firesideventures

A New Approach to Investing in Consumer Brands

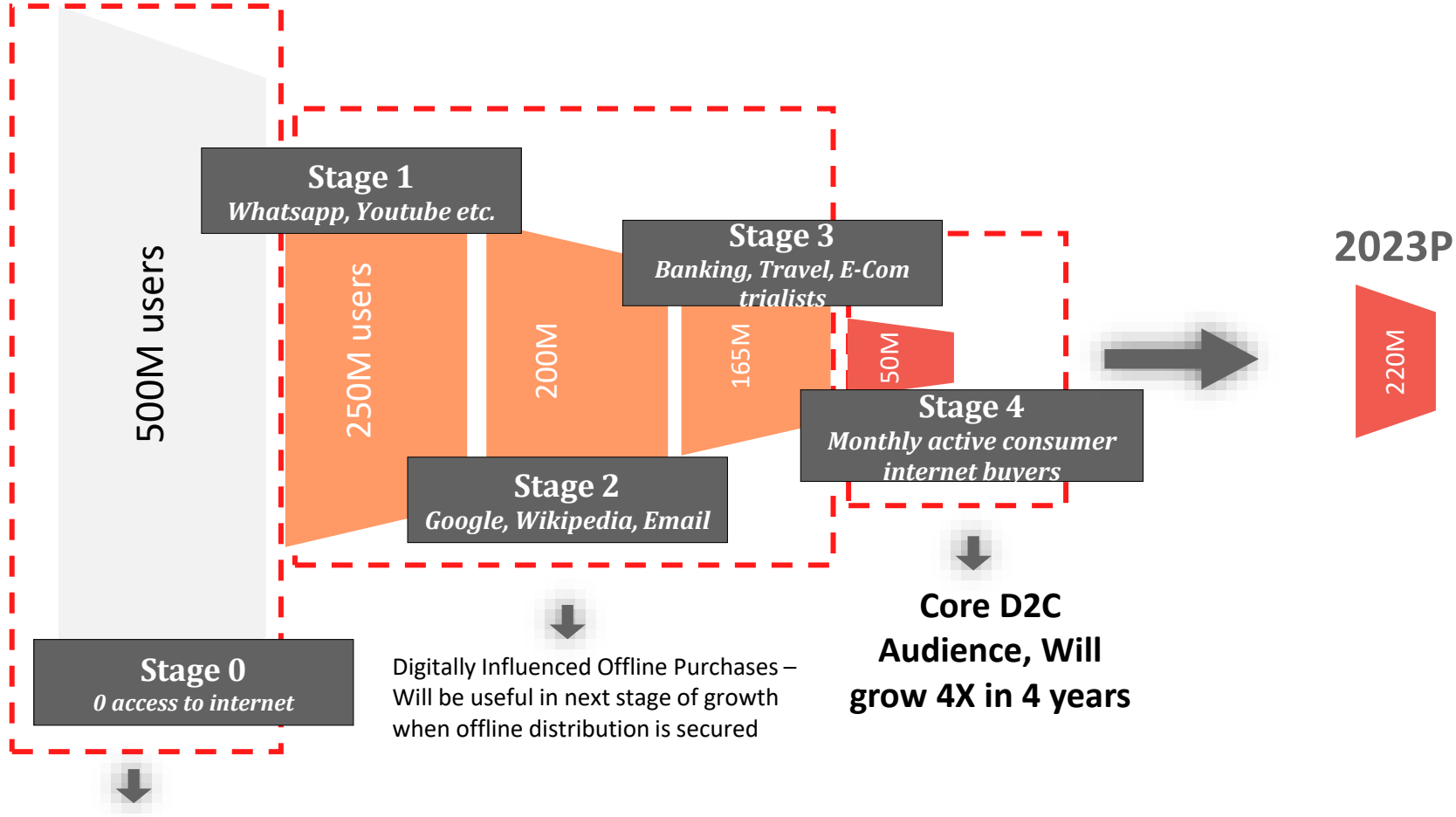# D2C Funnel Building- India

Aug 2019

India Digital Funnel is Exploding

Internet Usage Evolution funnel

India 2018 **India 2023P**

Stage 0
0 access to internet

Stage 1
Whatsapp, Youtube etc.

Stage 2
Google, Wikipedia, Email

Stage 3
Banking, Travel, E-Com trialists

Stage 4
Monthly active consumer internet buyers

Online maturity

Communication / Media

300Mn MAU

200Mn MAU

dailyhunt

Transaction

Monthly

OLA

45Mn Rides

bigbasket

10Mn Baskets

500M users

250M users

200M

165M

50M

800M users

China in 2018

650-700M users

500M users

350M users

220M

80% of Current 400 Mn Non-Internet Users are Likely to Join the Digital Revolution in the Next 5 Years

Source: Economictimes, Statista, E-tailing marketing updates, RedSeer Newsletter, Apr 2019

But what audience is really relevant for D2C Brands??

500M users

Stage 1
Whatsapp, Youtube etc.

250M users

200M

Stage 3
Banking, Travel, E-Com trialists

165M

50M

2023P

220M

Stage 2
Google, Wikipedia, Email

Stage 4
Monthly active consumer internet buyers

Stage 0
0 access to internet

Digitally Influenced Offline Purchases – Will be useful in next stage of growth when offline distribution is secured

Core D2C Audience, Will grow 4X in 4 years

Irrelevant

But are 50Mn your potential online buyers today??

Total Addressable audience within this buyer group differs by Category of Brand

50M Potential
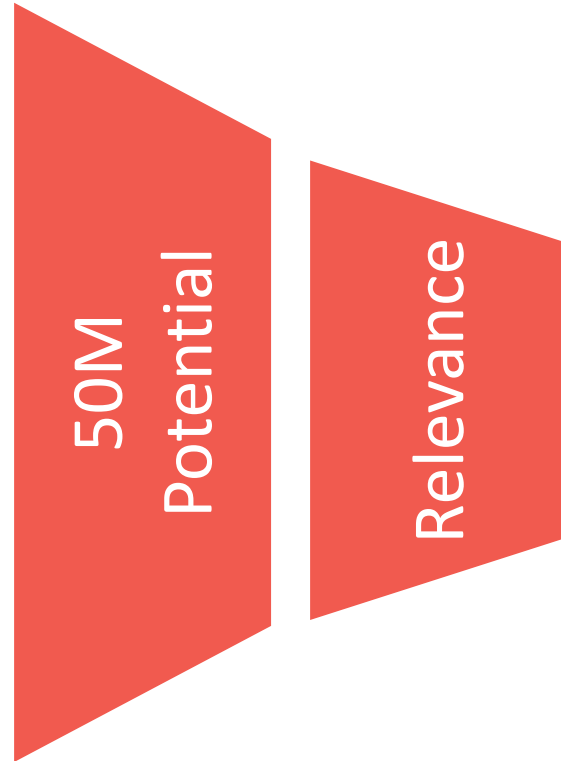
Relevance

Relevant Audience for Female Hygiene Products

19Mn

Relevant Audience for Body Building Supplements

21Mn

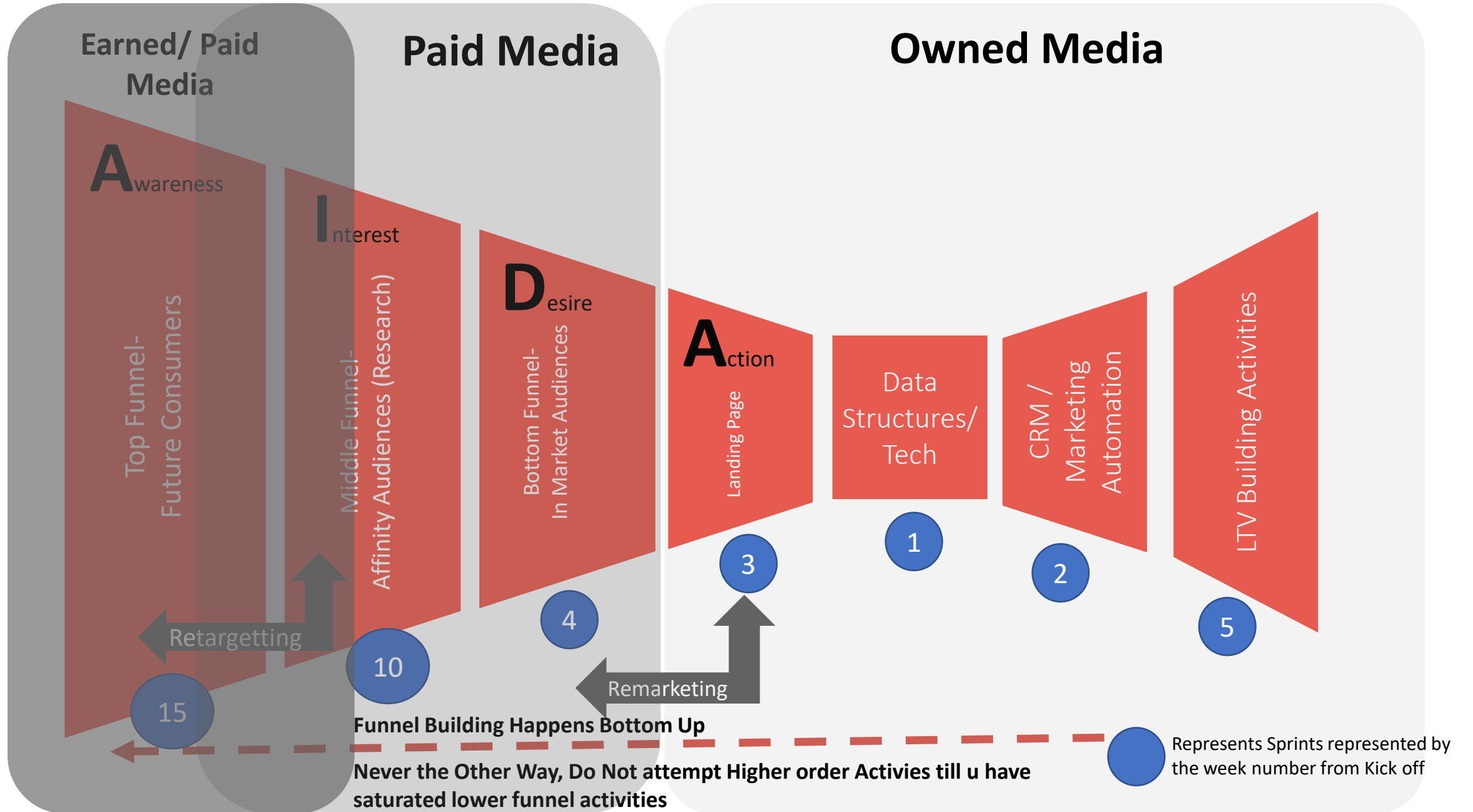# D2C Product Strategy- Business of the Long Tail

- Audience is the key asset, have to monetize across multiple occasions

Sales / SKU (y-axis)

SKUs (x-axis)

Distribution Brands (Brands 1.0):
Key Driver: Penetration (More Households)
Enablers:
- **Offline Distribution**
- **Pricing**
- **Low Unit Price**
- **Scale**
- **Low GM, High Volume/ SKU**

Key Asset:
- **Distribution Network**
- **Scale Manufacturing**

Digital Brands (Brands 2.0):
Key Driver: More Consumption Occasions
Enablers:
- **Selection**
- **Cross-sell/ Up-sell/ Re-sell**
- **New Product Development**
- **High GM, Low Volume/ SKU**

Key Asset:
- **Audiences**
- **1st & 3rd Party Customer Data**

Area Under the curve= Business Size
Note: Green Area = Yellow Area i.e. both business sizes are equivalent

1 2 3 4 5 6 7 8 .... n

So... What are we building??- D2C Funnel Basics

Earned/ Paid Media

Paid Media

Owned Media

Awareness

Interest

Desire

Action

Top Funnel- Future Consumers

Middle Funnel- Affinity Audiences (Research)

Bottom Funnel- In Market Audiences

Landing Page

Data Structures/ Tech

CRM / Marketing Automation

LTV Building Activities

1

2

3

4

5

10

15

Retargetting

Remarketing

Funnel Building Happens Bottom Up

Never the Other Way, Do Not attempt Higher order Activies till u have saturated lower funnel activities

