

— Multi-channel Marketing Services —



WHEN YOU NEED TO KNOW:

- How do I manage the planning and execution for personalized marketing through my online channel?
- How do I ensure every graphical asset on my website is considered when planning and executing promotional campaigns?
- How do ensure that key learning from each campaign is incorporated into subsequent campaigns?

GET IN TOUCH

t: (07) 3112 5272

e: hello@itworks.company

f: www.facebook.com/wemakeretailbetter

w: www.itworks.company

— Overview —

At It Works, we've had experience of planning multiple campaigns, efficiently and effectively. We understand the changes required within an organisation to ensure that multiple promotions running on a website are planned and executed on time, to budget and to the right level of quality across multiple teams. We provide the benefit of our experience and knowledge to assist marketing teams to best organise themselves to deliver high quality and highly effective campaigns.

— Inclusions —

- Review of current promotional planning, measurement and quality control mechanisms
- Identification of opportunities for immediate improvement
- Creation of a prioritized plan to deliver required changes
- Delivery (where required) of new planning tools and control techniques to measure and manage promotions and personalisation
- Coaching of team members to ensure new working practices are embedded as business as usual practices.

— Benefits —

- Reduce the cost of planning and delivering campaigns
- Deliver more effective campaigns, quicker, easier
- Embed continuous improvement into the process so that campaign delivery becomes more effective over time
- Personalise the customer experience on your website
- Understand other factors that may be affecting conversion other than user experience
- Increase conversion rates on your website.

CASE STUDY

— **Pillow Talk** —



ENDORSEMENT

“It Works experience has made a most onerous task more manageable. Their knowledge of the long-term rather than the first cost is invaluable”.

Heath Goddard
Owner, Pillow Talk

— **Problem** —

- A new ecommerce platform was delivering lower conversion rates than the previous platform
- The site was perceived to “look good” but was not delivering on its commercial targets
- Investment in a new email marketing platform was not delivering expected results.

— **Solution** —

- A complete review of the online channel to identify design issues that were effecting customer conversion rates
- A full list of recommendations to changes to the site to improve customer conversion rates
- An analysis of the market to identify how competitive the product and service offerings were
- A review of both customer service quality and fulfilment efficiency to assess “end to end” customer experience
- A multi-disciplinary plan was constructed that identified changes in site design, digital marketing planning and campaign execution, terms and conditions of trading, improved customer service and fulfilment performance.

— **Outcome** —

- Increase of site conversion rate by 12%
- Increase in transactions by 70%
- Increase in channel revenue by 63%.