



PROVEN STRATEGIES TO MAXIMISE ROI!



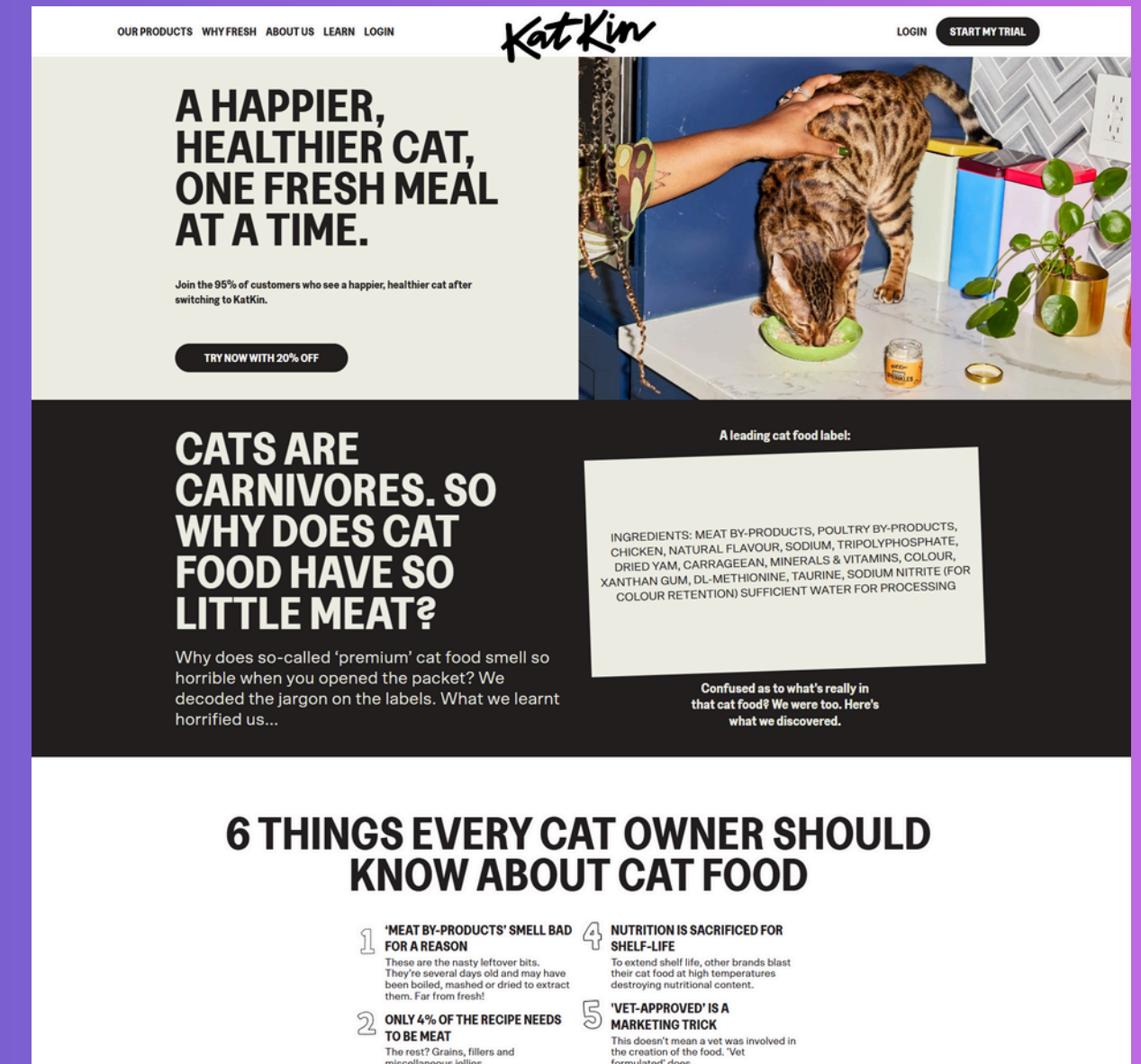
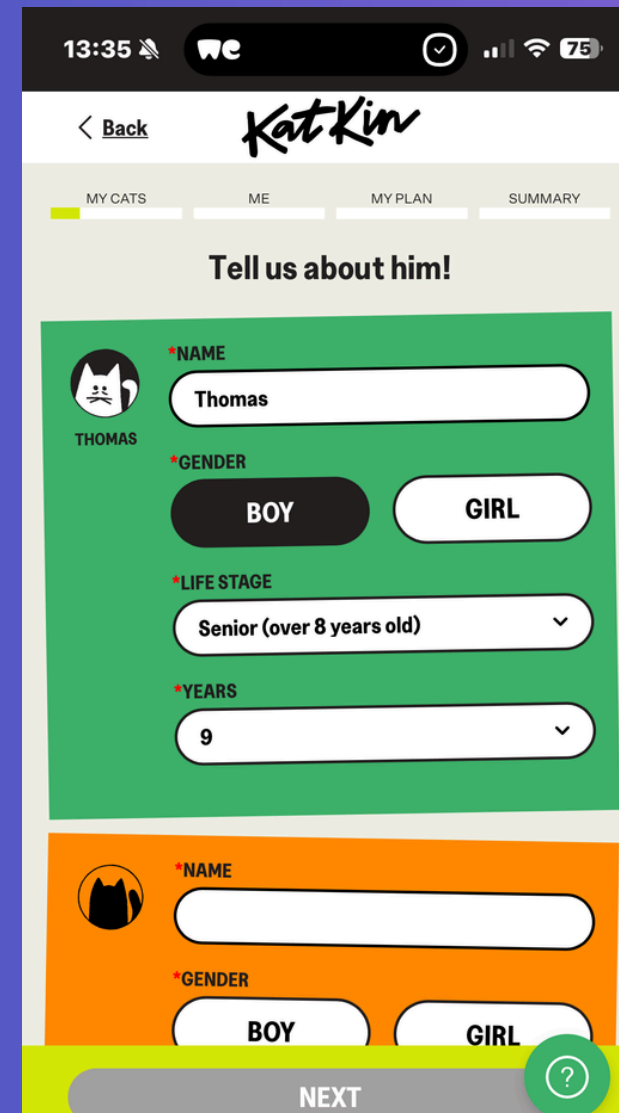
 **MOORE-WILSON**

