

EAST RIVER ESSENTIALS

YOUR MONTHLY GUIDE TO WHAT'S HOT IN DIGITAL

All your aesthetic needs addressed under one roof

EXECUTIVE SUMMARY

Featured in this exclusive newsletter are successful PR executions, and interesting digi-bits you should be aware of.

- A Note From Our CEO
- East River PR: Mini Oreo UGC Competition
- East River PR: Yves Rocher Launch
- Google Insight Of The Month: How to connect with viewers on YouTube, according to marketers that know
- Facebook Insight Of The Month: Facebook launches new Shopping audiences, Instagram Product Tag ads, tests Shops discounts
- Standout Campaign Of The Month: Alexa Hilariously Disrupts Epic Moments in Droga5 London's Ads About Voice Control



A NOTE FROM OUR CEO



Due to the effects of COVID on the way we live our lives, e-commerce is now the definitive way of the future and something that every store owner or marketer should consider for their product or service. If I could define e-commerce as a set of two equations they would be:

customer awareness + onsite customer experience = customer acquisition
 AND
 customer acquisition + customer satisfaction = (repeat customer)^ referral

The set of questions below should be answered in order to provide a deeper understanding of the set of equations above:

Customer Awareness

1. Do I know my product?
 - a. What is my USP?
 - b. Why should the customer buy my stuff and not my competitor's?
 - c. Who is my competition?
2. Do I know my audience?
 - a. What is their demographic / gender / location / interests?
 - b. Where do they reside on digital, i.e. which social platform?
 - c. Are they aware of my category and product?
 - d. How much time do they spend on digital and what is their digital behavior?

Onsite Customer Experience

4. Once they are on my site, how can I deliver the best user experience and get them to check out?
 - a) Is my site well-laid-out? Does the color scheme match my product/service offering?
 - b) Are my products well-described?
 - c) What does the bounce rate show?
 - d) Do I have special deals? Trial offers?
 - e) How is my site load time?
 - f) What is the cart abandonment rate?
 - g) What is my first-price sell through?

3. How can I bring this audience to my site?
 - a. Only strong creatives?
 - b. By spending extensively on intent and awareness?
 - c. What is the funnel and why does it matter?

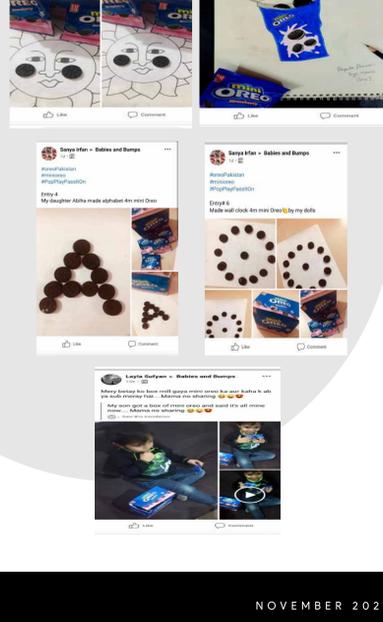
Best Regards,
 Faizan S. Syed



East River PR MINI OREOS — UGC COMPETITION

What we did:
 A competition was hosted on Facebook groups such as Super Creative Mamas and Babies & Bumps, in which moms were asked to show off their kid's creativity through a Pop, Play and Pass a Mini Oreo activity.

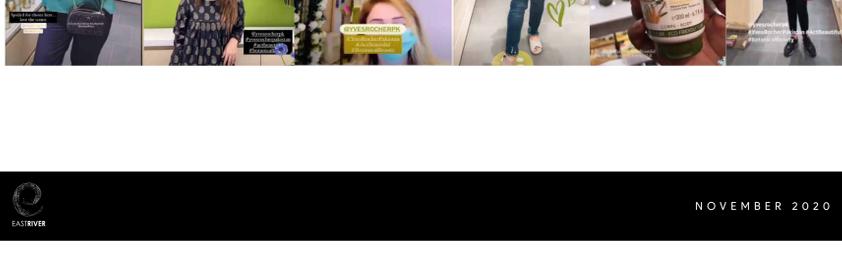
How it played out:
 Through this campaign we were able to engage a whopping 358 moms and kids!



East River PR YVES ROCHER LAUNCH EVENT

What we did:
 When the French brand YVES Rocher opened its doors to Pakistani consumers, our PR team invited publishers and influencers to shop all they can from the store within a budget of Rs 10,000.

How it took off:
 After the event, publishers posted stories and posts on their social media handles which led to a massive increase in the traffic on YVES Rocher's digital assets.



