EVERYTHING YOU NEED TO KNOW TO:

BUILD THE BEST CUSTOMER EXPERIENCE

bitly THE POWER *of* THE LINK.

EVERYTHING YOU NEED TO KNOW TO BUILD THE BEST CUSTOMER EXPERIENCE

Technology is in our favor these days, marketers.

There's a seemingly endless number of ways to create experiences that deliver and delight.

Consumers can now order their morning cup of Starbucks coffee through Facebook Messenger and get notified when it's ready for pickup.

The Messenger bot can also generate and play songs through Spotify depending on a user's mood.
In return, these touchpoints tell us a whole lot about what customers are interested in and how we can continue to add value. Or so we think.

Recent research shows that while customers are talking to brands more often, they aren't any more satisfied.

So how do you ensure that you're using your data to fully optimize the customer experience?

How do you determine what adds value? How do you measure success?

IN "EVERYTHING YOU NEED TO KNOW TO BUILD THE BEST CUSTOMER EXPERIENCE," WE COVER:

▶ What it means to create a great customer experience

▶ How to build and improve your customer experience across each major channel

▶ Top customer experience strategies and tools brands will be using this year

▶ How to test, track, and measure success of your customer funnel

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01
WHERE WE ARE AND WHERE WE'RE HEADED

The Most Valuable Currency Today is Attention.

The average American owns four devices and the regular U.S. consumer spends 60 hours a week consuming content across devices.

To make matters more complicated, social media channels work to keep users in-app with native ads and search. Algorithms are built to favor paid content. Reporting is often directional, since one platform's definition of "views" and "Impressions" may not be another platform's definition.

It's also hard to get your brand out there. Internet giants like Amazon price match, mobile apps aggregate news, on-demand services promote convenience and cost savings over branded experiences.

That's why customer experience is more important than ever. It's the only way to drive engagement and loyalty in today's landscape.
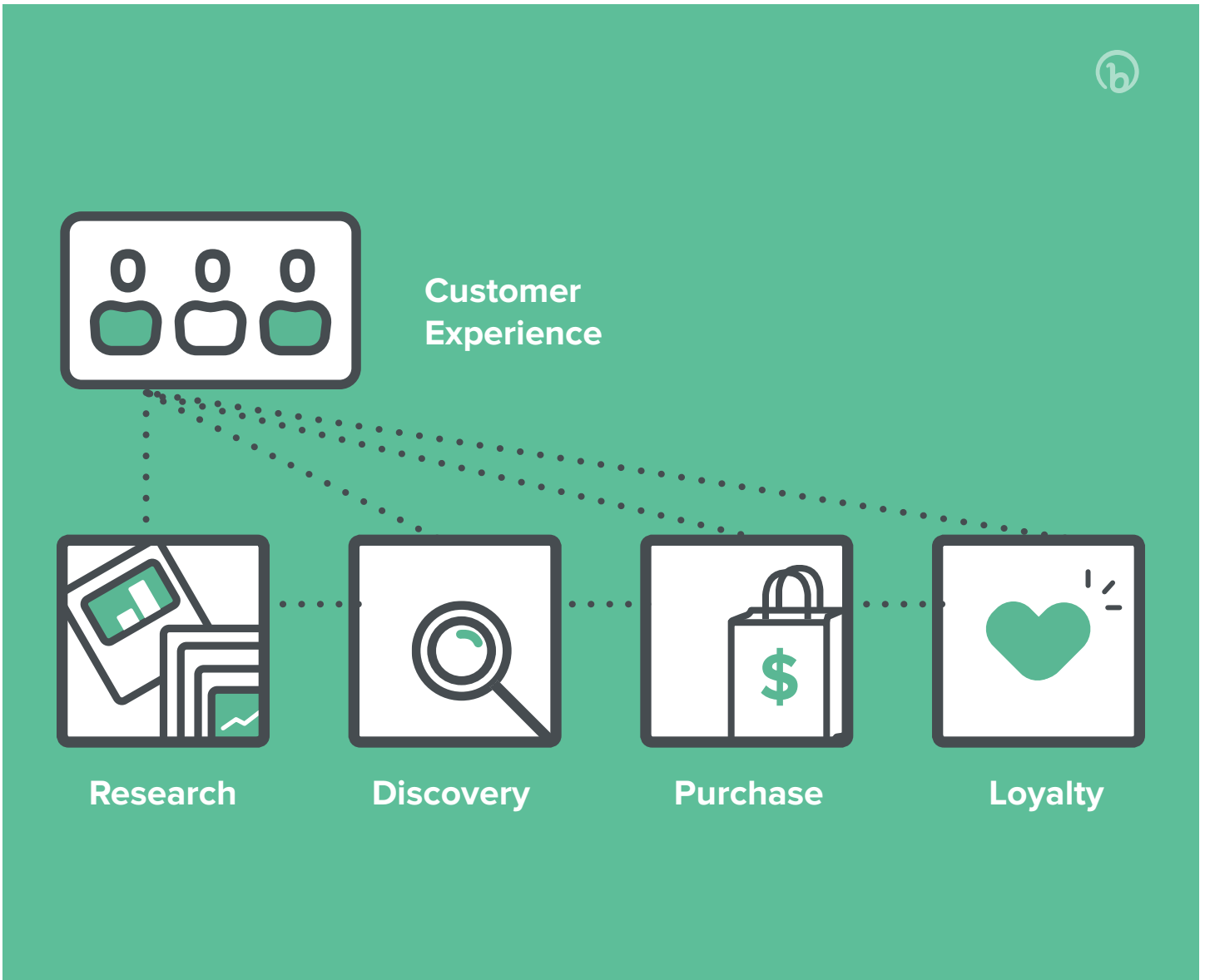
01 | What is Customer Experience?

Customer Service

The lifecycle of a potential customer as he or she researches options, discovers your brand, purchases your solution, and becomes loyal to your brand.

02 | Customer Experience Around the Org

Customer experience means many things to many people, but it's ultimately a collection of touchpoints a customer has with your brand that shapes how they feel and think about your product.

But many companies today struggle to consolidate the data that's needed to build a consistent experience - 81% of companies say they are close to having a holistic view of their

37% of consumers say their favorite retailer understands them.

customers, only 37% of consumers say their favorite retailer understands them.

81% of companies say they are close to having a holistic view of their customers

Here's how experts from various business lines define customer experience and how they build and improve on the experience on a daily basis:

Business Development and Sales

"We support Forrester Research's view that customer experience is the sum total of all the touchpoints a customer has with your brand -- from advertising, to your website, through to consumption and after-sale support, and everything in between.

With every touchpoint, customers go in with an expectation of what they'll experience and come away somewhere on a spectrum between disappointed and delighted.

Ideally, senior leadership is measuring and improving this sentiment by way of key performance indicators like call center metrics, website surveys, and social media listening.
We typically recommend rolling all these KPIs up via Net Promoter Score (NPS) surveying. Asking your customers how fervently they'd recommend you to a friend or colleague surfaces some pretty telling insights, especially when you ask why they feel the way they do. If you can include competitive NPS scoring, you'll be in an even better position to under how you're doing."

James A. Gardner,
Director, Client Strategy & Development at Connective DX

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Marketing

"We believe transparency is key. In order to personalize the customer experience, we allow our clients to view the Trello boards our team uses to outline assignments and strategic plans.

We want our customers to not only see the results we achieve, but also the efforts we put in. This encourages open communication and allows us to have a better understanding of what clients expect from our service."

Henry Butler,
Marketing Consultant, at CanIRank

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"Customer experience means providing consistent and quality service at each customer touch point, whether it's website, customer support, the app, social media, etc. If a company promises quick service, customers should get that every time and in every channel.

We partner with our product and development teams to improve customer experience by regularly asking our users for feedback in various ways, such as surveys and drip-emails.

We analyze and discuss feedback both daily (as we receive new feedback) and monthly (when we send out the NPS survey) on a dedicated Slack channel, and regularly meet as a whole company to discuss how we can improve our product and experience."

Debbie Chew,
Head Of Operations, at Codementor

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DEV / IT

"Performance is in the design, not an engineering afterthought. We question every decision. How can we optimize the amount of bytes we are sending our visitors? What is our level of ADA compliance? Is there a simpler interaction? What will this look like on different screen sizes?

Collaboration from different stakeholders is essential as early as possible in the process.

As a front-end engineer, I'm thinking constantly about reusable, familiar components on our site and how these can be applied to social channels and other marketing materials to that will allow other teams to work efficiently and our users to easily navigate the experience.

Our biggest challenge is the ever-changing landscape of the web. Users are experiencing our customers'

brands in new social channels and new devices. We have to make sure we are telling the same overarching brand story in an appropriate fashion for each platform.

We must be constantly re-educating and reinventing ourselves to keep up with latest trends in e-commerce, brand storytelling, and engineering — but we welcome this challenge.

Front-end engineers ask each other questions and actively share experiences from other clients and technologies. We push teammates and clients to be the best versions of themselves, and wouldn't have it any other way."

Nick Beattie,
Senior Application Engineer at LYONSCG, an eCommerce digital agency

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Design

"As a designer in a healthcare startup, it's essential to understand the customer journey from both the patient and physician point of view. Customer journey maps help us visualize the needs, desires, and motivations of our customers. They visualize the customer experience across the various touch points in our product ecosystem. Customer journey maps are also an effective communication tool when explaining the opportunities and barriers our customers face to other stakeholders such as developers and executives."

Nicholas Tenhue,
UX & Product Strategy Lead, The UX Blog

"I've found that you can't design for any specific device screen size because there are far too many. The best way to go about it is to figure out how to set up your site in a way that elements and copy are able to re-order without breaking your hierarchy. This can be achieved by designing with an elastic or fluid file setup, rather than a fixed setup.

Communication is KEY when working with other teams. Knowing exactly what your developer needs to accomplish the goal at hand will save you many hours of back and forth. If it's unclear what's being asked of you, ask for an example to see what they need from you. Neither side should start work on deliverables until you are both 100% on the same page."

