



# Anna Taylor Digital Profile

A roadmap for best practices and critical activities to build a robust and effective program

# Anna Taylor

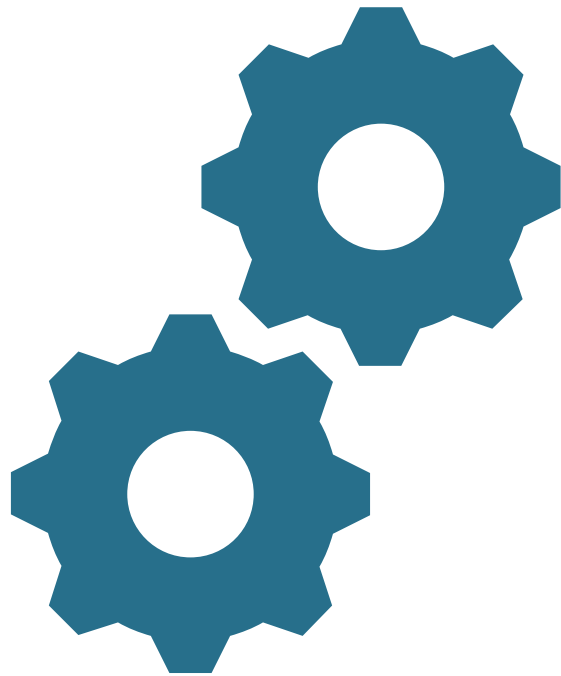
15+ years of experience in digital programs and strategies, web application planning, design, development and implementation – along with an in-depth focus on online branding and marketing - with a primary tactical and creative talent in the brand experience, interface features & functionality, conversion methods, optimizing based on data science outputs, and driving digital commerce to achieve business objectives.

Certified in ecommerce, web design, digital marketing, project management and leadership.

*I consider my craft to be an 'art of digital commerce' – studying consumer behaviors and triggers and applying strategy, messaging and creative engagement to influence actions and responses that will reach milestones and successfully achieve clearly defined goals.*

# Digital Leadership Planning, Strategy and Focus





# Establish a Cohesive Brand

Create messaging, marketing and visual brand experiences that reflect:

- Superiority in your space
- Compels a target audience to act
- Speaks to your dedication to excellence
- Instigates motivation and momentum
- Captures the attention of the next generation of customers

# Defining the Competitive Advantage

*What are the Differentiators?*



# Marketing Objectives

- Advance the Brand Image – novel and leading-edge
- Create a consistency with Voice and Message, across channels, campaigns and platforms
- Visual Persuasion – articulate without words
- Create Reasons to Buy that are relevant and valuable to the Customer
- Align Brand Identity with the Company's evolving structure, offerings, priorities and markets
- Develop an inspiring Digital Presence that is prevailing and powerful
- Socially Connect | Socially Care

# Marketing Objectives

(continued)

- Advance Online Engagement  
Websites, Apps, Video, Digital Engagement, Interactive Catalogs
- Create Strategies to Capture New Business
- Reduce Marketing Costs through Contract Services and Licensed Assets
- Decrease Resource Demand through Cloud Programs and Platforms
- Streamline Administration of Platforms
- Apply a Mobile-Driven Framework
- Optimize Search Engine Activities  
Digital Advertising, Organic (SEO), Searchable Content etc.

# Factors for Brand Identity

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Voice | Positioning | Visual Appeal | Engagement | Values | Cues  
Distinction and Differentiators | Tailored Messaging | Call to Actions  
Relevancy | WOW Factor | Optimization for New Audiences

## Brand Channels

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Digital | Mobile Apps | Content | Retail | Videos | Print | Social | Search | Events



# The “Must Haves” in a Profit-Bearing Marketing Program

Data Science  
Driven

Immersion in  
Growth  
Strategies

Journey Mapping

Unique Value  
&  
Authentic Voice

Dynamic  
Personalization

Behavior-Led  
Automation

Powerful Visual  
Experiences

Compelling  
Content

‘Simply Said’  
Brief & Bold

Hyper Tempo  
Testing

Optimal  
Channel Mix

Mobile  
Excellence

# RACE Framework

Along with the critical consideration of the User Experience (UX) and the effectiveness and appeal of the User Interface (UI), RACE framework identifies key strategies that drive interest in a brand and create new opportunities.