MEET THOMAS!



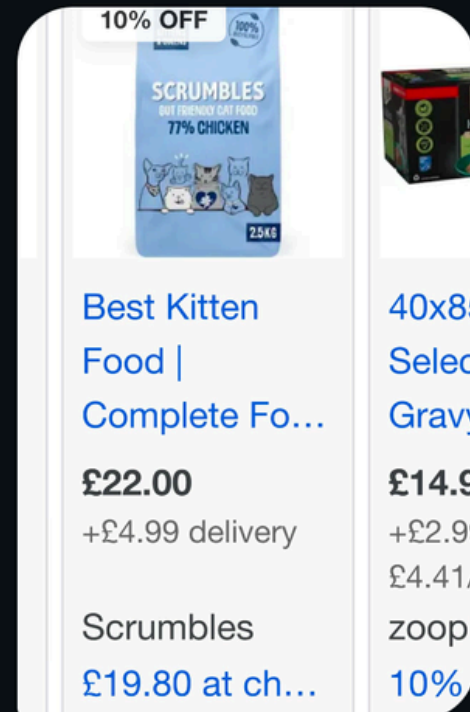
Meet my cat Thomas. Recently, he started having some digestion issues, and I needed to find a healthier cat food that he would enjoy and that would keep him healthy. This led me on a little e-commerce adventure...

THE KATKIN EFFECT!



As I researched, I started seeing video ads from KatKin—tailored to exactly what I was looking for: healthier cat food options. Their personalised website experience highlighted the benefits of their food, making it easy for me to connect with the product and trust it. I was almost ready to hit the 'Buy Now' button...

THE PLOT TWIST...



Just as I was about to purchase, a friend recommended Scrumbles—a brand featured on Dragons' Den. That trusted recommendation completely changed my decision. I went with Scrumbles instead.



Then I would ditch and try a new one

Ohh noice

They took about 4 days to improve on that food above

Try it

I swear by it

The ingredient list is tiny

I will give it a go x

THE MARKETING TAKEAWAY



This story highlights how **marketing** works in **harmony**. KatKin's **well-targeted** digital ads created **awareness** and *nearly converted me*. But the **traditional** power of **word-of-mouth** especially from a *trusted source*—this was the ultimate deciding factor.

Lesson: To maximize ROI, blend *well-timed* personalised digital marketing with authentic social proof.

QUESTION TIME!

Would you trust a friend's
recommendation over an ad?
Or has a perfectly-timed ad ever
convinced you to make a
purchase?



