

THE MULTICHANNEL PATH TO PURCHASE

HOW CATALOGS AND ECOMMERCE WORK TOGETHER TO ENCOURAGE CONSUMER ENGAGEMENT AND BOOST ROI

BY BETH NEGUS VIVEIROS

To many, the catalog might seem like an old school marketing tool. But it still has a place in the world of ecommerce and retail.

Mail can have more of an impact today than 20 years ago, if it is properly targeted, says Terry Jukes, CMO/founder of B2B Direct Marketing Intelligence. "There are fewer things in the mailbox, so when you send someone personalized mail, it stands out."

"Twenty years ago, the catalog industry was about presenting hard-to-find unique products," adds Jukes. "Today, nothing is hard to find, so many of the old line B2B catalogs are suffering because they can't move beyond the distribution channel."

Mail and catalogs are still generating a majority of business for many direct market-

ers—mail isn't how consumers place orders, but something has to drive them to sit down at their computer, says Jukes. "What compelled them to make that keyword search or go to your website? A catalog can lead people to more content like videos, demos or webinars online."

SHAKE IT UP

A print catalog in today's world is a great tool to disrupt the consumer and engage them in the brand. "It can get them to do something—go to a website, place an order," says Lois Brayfield, president/chief creative officer at J. Schmid & Assoc. "It's about the call to action and getting them to do something."

Catalogs can be an important branding piece, and a great way for a brand to engage people. Rather than just selling a product, they


can tell a story about the brand, she says, noting that online elements can work together to convey that message.

For example, says Brayfield, one of her clients in the gardening category learned that their customers were confused by gardening zones across the country. The brand purchased prospect names and invited them to go online to create a free gardening zone report. Response was boosted, and many shared their name and email address to get the report; a third of those names were converted using triggered email.

"The Holy Grail is to figure out who will respond to an email—and how often you can contact them without them opting out," Brayfield notes. "Some customers won't respond to email, and others will *only* respond to email."

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e-commerce

Lehman's creates thematic spreads in its print catalogs, to tell a story such as what supplies you need to get through a storm, or what essentials you should have to make preserves. The approach increases response rates as well as average orders.

CANNING TO PUT UP & PRESERVE

THE RIGHT CANNER FOR YOU

A. Black Enamelled Heavy Duty Canner
Durable for the water-bath canner you desire in your kitchen and will stand with three times the weight capacity. Available in a 17 qt. or 23 qt. version. (Always use the correct lid for the pot you're using.)

B. High-Pressure Pressure Canner
Best method of food preservation. The super high pressure is the best for canning soups, stews, meats, and more. (Always use the correct lid for the pot you're using.)

C. Canning Lids and Bands in Bulk
Save the money, because buying in bulk means you'll have more than enough to last when you need them. They are easy to use and last for years. (Always use the correct lid for the pot you're using.)

CANNER CHOICE: IT'S ALL ABOUT ACTIVITY
Canning and preserving is a labor-intensive task. It's easy to get bored, and even to get frustrated if you're not prepared. The single rule is to choose the right canner for the job you intend to perform. The single rule is to choose the right canner for the job you intend to perform. The single rule is to choose the right canner for the job you intend to perform.

STOCK UP ON LIDS & BANDS IN EVERY SIZE

D. Canning Jar Storage Boxes
They're easy to use and hold a lot of jars. They're also easy to use and hold a lot of jars. They're also easy to use and hold a lot of jars.

E. Jar Storage Boxes
They're easy to use and hold a lot of jars. They're also easy to use and hold a lot of jars. They're also easy to use and hold a lot of jars.

ADD ACCESSORIES TO MAKE CANNING EASY & CONVENIENT



F. Jar Lifter
A safe way to lift jars from the canner. It's made of heavy-duty metal and has a soft grip handle.

G. Lid Lifter
A safe way to lift lids from the canner. It's made of heavy-duty metal and has a soft grip handle.

H. Jar Storage Boxes
They're easy to use and hold a lot of jars. They're also easy to use and hold a lot of jars. They're also easy to use and hold a lot of jars.