Craig Bloem,
LogoMix

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Define:

Research your target market

1

3

Build:

Build relationships with your audience

Measure:

Measure your audience's cross-channel journey

2

Personalize:

Tailor the content to your customers' interests and needs by optimizing each touchpoint with data

4

03 | Putting it into Action

To help you visualize what a customer experience plan looks like, let's break it up into four stages above.

02
BUILD

The first step to building customer loyalty is consistency. What is your brand's personality and what kind of lifestyle is it selling?

In this section, we'll talk about how to find and build your brand voice and aesthetic. You'll learn:

How to maintain consistent branding in a fragmented digital landscape

Why Bitly Branded Short Domains are so important and how to use them

How to define your brand voice

How to choose your own Branded Short Domain

01 | Branding, branding, branding

A truly great customer experience starts before someone is even a customer. Rather than trying to sell right away, marketers need to build brand integrity beyond the website.

By becoming a go-to resource for entertainment, expertise, or advice, marketers can elevate the profile of the brand... especially by ensuring that your branded content is consistent across every channel.

48% of consumers say that the most critical time to earn their loyalty is when they first make a purchase or start a service. Research also shows that 45% of a brand's image can be attributed to what it says and how it says it.

48% of consumers say that the most critical time to earn their loyalty is when they first make a purchase or start a service.

It's important to build a consistent brand identity across platforms because:

1   It helps win trust and boost loyalty

2   Social media channels are ever changing and you can't rely on the medium, you have to invest in a strong brand that will carry audiences across platforms

3   It helps you stand out in a saturated market

2 | Think Outside The Box, But Inside The Prism

In 1996 Professor Jean-Noel Kapferer,
the professor of marketing strategy
at a popular management school in
France introduced the
Brand Identity Prism in his book
"Strategic Brand Management."

He highlighted six elements that are important in building out a brand:
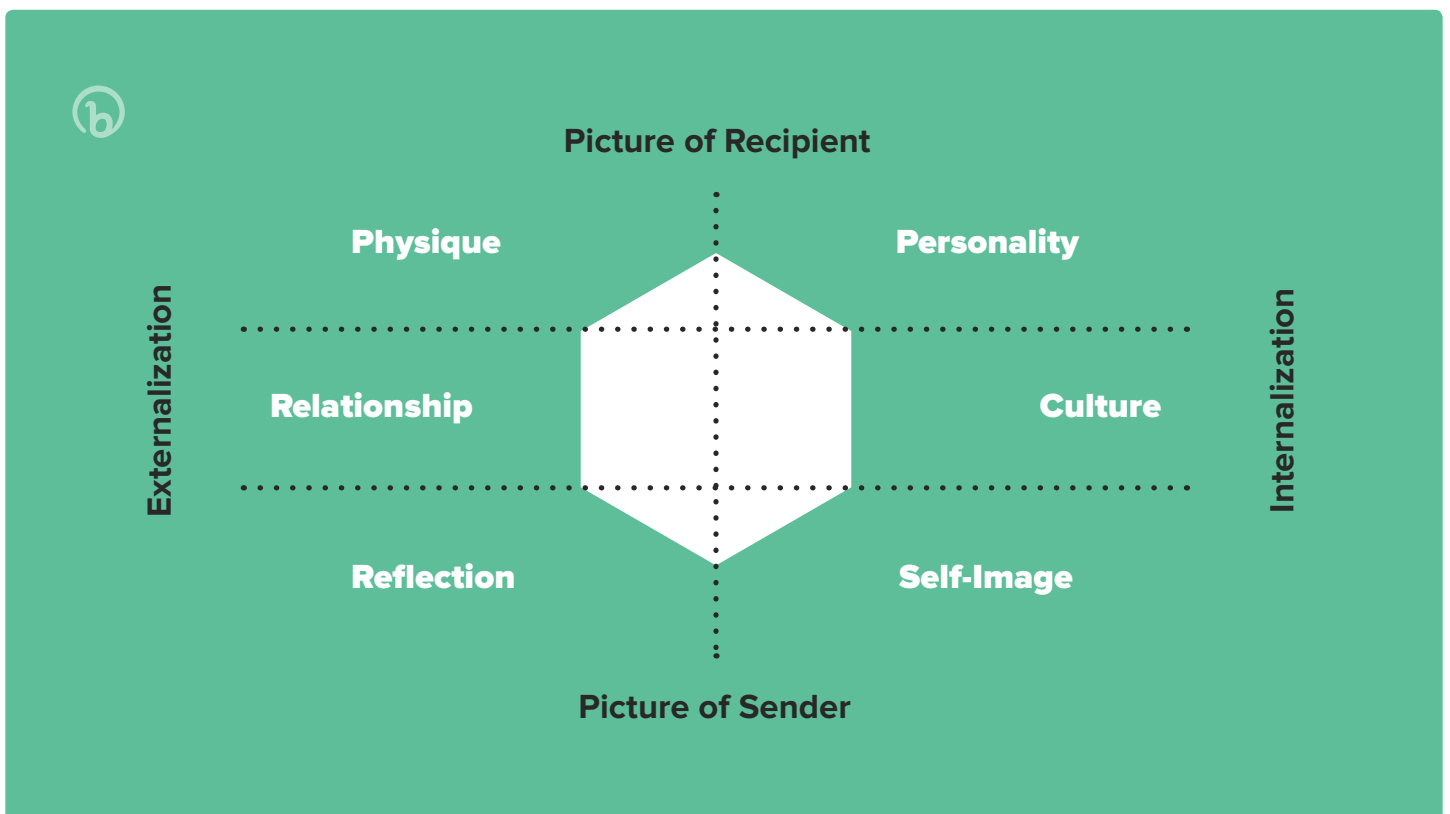
Brand Identity Prism

1 **Physique** is the recognizable, physical aspect of your brand. This can be your logo, color scheme, and packaging. For example, McDonalds is known for its golden arch and the red and gold coloring.

2 **Personality** is your brand's character. It's how you communicate with the outside world. This is the way your copy is written, this can also be expressed through celebrity endorsements or influencer partnerships.

3 **Culture** is the value system your brand acts off of. At Bitly, we believe in an internet you can see across. This is not only about transparency and building an internal environment where everyone openly shares ideas and responsibilities, but it also translates to how the link helps track and share data across all platforms, breaking down silos.

4 **Relationship** is the relationship that your brand represents.

5 **Reflection** refers to the reflection of the consumer. Who is your brand's most stereotypical customer? Who is most likely to buy your product or would most frequently use your service?

6 **Self image** is the consumer's ideal self. This can help you think about the lifestyle that your brand portrays. For example, Red Bull is selling a bold, adventurous, thrill-seeking lifestyle. On the other hand, if you're a SaaS or B2B company, you might think about what kind of value you're selling. That could be productivity (like Trello), or transparency and convenience (like us here at Bitly).

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03 | How To Use Content To Build Lasting Relationships

A quick Google search makes it easy for consumers to find just about anything they want about your company. A brief look through Twitter makes it easy for consumers to see what their friends and family think about your product.

Brand reputation is increasingly hard to control in today's digital landscape. With social media, consumers hold a lot of power over how the Internet thinks and feels about your brand. Almost three-quarters (74%) of consumers identify word-of-mouth as a key influencer in their purchasing decision and 68% trust online opinions from other consumers.

How do you use this chatter to your advantage? How do you make your product sell itself?

Let's explore how to use content to build lasting relationships with your audience.

(Almost three-quarters) **74%** of consumers identify word-of-mouth as a key influencer in their purchasing decision and **68%** trust online opinions from other consumers.

Consumers trust peers more than they do brands. 92% of consumers trust peer recommendations over advertising.

A | Passing The Mic: UGC & Influencer Marketing

Consumers trust influencers, friends, and even strangers more than brands. Research shows 85% trust content generated by others more than they trust the content produced by brands.

As the world grows increasingly digital, consumers are becoming more informed and connected than ever. They won't take advertising at face value - they do their research.

UGC is so powerful, because it's transparent and authentic. UGC can shine light on different angles of your product that glossy, retouched ads can easily hide.

Here are some of our favorite examples of UGC in the wild:

85% trust content generated by others more than they trust the content produced by brands.

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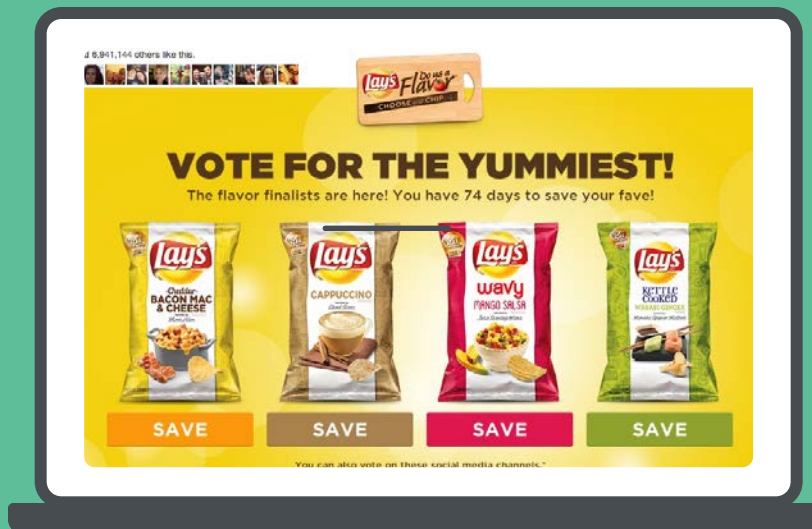
B | Crowdsource Product Ideas

Consumers trust influencers, friends, and even Lays' "Do Us A Flavor" contest was a year-long social media campaign which invites customers to help choose the next flavor of chip the company would create.

Crowd-sourced contests make customers more engaged and invested because they feel like they're being heard and they played a hand in creating the product.

The "Do Us A Flavor" contest drove over 14.4 million public submissions, Lay's brand's ad awareness increased by 2%, and purchase intent increased by 1%.