THE POWER OF PERSONALISATION

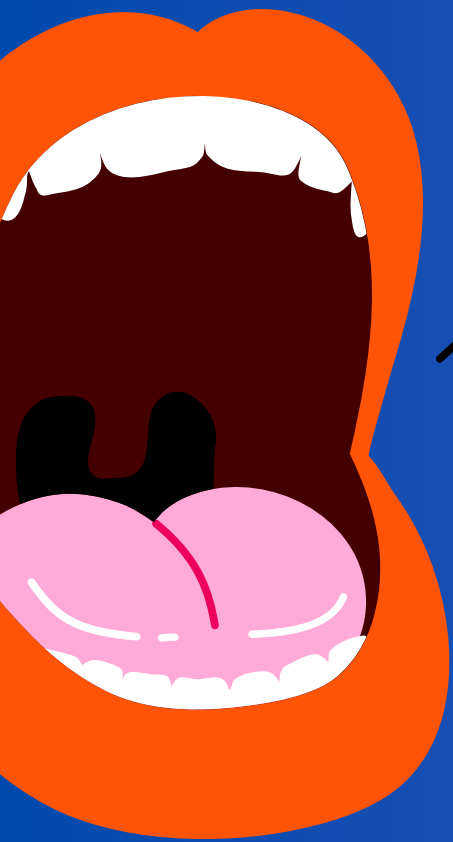


The image shows a mobile app interface for 'KatKin'. At the top, there's a navigation bar with a '< Back' button and the 'KatKin' logo. Below this is a tab bar with four options: 'MY CATS', 'ME', 'MY PLAN', and 'SUMMARY'. The 'MY CATS' tab is selected. The main screen has a heading 'Tell us about him!'. Below this is a green card containing a form for a cat named 'THOMAS'. The form includes a cat icon, a name field with 'Thomas', a gender selection with 'BOY' and 'GIRL' buttons, a life stage dropdown menu with 'Senior (over 8 years old)', and a years dropdown menu with '9'.

64% of customers feel brands don't truly understand them (Salesforce). Personalised experiences can drive higher sales, retention, and brand loyalty. The future goes beyond first-name greetings—deep personalisation is key.

BENEFITS OF E-COMMERCE PERSONALISATION

1. **Better Customer Experience** – Builds lasting connections and brand advocates.
2. **Increased Sales** – Relevant offers drive conversions and higher order values.
3. **Higher Retention** – Keeps customers coming back for more.
4. **More Word of Mouth Referrals** – Loyal customers spread the word.
5. **Boosted Brand Awareness** – Stand out as a premium e-commerce brand.



HOW TO IMPLEMENT PERSONALISATION

1. **Know Your Audience** – Identify buyer personas and behavior patterns.
2. **Create a Strategy** – Focus on the right platforms and goals.
3. **Choose the Right Tools** – From AI recommendations to customer segmentation.
4. **Personalise at Every Touchpoint** – Website, email, and social media.
5. **Test & Optimise** – Use A/B testing and track KPIs.
6. **Discover built-in tools and plugins** for your platform (eCommerce, email marketing, search & merchandising, etc)
7. **Utilise AI chat Assistants** for tailored support to your customers needs

QUICKFIRE MARKETING CHECKLIST

1. Use tools like Google Search Console and SEMRush to monitor and improve performance.
2. Don't forget about 'mobile SEO' and site speed optimisation!
3. Use popups to promote special offers, but avoid being intrusive.
4. Add notification feeds to create urgency for flash sales.
5. Create authentic, engaging content to showcase your products.
6. Collaborate with influencers and affiliates to reach new audiences.
7. Leverage user-generated content to build trust and credibility.



SEARCH ENGINE OPTIMISATION (SEO)

With over 90% of online experiences starting on search engines, SEO is crucial.