- **REACH**

Need defined strategies to penetrate markets

- **ACTIONS**

Provide users with actions to take throughout their journey

- **CONVERSION**

Offer compelling reasons to buy | incent for immediacy

- **ENGAGEMENT**

Don't pitch. Capture attention and infuse resonating elements

# Transforming a Company's Digital Prominence

Leadership has to be “all in”

Support the opportunity to enhance, redesign, test and employ

Continually test means of connecting, promoting and creating sales

Overcome fears of change and negative connotations

Understand the process of ‘change’ can be bumpy

Allow the team to take on fresh and innovative approaches, try new messaging, and tap into the unknowns

Defeat blockers

Embrace the value of ‘originality’ and ‘new’

Accept that a stationary approach will inhibit the Company’s ability to gain market share in a fast-changing business landscape

# Targeting a Savvy Audience

## - Millennials -

Digitally Driven, Socially Connected, and Rich-Media Junkies

Hungry for Emerging Technologies

- Disinterested in traditional marketing
- Seek authentic content
- Inbound Marketing driven (blogs, guides, videos, how to)
- Respond favorably to organic and inspiring messaging
- Want to participate and 'have a say'
- Highly influenced socially
- Transparency rules

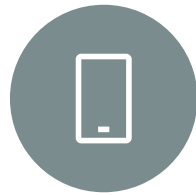
# Millennial Marketing Strategy



SELL THE  
COMPANY'S PRIDE  
AND PURPOSE



DEVELOP VIDEOS



CREATE MOBILE  
APPS



FOCUS ON  
RELEVANCY AND  
ENGAGEMENT



ASSEMBLE AND  
PUBLISH VALUABLE  
INFORMATION,  
INSIGHTS & IDEAS



DIVERSITY IN  
MESSAGING AND  
VISUAL BRAND



INTRODUCE NEW  
CONCEPTS THAT  
TAP THEIR  
INTERESTS



# Digital Strategies

- Targeted Digital Advertisements
- Tracking Cookies and Personalization
- Google Trends, My Business, Duplex etc.
- Customized Text Ads
- Remarketing Opportunities
- Taking Advantage of Micro Moments
- AB Test, Heat Maps, Surveys
- Email Marketing with Value Adds
- Tailored Incentives and Stimuli

# Ecommerce – Key Considerations

Purpose and  
Business  
Objectives

Financial and  
Human  
Investments

Target Audience

Production  
Timeline

Mobile First  
Approach

Site Architecture  
and Navigation  
(journey map)

Product Catalog,  
Attributes and  
Selection

Ease of Use  
Shopping Cart

CTAs  
(call to actions)

Copywrite  
Strategy –  
Relevancy,  
Interest and Value

Knowledgebase:  
Videos, Resources  
and How Tos

Security and Site  
Performance

# Business Requirements



- ▶ Web Application supports the desired growth for an increase in online revenue and market reach
- ▶ Position the company for changes in business model, sales targets and industry penetration
- ▶ Platform supports current and future technical design of back-end systems, data warehouses and integrated programs
- ▶ Optimal technical design for computing, system states, sequencing, workflows, use cases, business scenarios and behavior models
- ▶ Product catalog database is 'clean', standardized, well structured, integrity-tested, and reliable – and data can be easily extracted for analysis, experiments and machine learning exercises
- ▶ Product categories – structure, hierarchy, tiers – designed based on natural search behaviors and organized for cross-sell and incremental sales opportunities
- ▶ Platform has high level of usability, elasticity, system compatibility, customizable, scalable, secure and set up with failure contingencies



# Ecommerce Project Scope

1. Production Plan
2. Interface Modules and Storefronts
3. Catalog and Order Guides
4. Pricing, Revenue, Shipping Models
5. Account Management (Individual, Multi-Unit)
6. Product Details, Merchandizing, Selling Techniques
7. Navigation and Search Module
8. Shopping Cart and Order Process
9. Front-End Design
10. Technical Design, Tier Structure, APIs & Gateways
11. Web Development
12. Servers and System Integrations
13. Security, Compliance, Controls
14. Promotions, Incentives, Incremental Sales Programs
15. Administration and Reporting System



# Core Website Features

Account Management

Order Management

Catalog and Content Management

Products and SKU Management

Search Configuration, Filtering, Auto-Fill etc.