Represents Sprints represented by the week number from Kick off

Full D2C Funnel in action- Full Funnel View

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Privileged & Confidential

Awareness Building

Audience Education/ Nurturing

Closing the Sale

Awareness

Interest

Desire

Action

Top Funnel- Video/ Blog/ Quiz/ Contest/ Influencer

Middle Funnel- Demo / Unboxing / Social Proof / Emotional

Bottom Funnel- Features/ Functional Benefit/ Offers

Landing Page

Data Structures/ Tech

CRM / Marketing Automation

LTV Building Activities

1

2 Retargetting

3 Retargetting

4 Remarketing

5
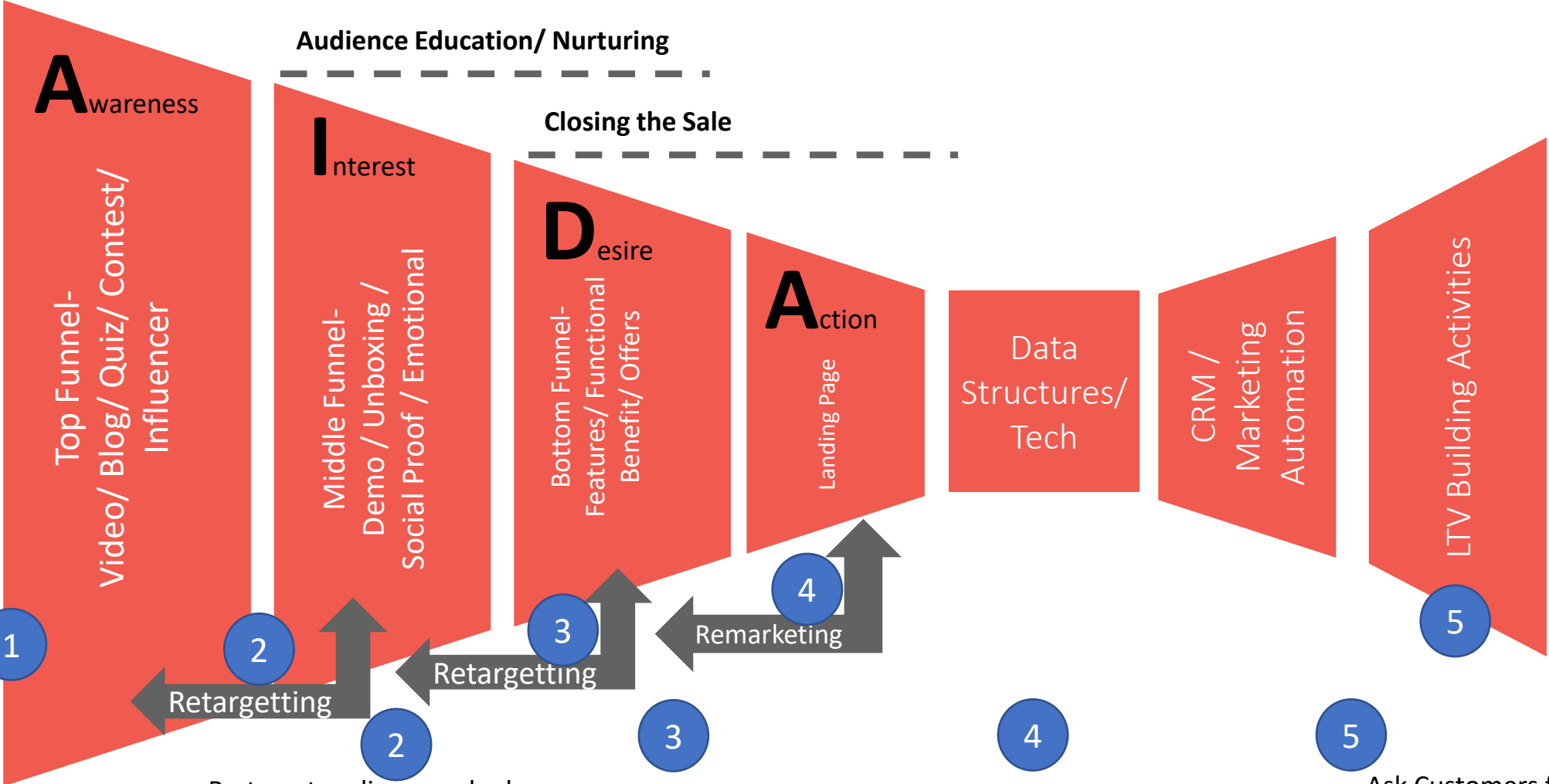
1
Run small experiments with various audiences with awareness building content

2
Re-target audiences who have engaged with TOF Content (Completed Video Views, Voted, Contest participants, blog readers etc.). Use MOF creatives

3
Re-target audiences who have engaged with and clicked on MOF Content. Use BOF creatives

4
Re-target audiences who have engaged with Landing Pages. Use Cart Reminders/ Remarketing creatives.

5
Ask Customers for Reviews, Ratings, Referrals, Up-sell, Cross-Sell, Repeat-Sell, Loyalty Wallet, Build Community of Advocates- Early Releases, Beta Testers

What does a Vibrant D2C Marketing Strategy look like?

Campaign: Persona- Value Seekers
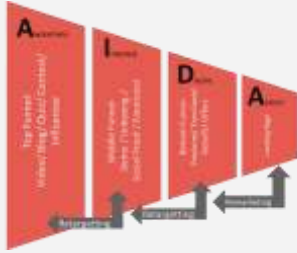
Landing Page / Chat/ Website Conversion

LTV Building Remarketing/ Email/ Call Center/ Whatsapp

Campaign: Persona- Lapsed User/ Star User
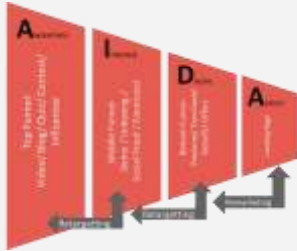
Landing Page / Chat/ Website Conversion

LTV Building Remarketing/ Email/ Call Center/ Whatsapp

Campaign: Persona- Weekend Warrior

Landing Page / Chat/ Website Conversion

LTV Building Remarketing/ Email/ Call Center/ Whatsapp

Dynamic Landing pages for same product to increase relevance for each of these diverse audiences. Headline/ Body/ CTA/ Main Image Customisation for each campaign

Some examples of services that can help accelerate this:

GetResponse   PERSONYZE

Intellimize
Predictive Personalization

What's the Eventual Channel Mix??

IN_HOUSE CHANNELS		30%
GOOGLE SEM	Google SEM	
GOOGLE DISPLAY	Google Display	
GOOGLE VIDEO	YOUTUBE	
Gmail	Gmail In-mail ads	
BRAND_SEM	Brand & Generic SEM	
FACEBOOK	Facebook	
BYTEDANCE	TikTok Etc.	
DBM	Desktop & Mobile Exchanges	
Yahoo	Yahoo	
Bing	Yahoo/ Bing Search	

ORGANIC & DIRECT		20%
SEO	Organic Traffic	
DIRECT_TRAFFIC	Direct Traffic	

Mobile		25%
Vserv	Google inApp	
In Mobi	Zero Games	
Mogae	Xplanc	
Affiliates		
Clikconik	Affoy	
Trade Tracker	Opicle	
MRN Digital	Crazybee Media	
OMG	Pyxel	
Ad2Click	Komli	
Resultrix	Adcanopus	
Mify Solutions	AdSizzler	
Adchakra	DGM	
Network Play	IA	
AffiliativeIA	Tyroo	
Pointific	Vcommission	
Lucini	Payoom	
Content Platforms		
Taboola	Outbrain	
Agecnies & Direct Media Buys		
Vizury	Info Edge	
MEC GSP	Times Network	
Remarketing Platforms		
Criteo	Re Targeter	
Admitad	Ad Roll	
Perfect Audience	Site Scout	
ROI Hunter		

CO_BRANDS		15%
PhonePe	PhonePe	
BABYCHAKRA	BABYCHAKRA	
MagicPin	Magicpin	
IN_SHORTS	IN_SHORTS	
CRED	CRED	
CASHKARO	CASHKARO	
CASHIFY	CASHIFY	
SHARECHAT	SHARECHAT	
DAILYHUNT	DAINLYHUNT	
MensXP	MensXP	

Email & OTHERS		10%
EMAIL	Discount_Email	
CROSS_SELL	Crossell_Email	
INTERNAL_EMAIL	Engagement_Email	
Repeat_Email	RepeatSell_Email	
Upsell_Email	Upsell_Email	
OTHER		

While you will start your digital marketing campaigns with Google + Facebook.
Pro Tip: The best way to manage CAC in the Long Term is by diversifying channel mix by focusing and growing other channels.

What eventual Team are we shooting for??

Digital Marketing

- **Product (Owner of UX)**
  - Full Stack Engineer (Outsourced Tech Ops)

- **Performance**
  - Search / Display / Social Campaign Managers
  - Affiliates / Partnerships/ DMBs
  - Retention Marketing

- **SEO**
  - On Site & Blog Content executives

- **Creative Ops**
  - Graphic Designer
  - Copy Writer
  - Video Editor

- **Social**
  - Social Content Development
  - Community Manager/ Activation & Deployment

- **Brand**
  - Brand Custodian ATL & Digital Media
  - PR

Stage 1: Get Customer Experience Right
What Technology Stack should I use?

	WordPress WooCommerce	Shopify	Magento	WordPress Shopify
# of Sites	70Mn	0.6Mn	0.25Mn	70Mn
Cost (with Hosting)	$30/ Month	$79/ Month	$167/ Month	$30/ Month
Templates	10/10	7/10	3/10	10/10
Mobile Performance (AMP)	6/10	8/10	10/10	7/10
Interface	8/10	9/10	4/10	8/10
Plugins / Apps / Extensions	29000	2500	5000	29000
Content Management	10/10	6/10	4/10	10/10
Catalogue Management	6/10	9/10	9/10	9/10
Back End (Inventory, Accounting)	6/10	8/10	10/10	8/10
Scalability	6/10	8/10	10/10	6/10
SEO	10/10	6/10 URL Structures aren't clean	6/10	10/10
Maintenance	4/10	9/10	4/10	6/10
Security	2/10	8/10	5/10 (Depends on hosting provider)	8/10
GDPR	2/10	8/10	4/10	8/10
Support	3/10	7/10	3/10	6/10
Ease of Use	3/10	7/10	3/10	6/10
Features (Chat, Email, Forum etc)	8/10	8/10	6/10	8/10
Coding Skill Not Required	6/10	8/10	3/10	8/10

In the long term, a D2C Website is a content/ commerce platform. Content will always play a very pivotal role.
The low cost, flexible and fast setup of a wordpress stack with a Shopify Backend makes it an ideal choice to start off
As u get to 5000 orders+ per day, the per transaction fee on Shopify can hurt alongwith the inflexibility to customise, can consider moving to Magento then. Check out our note on Magento here.

Stage 2: Get Customer Experience Right

What 3rd Party Integrations are required to get started?

Setting up the Basics:

- Delivery and Payment for smooth UX
- Customer Support / Chat/ Cloud Telephony for great CX
- Marketing Automation & Chat Support for Conversion Optimization

Delivery ← → VAMASHIP | CLICKPOST | iThink Logistics / Shiprocket

(Shipping) **(Tracking)** **(Tracking + Shipping)**

For Forwarding orders to various shipment partners and helping internal teams and customers track order shipments.

Payment ← → Razorpay

Collecting payments from Netbanking, CC, wallets and UPI

CRM/ Customer Support ← → kapture | SARAS ANALYTICS | AMEYO | MyOperator

Cloud Telephony, CRM for Customer Service & Tracking

Comms ← → PushAlert | SMS alert | Sendy

For Push Notifs, SMS & Email Comms with Consumers

Chat ← → zendesk

Chat support and on-page chat bot for conversion boost

Marketing Automation ← → GAMOOGA | Wigzo | mixpanel | CleverTap | KLAVIYO | WebEngage

Automating- Remarketing/ Email/ SMS/ Whatsapp / Notification pushes. Conversion Boost.

For a full comparison between tools, u can access a report here.