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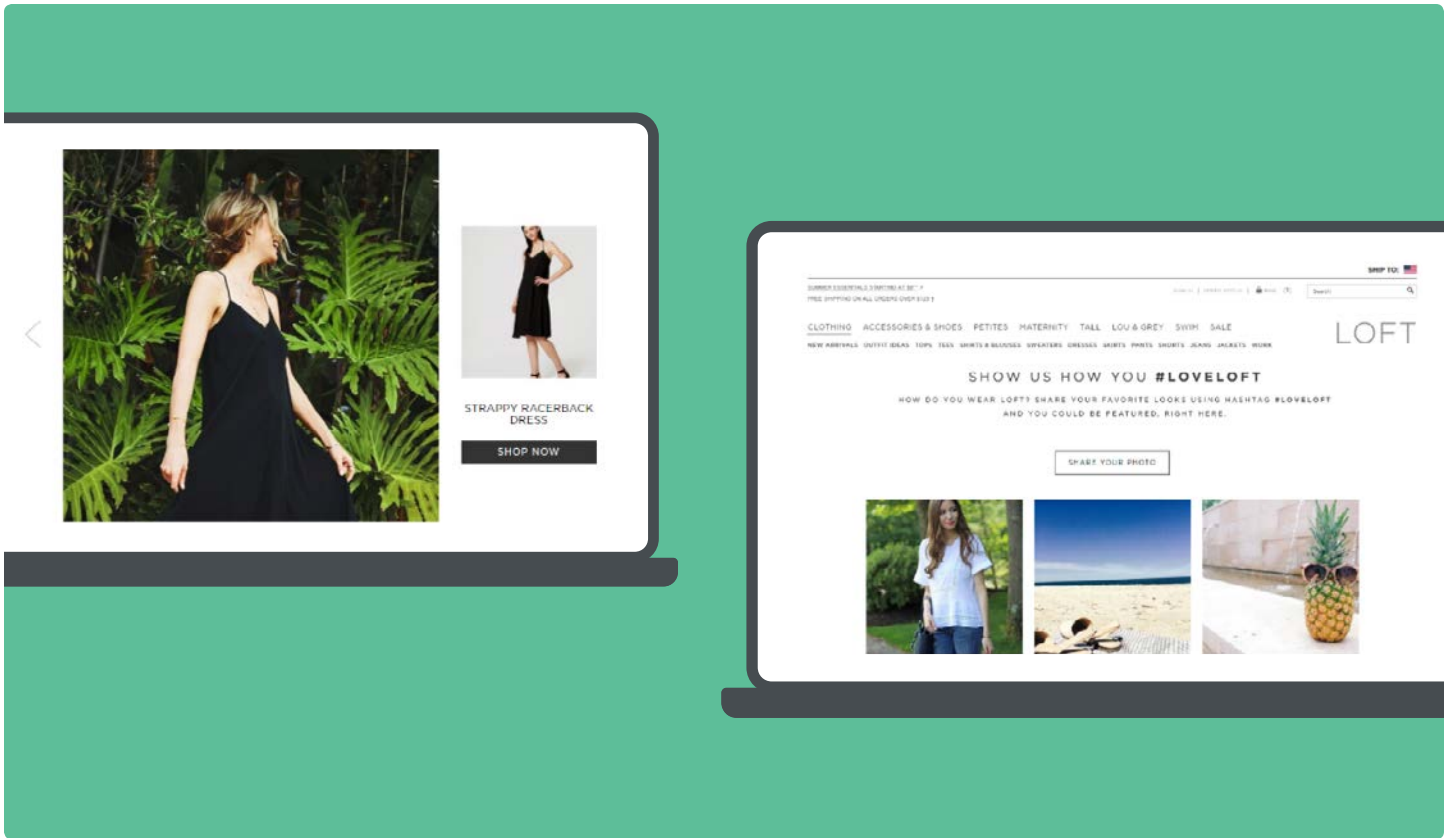
LOFT

C | Make Positive Customer Reviews Highly Visible

LOFT encourages shoppers to capture and post Instagram photos of their merchandise using the dedicated hashtag, #loveloft. They integrate these photos into a shoppable social gallery where a select number of these posts are chosen to be featured.

If someone browsing the site comes across another customer wearing a dress they like, they can snag one up for themselves right away.

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D | Maintaining Your Voice With Partners & Influencers

If you're partnering with an influencer or another company in your industry, it's because their aesthetic reflects your brand, they're passionate about your product, and you dig their style. But still, a lot can happen from conception to execution.

How do you ensure that partner content matches your vision?

This is where a campaign brief comes into play.

Dos and Don'ts

✓ To kick off the collaboration, send your partner the campaign brief along with a separate work contract to sign.

✓ A great dos and don'ts list is specific enough to be helpful, but still gives partners enough room for creative autonomy.

✓ Include a dos and don'ts section in your brief, so that the partner know exactly what they are committing to and you can streamline the project's objectives.

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Here are some common dos and don'ts for a partner marketing brief:

Dos

✓ For visual content, shoot in a well-lit environment, try to use as much natural light as possible! Daylight works best.

✓ Incorporate brand colors if possible.

✓ Include #sponsored in the caption. According to new FTC regulations, you need to disclose all sponsorships and promotions.

✓ Style the product in a way that's clearly identifiable. If there's a specific feature, like a logo, pattern, or interface that is unique to your product, be sure to ask influencers to include this in the shot.

Dont's

✕ Include identifiable logos, products, or branding from other brands and competitors.

✕ Use collages, filters, or stickers.

✕ Be overly promotional in the caption.
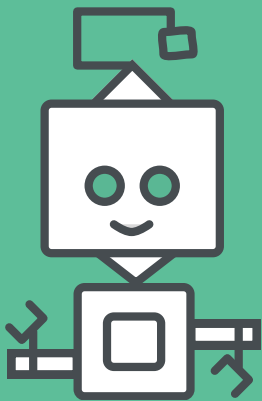
03 | Visual Inspiration

Think of this next section as a miniature mood board. Fill up a page or two with examples of what you'd like your influencer's posts to reflect or represent. You'll want to make sure there's a cohesive theme that the influencer can take away, whether it's a color, shooting style, mood, or personality.

04 | Content Checklist

Full-time influencers are juggling multiple partnerships. Even part-time influencers often receive plenty of inquiries a week.

Make it easier for your influencer to keep track of all that they need to create content that will deliver results. Not only will the production turnaround time be shorter, but this saves a lot of potential work on your end. Without a check list, influencers might forget to use the right hashtags the first time around, or not follow through with posting the number of photos you were looking for.

Use Bitlinks to keep yourself organized too! Give your influencer a customized Bitlink to easily track when they are posting and how their content is performing and impacting your bottom line.

Here's an example of a checklist to get you started:

- ✓ Post X number of photos of the course of X time

- ✓ Mention us @handle in each post and tag us

- ✓ Please include a variety of these hashtags: [insert branded hashtags or industry hashtags]

- ✓ Include a call-to-action [insert custom call-to-action]

- ✓ Include your custom link in your bio to drive followers to click-through to the landing page

- ✓ Remember to email us with the links to your posts afterwards so that we can repost on our social channels and give you a shout out!

Use a Brief to Prevent Grief

The average brief doesn't have to be anything more than three to five pages long. It doesn't take too much time to put together, and once you get a template going you can reuse it for all of your partner marketing initiatives.

Don't underestimate the value of putting aside a few hours to draft up a creative brief for your influencers. Too often, I've heard horror stories of brands losing revenue or influencer relationships being tarnished all because of simple misunderstandings at the beginning of the project. Putting together a creative brief can prevent a lot of grief down the road.

04 | Controlling Your Brand When You're Not in Control

In a digital landscape that becomes ever fragmented, it's harder to control where users will see your content, when, how, and in what context. That's why it's all the more important to automate processes, create advocates, and brand content in a way that will easily translate across channels. This is why we at Bitly think the link is so important. The link lives across all channels and devices.

By using trackable Bitlinks at each customer touchpoint, you can gain a real-time view of your cross-channel customer journey.

Bitly's Branded Short Domains build strong relationships with your audience by ensuring that every touchpoint shows a branded link.

Redbull uses the branded short domain of wn.gs (echoing "Red Bull Gives You Wings") to create that sense of brand identity on digital channels:

Redbull

VISSLA @vissla · Jul 23
Califorinica - made from Upcycled Coconut Plastic Bottles / Cotton Stretch - vss.la/Californica
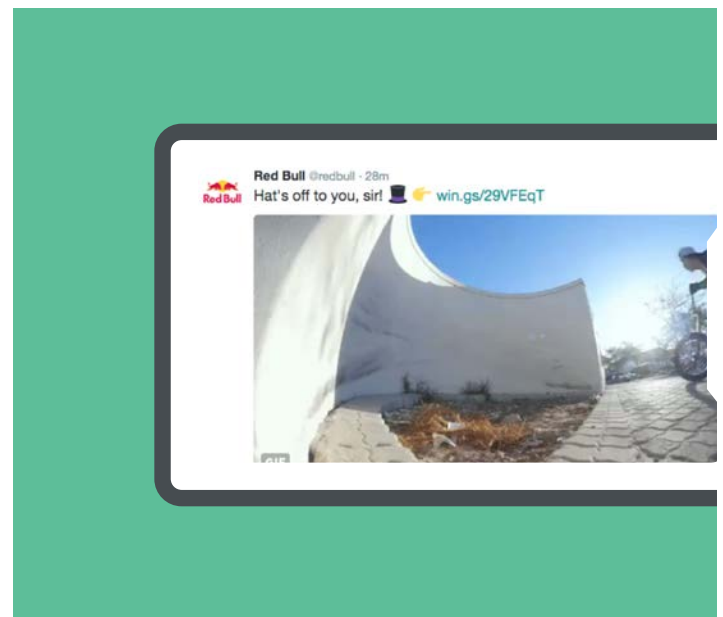
Ecommerce shop Vissla uses branded links to build brand awareness and create compelling calls-to-action. (left)

Branded Link with a Custom Back-Half

Customers trust branded short domains more — on average, a Branded Short Domain sees a 34% higher click-through rate than an unbranded domain. Thanks to auto-branding, Branded Short Domains also allows you to brand all of your content as it gets shared across social networks, too.

