

# Quick Guide to Personalized Messaging for Ecommerce and Retail

By Camano Digital (CamanoDigital.com)

*“Relevant marketing messages increase prospect and customer engagement, which increases performance.”*

Randall Barney, Camano Digital

This principle is both self-evident and proven by experience. Yet many marketers have room to improve and optimize the relevance of their digital messaging.

This quick guide contains ideas to get you started or to improve and expand what you are already doing.

## The More You Know

The more you know about your ad audiences, the more you can personalize and improve your marketing results. You should know more about your customers than your prospects, but there are productive ways to personalize messages to every audience.

*Your Prospects*

*Your Site Visitors*

*Your Customers*

**Less Information**

**More Information**

First a definition; when we refer to personalized messaging we mean serving messages customized for each individual in the audience with one or more of the following elements; offer, headline, copy, imagery, product examples, and/or CTA.

Let's look at some ways to address different objectives and audiences:

1. Customer Acquisition
2. Site Visitor Retargeting
3. Online Conversion
4. Re-engage and Retain
5. Improve Performance by Testing

## 1. Customer Acquisition

- **Relevance:** Although information on the audience is usually limited, use what you know about individuals in the audience (gender, age, income, geography, etc.)
- **CTA:** Your display ads should drive store traffic and sales, so if the shopper is near a store include both ways to convert in the ad.
- Usually you'll have at least 2 CTAs based on channel:
  - *Shop Now*
  - *Shop Now and Visit the Store*
- **Lapsed Customers:** Don't ignore your lapsed customers (most recent purchase was more than 2 or 3 years ago) as a highly productive acquisition audience. They know your brand and you should have some information on them that can be used to increase relevance.

## 2. Site Visitor Retargeting

- **Product Sub-category:** When displaying just one product, use the best seller in the sub-category rather than a specific product shopped. If displaying multiple products, use the best seller, perhaps a relevant new style plus the product the shopper spent the most time with.

- **Your Story:** More than just displaying products, tell a story. Use some of your ad impressions, especially right after the site visit, to share why the shopper should buy from you (your brand story) and why now.
- **Your Customers:** Use whatever else you know about the site visitor to improve message relevance (preferred conversion channel, customer segment, etc.)

### 3. Online Conversion

- **Landing Pages:** Personalize them to align with the ad and match the prospect or customer.
- **Home Page:** The vast majority of shoppers won't click on the ad, so personalize at least one element on the Home Page when they get there directly or through search.

### 4. Re-engage and Retain

- **Recent Purchasers:** Few groups are more likely to buy from you today than someone who purchased from you in the most recent 30 days. It should go without saying, shoe buyers buy shoes and DIYers buy home improvement supplies and tools. Plus, they likely had a good recent experience with your brand.
- **Messaging:** There are so many relevant and valuable messages to share with your customers based on what you know about them and their past purchases.
  - Products or services that complement her most recent purchase.
  - Share what's new with inactive customers.
  - Petite customers have a tough time finding apparel and are extremely loyal to stores where they can find what they want (the same goes with tall customers). Nothing gets their attention more than relevant messages.
  - Let fashion-forward customers know what is new and hot in your inventory.
  - Clearance shoppers would love to hear about what's newly on clearance (and perhaps you can limit your clearance messaging to those buyers).
- **Other Valuable Actions:** What other customer actions have value for you? Share those messages as appropriate.
  - Subscribe to your emails
  - Apply for your store or affinity credit card
  - Join the loyalty program
  - Engage with your brand on social media

### 5. Improve Performance by Testing

- **Incremental Improvement:** Even small improvements in conversion rates and other key metrics will compound over time and provide significant lift.
- **A/B Tests:** Straightforward A/B tests are simple, easy to implement and quick to show results.
- **Multivariate Tests:** MVT is more complicated but when you have optimized several variables an MVT can identify the best combination of elements.
- **What to Test:** Test important elements in your ads like imagery, headlines, copy, and CTA.
- **Audiences:** Don't forget to test the audiences you are messaging to identify those that perform best with different messages.
- **Keep it Simple:** The Wright Brothers didn't build a jet for their first plane. Start with clear and simple objectives and build complexity and sophistication into your testing roadmap over time.

### Finally, Get Started

Dynamic, personalized messaging is powerful, but only benefits your marketing if you do it. So start today.

**Camano Digital is here to help.**

Contact us at [info@CamanoDigital.com](mailto:info@CamanoDigital.com) or visit [www.CamanoDigital.com](http://www.CamanoDigital.com).