/>  
PWC, 2020 <https://www.strategyand.pwc.com/uk/en/covid-19-industry-focus.html#industry-insights>



# SOLUTION 1

## REVERT TO EXCITING USER ENGAGEMENT APPROACHES



### **Revamp your owned engagement channels and increase communication:**

drive open dialog with your customers through timely content (e.g., tutorials) in line with your industry (on social channels, blogs etc.).



### **Create Live streams:**

(e.g., unveils of new products, compensating for cancelled events, educational content) plus allow subscription opportunities.



### **Revisit Email marketing:**

and customer reactivation. Remember: email marketing is far from being dead!



## SOLUTION 2

# BUILD UP ON YOUR CURRENT CUSTOMERS HOLDING VALUE



### **Integrate CRM data:**

into your campaigning & targeted messaging across digital channels.



### **Research “untapped offering potential”**

by auditing your analytics platforms and reverting to external research (social listening, Google trends etc.) to identify content gaps and appealing niches to focus on.



### **Carry out website improvements**

e.g., increase site speed, improve user experience (UX), enhance intuitive customer journey.



# SOLUTION 3

## REASSESS YOUR CREATIVES! THE NEW WAY



### Evaluate your creatives given new media consumption:

make sure your creatives are ready for digital channels and the creative idea is tactful in light of the new reality.



### Create big, impactful creative formats:

consider gamification, interactive banners and microsites to draw and keep users' attention.



### Revert to fun Social formats:

Snapchat and Instagram filters / Twitter emojis (branding reinforcement) etc.



### Order creative workshops

for developing digital-first assets (potentially also with publishers support).



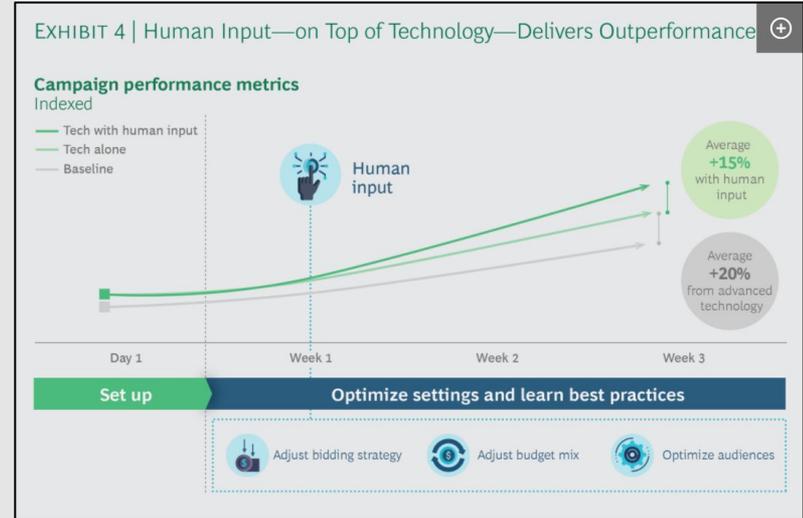
# 3

**MARKETING TECHNOLOGY / DIGITAL SETUP  
IS TOO SILOED AND INEFFICIENT**



# SITUATION OUTLINE

- **The COVID-19 pandemic forced many companies to accelerate their digital transformation.** Not only digital communication, but also improvement of tech infrastructure has become a big topic.
- Multiple companies still do **not have an integrated tech infrastructure related to sales, advertising and analytics** or experience gaps in their setup. Many of them work with a **patchwork of different systems** which are not or only partially connected with each other.



\*Sources: Accenture, 2019 <https://www.accenture.com/us-en/insights/digital/see-people-not-patterns>  
BCG, 2019 <https://www.bcg.com/en-ch/publications/2019/dividends-digital-marketing-maturity>, Salesforce, 2020 <https://www.salesforce.com/company/news-press/stories/2020/5/salesforce-state-of-marketing/>



# CHALLENGES POSED



**Clients invest a considerable amount of time to put together custom manual marketing reports** for different stakeholders internally. Also, there is a risk that client's digital marketing budgets get under pressure because the true value of digital marketing cannot be proven to management.



**Missing link between 1st party online and offline data happens quite often.** Qualified leads and existing customers cannot be connected in “both worlds” in order to build a consistent omnichannel sales & marketing strategy.



Clients **do not have a complete picture of their marketing system landscape and of its users' profiles.** Same applies at times for the topics of cookie handling on web properties and whether they are fully GDPR compliant.



# SOLUTION 1

## UNEARTH POTENTIAL IN DATA WITH PERSONALISED DASHBOARDS



**Request tailor-made dashboards built for different stakeholders...**

as a cloud project (e.g., Google Cloud) or on-premises (e.g., Tableau). Can be also executed in your corporate design for faster analysis and actionable insights.



**...fully interactive and with custom filter, segmentation and drill-down possibilities**

including ad platform data integrations (Google Ads, GMP, others), most social platforms, analytics, CRM & more.