CRM / Marketing Automation ← →

3rd Party Apps
- Delivery
- Payment
- CRM
- Comms
- Chat
- Marketing Automation

2

Stage 3: Tech & Reporting Basics

What integrations are required to ensure Site efficacy & Tracking?

Action

Landing Page

3

Tech Basics:

- Mobile Optimized Design / Progressive Web App (PWA) Preferred
- Responsive
- Design tested for Above / Below Fold content on popular mobile models
- Minification of images/ HTML
- Use Async loading for below page content
- Cache Above Fold content
- Test for 3G load speed

NitroPack

Page Speed

SEO Basics:

- Meta Tags for ranking key-words
- Alt Text for all images
- Add Tags & Categories for each landing page
- Ref: On Page SEO guide for further info

For a comprehensive landing page / UX guide, please refer this document **here**.

Please read guide to on-page SEO **here** so that all pages are search discoverable.

On-Page Integrations:

Site Monitoring	⇕ updown.io
Site Security	COMODO CYBERSECURITY
On Site Search	algolia searchtap
UX Visualisation	mouseflow hotjar
Split Testing	Google Optimize
Managing Tags (Remarketing etc.)	Google Tag Manager
Wesbite Stats	Google Analytics Google Data Studio
Social Proof	elfsight a trustpulse Juicer
Exit Intent	AddThis poptin
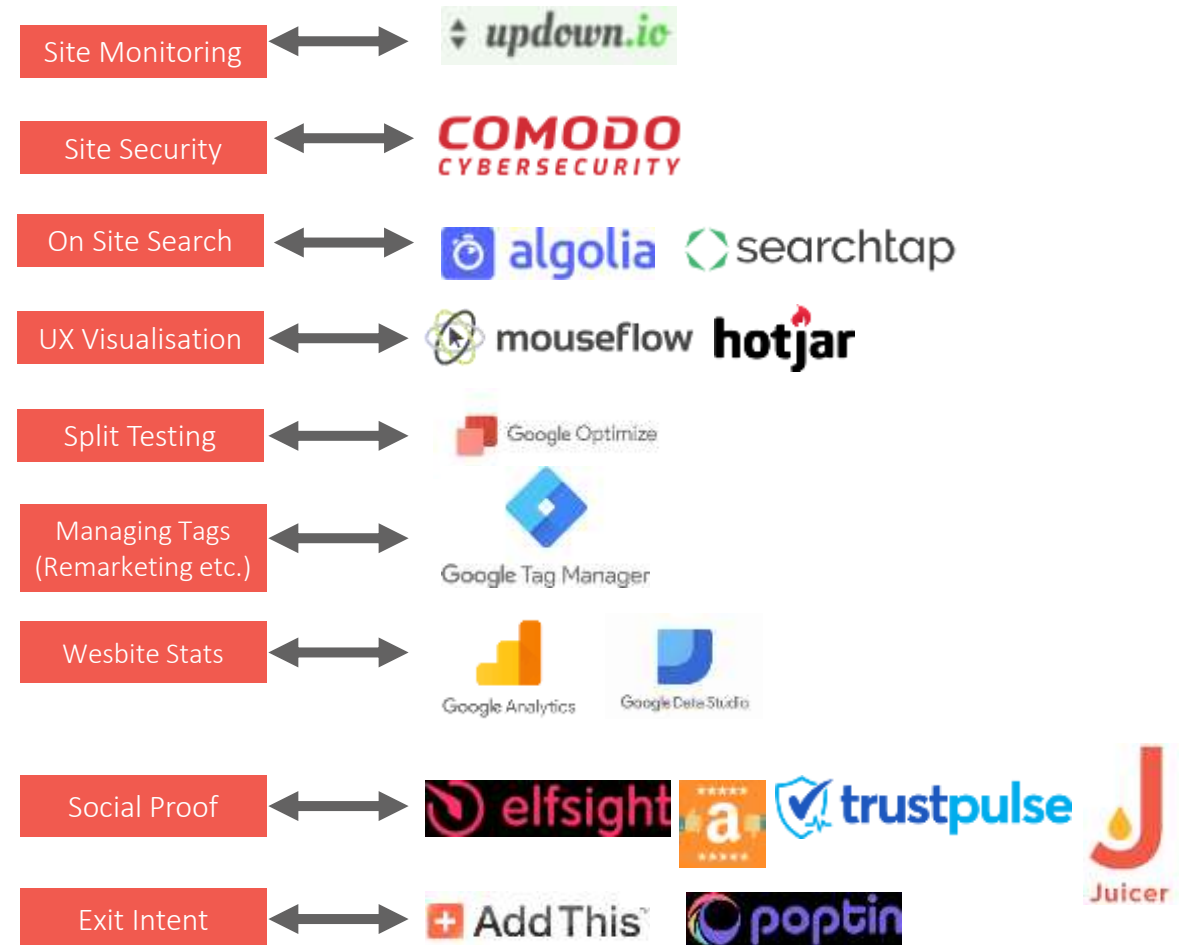
Stage 3: On Page Conversion

Landing Page Sections:

- 1st Fold:
    - Product Images/ Videos
    - Price- Discount/ Offers
    - Product Description
    - Key reasons to buy- Free Shipping, Certification, Stocks left
    - Chat Option/ Whatsapp Business API
    - Search Bar
    - Sticky footer- Buy Now CTA
- 2nd Fold:
    - Key Functional Benefits- Removes Odor, Absorbs sweat etc.
    - Ingredients/ Product Differentiator/ Fabric etc.
    - Social Proof – Reviews / Ratings / Testimonials
    - Sticky Footer- Buy Now CTA
- 3rd Fold:
    - How to Use
    - Who is the TG (Romance the TG- Give confidence to buy)
    - Comparison with other competition
    - Ingredient List
    - Sticky Footer- Buy Now CTA
- 4th Fold:
    - FAQs
    - People like you also bought/ viewed
    - Related Products
    - Company Benefits- COD avbl, 2 day shipping, 100% return
    - Email ID for offers/ newsletter
    - Sticky Footer- Buy Now

Product Images/ Videos, Price- Discount/ Offers, Product Description, Key reasons to buy, Chat Option/ Whatsapp Business API, Search Bar, Sticky footer- Buy Now CTA

Key Functional Benefits, Ingredients/ Product Differentiator, Social Proof, How to Use, Sticky Footer- Buy Now CTA

Competitive Analysis, FAQ, Also Bought, Related products, Company Benefits, Sticky Footer

Stage 3: 2 Click Checkout Experience

Pro Tip: Check out the Comprehensive UX guide released by Google for E-com for more ideas on landing pages and check out flows here

Pro Tip: Check out our UX diagnostics example here
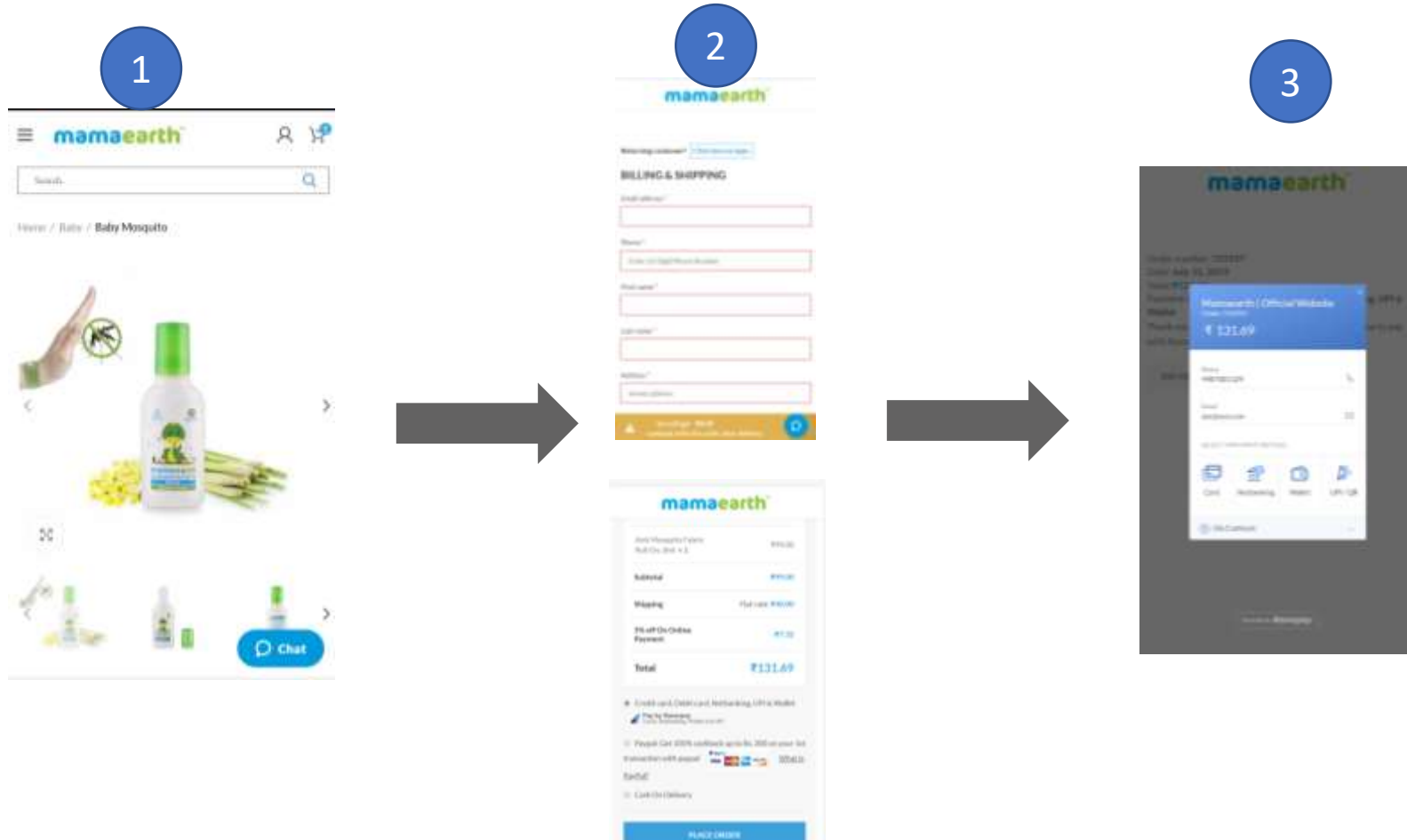
Add to Cart/ Buy Now on Sticky Footer, Ads it to Cart. Checkout Directly from Cart

No Signup/ Sign-in- No friction Customer Details & Order Summary in Single Page No Need of extra taps/ clicks

Straight to Payment Page OTP recognition available on PWA m-sites

Events to Track:

View Product	Continue Shopping	Site Search Bar results
View Category	Proceed to Checkout	Site Searches with 0 results
Add to Cart	Checkout Error	404 errors
Add to Cart Error	All Promo Widgets and Links	303 errors

Get a comprehensive list of Events to track here.