When you choose a branded domain, you're branding the single most visible element of your marketing: the link.

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05 | What's in A Name?

Want to get your very own Branded Short Domain? Simply choose a domain that's less than 15 words, purchase it with a third-party domain registrar, and then integrate it with your Bitly account.

.ao	**Angolia**
.at	**Austria**
.bg	**Bulgaria**
.bo	**Bolivia**
.deals	
.ly	**Latvia**
.io	Often used by startups, tech companies, and web apps because IO can be an acronym for input or output.

Here's how:

1   Grab a notebook and pen or head on over to the whiteboard for a brainstorm session. Your BSD will be the name of all your links going forward, so you'll want to give some thought to it before you purchase!

2   Some helpful tips in choosing a BSD:

- Remove vowels to tighten things up

- Think about mottos, taglines, or themes (i.e. swoo.sh for Nike and ideas.ge for GE)

- Consider playing around with different domain endings:

Here's how (cont.):

3   Purchase your domain with a third-party domain registrar. Domai.nr, GoDaddy, and 101domain are great places to start.

4   Set up your DNS settings. The Domain Name System (DNS) is what allows a web browser to translate a domain to a website. You will need to tell your DNS to point your custom domain to your Bitly account. You can find a step-by-step guide on how to do that here.

5   Set up your domain in Bitly.com. Sign into Bitly and head over to "Advanced Settings" > "Branded Short Domains." You'll find further instructions there on how to link up your BSD. [a]

6   You're all set! When you go to shorten a new link, you should be able to see your BSD in the dropdown above your link. [b]
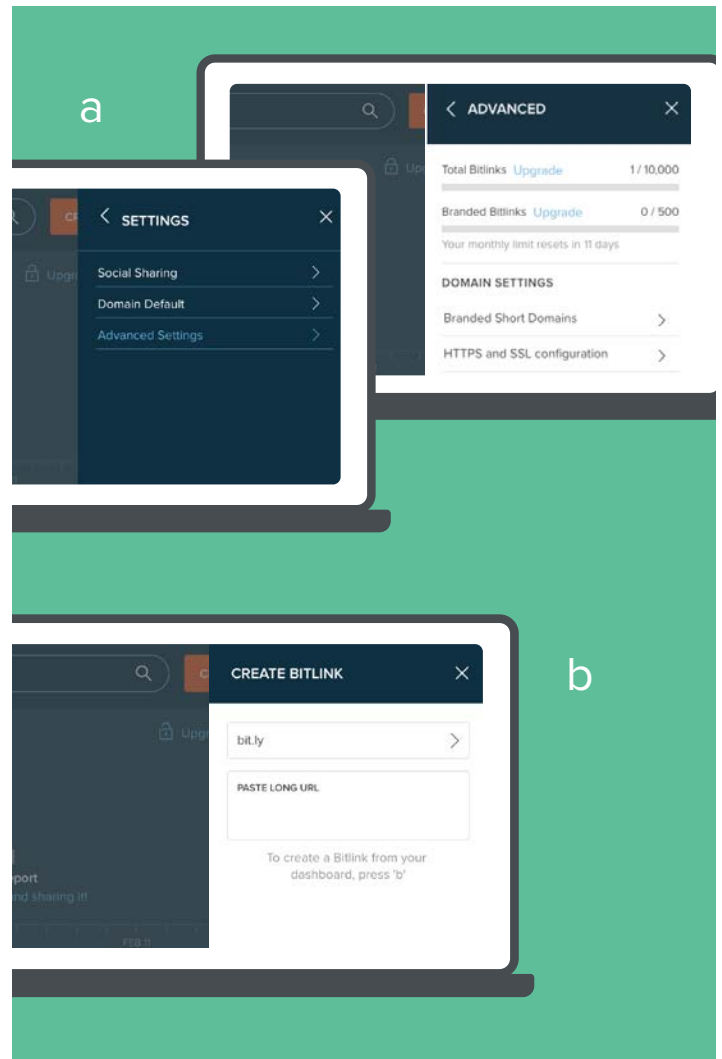
03
MEASURE
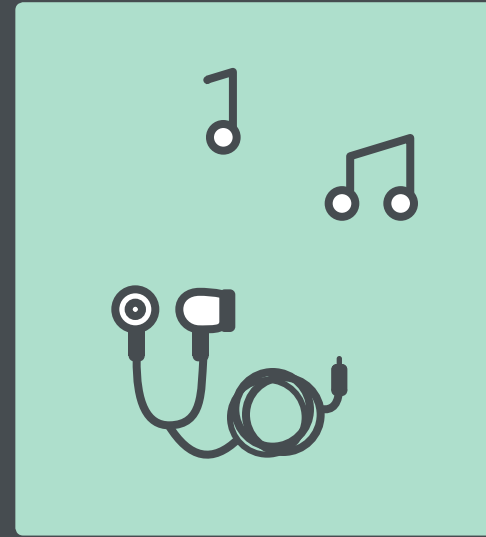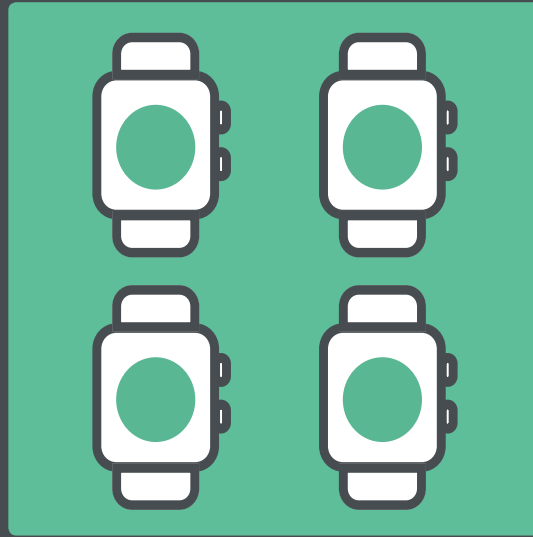
According to Adweek, a quarter of US consumers will consult social media sites before making a purchase and 40% of millennials use social media just to ask for gift ideas.

If their experience is good on a social channel, 71% of consumers are likely to recommend the brand to others.

There's no telling what device these customers will use for these searches.

Two-thirds of web traffic to online retail is mobile and Google announced last year that more than half of the search giant's traffic is mobile now.

That's important, too, considering that research shows 44% of consumers start looking for products by a search engine.
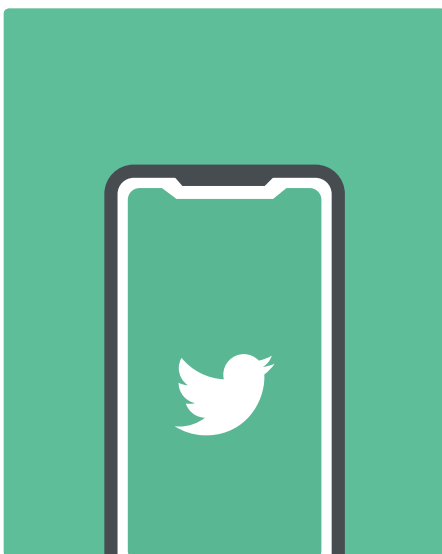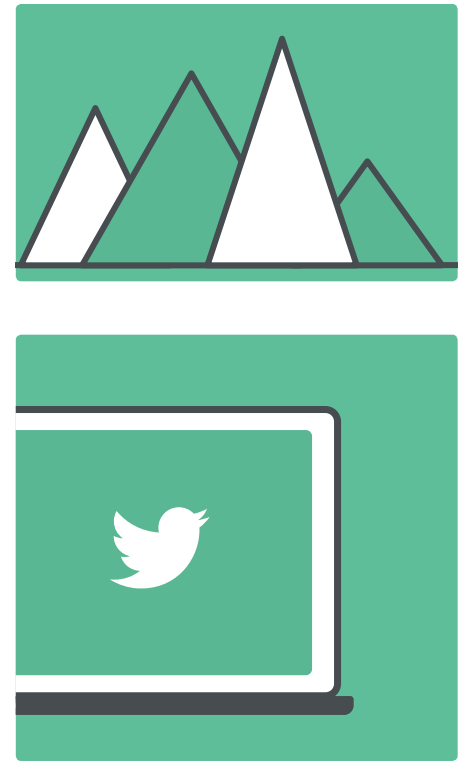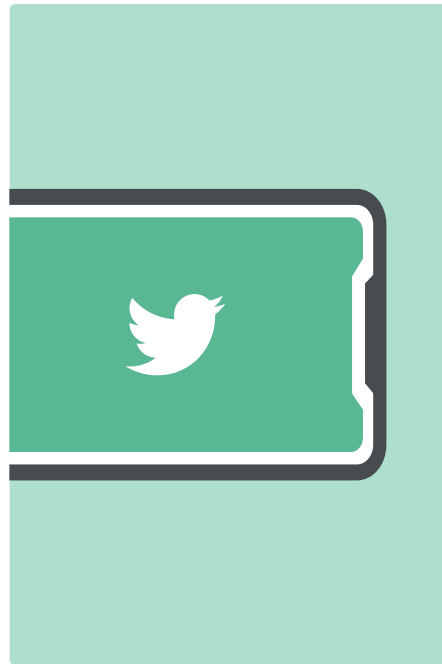
01 | Defining Touch Points

To start tracking across every channel, you first have to identify which channels and devices your users frequent most.

At Bitly, we use a mix of Salesforce and Marketo to map out what our funnel looks like. We dig into how prospects first discover Bitly, what keeps them interested, what drives them into a conversation with sales, and ultimately what seals the deal.

From there you can decide on some KPIs to help measure success. Where do customers engage? When do most customers engage? What does more-than-average engagement look like?