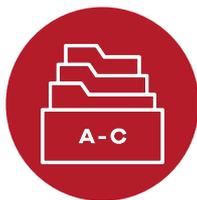
**Benefit: Reporting on all desired business dimensions, metrics and KPIs**

of your stakeholders. Easy access, fast, good overview, comparison options.



# SOLUTION 2

## STRUCTURE YOUR DATA MANAGEMENT / INTEGRATION



### **Integrate your CRM data**

in your adtech or martech universe, allowing to activate that audience data across channels.



### **Establish a consistent anonymized user ID**

by connecting offline data (e.g., point of sale data) with online data for user level matching.



### **Build a data warehouse and connect owned and paid data**

from various sources in order to centralize them. Make the aggregated data available to all teams for activation in campaigns and for analysis.



# SOLUTION 3

## ENHANCE YOUR MARTECH INFRASTRUCTURE



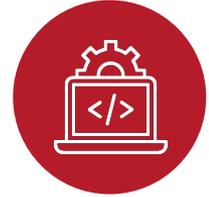
### Assess your martech infrastructure

in order to detect pain points & gaps and define priorities to be addressed.



### Consider martech consulting:

through workshops or on an ongoing basis with the goal to further increase in-house expertise.



### Evaluate Google or Adobe Ad Tech solutions implementation:

alternatively, consider migration opportunities as well as connections to other marketing tools and/or databases to ensure data flow and transparency.



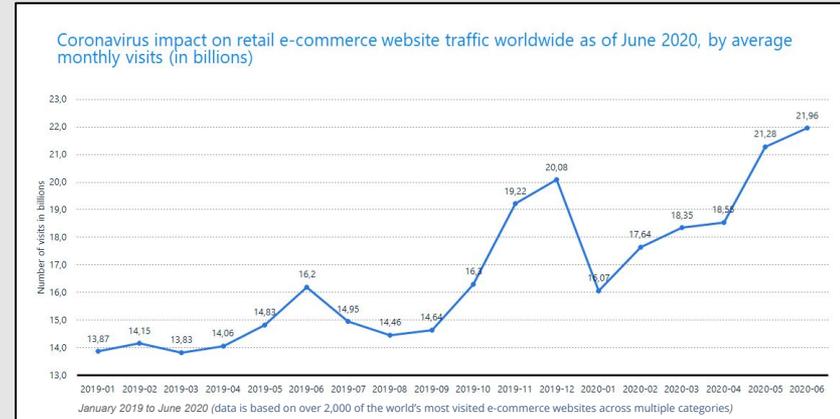
# 4

**STRUGGLE WITH THE SHIFT TO  
E-COMMERCE (RETAIL); BIGGEST SHARE OF  
SALES COMING FROM PHYSICAL STORES**



# SITUATION OUTLINE

- The COVID-19 pandemic has changed the **purchasing behaviour** of users in a **faster way than ever before** with a significant shift towards e-commerce.
- In Switzerland alone, e-commerce is expected to grow by **more than 30% in 2020**, three times as fast as the long-term average, which means that digital distribution models need to be **examined much more closely and adapted to reality**.



\*Source: semrush, 2020, <https://www.statista.com/statistics/1112595/covid-19-impact-retail-e-commerce-site-traffic-global/>  
Statista, 2020, <https://www.statista.com/chart/14011/e-commerce-share-of-total-retail-sales/>



# CHALLENGES POSED



**Struggling with digital-, marketing- and sales strategies that need to be in line with new reality due to COVID-19 and recovery phase.** External support might be required to strategically adapt to the new situation with a significantly increased demand shift towards online buying.



**Struggling to build internal expertise and extend know-how.** One might experience difficulties to identify online sales potential before establishing such channel or to increase sales from the existing online sales channels while maintaining daily business and operating under time pressure on top of other things.



# SOLUTION 1

## IMPROVE YOUR ONLINE SALES WITH SHORT-TERM WINS



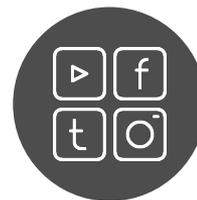
### **Optimize your product data feed**

in order to increase inventory, reach, advertising- and organic performance and maximize sales.



### **Use smarter data for marketing channels:**

work with your customer- and advanced product data to optimize your campaigns for business objectives (e.g., margin, stock, CRM data).



### **Use more channels/platforms (Social commerce, marketplaces)**

like Instagram, Facebook, Amazon, Galaxus etc. to expand your sales opportunities online within other channels beyond your own shop.



# SOLUTION 2 (RE)DEFINE STRATEGY FOR YOUR E-SHOP



## **Already selling online? Audit your existing strategy:**

analyze impact of COVID-19 and adapt the digital strategy (including onsite aspects) to the new reality and changing user behavior while keeping your company goals in mind.



## **Not selling online yet? Connect your portfolio with retailers directly via Google and Facebook**

so that you can advertise your products present on their retail shops / apps and therefore maximize your sales.



## **Not selling online yet? Take it into your own hands and define a Direct-to-consumer strategy**

including marketplaces, social media platforms, online-shop etc.



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**THANKS!**