Campaign Tags for Clicks:

Click Type	Default Medium	Campaign Medium
Email	Direct	Email
Display Ad	Referral	Banner
FB Ad	Referral	FBPPC
YT Ad	Organic	YTPPC
Retargetting Banner	Referral	RT_FB
Search	Organic	SearchPPC
Affiliate	Referral	AffiliatePPC
Cred	Referral	CredPPC
Momjunction	Referral	MJPPC

Google URL Builder

Extensive tracking on GA

UTM Tagging: Helps u Track ROI at different levels

This is the original link

https://brandvee.com/blog/18-easy-ways-to-find-high-quality-content-to-share/?utm_source=facebook&utm_medium=18tools&utm_campaign=contentpromotion

These are the UTM parameters

172,960   65.04%   112,491
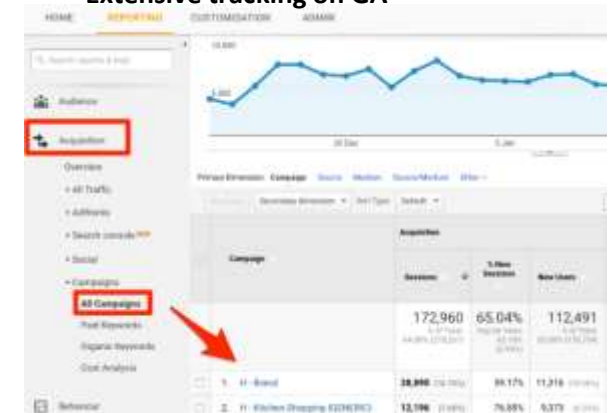
UTM Tracking allows u to track next level ad performance by device, medium, ad creative, ad group, content etc.
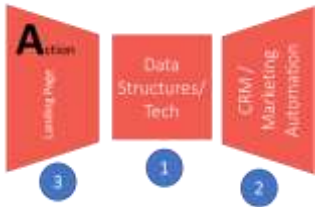
Stage 3: Setting up Remarketing Events

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Action

Critical Drop Off Points

Product Page Drop Off

Cart Drop

Other Drop Off Points

Home Page Drop off

Category Page Drop Off

Search Drop Off

Actions:

Product Drop off: (LP: Product Page with Product in Cart)
1-7 Day: Remarket Current Product (Functional Benefit)
7-14 Day: Remarket Current Product (Emotional Benefit/ Social Proof, India's #1)
14-21 Day: Current Product + Discount (One Time Offer for you!! Last 3 days)
21-30 Days: Dynamic Remarket Other Similar Product

Cart Drop off: (LP: Cart Page)
1-7 Day: Remarket Cart (Psst! We still are holding onto it for u, last 5 units left)
7-14 Day: Current Product + Discount (We Love u , so a 1 time special offer 10% off)
14-30 Days: Dynamic Remarket Other Similar Product

Home Page Drop off: (LP: Product Page with Product in Cart)
1-14 Day: Best Selling Product (Func + Emo)
14-30 Day: Content based on User Persona

Category Page Drop: (LP: Product Page with Product in Cart)
1-7 Day: Dynamic Remarket Carousel of Category Product
7-14: Best Selling Product (Func + Emo)
14-30: Offer on Best Selling Product

Pro Tip: For Best Remarketing results, landing pages for returning customers should be custom landing pages in line with the ad-creative that got back the consumer. Eg: If Ad creative has limited time offer, then landing page should have a clock gif with limited time offer on the page.
U could consider 2-3 remarketing variations of the landing pages per drop off point. Think of them like a Drip Email series. Eg: 1. LP with Benefit Highlight 2. LP with Social Proof Highlight 3. LP with Discount Highlight

Stage 3: Load Speeds & Latency

Pro Tip: U can use any service like Pingdom, Google Page Speed Insights, GT Metrics etc. to measure your site's overall load speeds. Since each service has a different way of reporting speeds *(Eg: Ur site might be rockstar on Pingdom but not so great as measured by Google page speed insights)*- Please do compare with 3-4 other comparators to get a fair assesment.

- Eliminate render-blocking resources
- Properly size images — Potential savings of 13 KB
- Defer offscreen images — Potential savings of 18 KB
- Minify CSS
- Minify JavaScript
- Remove unused CSS — Potential savings of 13 KB
- Efficiently encode images
- Serve images in next-gen formats
- Enable text compression
- Preconnect to required origins
- Server response times are low (TTFB) — Root document took 500 ms
- Preload key requests
- Use video formats for animated content
- Avoids enormous network payloads — Total size was 491 KB
- Avoids an excessive DOM size — 261 elements

Ensure secure site with https

First Contentful Paint (FCP) — 2.7 s
53% / 36% / 11%

First Input Delay (FID) — 198 ms
86% / 10% / 4%

Show Origin Summary

Lab Data

- First Contentful Paint — 1.9 s
- First Meaningful Paint — 6.2 s
- Speed Index — 7.0 s
- First CPU Idle — 7.9 s
- Time to Interactive — 8.4 s
- Max Potential First Input Delay — 660 ms

Opportunities — These optimizations can speed up your page load.

Opportunity	Estimated Savings
Avoid multiple page redirects	1.11 s

Diagnostics — More information about the performance of your application.

- Ensure text remains visible during webfont load
- Minimize main-thread work — 4.5 s
- Reduce JavaScript execution time — 3.3 s
- Serve static assets with an efficient cache policy — 12 resources found
- Minimize Critical Requests Depth — 5 chains found
- User Timing marks and measures — 1 user timing
- Keep request counts low and transfer sizes small — 65 requests · 491 KB

Stage 4: Targeting & Ad creatives for Bottom Funnel

Platforms:

| Facebook Instagram | Bytedance | Affiliates | | Google Search Youtube GDN (For Remarketing) |

Targeting:

Core Audiences
(Age, Sex, Geo, Interest)

Core Buying + Brand Keywords
(Ref. Keyword Planner)

Creative: Functional Benefits   Discounts/ Offers   Ingredient Story

Pro Tip: At this point focus on conversions on-page, testing ur remarketing and marketing automation systems. 70% of spend should be on remarketing. Don't focus on being very aggressive on new traffic till u get to 3%+ on-page conversions on Paid campaigns

Website Conversion Benchmarks

	UV	Add to Cart	Check Out Initiated	Purchase Completed	Overall Conversion
#s	100	7.5	3.8	2.8	3
%age s		8%	50%	75%	3%

Stage 4: Channel Mix??

80%

IN_HOUSE CHANNELS	
GOOGLE SEM	Google SEM
GOOGLE VIDEO	YOUTUBE
Gmail	Gmail In-mail ads
FACEBOOK	Facebook
BYTEDANCE	TikTok Etc.
Yahoo	Yahoo
Bing	Yahoo/ Bing Search

20%

Affiliates	
Clikconik	Affoy
Trade Tracker	Opicle
MRN Digital	Crazybee Media
OMG	Pyxel
Ad2Click	Komli
Resultrix	Adcanopus
Mify Solutions	AdSizzler
Adchakra	DGM
Network Play	IA
AffiliativeIA	Tyroo
Pointific	Vcommission
Lucini	Payoom

New Traffic Acquisition: 30% Budget

90%

IN_HOUSE CHANNELS	
GOOGLE SEM	Google SEM
GOOGLE DISPLAY	Google Display
GOOGLE VIDEO	YOUTUBE
Gmail	Gmail In-mail ads
FACEBOOK	Facebook
BYTEDANCE	TikTok Etc.
Yahoo	Yahoo
Bing	Yahoo/ Bing Search

REMARKETING PLATFORMS	
Criteo	Criteo
Admitad	Admitad
Perfect Audience	Perfect Audience
Re targeter	Re targeter
Ad Roll	Ad Roll
Site Scout	Site Scout

10%

OTHERS	
EMAIL	Discount_Email
CROSS_SELL	Crossell_Email
INTERNAL_EMAIL	Engagement_Email
Repeat_Email	RepeatSell_Email
Upsell_Email	Upsell_Email
OTHER	Notifications/ SMS / Whatsapp

Remarketing: 70% Budget

Start with Marketing on SEM & Facebook, expand in-house channels from there.
Setup remarketing and be aggressive in following consumers and seeing how convesrsions pan out.
Once Remarekting is firing for you and you are able to get transactions going
Then Expand to Affiliates for additional traffic in your niche and then remarket to the drop offs.

Pro Tip: Affiliates are a source of really cheap traffic and can help nurture your cookie pools (for remarketing) very efficiently

U can access the performance marketing tracker here.
For advanced use and multi-channel attribution, u can use this.

Keyword planner can be accessed here.

Stage 4: Targeting & Ad creatives for Bottom Funnel

Creative: **Functional Benefits**   **Discounts/ Offers**   **Ingredient / Features Story**

Product Features/ Differentiator

Functional Benefit/ Discount

Functional Benefit

Functional Benefit/ Product Features

Functional Benefit/ Product Features

Pro Tip: Look to get to a CTR of ~ 2.5% on the creatives before scaling up campaigns.

Check out Rocketium, great for making videos and Gifs at scale with minimal creative effort

Stage 4: Targeting & Ad creatives for Bottom Funnel

Creative: **Functional Benefits**   **Discounts/ Offers**   **Ingredient Story**

Product Features

Discount/ Offer

Product Features

Functional Benefits/ Product Features/ Offer

Functional Benefits/ Product Features

Stage 4: Targeting & Ad creatives for Bottom Funnel

Creative: **Functional Benefits**   **Discounts/ Offers**   **Ingredient Story**

**Functional Benefits/
Product Features**
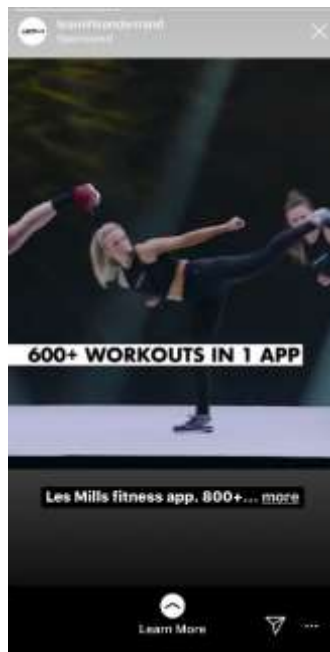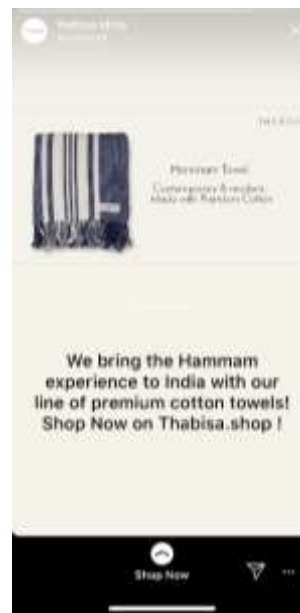
Product Features

**Functional Benefits/
Product Features**

Product Features

Product Features

Stage 4: Remarketing Creatives

Creative: **Cart Drop**   **Similar Products**   **Limited Period Offer**
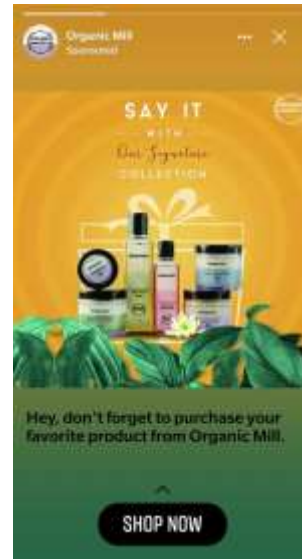
Cart Drop Reminder   **Similar Products (Others also bought)**   **Limited Time Offer**

Stage 4: Email Funnels

fireside**ventures**

	1ˢᵗ Email	**2ⁿᵈ Email**	**3ʳᵈ Email**	**4ᵗʰ Email**
Re-Sell Series:	*Goal:* Reminder *Content:* We know how much you loved your <Product>, we thought it is time you re-stock. *Link:* Directly to Product in Cart	*Goal:* Social Proof *Content:* Real People, Real Images, Reviews and Testimonials of how continuous usage of the product has helped these consumers *Link:* Directly to Product in Cart	*Goal:* Product Differentiator *Content:* FAQs, Product Advantages/ Science etc. *Link:* Directly to Product in Cart	*Goal:* Limited Period / Special Discount *Content:* Discount/ Timer/ Money in Wallet *Link:* Directly to Product in Cart
Up/ Cross-Sell Series:	*Goal:* Social Proof *Content:* People like u also bought, Real people testimonials *Link:* Directly to Product in Cart	*Goal:* Product Differentiator *Content:* FAQs, Product Advantages/ Science etc. *Link:* Directly to Product in Cart	*Goal:* Bundle Offer *Content:* Bundle Offer with previously bought product. We know u loved X so we are giving u Y as an add on, just pay shipping. *Link:* Directly to Product in Cart	*Goal:* Limited Period / Deep Discount *Content:* Deepest Discount/ Timer/ Money in Wallet. Because we want you to take advantage of us. *Link:* Directly to Product in Cart

U can access Email marketing creative format **here**.

Pro Tip: You should optimize your Subject Lines & Email Content to get to 20% Open Rates & 2.5% Click thru rates, with < 0.25% Unsubscribe rate. For full Email Metrics & comparisons across industries, please refer comparison sheet **here**.