Here are some popular KPIs to get you started:

✓ **Retention Rate**

✓ **Unique Pageviews**

✓ **Net Promoter Score (NPS)**

✓ **Conversions**

✓ **Referral Traffic**

This is your end goal; typically sales. It's the number of customers you get to successfully complete the intended action. This can also be downloads, shares, etc.

✓ **Unique Clicks**

02 | Finding Your Way Through The Maze

Customers don't engage in silos. So why do we work in silos? To truly navigate the maze, we need to break down the silos.

Marketers have more channels to experiment with, but they also have to be where the consumers are. Which is everywhere. One of the best ways to be everywhere at once is to divide and conquer. Every team collects some sort of feedback.

In a B2B company, the sales team has insight into customers' pain points and biggest incentives to upgrade. The social media team knows which channels and devices consumers frequent most. In a B2C company, the product and operation teams know which products are most popular and where.

At Bitly, we believe in using the link to see clear across the internet. That's why we created OneView, a paid feature of Bitly.

Cox Media Group

Cox Media Group (CMG) is a leading publishing company that is comprised of broadcast television stations, radio stations, newspapers, and digital publications.

There are always a lot of moving pieces, both online and off, and it's up to Social Data Analyst & Manager

Apryl Pilolli to figure out where viewers, readers, and web visitors are coming from and where they're engaging.

Bitly is a crucial piece for Pilolli's team when they want to monitor which channel or piece of content sees the most engagement. This gives them the intelligence they need to know what their audience wants next.

We have 70+ brands on the tool and we have at least seven use cases for it," Pilolli says. "[Bitly] really helps us understand what brings people back to our site."

03 | Tracking Offline Results

Theater supply and fabric store Rose Brand uses Bitlinks to unite online and offline channels, figuring out how many people click to the website after seeing an ad in a magazine.

"Since our demographic is still very involved in traditional media, we include Bitlinks in any print ads we run. By tracking clicks, we've been able to see a clear connection before the campaigns we run offline and the actions customers take online. In addition to linking it with print ad campaigns, we also use Bitlinks throughout our printed product catalogs. We're able to easily redirect customers to online resources, which will help them make better purchasing decisions. Using tracked clicks along with Google Analytics data, we've been able to better understand the customer journey as it moves from offline to online, and the steps customers are taking that result in sales."

Anna Klimczuck,
Marketing Coordinator

04 | Dark Traffic

If you think of some of the hottest apps today – Instagram, Snapchat, Whatsapp, Facebook Messenger – there's a common theme as to why these platforms are so sticky. Consumers want instant gratification, one-to-one messaging and rich visuals.

But traditional analytics tools, which were built for one-to-many marketing, aren't able to capture activity on these newer platforms.

Without a transparent view into each channel, marketers aren't able to see the full picture of how their efforts are paying off.

With known or "non-dark" channels, brands track using tags such as UTM parameters.

Claps

Favorites

Reach / Views

Likes

For example, say you're sharing a news article on Twitter using a 'Tweet This' button on the side of the page.

A window will open with an auto-populated tag attached to the end of the URL. It will look something like this:

"/?utm_campaign=June+2016&utm_medium=Newspaper&utm_source=TwitterShare". This tag shows that the referrer was the Twitter share button on the article's page.

But dark traffic links don't automatically attach these tracking links unless the shared link was copied with a tag in it. And if you think

about the average mobile user who browses content through an app or on their browser, most of the links they're copying and sharing with friends won't have tracking tags in them. Or, if they do, they could be the wrong ones - if someone finds a link on Twitter and shares the full link in an email, that data is no longer valid.

So the data gets lost, which means marketers have a harder time figuring out where their audiences are and how they're interacting with the brand.

But It's Not A Shot In The Dark

Dark traffic doesn't need to be scary to work with, though. Links are the universal connections that bridge together social channels, whether visible or not. They drive you from an email onto a sale page or from one mobile app into another.

Using UTM parameters and shortened links, you can shine a light on your dark traffic.

You can use Bitly to track clicks that would otherwise become dark traffic. Here are some examples we've seen in the wild:

KIND on Snapchat

KIND used Bitlinks in their spring campaign to organically drive traffic out of Snapchat and track engagement[a].

Snapchat users take a screenshot of the Bitlink, paste it into their browser, and fill check out from there.
This helps KIND get an idea of Snapchat engagement and how many people click beyond Snapchat and into the KIND website[b].

a

b
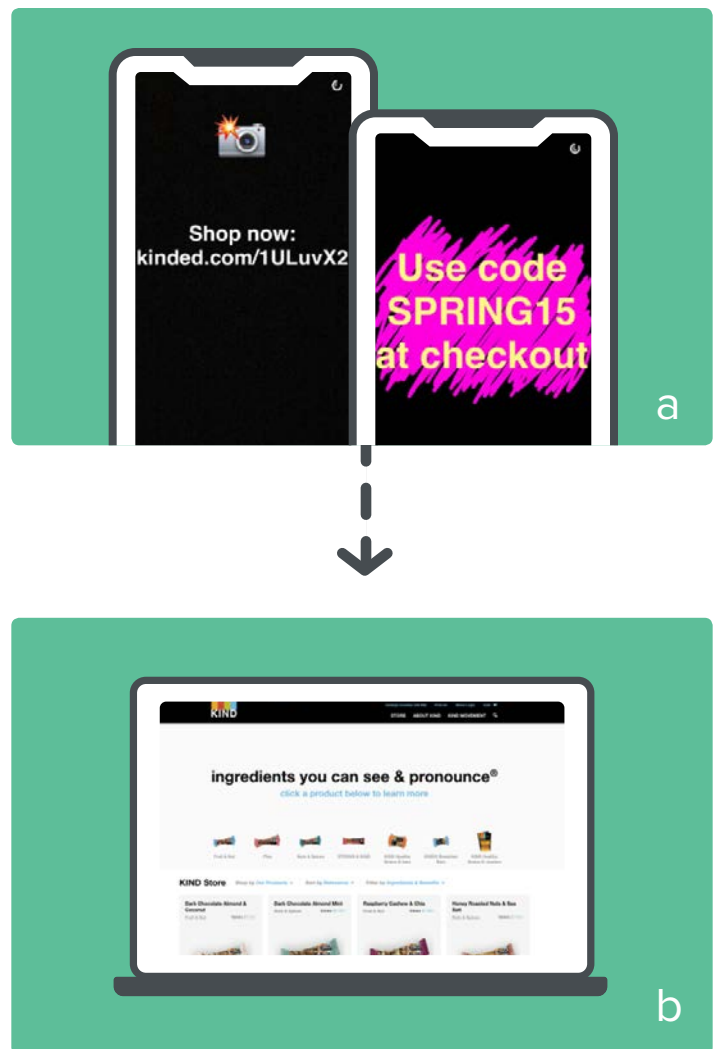
04
PERSONALIZE

What do you think of when you hear the word "personalization"? Do you think of subject lines with your name in it? Or a Facebook ad that targets you based on items you've put in your cart but haven't purchased?

That's only a small glimpse of what personalization is. Personalization is both much simpler and much more complicated than that: it's using data to learn what your customer wants and needs.

The key to compelling personalization isn't revolutionary. It's knowing what your audience wants. To spark real engagement, we have to see across all channels to manage, know, build and personalize the customer experience.

But the biggest challenge for most marketers lies in collecting data. 40% of us struggle to gain insight quickly enough, and 39% of us struggle with not having enough data. How do you organize, analyze, and turn this data into actionable content?

01 | Mobile

On the train, at the office, on the couch watching TV - consumers spend most of their waking hours on mobile. Tailoring and packaging your content to deliver the same compelling desktop experience on a smaller screen can be tricky.

There are two main levers you can pull when it comes to mobile:

SMS

SMS is inherently a personalized messaging channel. Consumers are more selective with giving away their phone numbers and receive far less promotional messaging on text than they do on email or social.

But while the average SMS open rate is 99%, lock-in a higher click-to-open rate by personalizing your content with location-targeted promotions, exclusive content, or even product recommendations.
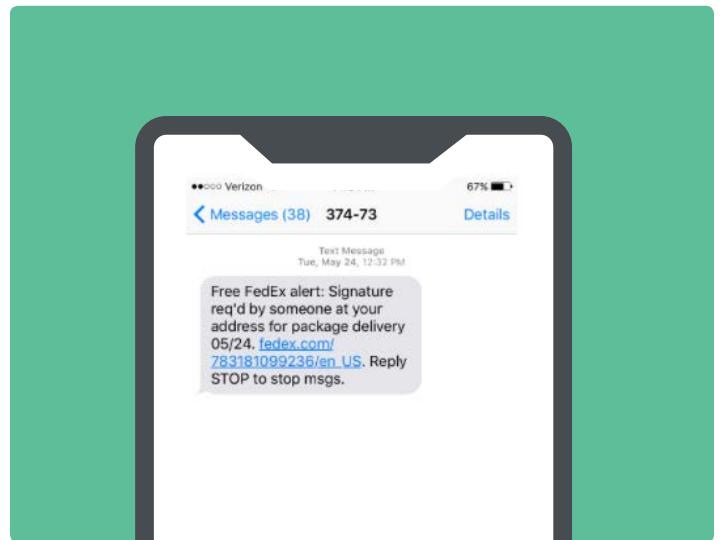
FedEx uses real-time text messaging alerts to notify customers when an action needs to be taken. Since customers are more likely to check their phones (the average American checks their phone 46 times a day), they're able to respond quickly and prevent the delivery from being delayed.

I had a package delivered to me recently that needed a signature before it could be received. I wasn't at home, but since FedEx sent me a text message, I was able to quickly ask someone else to help me sign off for the package.

Mayvenn, a startup that allows hair stylists to sell hair directly to customers, builds their business around SMS.

"SMS is just much more personal than any other channel. Our customers know: 'I have this person at Mayvenn that I text and who is always available to me'. They don't see SMS communication as marketing or sales," says Mayvenn COO, Taylor Wang.

