



WHAT TO DO WHEN MORE EYES ARE ON YOUR DIGITAL PRESENCE

With brick-and-mortar stores closed, your brand is relying on a strong digital presence to make it through this time. Whether you're able to drive conversions in an online setting or not, staying in front of your audience (especially while their screen times are up!) is critical for your long-term strategy. There is no better time than right now to make the most of your digital tactics using these tips.

AFFILIATE

- Audit your active offers and banners on top publishing sites to confirm that your branding is consistent and up-to-date. Complete a Competitive Analysis to ensure that the correct commission is being offered for your program.
- If partners are slowly dropping your brand's offers from their pages, it might be a sign that they aren't compelling anymore. Review your messaging and audience on that partnership and determine your best next steps.
- Consider partnerships outside of traditional affiliates and hybrid tactics (CPC & CPL vs. CPA only) as a means to boost stagnant performance.

PAID SEARCH

- Review 2019 MoM data and look for changes in monthly spend due to search demand - adjust your 2020 budget allocations accordingly.
- Analyze your 2019 data to determine best-performing keywords and categories. Confirm that your 2020 plan is reallocating wasted spend to those placements driving revenue.
- Take a data-driven approach to refreshing creative: test new ad variations of your high-converting ads, troubleshoot RSAs that haven't lifted impressions, and rearrange ad extensions with high bounce rates and low conversion rates.
- Audit your target audience. Remove outdated CRM lists, develop a consistent naming convention for the lists you don't recognize, and confirm that remarketing audiences are getting the strongest messaging in customized ads for their position in the funnel.

BUDGET CUTS?

We know these circumstances might mean a reduction in ad spend for your brand. Fortunately, SEO is a highly-effective marketing channel that will make a big difference in overall performance if you optimize it now.

SEO

- In addition to auditing your landing page and keyword metrics, reevaluate what you want your website's goal to be: focused on top-of-funnel, bottom-of-funnel, or all parts of the customer journey. Take a data-driven approach by looking at YoY conversions from the last 6-12 months and identifying how organic traffic and organic conversions correlate.
- Build a long-term content calendar to develop a solid foundation for your holiday plan. Remember, refreshing old content can be equally as helpful as developing new content if it's done the right way.
- Get familiar with your technical SEO, such as checking that your canonical strategy and confirming that the pages you want crawled don't have unnecessary "noindex" or "nofollow" tags.

PROGRAMMATIC

- Map out your customer's journey from intent to conversion and confirm your messaging and goals are aligned with the user experience.
- Test new iterations of assets and landing pages, starting with the opportunities that have the most compelling data behind them.
- Survey your tech's abilities for new targeting opportunities and shift a portion of your spend to delivering your best-performing existing messaging to a new audience segment.

**daytime TV
viewing is up
62%
YoY**

It's a great time to integrate
programmatic CTV in your
media strategy.

Source: Rise aggregate client data

SOCIAL

- Rotate your creative to prevent fatigue by researching frequency benchmarks or using your own points of diminishing returns. Start by identifying consistent themes in your top-performing creatives—does it use a GIF? Or, lifestyle imagery vs. product imagery?—then apply that process to ad copy. Don't be hesitant to shut off creative that's burned out.
- Clean up your audience segments and look for new segmentations to create within your top-performing audiences. Make sure you aren't overlapping audiences and competing against yourself on user feeds. A granular approach to audience segments is a winning strategy.
- Build a testing roadmap to get ahead of holiday plans. Shift 5-15% of your account spend—gathered from all of those low-performing audiences and creatives!—to new tactics you've been considering, whether that's adding emojis to ad copy or adding a network like TikTok.

AMAZON

- Though Amazon restricted PO orders only to essential categories, existing POs will continue to be honored during this period. Make sure that you have stock available to capture this recent surge in eComm orders.
- Shift ad spend to the products that are most relevant to your audience right now - look at search trends for a data-driven approach.
- Stand-up DSP remarketing campaigns to ensure that you're closing the loop on your media spend.

We're always thinking long-term, and are ready to help brands come out of this with a data-driven strategy. Reach out to Rise for more about our outlook and approach.

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