Stage 4: Team at this stage

Either
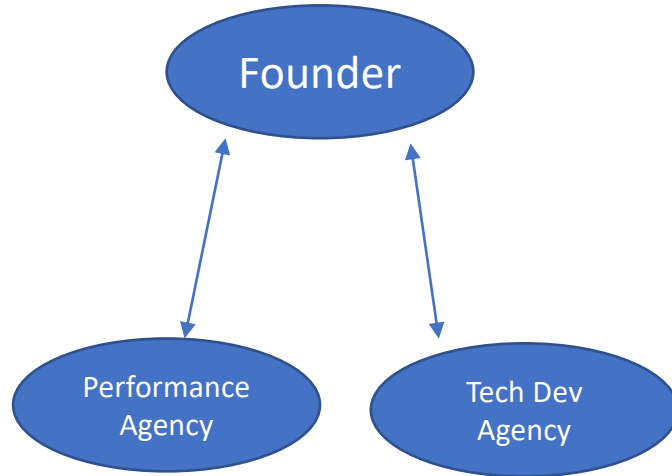
Or
(if uve raised a good seed fund)

Tools:

GAMOOGA • Wigzo • mixpanel • CleverTap • KLAVIYO • WebEngage

LTV Building Activities

5
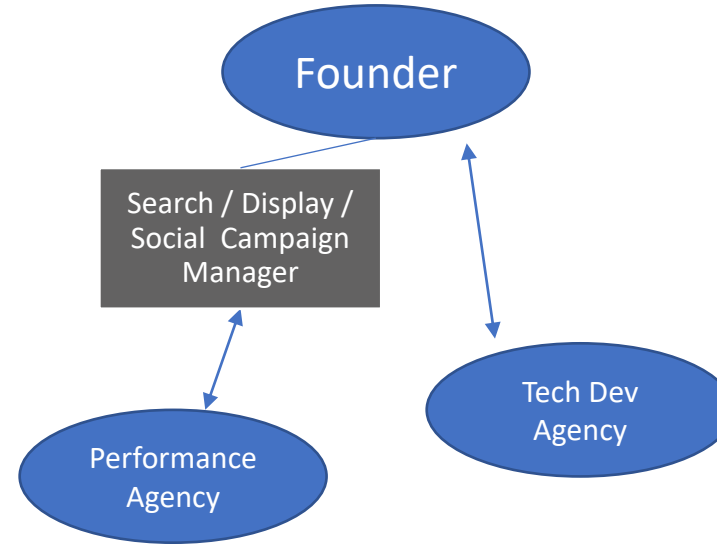
Targeting Strategy:

Automated Cart Drop Email/ Notifications/ Whatsapp integration
Automated Remarketing to Product/ Cart Drop/ Payment Drop/ Category Drop customers
Funnels- Email/ Msg series for the following:
Cross Sell- Analytics, Creatives & Auto campaigns for what consumer buy together/ in – sequence
Up Sell- Analytics, Creatives & Auto campaigns for How to upgrade consumers to larger packs, subscriptions, better formats
Re-Sell- Analytics, Creatives & Auto campaigns for periodic emailers/ notifs/ whatsapp for re-purchase
Developing Customer Personas at the back-end using purchase and browsing behaviour- Eg: Deal seekers, Fashion Lovers, Safe Players etc. –
Creatives to match each persona (Saras)

Channels: **Remarketing**   **Email**   **Whatsapp/ Notifs/ Messages**

Pro Tip: Setup Analytics at the back-end for personas and consumer buckets. Even if they need to be fine-tuned later, u can improve later. But get around to doing it sooner rather than later, will really help in validating CAC v/s LTV equation up front. Repeat cohorts need to look good before true scale kicks in.

Get a starting list of Audience Segments to setup here

Stage 6-10: Targetting & Ad creatives for Middle Funnel
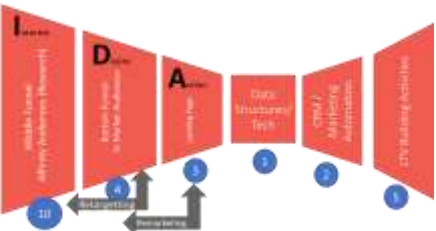
Interest

Middle Funnel- Affinity Audiences (Research)

10

Platforms:

| Facebook Instagram | Bytedance | Affiliates | Partnerships (In Market): Magic Pin, Cred, Phone Pe | Google Search Youtube GDN (For Remarketing) |

Targeting:

Similar / Custom Audiences to Buyers/ Engagers

Core Adjacent Keywords (Ref. Keyword Planner)

Creative:

Events/ Social Proof   Demo/ Unboxing   Emotional Benefits

Pro Tip: At this point focus on reaching out to maximum number of targeted In-market & Affinity audiences. Still 40-50% of your marketing budgets will be spent on conversion i.e. remarketing, retargeting, emails etc.

Stage 6-10: Channel Mix??

50%

IN_HOUSE CHANNELS	
GOOGLE SEM	Google SEM
GOOGLE VIDEO	YOUTUBE
Gmail	Gmail In-mail ads
FACEBOOK	Facebook
BYTEDANCE	TikTok Etc.
Yahoo	Yahoo
Bing	Yahoo/ Bing Search

20%

Affiliates	
Clikconik	Affoy
Trade Tracker	Opicle
MRN Digital	Crazybee Media
OMG	Pyxel
Ad2Click	Komli
Resultrix	Adcanopus
Mify Solutions	AdSizzler
Adchakra	DGM
Network Play	IA
AffiliativeIA	Tyroo
Pointific	Vcommission
Lucini	Payoom

5%

AGENCIES & DIRECT MEDIA BUYS	
Vizury	Vizury
MEC GSP	MEC GSP
Info Edge	Info Edge

20%

CO_BRANDS	
PhonePe	PhonePe
BABYCHAKRA	BABYCHAKRA
MagicPin	Magicpin
IN_SHORTS	IN_SHORTS
CRED	CRED
CASHKARO	CASHKARO
CASHIFY	CASHIFY
SHARECHAT	SHARECHAT
DAILYHUNT	DAINLYHUNT
MensXP	MensXP

5%

Mobile	
Vserv	Vserv
InMobi	InMobi
Mogae	Mogae
Google inApp	Google inApp

New Traffic Acquisition: 50% Budget

90%

IN_HOUSE CHANNELS	
GOOGLE SEM	Google SEM
GOOGLE DISPLAY	Google Display
GOOGLE VIDEO	YOUTUBE
Gmail	Gmail In-mail ads
FACEBOOK	Facebook
BYTEDANCE	TikTok Etc.
Yahoo	Yahoo
Bing	Yahoo/ Bing Search
REMARKETING PLATFORMS	
Criteo	Criteo
Admitad	Admitad
Perfect Audience	Perfect Audience
Re targeter	Re targeter
Ad Roll	Ad Roll
Site Scout	Site Scout

10%

OTHERS	
EMAIL	Discount_Email
CROSS_SELL	Crossell_Email
INTERNAL_EMAIL	Engagement_Email
Repeat_Email	RepeatSell_Email
Upsell_Email	Upsell_Email
OTHER	Notifications/ SMS / Whatsapp

Remarketing: 50% Budget

Stage 6-10: Targeting & Ad creatives for Middle Funnel
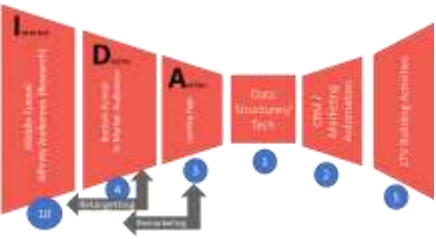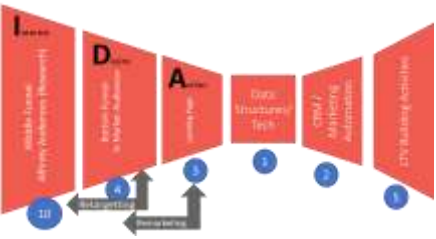
Creative: **Events/ Social Proof**   **Demo/ Unboxing**   **Emotional Benefits**

Social Proof   Demo   Events/ Offer   Emotional Benefits   Social Proof

Creative: **Events/ Social Proof**   **Demo/ Unboxing**   **Emotional Benefits**
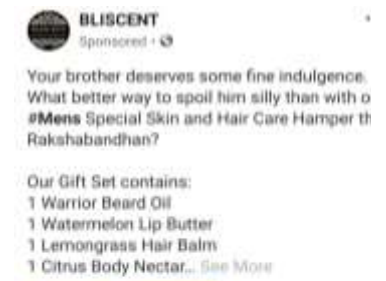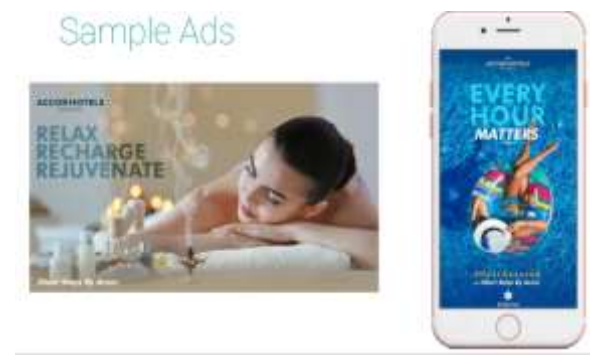
Social Proof   **Events/ Offer**   **Emotional Benefits**

For best practices on unboxing videos [here](#)
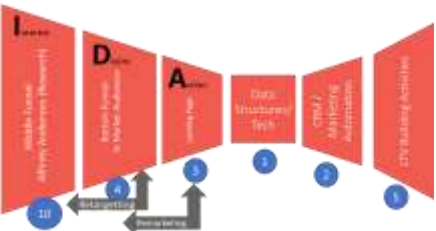
Creative: **Events/ Social Proof**   **Demo/ Unboxing**   **Emotional Benefits**
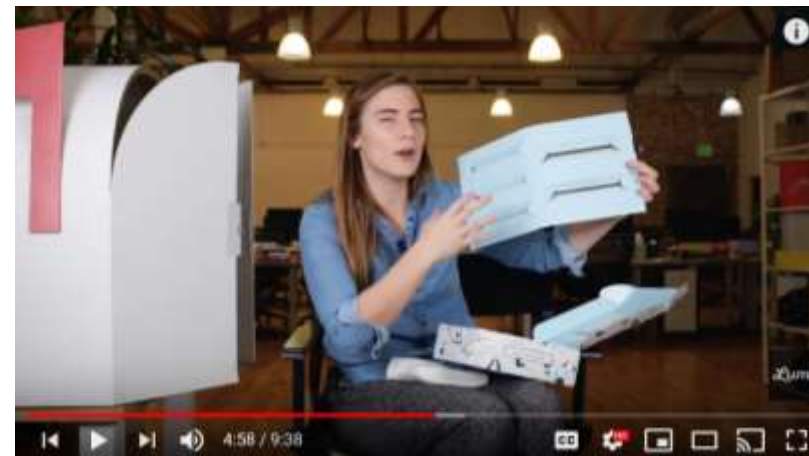
Unboxing

For best practices on unboxing videos [here](#)

Stage 6-10: Retargeting creatives for Middle Funnel
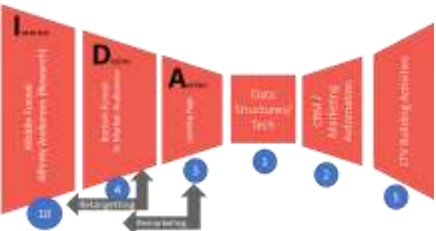
Creative: **Functional Benefits**   **Discounts/ Offers**   **Ingredient Story**

Product Features   **Discount/ Offer**   **Product Features**   **Functional Benefits/ Product Features/ Offer**   **Functional Benefits/ Product Features**

Retargeting Options: **Liked/ Shared/ Commented on ur post, Like audiences, completed > 50% of your video view etc. on various platforms. Show them next level creatives to move the audience to Bottom funnel.**