Like many startups, Mayvenn runs promotional campaigns through SMS, but the twist is that the brand responds to each text and keeps the tone fun and conversational[a] :

They also use text to update stylists on their progress and send words of encouragement[b] :

a

b
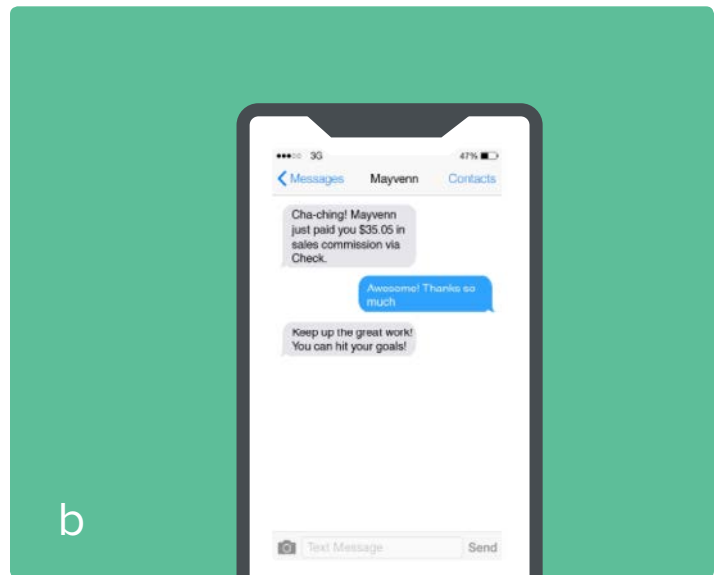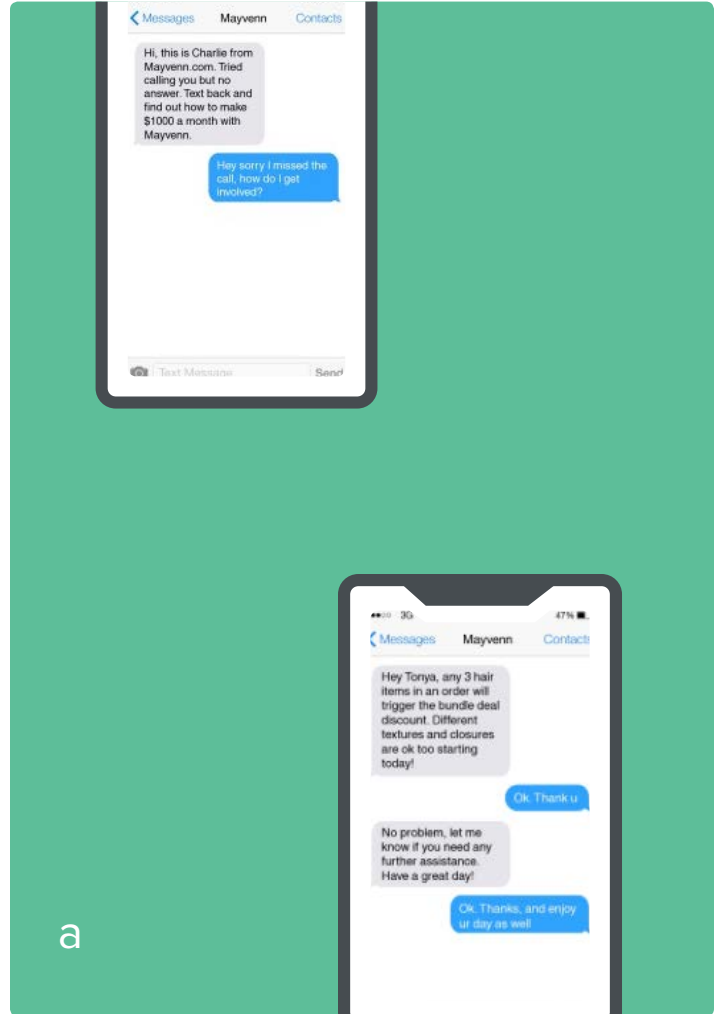
Deep Links & Apps

Mobile apps can be a great way to build an accessible on-the-go experience for users who are accessing your content from a smaller screen. However, retention is tough. The average app loses 77% of its users in the first three days.

Bitly Deep Links boost retention by driving users from the mobile browser directly into a page in the app, or if they don't have the app, to the App Store to download.

For example, a media company can email a subscriber about the latest episode of their favorite TV show, and then use a deep link to drive them back into the app to watch right away.
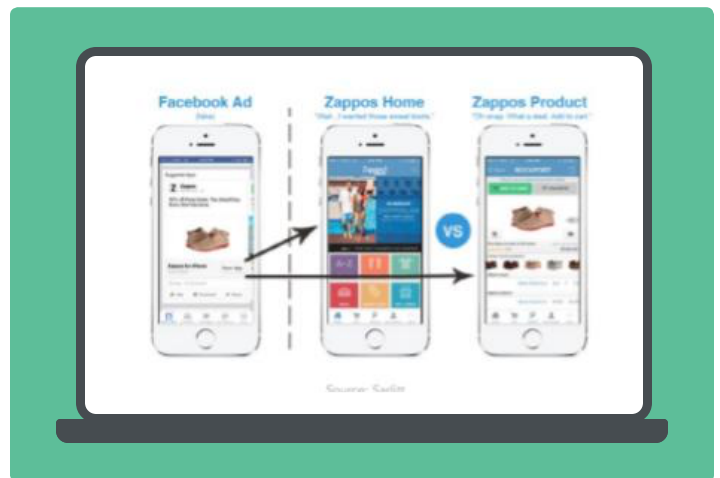
Or, in the image above, the deep link behind the Facebook Ad drives the user directly to the product page to buy, instead of to the Zappos homepage.
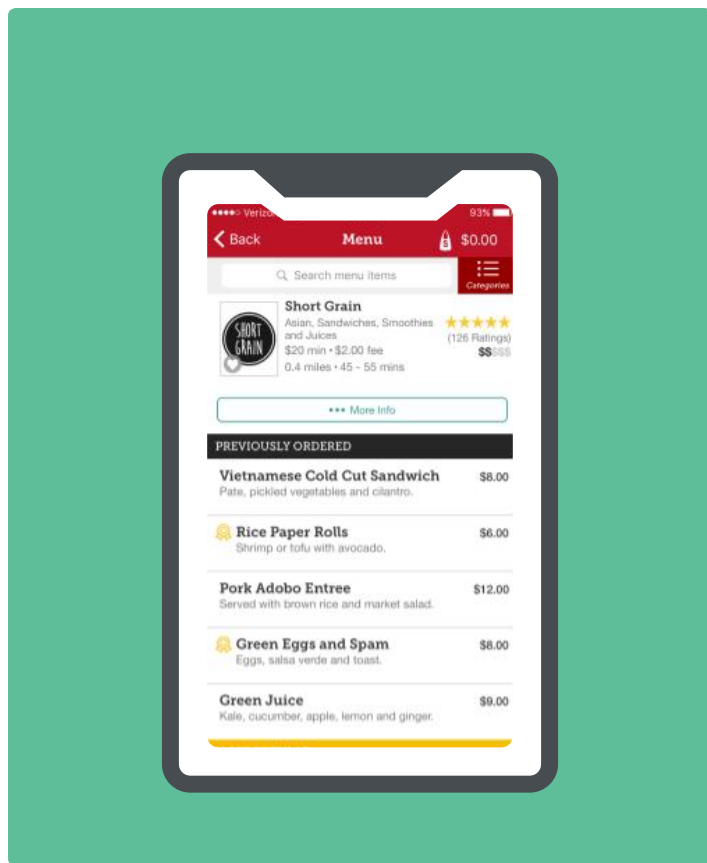
Seamless

My Seamless app remembers my past orders and uses behavioral targeting to encourage even more orders. Knowing how impatient mobile users are— 47% of consumers expect a web page to load in two seconds or less — having pre-populated options makes it less likely for users to drop off.

bitly
CASE STUDY

HOW ONE MAJOR MEDIA COMPANY DROVE
76,000 APP OPENS + 5,000 APP STORE VISITS
with BITLY DEEP LINKS.

50% OFF
PLUSHIES

SO FLUFFY

PLUSH SALE
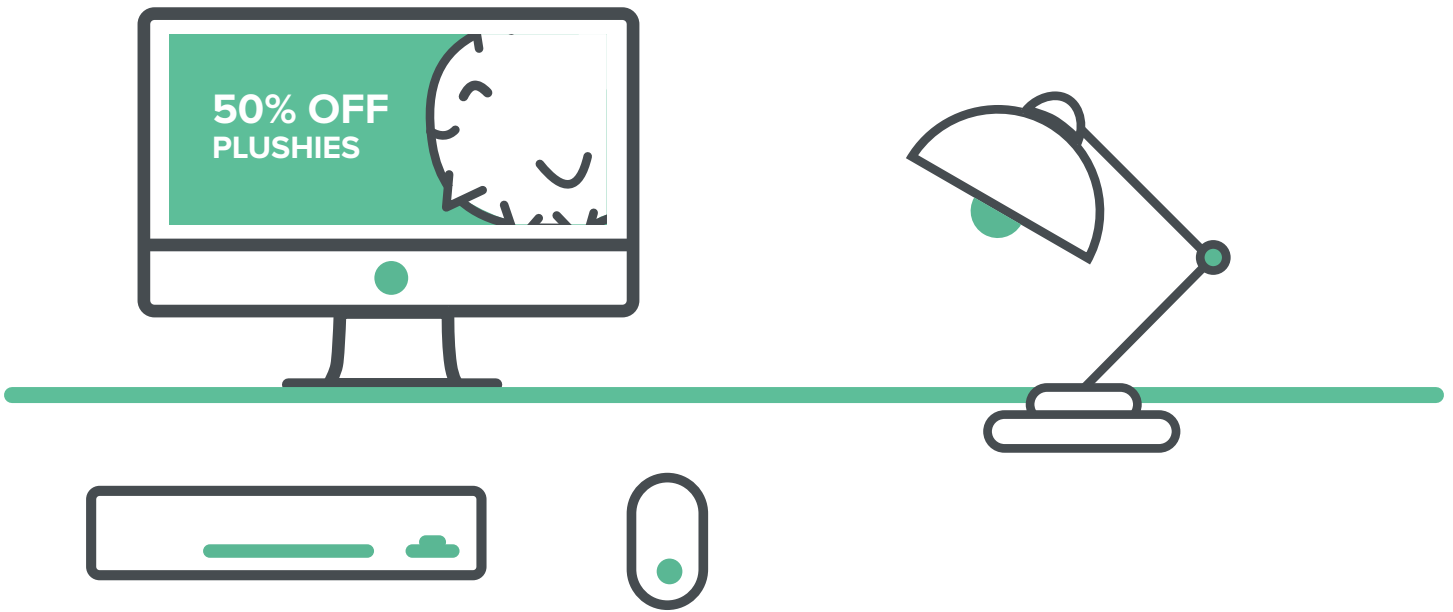
02 | Website

More than half of all consumers (65%) start their purchase on mobile, and then continue their purchase on desktop.