Google Insight of the month

HOW TO CONNECT WITH VIEWERS ON YOUTUBE, ACCORDING TO MARKETERS THAT KNOW

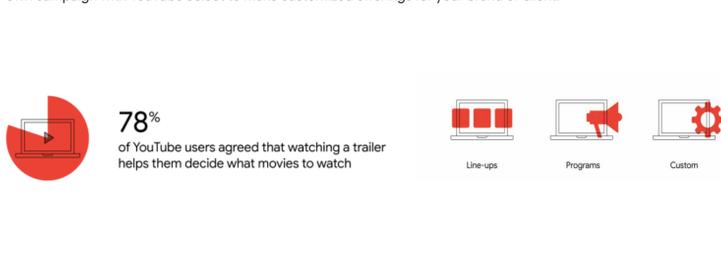
As online video consumer behavior shifts, agile brands are adapting their marketing strategies to cut through. The three industry leaders reveal what they've learnt from successful YouTube campaigns this year – and how brands can connect with viewers in new ways.

For the release of the film Tenet, Digital & Marketing Partnerships, Warner Bros made the most of YouTube to scale the campaign to multiple audiences across different devices, with varied creative. It enabled them to build a picture of what was working against a variety of different audience groups.

Using YouTube Select, Chief Digital Operations Officer, OMG have been able to fully customize channel selections for their clients and this has been a real game-changer. Now, they can identify and reach specific audiences in much more relevant ways. For some clients, that means creating bespoke content packages that can reach specific audiences. For others, they can build TV extension packages that extend the reach of linear TV by only showing up with broadcaster-quality channel.

According to David Murray-Jones, YouTube for Action Specialist, Google U.K., to boost exposure, drive sales, and increase ROI for the brand:

- unlock the power with your first-party data** – from existing customers, site visitors, to channel subscribers.
- Make your creative work hard**, especially in the first five seconds where you should capture your brand, product, and call to action. Then, let TrueView for action do the heavy lifting for you, as it auto-optimizes to any action on your site, whether it's "learn more", "sign up" or "buy now".
- Track sales, site visits, and store visits** beyond the last click. Identify what works, choose tools to build your own campaign with YouTube Select to make customized offerings for your brand or client.



Facebook Insight of the month

FACEBOOK LAUNCHES NEW SHOPPING AUDIENCES, INSTAGRAM PRODUCT TAG ADS, TESTS SHOPS DISCOUNTS

As we head into the holiday season, Facebook is rolling out several new features for e-commerce marketers and brands.

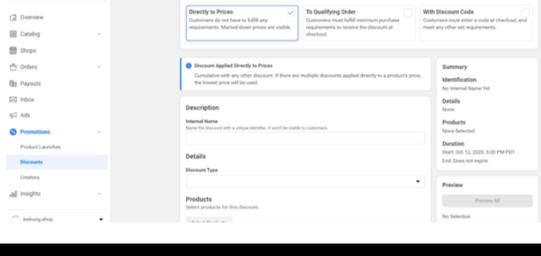
Instagram ads with product tags. This allows marketers will be able to create ads with product tags directly in Ads Manager without having to go the organic post route first.

Shopping engagement custom audiences. This new type of audience targeting is aimed at helping marketers "reach people who've already shown interest in their product or brand by doing things like saving a product, viewing a shop or initiating a purchase."

Shopping lookalike audiences. Through this advertisers can expand their reach by targeting "shoppers" with similar interests as their existing customers on Facebook and Instagram.

Discounts in Shops. Brands with Shops will be able to promote sales and discounts via the Promotions tab in Commerce Manager. For the holidays, for example, you can create offers for specific products — by grouping them in product sets. The discount promotion types available are: sale pricing, minimum purchase requirement and discount with code.

The new features, ad formats and audiences for retail underscore Facebook's intention to make Instagram and Facebook mobile shopping drivers. The company says it's seeing 78% of online purchases happening on mobile and expects that number to increase during the holidays.



Standout campaign of the month

ALEXA HILARIOUSLY DISRUPTS EPIC MOMENTS IN DROGA5 LONDON'S ADS ABOUT VOICE CONTROL - It's a bit like having a magical power

Droga5 London has created two new spots for Amazon Alexa as part of a global campaign titled "A voice is all you need," which aims to show how the device can make life a little easier.

The ad shows how people can control the (digital) world around them by having Alexa act on their every whim.

"Having Alexa is like having a magical power. And if you had that power, would you not transport yourself to an epic battle scene with elvish warriors and ask them to re-enact that part you missed while you focused on ironing your shirt? I would," said Shelley Smoler, executive creative director at Droga5 London, speaking of the shop's latest work for the brand.

The work is designed to be a visual representation of how Alexa can unlock possibilities in a way that hands-on tech devices can't, Droga5 said.



Stay tuned for more East River updates

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