Stage 6-10: Team at this stage
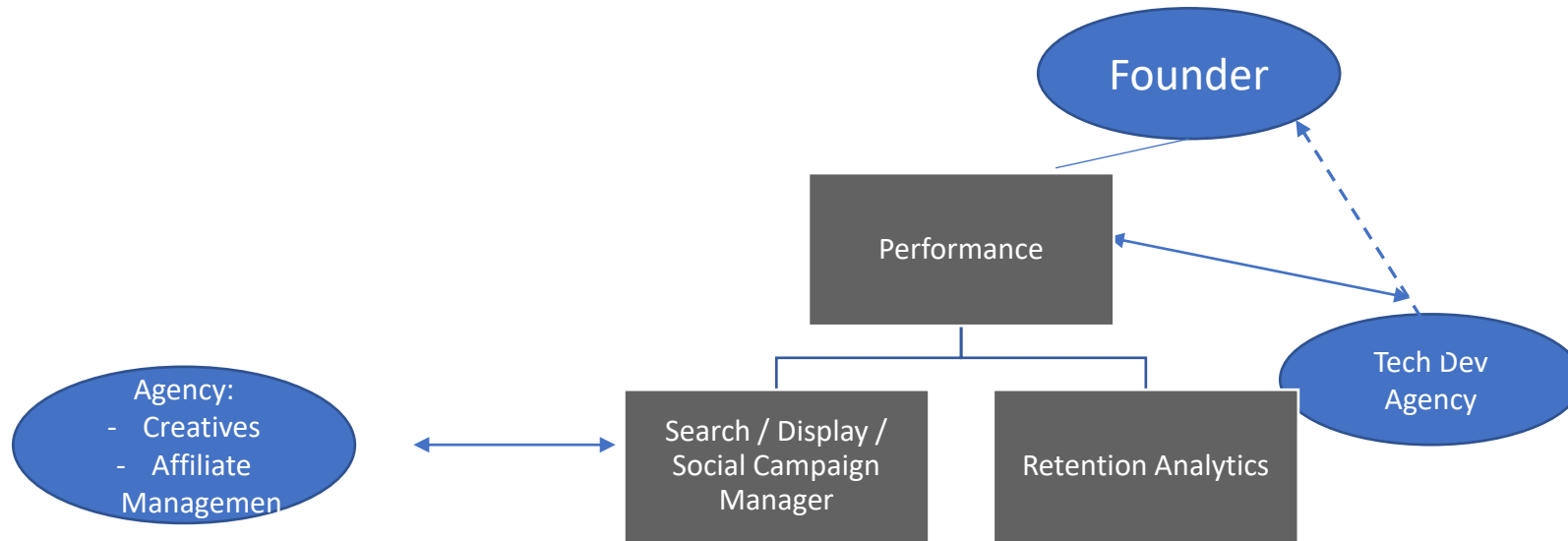
Stage 11-15: Expanding the Top of the Funnel
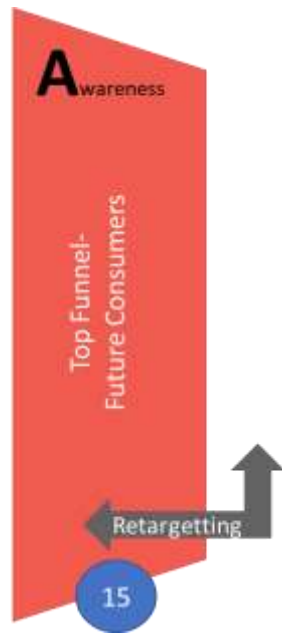
Platforms:

| Facebook Instagram | Bytedance | Affiliates | Partnerships (In Market): Magic Pin, Cred, Phone Pe | Google Search Youtube SEO GDN (For Remarketing) |

Targeting:

Persona / Affinity Based & Demo based audiences

Category Keywords (Ref. Keyword Planner)

Retargetting

15

Creative:

| Videos | Influencers | Co-Brands/ Associations | Brand Awareness Building | PR | Contests |

Stage 11-15: Channel Mix??

IN_HOUSE CHANNELS — 30%

GOOGLE SEM	Google SEM
GOOGLE DISPLAY	Google Display
GOOGLE VIDEO	YOUTUBE
Gmail	Gmail In-mail ads
BRAND_SEM	Brand & Generic SEM
FACEBOOK	Facebook
BYTEDANCE	TikTok Etc.
DBM	Desktop & Mobile Exchanges
Yahoo	Yahoo
Bing	Yahoo/ Bing Search

ORGANIC & DIRECT — 20%

SEO	Organic Traffic
DIRECT_TRAFFIC	Direct Traffic

Mobile — 25%

Vserv	Google inApp
In Mobi	Zero Games
Mogae	Xplanc

Affiliates

Clikconik	Affoy
Trade Tracker	Opicle
MRN Digital	Crazybee Media
OMG	Pyxel
Ad2Click	Komli
Resultrix	Adcanopus
Mify Solutions	AdSizzler
Adchakra	DGM
Network Play	IA
AffiliativeIA	Tyroo
Pointific	Vcommission
Lucini	Payoom

Content Platforms

Taboola	Outbrain

Agecnies & Direct Media Buys

Vizury	Info Edge
MEC GSP	Times Network

Remarketing Platforms

Criteo	Re Targeter
Admitad	Ad Roll
Perfect Audience	Site Scout
ROI Hunter	

CO_BRANDS — 15%

PhonePe	PhonePe
BABYCHAKRA	BABYCHAKRA
MagicPin	Magicpin
IN_SHORTS	IN_SHORTS
CRED	CRED
CASHKARO	CASHKARO
CASHIFY	CASHIFY
SHARECHAT	SHARECHAT
DAILYHUNT	DAINLYHUNT
MensXP	MensXP

Email & OTHERS — 10%

EMAIL	Discount_Email
CROSS_SELL	Crossell_Email
INTERNAL_EMAIL	Engagement_Email
Repeat_Email	RepeatSell_Email
Upsell_Email	Upsell_Email
OTHER	

Pro Tip: Even at this point keep aside 30% of your budget for re-targeting / remarketing. Here please use judgement calls. In case ur ATL budget (YT-FB Videos etc.) is very high, then re-marketing %age will be lower. But for every $ spent on new customer acquisition at least 35c should be spent on event based retargeting/ remarketing.

Stage 11-15: Targeting & Ad creatives for Top Funnel

Creative: Videos Influencers Co-Brands/ Associations Brand Awareness Building Events/ PR Contests

Contests **Events/ PR** **Brand Awareness Building**
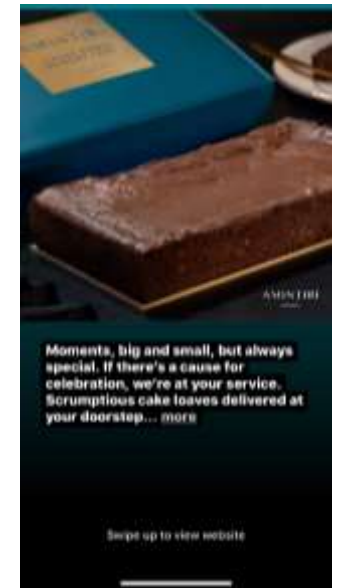
Stage 11-15: Targeting & Ad creatives for Top Funnel

Creative: Videos   Influencers   Co-Brands/ Associations   Brand Awareness Building   Events/ PR   Contests
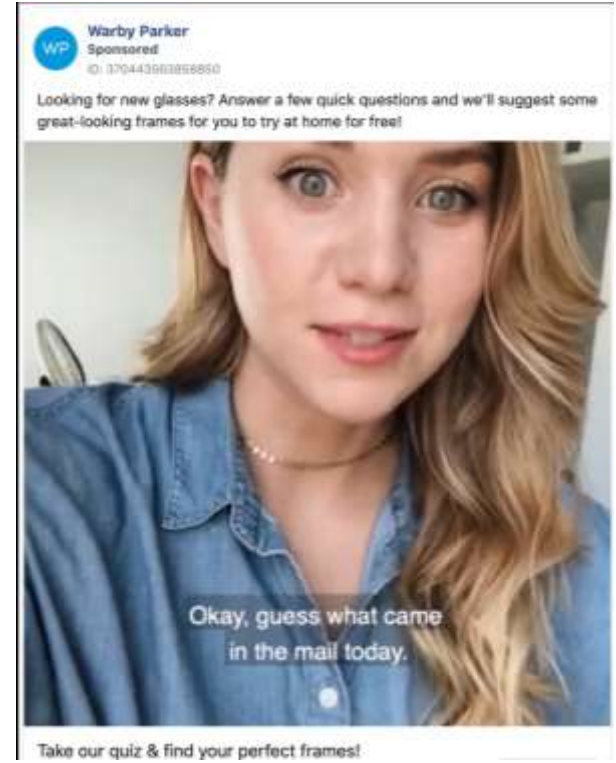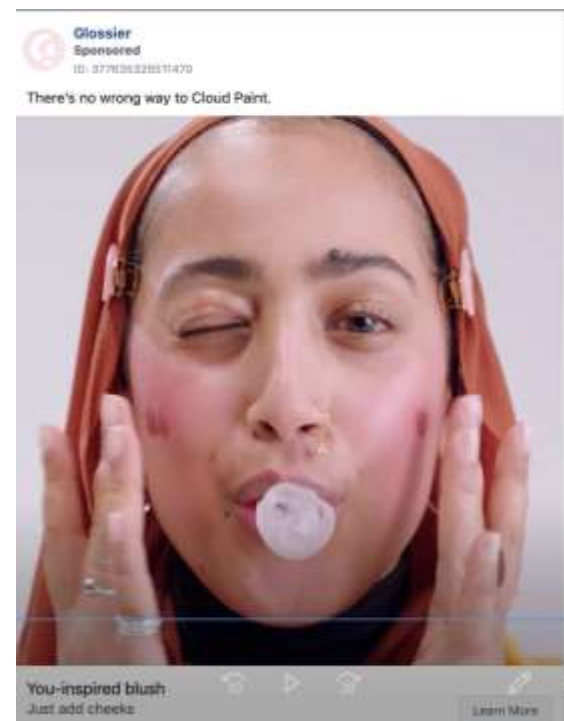
For more creative inspiration check out the FB Ads Dump here
Some good creatives here as well: https://vimeo.com/herrmanndigital

Stage 11-15: ReTargetting Options
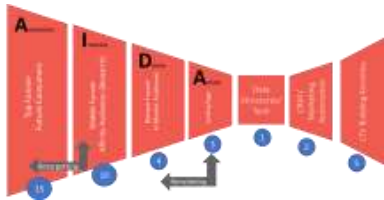
Creative:

Events/ Social Proof

Demo/ Unboxing

Emotional Benefits
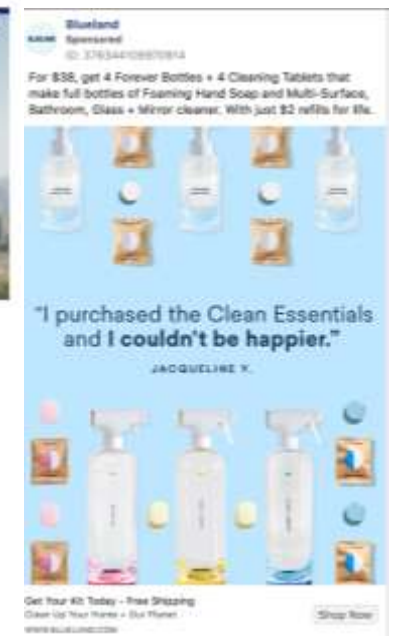
Social Proof

Events/ Offer
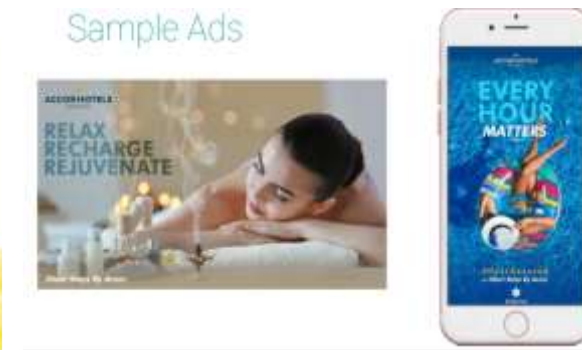
Emotional Benefits

Retargeting Options: Liked/ Shared/ Commented on ur post, completed > 50% of your video view etc. on various platforms. Show them next level creatives to move the audience to middle funnel.