Whether consumers are directly converting on your site or just moving further down the funnel, shorten the sales cycle by making your website just as personalized as the last touch point.

Persona Based Call-To-Actions (CTAs)

AdRoll, an ad retargeting platform, uses personalized call-to-actions on their homepage to streamline the experience for two very different audience groups: small business and enterprise businesses.

Small businesses see a "Try It Now" button, and enterprise businesses see a "Request a Demo" button where a representative will take them through more tailored, advanced features fit for larger teams.

AdRoll uses an IP identification service and query parameters to identify and determine what kind of businesses visitors were coming from and which content they would see.

Small Business ....

REQUEST A DEMO

TRY IT NOW

Enterprise

Email Opt-In Pop-up

Women's apparel retailer LOFT triggers a pop-up box encouraging new shoppers to sign up for their emails in exchange for a $25 off discount.

The brand sets up parameters around the opt-in form to avoid distracting customers. For example, you can have the opt-in form stop popping up once a user has signed up or stop appearing if a viewer hasn't signed up by the third visit.

Whether you're a B2C or a B2B business, setting up an email opt-in with a compelling offer can help grow your list and boost your reach.
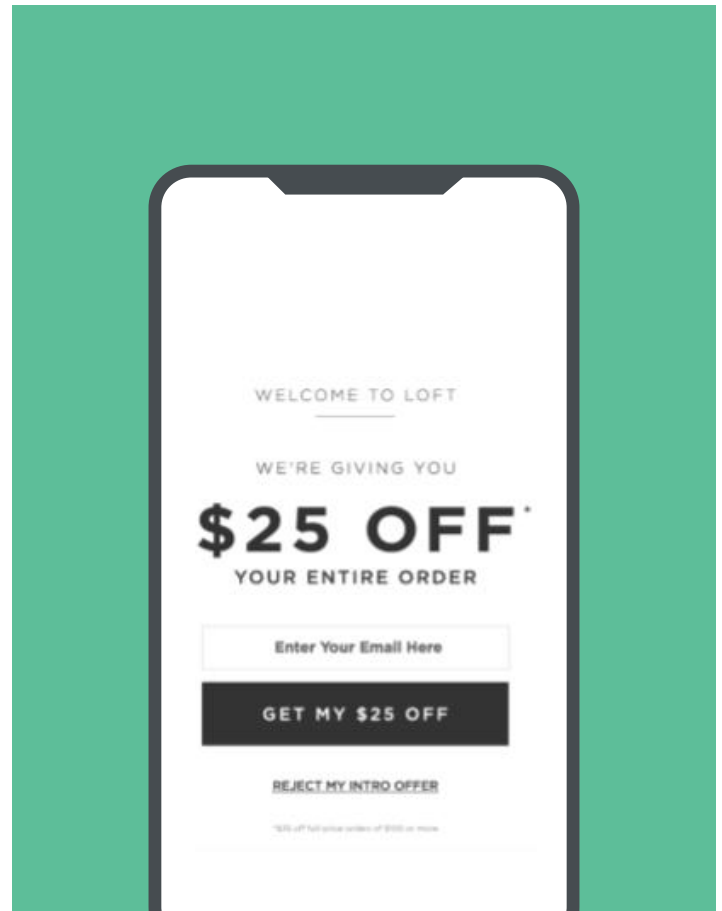
LOFT

Saved Preferences

Saving and organizing customer preferences on the homepage can increase dwell time (the amount of time a customer spends on site) and makes it more likely for them to come back because it's easy to navigate.

JetBlue and Amazon partnered to create this hub as an all-in-one destination for passengers to use in-flight. Flyers can check on their flight details, stream videos, connect to WiFi, and more.

JetBlue, Amazon

Web personalization is crazy if you have enough money to spend on it - you can dynamically change the language, images, call-to-actions, and more, based on IP address and other variables.
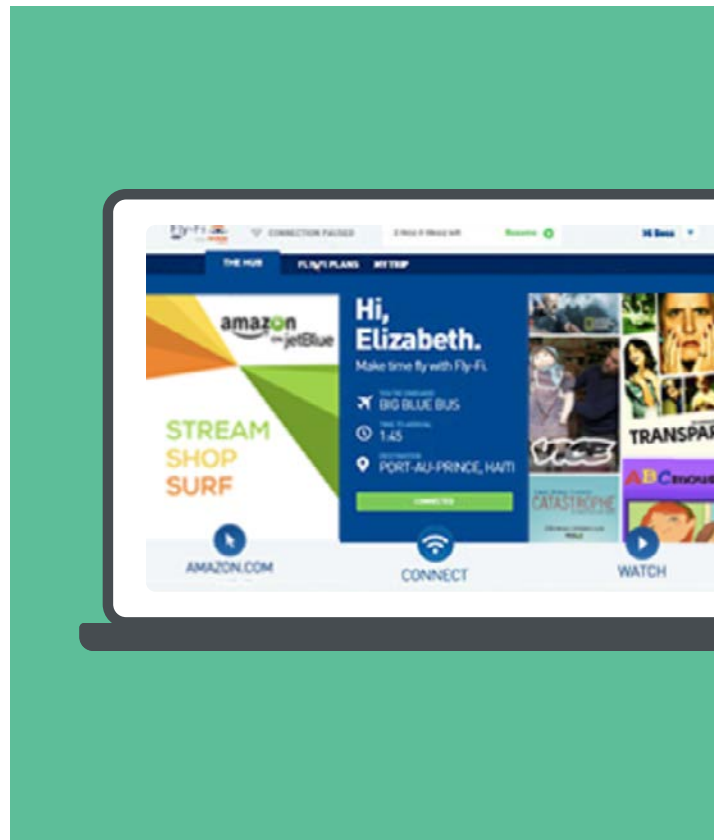
Dutch Railways uses CMS software to target and personalize deals for travelers based on their location and purchase history across all channels including mobile, web, and apps.

03 | Social

With the future of social becoming pay-to-play, personalization is key when it comes to cutting through the noise and getting the most bang for your buck.

Channels like Facebook and Twitter offer advanced targeting capabilities for paid campaigns, and others, like Instagram are changing their algorithms to serve up tailored organic content they think you'll be most interested in.

Whether you're going the paid or organic route, social personalization can be a powerful tool. Here's how:
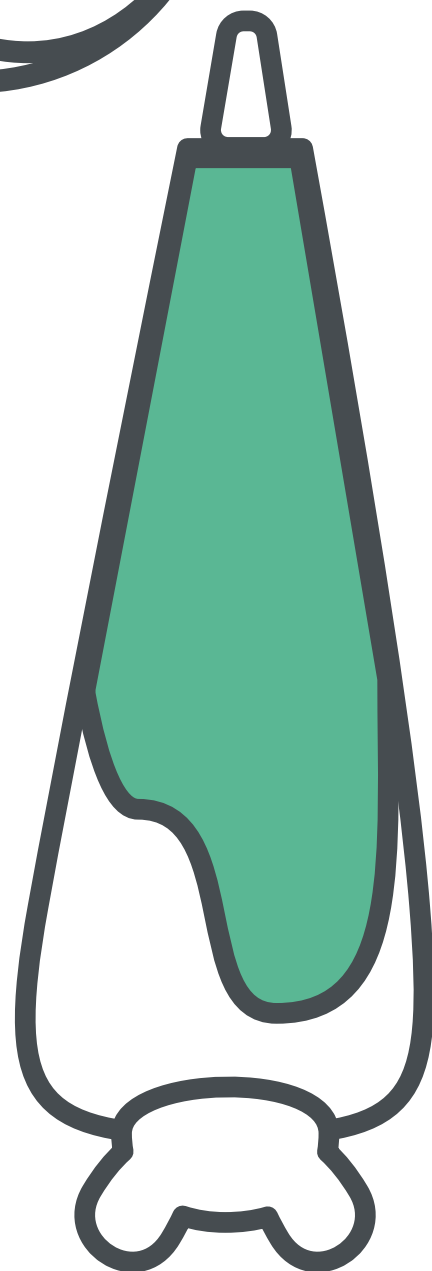
Retargeting

Many social media channels offer retargeting, where you use historical behavior data to serve up tailored content for your audience.

The Bitly marketing team uses Facebook Ads to retarget users who have previously engaged with our content.

Let's say we noticed you were reading about Facebook Ads.

When it comes time to post, we would likely share an ad for a paid social webinar instead of a mobile webinar ad on your Facebook feed.