Sales and Self-Service Features

Shopping Cart, Order Processing Workflow, Notifications

Warehouse, Inventory, Shipping Methods and Providers

Databases, Gateways, Batches, Event Logs

Resources, Downloads, Solution Center

Marketing Management (Campaigns, Promotions, Discounts, Coupons)

Stats, Reports, Support, Security

# Advanced Features and Modules

Content Management System (CMS) – Content Relationship Management System (CRM) - Wish List - Saved Carts - Order Tracking - Live Postal Code Lookup - Special Offers - Promotional Codes - Personalized (Branded) Products - Product Finder Tools, Loyalty Program - Gift Vouchers - Product Reviews - Accessories and Related Product Panels - Quick Order – Bulk Order & Re-Order - Product Ratings and Reviews - Product Compare – Testimonials - Custom Lists - Affiliate System - Subscriber Module – FAQs – Questionnaire - Live Chat - Integrated User Forum - Invoice Generator - Cookie Based Offers - Named Day Delivery - Campaign Tracking and Management - Real Time Pricing and Inventory - Mass or Specified Banner Notices / Ads - Dynamic Search Results - Enable / Disable Payment Methods – Initiate Approval Chain - Enable / Disable Shipping Methods – Multiple Fulfillments – Multiple Shipping Addresses - Shipping Release Dates - Bundle Discount Pricing - User List Management – Digitally Linked Brochure / Catalog – Post Purchase Surveys - Advanced Reporting – Multiple Currency & Language

# Data

- ▶ Data is large and complex. Identify advanced means for processing, analysis, and storage techniques.
- ▶ Data and Database structure, format and transferability must be part of a Web Application initiative
- ▶ Data access and consumption are essential for driving strategy, campaigns and business decisions
- ▶ Data security is crucial. Protocols, requirements and levels of permissions must be rigorously applied



# Means to Improve Technology Functions

- ▶ Automate Select Back-End Processes
- ▶ Advance Gateways and APIs
- ▶ Establish a Business Logic Tier to Interface with the Web Application
- ▶ Be able to directly modify the Database
- ▶ Create Hierarchal Tags
- ▶ Define Use Cases and Business Scenarios to build-in specific capabilities
- ▶ Curtail Object Interactions, where possible, for best Object Execution Time
- ▶ Optimize System Behavior Models
- ▶ Template the Storefront Creation
- ▶ Real-Time Purchase Tracking
- ▶ Use Third Parties that will minimize need for customization
- ▶ Streamline Data Import / Export
- ▶ Build Modules that can be modified without impacting other services and functionality
- ▶ Utilize CDN and DDN
- ▶ Minimize Constraints, Assumptions and Dependencies

# Ecommerce Pitfalls



- ▶ Allowing Developers to drive production timelines
- ▶ Relying on external sources for design
- ▶ Contractor Agreements based on time & materials
- ▶ Missing the importance of prioritizing SEO
- ▶ Cluttered pages and featuring blocks of content
- ▶ Failing to build a platform that can scale
- ▶ Too many voices driving the creative vision
- ▶ Selecting a Solution that does not allow an abundance of internal administrative controls and capabilities after launch
- ▶ Not undertaking regular testing and measuring of performance
- ▶ Utilizing low budget hosting / servers



Aim for Progress,  
Profits, Performance  
and Powerful Projects

Anna Taylor

[anna@artofdigitalcommerce.com](mailto:anna@artofdigitalcommerce.com)

760-429-3800