Full Funnel in Action (Examples)

Awareness   **I**nterest   **D**esire   **A**ction

Quiz For Consumer Engagement

Social Proof for Trust Building

Functional Benefit

Landing Page with full content

Retargetting   Retargetting   Traffic to Landing Page

Awareness

About the ad

Quiz for Consumer Engagement

Interest

About the ad

Social Proof for Trust Building

Desire

About the ad

Functional Benefit + Offer

Action

Your Plan (3/4)   50% OFF

tupa's Meal Plan

Chicken, Pork, and Turkey

Change Recipes

In tupa's Trial Box

tupa's trial: $3.75/day (50% OFF)

Checkout

Custom Landing Page with Content for Conversion

Traffic to Landing Page

Retargetting

Retargetting

fireside**ventures**
Privileged & Confidential
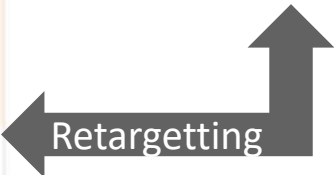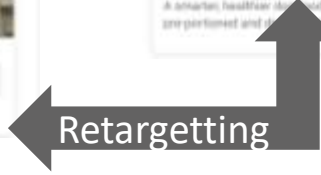
Full Funnel in Action

Communication

Targeting

Product Range, USP, Benefits.

Open Targeting- As wide as required

| Influencers |
| YT Video |
| Facebook Video |

Awareness

User Education- Ingredient, Benefits, Science, Social Proof

Tighter targeting- Lookalikes, Tight Demo, Interests, Keywords Eg: Women 18-35, All India

| Google Shopping |
| Google Search |
| Facebook CPC |

Interest & Desire

Landing Page

Non Convertors

2

Lookalike Audience*

Convertors

Ingredients/ USP, Offers, Bundles, Trail for Free (only delivery charge)

Demo Targeting. Eg: Women 18-35, All India, Behavioural, Demographic or interest keywords provided by FB#

| Affiliates |
| Google Retargeting |
| FB Retargeting |

Action/ Purchase

1
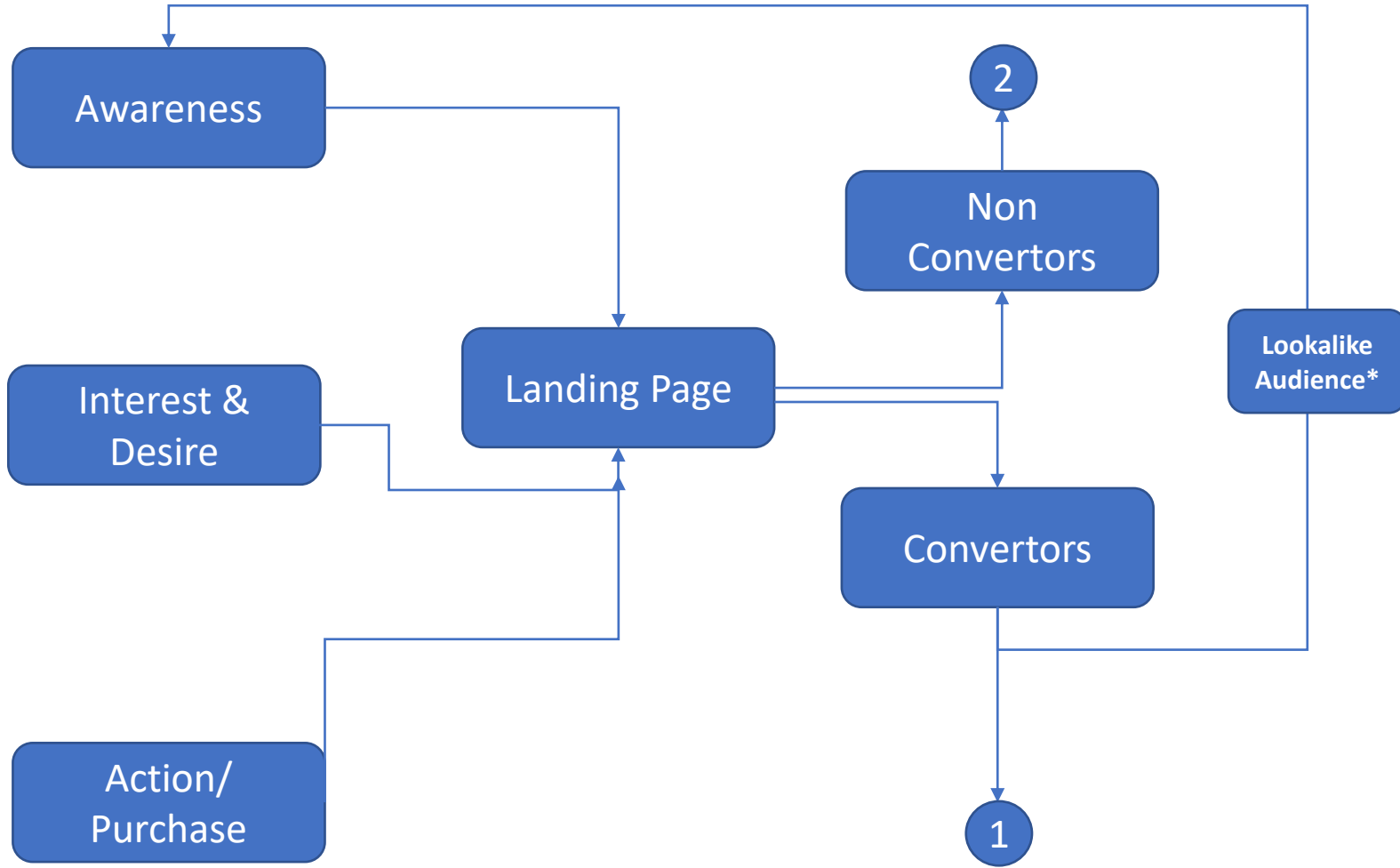
#- FB Ad Account divided as per audiences NOT products

*- LLA can be (i) All Buyers (ii) Product Level LLA (iii) AOV based LLA (iv) Category based LLA

① Full Funnel in Action- Retention

Tactics

Notify Me

Cash Back

Referral Bonus

Bundle Offers

Strategy

Convert through Discount Ladders

Convert through Cross-Sell, Upsell & Bundles,

Convert through Bundles & Cross-Sell

Win Back Audience

Audience who hasn't bought in 90 days

VIP Audience

Audience who has bought > 3 times, 1st time: AOV > 1.5x website average

Regime Builders

Bought product X, others who bought product X also bought Y & Z.

1- Convertors

Analysis

Website Behavior
- View Content
- Scrolling
- Time on Site
- # of products
- ATC
- Checkout
- Payment
- Purchase

Product Purchase
- Top 10
- Seasonal
- Focus Category
- AOV vs Avg AOV

Communication
- Opens
- Clicks
- Campaign Type
- Device Type

② Full Funnel in Action- Remarketing

Strategy

Dynamic Retargeting

Channels

Facebook & Google- Dynamic Remarketing

Email, SMS, Whatsapp Push for Cart Abandons

Static Retargeting Ref- Page 16

Google Discovery Campaigns, Static Display

Generic Keyword Related for All time Site visitors

0-7 Days

8-14 Days

Event Based

Viewed Product (>2mins), ATC, Abandon Checkout, Payment Failed etc.

2- Non Convertors

15-30 Days

30 Days

90 Days

Visitors on home & category pages or viewed product pages < 2 mins.

Home & Category Page

Non Convertors post this to be put into Drip Funnel ③

(3)   # Drip Funnel- For Conversion

Goal- Convert them in 30 days
- 15 Exposures (whoever converts moves to (2) , rest continue in Drip sequence
- Why this product?
- How it helps?
- What are the ingredients/ science?
- Social Proof
- One time coupon (limited period personalized offer)
- Cashback/ Wallet discount
- Coupon + Cashback
- SALE

FB Ad – Best Practices

- Vertical/mobile first platform. All videos/images should be 1:1, 4:5 and 9:16
- Design for Sound Off. Text overlays/ interstitials to highlight product value propositions and end with call to action
- Ideal video length is 6-15s
- Thumb stopping content. shorter videos 6-15s and quick transitions
- Value prop within the first three seconds
- Your brand should be front and center
- Leverage Customer/Publisher Testimonials
- Unboxing is a great middle funnel property
- Promoted Micro-influencer videos drive best conversions at top of funnel

Full Guidelines [here](#)

Logistics Tracking-
Managing RTOs aka the bane of D2C

- Need focus on the following elements:
  - Speed of Delivery - TAT
  - RTOs by buckets
  - Cancellations (by customer & shipper)
- Key Metric- Deliver ~50% in 2 days & ~85% packages in <5 Days
  - Track it by City, Zone, Metro, India-Urban, Others
  - Consider inventory replication at critical scale for better TAT
- Track RTOs by buckets –
  - Date Range, City, Zone- To figure out pincodes for blacklisting
  - Product- To change advertising & landing page messaging

Sample Tracker here

Shipping Pulse	11-30 D	31-60 D	Trend
RTO - All	9%	9%	
RTO - COD	17%	18%	
RTO - Prepaid	0.7%	0.6%	
RTO - Repeat	6.0%	3.4%	
Transit	1.9%	0.0%	
Deliver /Book	74%	79%	-
Deliver /Manifest	76%	81%	-
Delivery Speed	**0-10 D**	**11-30 D**	
Deliver <=2D	44%	39%	
Deliver 3-5D	53%	50%	
Deliver 6-8D	3%	9%	
Deliver >=9	0.0%	2%	
Undeliver	1%	0%	
Prepaid	52%	50%	
Need Action	**Orders**	**%**	**-**
Unfulfill >10D	1	0.0%	-
Manifest >10D	0	0.0%	-
Transit >30D	0	0.0%	-
Undeliver >30D	0	0.0%	-
Need Action	**31-60 D**	**61-90 D**	**-**
RTO-Transit	0%	1.0%	-
RTO-Deliver	100%	99.0%	-
RTO-Inward	80%	84%	-
Shfy Cancel	2.5%	2%	-
AWB Cancel	15%	12%	-
Freight%	7%	8%	-

Idea	Effort	Examples
Online Tools/ Data Sinks	Product is Marketing. Tool to give some benefit to the consumer based on some consumer input. Use it for customer acquisition for incoming traffic, remarket based on personas	Investment Planner, Personality test, Personaliser, Style Quiz, Horoscope personalizer, Dosha Test etc.
Cloud of Influencers	Creating a cloud of 300-400 influencers in ur domain for Content Creation, Amplification, Beta Testing	Bruteforce + Influencer discovery tools like Grin, Buzzstream, Hypr, Tribe. Guide to Youtube SEO can be accessed here.
Partnerships (Co-Branding)	Co-branding with complementary Brands	Commonfloor <> BankBazaar, Cardekho <> BankBazaar, Roof&Floor <> DesignCafe, MagicCrate <> Mamaearth, Pepsi <>Freecharge
Comparison Site	If incumbent in ur category has low digital presence. Create a comparison / review domain for the category with incumbent brand SEO, redirect traffic back to your website	91mobiles, buyhatke, SAAS Software vs
Multiple FB/ Insta Ad Accounts for better CPM	Creating content sites for content in your domain and using the content sites as ad accounts to drive traffic to your landing page via different handles	As Below
Content Marketing	Creating Pillar content on then seeding social media through snippets on social media	U can access the content strategy playbook here, content distribution playbook here and Guide to engaging content here. Social Media scheduler can be accessed here.
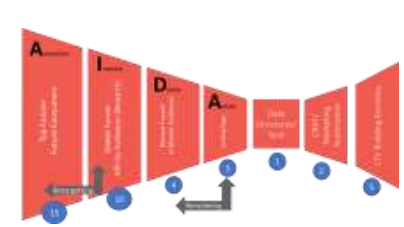
Quiz Based Approach for 'Customizing' Solution