For us, Facebook Ads have generated new leads and built brand awareness. We're generally focused on creating educational eBooks and webinars that speak to the pain points of our audience.
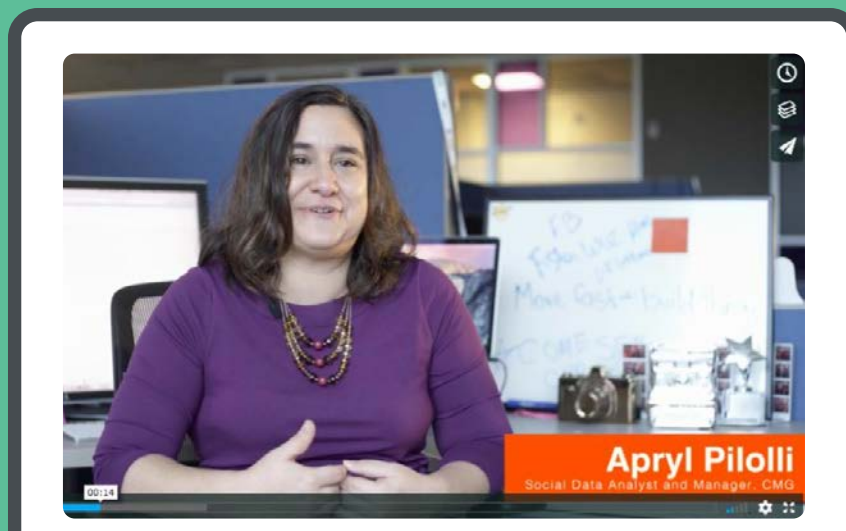
Custom & Segmented Audiences

Ecommerce company Everlane recently launched a private Instagram account to create bespoke content for a smaller subset of followers. The account, @EverlaneStudio, only accepts 100 followers a day.

@EverlaneStudio posts content about their shoe collection, which can be a great place for avid shoe shoppers to engage, since the main account, @Everlane has a mix of content about clothing, events, and more.
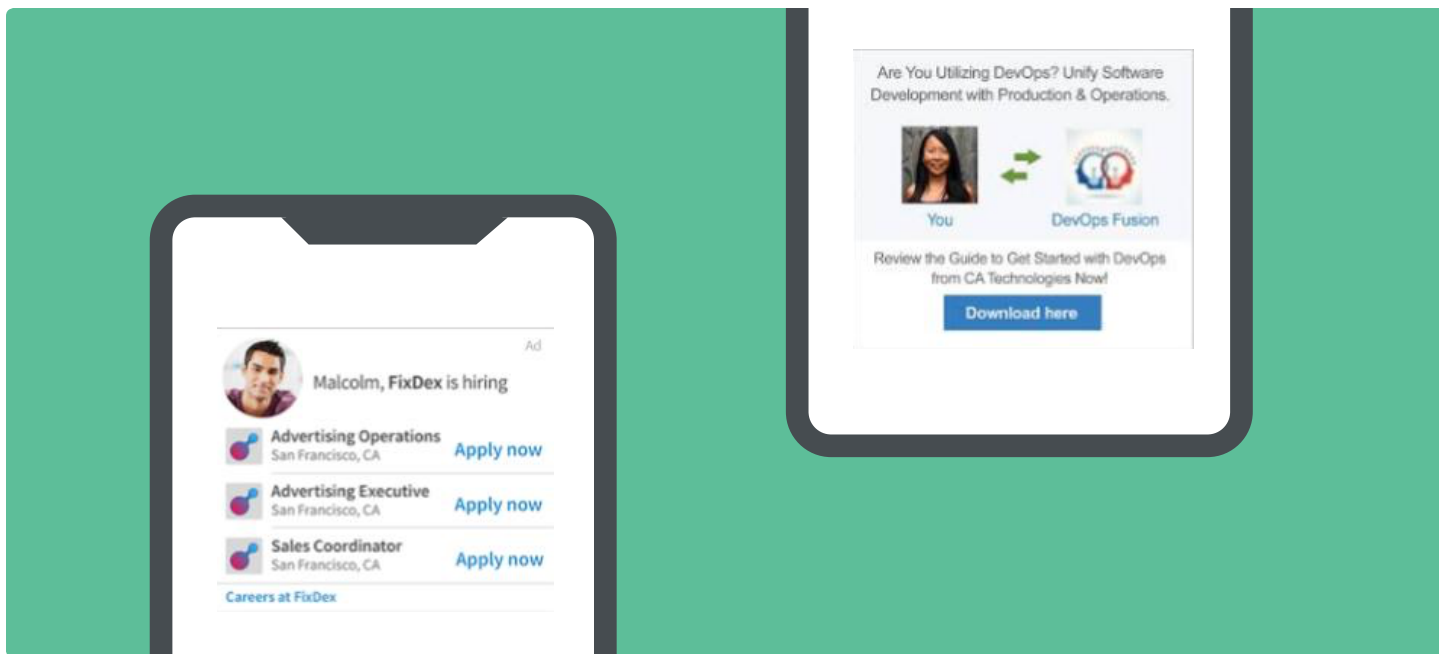
Linkedin

When it comes to your paid social strategy, targeting options such as LinkedIn's Dynamic Social Ads allow you to stand out in the feed by speaking directly to decision makers.

LinkedIn's Dynamic Social Ads allow brands to serve up content with a name and profile picture. According to scientific research, something happens in the brain when people hear their first name. Hearing your own name, as opposed to others' names, triggers greater brain activation.
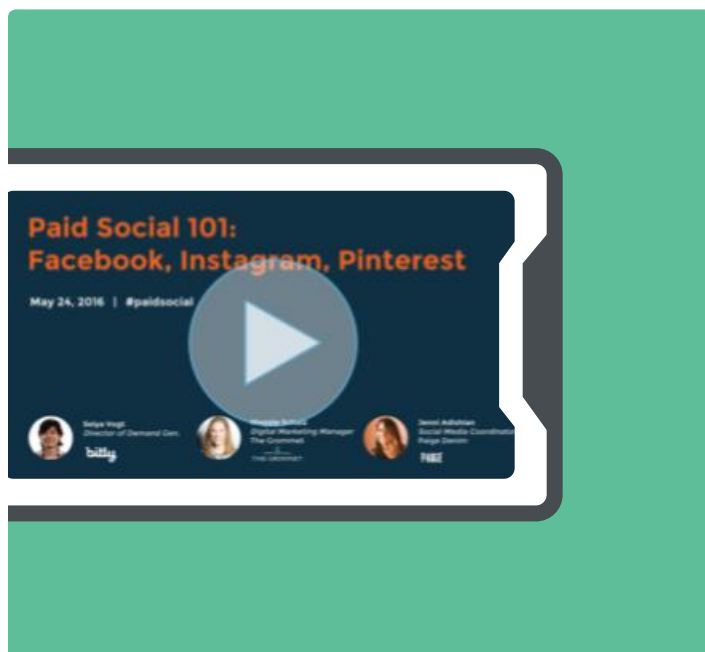
04 | Email

Custom & Segmented Audiences

You can definitely teach an old dog new tricks. Even though email is one of the oldest channels for personalization, there are countless new ways you can surprise and delight your subscribers.

Testing and optimizing personalized content pays off - personalized emails drive 29% higher unique open rates and 41% higher unique click rates.

Email mostly falls in the middle of the funnel, so personalized tips and promotions can help build loyalty and retention.

VIP Appreciation

This Spotify email targets Charles Kelley's biggest fans on the channel and gives them early access to his solo tour tickets.

The email plays several cards really well. First, it comes directly from Charles Kelley. Second, it segments out top users, thanks them, and makes them feel special for being one of the top listeners. Lastly, it rewards them for being an active user and encourages them to continue listening.
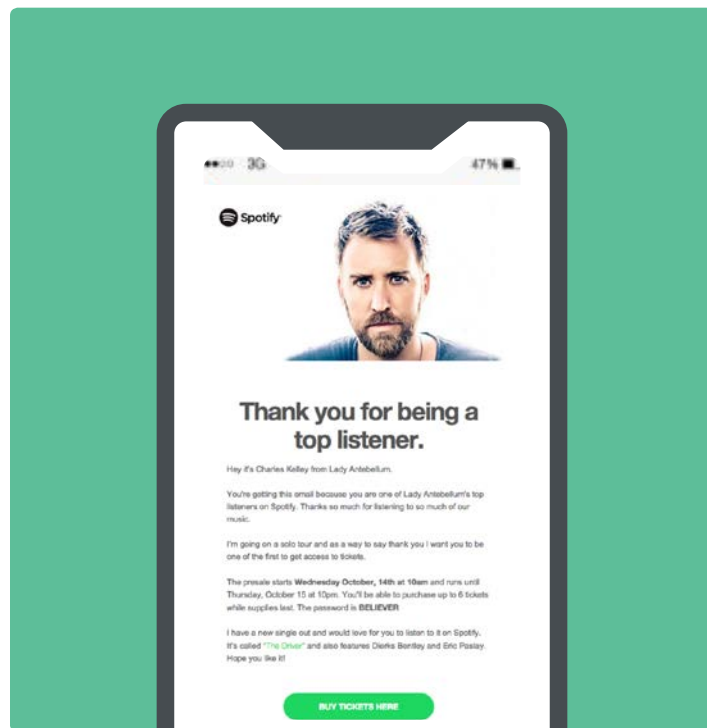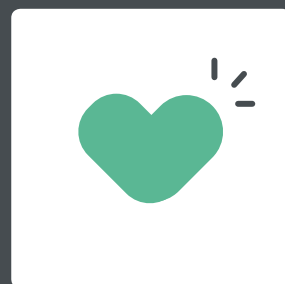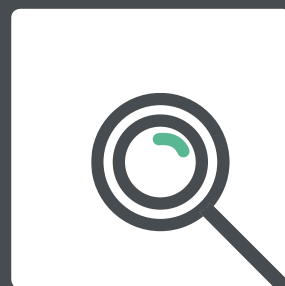
Conclusion

Wrapping it All Up

In an age where aggregators find and retrieve a thousand different options for customers to choose from, a real customer experience is not defined by products. It's defined by interactions between brand and customers.

It's up to companies to make those interactions unforgettable, wherever they happen during the customer journey.

It all starts by understanding what your customers care about, what they need, and building delightful, valuable experiences at scale.

INTERESTED IN LEARNING MORE ABOUT HOW *you* CAN USE THE LINK TO OPTIMIZE THE CUSTOMER EXPERIENCE?

Email us at sdr@bitly.com to learn more.

GET STARTED