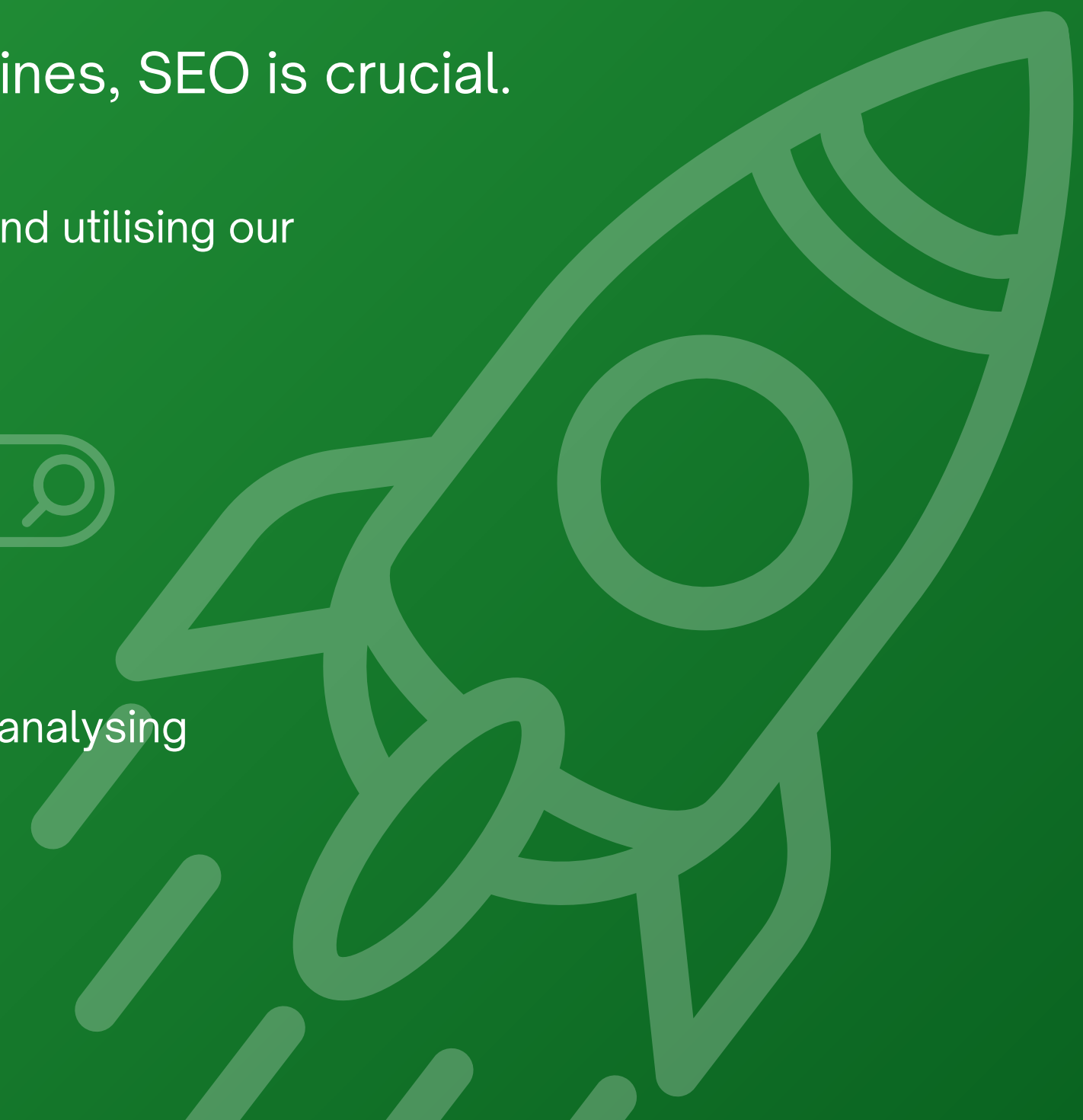
We bring high-quality organic traffic to your site by following best practices and utilising our experience across diverse sectors. Our SEO approach includes:

- Keyword research
- Competitor analysis
- Content marketing
- Technical SEO

Search...



Our bespoke SEO service is built around understanding your business goals, analysing your niche, and find the best opportunities to grow your online presence.





PAID MEDIA (PPC)

Target your customers directly on platforms such as Facebook, Instagram Google and LinkedIn. As a certified Google Partner, we expertly craft PPC campaigns that capture high-intent leads and drive conversions. Our PPC services offer a quick and effective way to increase online visibility, sell products, promote your services and brand awareness.

We focus on:

- Strategic Campaign Planning
- Ad Creation & Optimisation
- Budget Management
- Performance Tracking & Reporting
- Retargeting
- Keyword and Audience Optimisation





WEB ANALYTICS

Understanding your website traffic is essential for any successful online marketing plan. We set up analytics services like Google Analytics to capture valuable user activity, providing insights you need to improve performance.

Our analytics services include:

- Custom Analytics Setup
- Performance Reporting
- User Behavior Analysis
- Data-Driven Recommendations





SOCIAL MEDIA STRATEGY

Engage your audience and amplify your brand. Our Social Media Strategy Service is designed to help you navigate the dynamic world of social platforms to effectively reach and engage your target customers.

Key Services:

- Social Media Audits
- Strategy Development
- Content Creation
- Community Management
- Paid Social Advertising
- Analytics and Reporting





THE DIGITAL TEAM



Stuart Mitchell

Head of Digital Marketing
15+ years experience in Digital
Marketing



Teresa Scott

Senior SEO & PPC Analyst
8+ years experience in Digital
Marketing



Richard Hunter

Senior Account Manager
18+ years experience in Digital
Marketing



Virgyl Sowah

Freelance Videographer
8 years experience in content
creation and videography

THANK YOU.

Any Questions? Please contact Richard Hunter:
richard.hunter@m-w.co.uk

We look forward to hearing from you!

 MOORE-WILSON