UGC Based approach to inspire consumers

Online Tool to help consumers with category choices
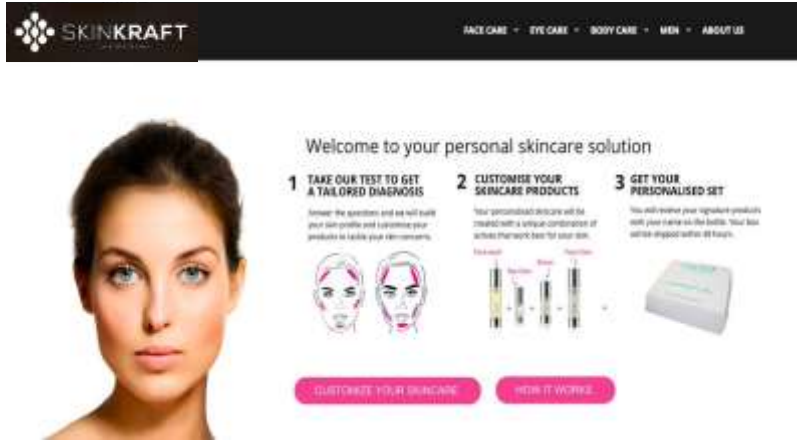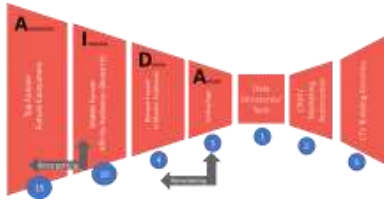
Ex: SkinKraft launched customized Skin Care Products

Ex: Function of Beauty launched customized Hair Care Products

Ex: Lancôme launched customized Foundations
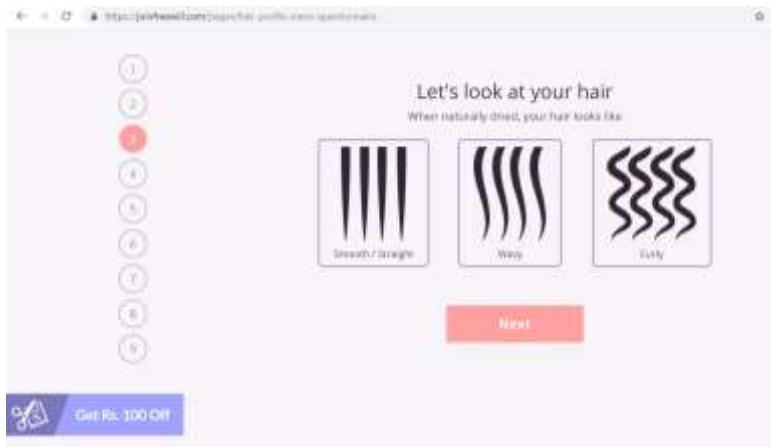
Quiz for customizing hair care product

Vision Learning based Tech for diagnosis
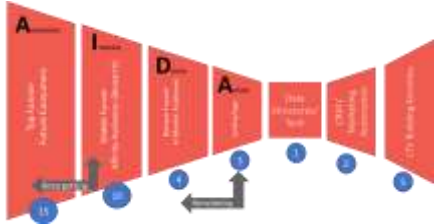
Multiple Ad Accounts- Same Brand
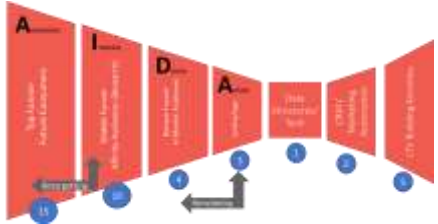
Thank You

Some more suggested reading can be accessed here
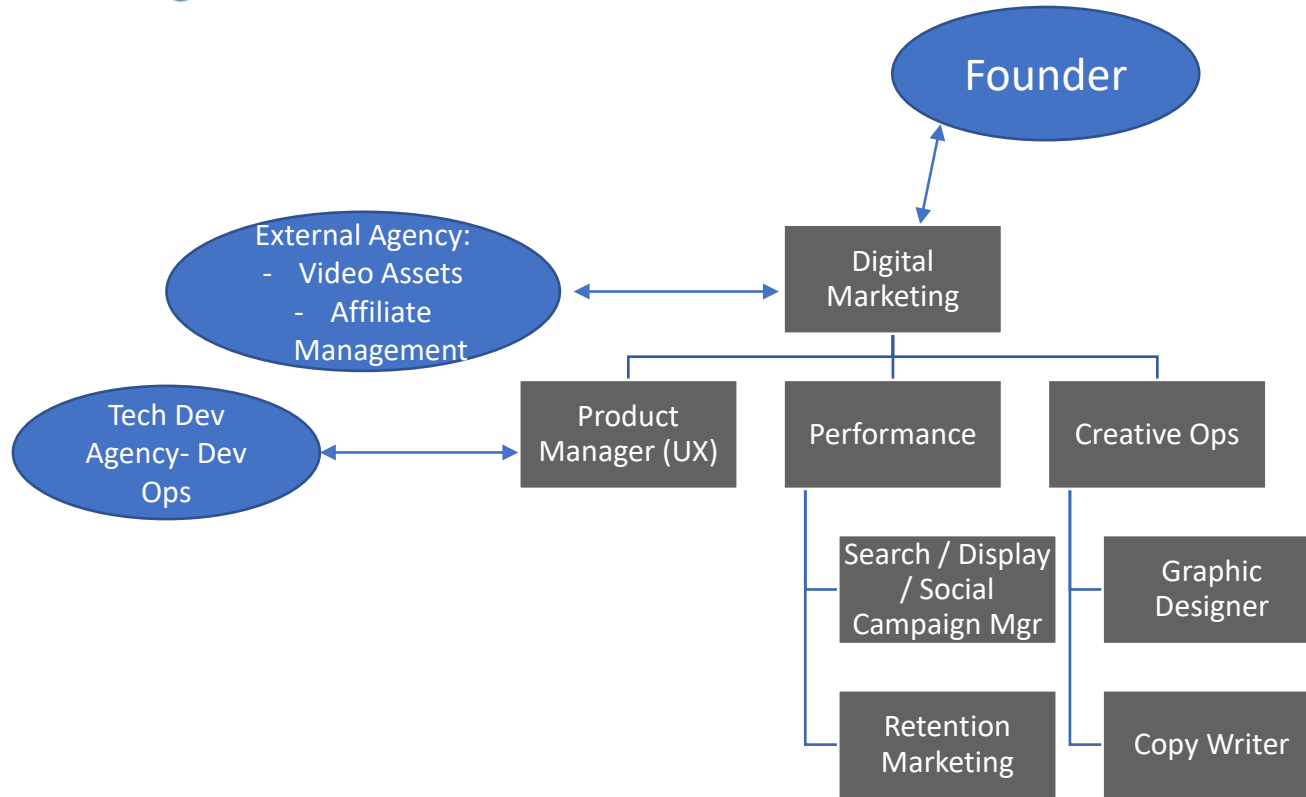
Annexures- Ad-Creative Hacks

Supers- text Overlay

Link here
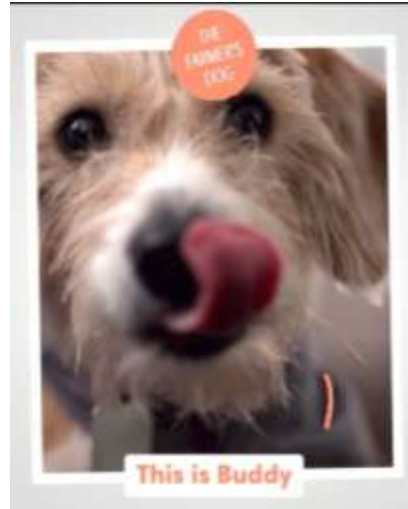
Sprinkle Brand Name generously through the content

Link here
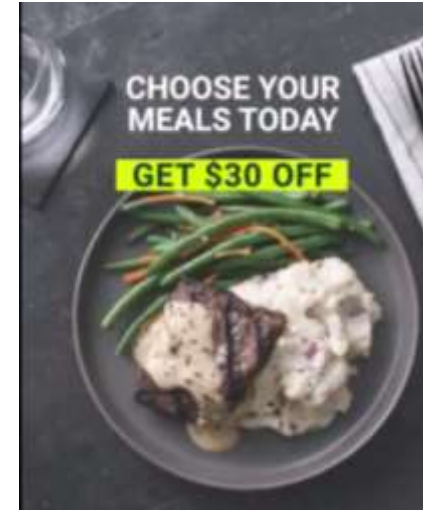
If you are a Food brand- MAKE EVERY AD LOOK APPETIZING

Link here

Annexures- Ad-Creative Hacks

with a pop of color

How to consume/ use videos are great as a product demo. Micro-influencers produce these videos the best- COLLABORATE!!

Link here

Functional Benefits based Ads are great for middle funnel esp making them look like UGC

Link here

Show / Demo how your product works. Make it fun- not a science class!!

Link here

Additional Tips:
1. Use Music Well
2. Create for Sound off- Subtitles
3. Jingles are great
4. Show product / pack shot many times through the video

Annexures- Ad Creative Examples

Benefits

Benefits

Ingredient

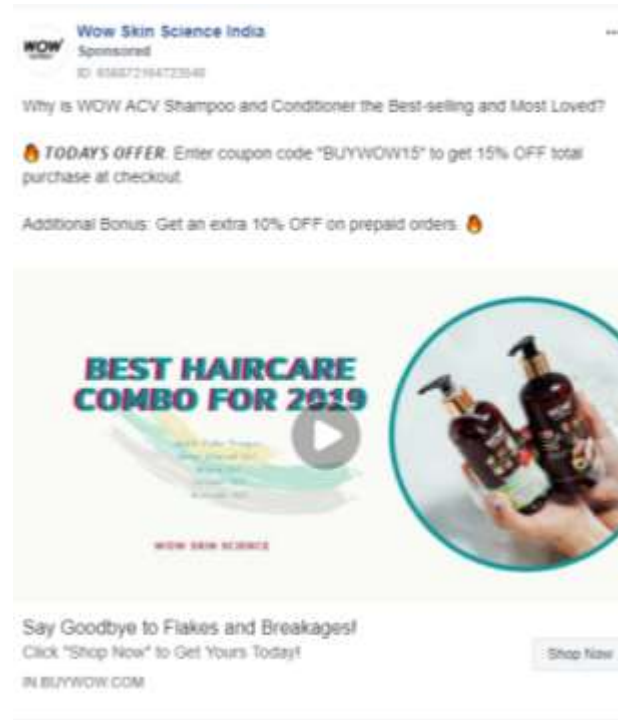# Annexures- Ad Creative Examples

Benefits

Top of Funnel

Offer

Annexures- Ad Creative Examples

Cross Sell- Regimes

Social Proof

Annexures- Funnel Benchmarks- D2C Brands: US (2018)

	CPM	CTR	FB Imp CVR	Impressions	Clicks	Website CVR	Spend	Purchases	Revenue	AOV	CPA	ROAS
Average	$11.63	1.03%	0.02%	262,776,892	2,703,449	1.96%	$3,055,281	53,062	$9,742,483	$183.60	$57.60	3.2

Annexures- Further Reading

Twitter Handles to Follow:

Web Smith: https://twitter.com/web
2pml: https://twitter.com/2PMinc
Moiz Ali: https://twitter.com/moizali
Chris Cantino: https://twitter.com/chriscantino

D2C Threads:
https://twitter.com/mrsharma/status/1219452404439158784
https://twitter.com/herrmanndigital/status/121722073233412992
https://vimeo.com/herrmanndigital

FB Resources:

•*Facebook IQ* - insights, studies and research using people, advertising and industry trends coming from Facebook, Instagram, Messenger and other platforms

•*Mobile Studio* - Your home for learning how to make great mobile ads right from your phone.

•*Creative Hub* - A new way to create mockups for ads, share them with anyone and experience your work as though it's live

•*Facebook Ads Guide* - Get the creative specs & technical requirements for ads on the Facebook family of apps & services.

•*Facebook Ads Library* - The Ad Library provides advertising transparency by offering a comprehensive, searchable collection of all ads currently running from across Facebook Products.

•*Facebook Success Stories* - See how businesses similar to yours are growing with Facebook marketing.

•*Blueprint, E-Learning* - Build the skills you need to grow your business

Here is a good FB guide the US disruptors team put together: *https://www.facebook.com/business/m/emerging-disruptors*

Here is a good guide on how to structure FB ad accounts for the most success scaling
: *https://www.facebook.com/business/m/power-five*