I. Jar Storage Boxes
They're easy to use and hold a lot of jars. They're also easy to use and hold a lot of jars. They're also easy to use and hold a lot of jars.

J. Jar Storage Boxes
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Many marketers are increasing their email frequency. But Larry Kavanagh, senior vice president of digital services at CohereOne, thinks the future might be better served by dialing back the frequency and making messages more personalized. “Let’s be smarter about what we send and algorithmically optimize those messages, targeting them to shoppers.”

The device a shopper opens email on naturally impacts how they interact with the message and your brand. “The small screen is more of a research device than a shopping device. Paying attention to how customers browse can help inform your contact strategy—when folks get back to their desktop is when they actually order,” he notes.

BUILDING TRAFFIC

Traditional brick-and-mortar retailers have found that a catalog can be a great way to drive store and online traffic, notes Brayfield. Youth-oriented shoe and apparel retailer Journeys, for example, has tested offers like a coupon on the back cover offering \$5 off either online or in store, allowing the customer to choose the channel where they shop.

“A catalog is a physical, tactile thing that people have to do something with—it’s not as easy to delete as an email,” she says, adding that multichannel marketers will have the most success if they allow the same types of promotions both online and offline.

As far as catalog creative, Brayfield points out that the physics are still the same—the cover and the upper right hand corner of the page are still the focal points. “People still process them the same way but what they connect with has changed.”

Thematic spreads and branded stories will do a better job of connecting with consumers, as opposed to just a clump of products. As an example, Brayfield cites Lehman’s, which began by selling products to Amish communities and has the tagline “simple products for a simple life.” Staples of their product lines include emergency supplies, non-electric lighting, farming equipment, tools and old-fashioned remedies and beauty products.

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STEP BY STEP

SOCIAL FITS CHINESE LAUNDRY’S FASHION CONSCIOUS SHOE BUYING AUDIENCE

Social media is a significant driver of online traffic and sales for women’s shoe manufacturer and marketer Chinese Laundry.

The core target audience for Chinese Laundry is a woman in her mid-20s who shops at trendy stores. She is very tuned into fashion, music and social media, says Scott Cohn, vice president of ecommerce, Chinese Laundry Lifestyle.

A challenge for ChineseLaundry.com is making the message of the ecommerce business personal and relevant for the customer. As the company’s lines of shoes are carried by a variety of retailers such as Zappos and offline/online retailers like Nordstrom and Macy’s, there are, of course, concerns about channel conflict, Cohn notes. Some sites or stores have price or speed of delivery as their key selling point, while others focus on fashion or a wide selection.

“In some cases we attract different customers and what we offer might be different,” says Cohn.

Social plays a significant role in promoting the various facets of the Chinese Laundry brand. For example, the brand offers a live Twitter feed during the Miss USA and Miss Universe pageants to promote the company’s partnership with the competitions, and the impact is strong. “During the live telecast, our site traffic in a 10-minute period is what it would normally be in five days.”

The brand also gets social support through its partnership with reality television star Kristin Cavallari. Chinese Laundry markets a line of Kristin Cavallari shoes both through its ecommerce site and via retail partners, and Cavallari promotes the brand through her Twitter presence.

Chinese Laundry also sees a bump from its Pinterest efforts. “That’s because our customer is visual, and the ability for her to see how our shoes are worn through fashion boards seems to really work,” says Cohn, noting the brand often runs “pin it to win it” contests, where fans get a chance to win pairs of shoes that they pin.

Twitter works for the Cavallari brand because it is so people oriented, he notes, adding that buyers who are fashion focused gravitate to Twitter. Facebook is also in the mix, although the conversion rate from that network is less significant for the brand.

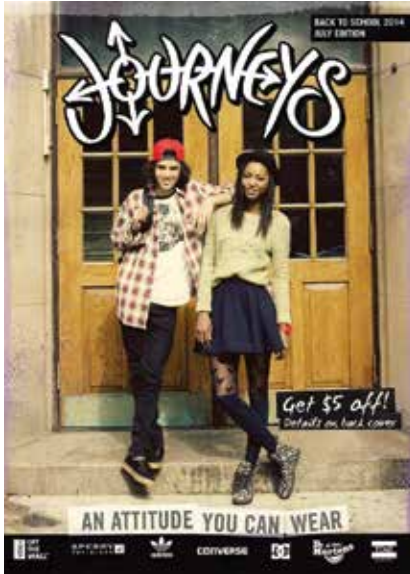
Email is still part of the mix for Chinese Laundry, which uses a mixture of product announcements, brand-focused messages and fashion-focused blasts to gain attention in the inbox. Cohn notes that the brand looks carefully at the timing of messages and where the customer is in her lifecycle, examining who, for example, might only buy during a sale, or who is only interested in new products.

The brand is working hard to grow its email list, and is seeing success with pop-up messages on the site—indeed, there has been a 10% bump in names over the last six weeks via that tactic.

Chinese Laundry has several retail stores in California and Las Vegas, and maintains a central database for online and offline purchases. Targeted promotions for the retail stores have been done on Facebook to drive traffic, and the company does analyze who shops both online and in store. Thank you notes have been sent from the retail stores to repeat customers, and people can sign up for the email list at point-of-purchase.

Offline, mini-catalogs are included in shipment packages to drive both retail store and web traffic, and print advertising and product placement is often done with fashion magazines. “Their style teams will contact us for trends and samples and we do see referral traffic and results from that,” Cohn says. —*Beth Negus Viveiros*





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Lehman's creates thematic spreads in its catalogs to illustrate a need or story, such as what you need during a storm, or what you need to make preserves. The approach increases response rates as well as average orders, she says.

Social can be hard for multichannel marketers to monetize, but it can be a great tool for maximizing brand aware-

ness. Of course, you need to give consumers a reason to engage with you. Promote your online content in the catalog and engage your customer. "Just make sure it is something the customer cares about—they won't just talk about your brand," says Brayfield.

"People shop differently today—if you're a catalog or retail shopper, you're going to look at products online, even if you don't want to make the purchase online. Then, you'll make the purchase wherever is the most convenient for you," says Kavanagh. "There's an opportunity for companies to leverage the data to see how shoppers are interacting with their sites and decide how to promote to them."

There are customers today who are primarily motivated by digital, and will take actions based primarily on things like receiving an email or seeing a banner ad. But there are still customers who are primarily motivated through direct mail, such as catalogs or postcards.

"And then there's people who are a little of both," says Kavanagh. "You can amplify their reaction by talking to them in both digital and print. If you're a cataloger, based on web activity, you can see people who aren't on your mail plan but should be." On the flip side, there might be some folks who currently receive catalogs but their responses never correlate to a catalog drop. "You can save by not sending them a catalog," he says.

Co-op databases, long a popular tool for catalogers, can now identify shoppers by name and address and allow marketers to serve targeted banner ads, based their shopping habits, notes Kavanagh. "In classic paid search or retargeting, you have to

CATALOGS BY THE NUMBERS

Only 20% of retailers are using variable data techniques to customize their catalog mailings, according to the Multichannel Merchant 2014 Outlook survey.

Over half of respondents who identified themselves as retailers are trying postcards (54%). Forty-three percent planned to use fliers, 36% were considering solo mailers and 35% were looking at direct mail.

Forty-eight percent were looking at creating customized catalogs for specific customer segments this year. A quarter said their catalog circulation would remain the same, while nearly a third expected an increase of one to 10 percent. Twenty percent anticipated increases of 11–20%, and the remainder expected to decrease circulation in 2014.—*BNV*

wait for them to do something, but in this new world you can take proactively promote to customers."

The idea of a digital catalog is an old school strategy, he says. "Whenever we run a split test, we it is better to drive a shopper to an actual category page on your site. It makes more sense to optimize the tablet experience, rather than send folks to a PDF of your print catalog." !