

How Brands Can Win at E-Commerce

Biz + Bites Lunch Series

- All aspects of high growth brand companies, including:



Who We Serve—Emerging Brands



polkad**og**bakery



bohāna



LOCO
COFFEE CO.



REAL MADE™

THE
LIVING
APOTHECARY™

nourish the body • feed the soul

BE IN YOUR
element

Who We Serve—Emerging Brands



Who We Serve—Growth Stage Brands



Who We Serve— Mature Brands

Nutter

CEDAR'S 

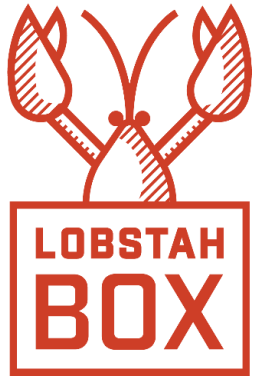


HÄNS KISSELÉ
WELCOME HOME



Who We Serve—Tech, Ingredient & Restaurant

Nutter



Acquired / Strategic Investment / Mergers



Merged with
Ruby's
Naturals

Honest[®]
tea

Acquired by Coca-
Cola



Acquired by Arca



Acquired by
DPSG

HÄNS KISSELe
WELCOME HOME

Acquired by Mitsui & Co., Ltd.



MAKER™



RUNA[®]

Acquired by AMI

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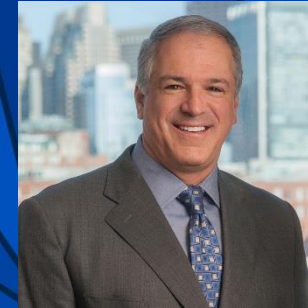
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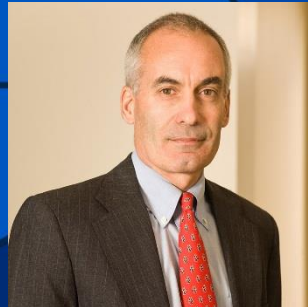
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Jeremy Halpern, Co-Chair, Food and Beverage Group, Nutter

- Represents clients in Food & Beverage, Technology, & Life Sciences
- Director and Past Executive Chairman at The Capital Network
- Advisor, The Bowdoin Group
- Past Director, MassVentures; Past Managing Director, Edible Ventures



Cambria Copeland, Sr. Director of Business Management, Beekeeper Marketing

- Beekeeper Marketing is an Amazon general management agency that is part of the Digital Technology Group of Advantage Solutions
- Formerly managed the Amazon business in-house for a start-up CPG brand



Amy Lacey, Founder, Cali'flour Foods

- Developed the first no mess, no-stress cauliflower pizza crust that actually satisfies your cravings
- Amy is a national best-selling author of Cali'flour Kitchen and The Clean Switch
- Works with entrepreneurs to develop and launch their food products

How Brands Can Win at E-Commerce

WHO WE ARE

OUR CREDENTIALS



Beekeeper
MARKETING™

AN EXPERIENCED TEAM

12+ years working with Amazon, focused on grocery, health & personal care, pet & more

- Managed Partners of Amazon for search and display
- Member of 2019 Joint Business Planning for both Amazon Search and Display Advertising teams
- Amazon Advertising API and DSP Beta Tester, since 2017
- Amazon Attribution Beta Partners, 2019
- AmazonFresh/Prime Now Approved Agency Partner, March 2019
- Associates accredited in Amazon Sponsored Ads, Amazon Planning & Strategy, and Amazon Advertising Programmatic Campaigns
- Proprietary technology to manage clients sales and advertising



Results-Obsessed General Managers for your
Amazon business

E-commerce Statistics

We recognize the seismic, immediate shift in shopping behavior due to necessity and fear during COVID-19

76%

Shoppers who said they're adjusting their shopping habits because of COVID-19 concerns

60%

Shoppers who said they're worried about shopping in store

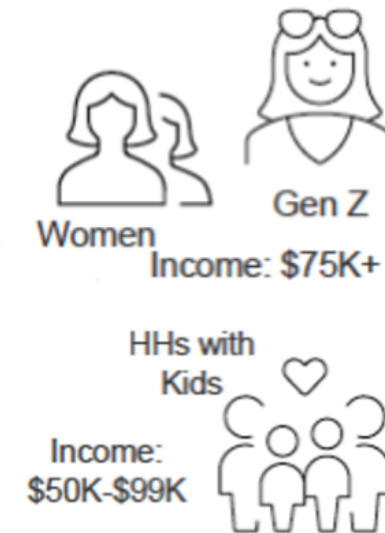
E-commerce Statistics

COVID-19 has caused retailer experiences and shopper behavior to rapidly change overnight

Shopping/Spending Changes

Minimizing shopping at stores except for essentials	58%
Stocking up on groceries/supplies	50%
Minimizing spending	39%
Doing more online shopping in general	37%
Doing more online shopping specifically for groceries	26%

Most Likely Segments



E-commerce Statistics

We recognize the seismic, immediate shift in shopping behavior due to necessity and fear during COVID-19



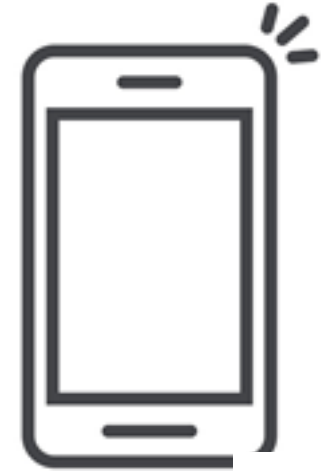
+183%

Online food sales 3/1-3/25 vs. same time period 2019



+210%

Online grocery order volume 3/12-3/15 vs. same time period 2019



+218%

+160%

+124%



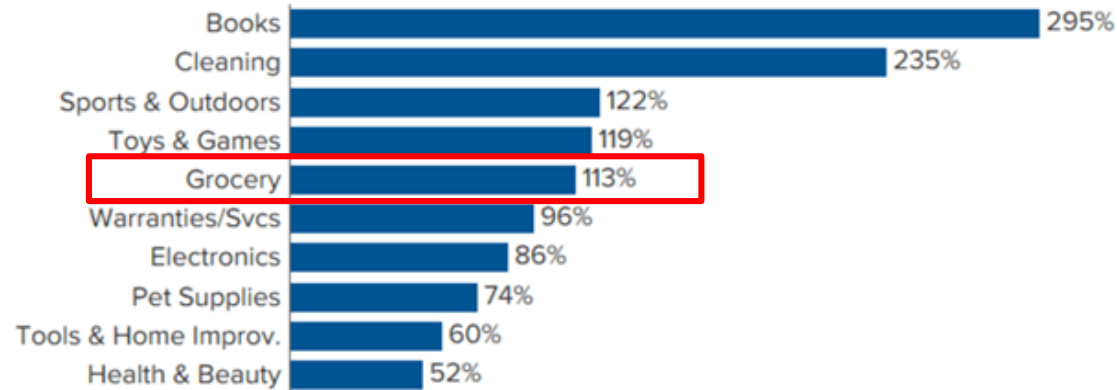
Average daily app downloads
Feb 2020 to 3/15/2020

E-commerce Statistics

Spending habits by category

E-Commerce surges amid the virus outbreak

Top ten categories measured by year-over-year growth in online shopping dollars



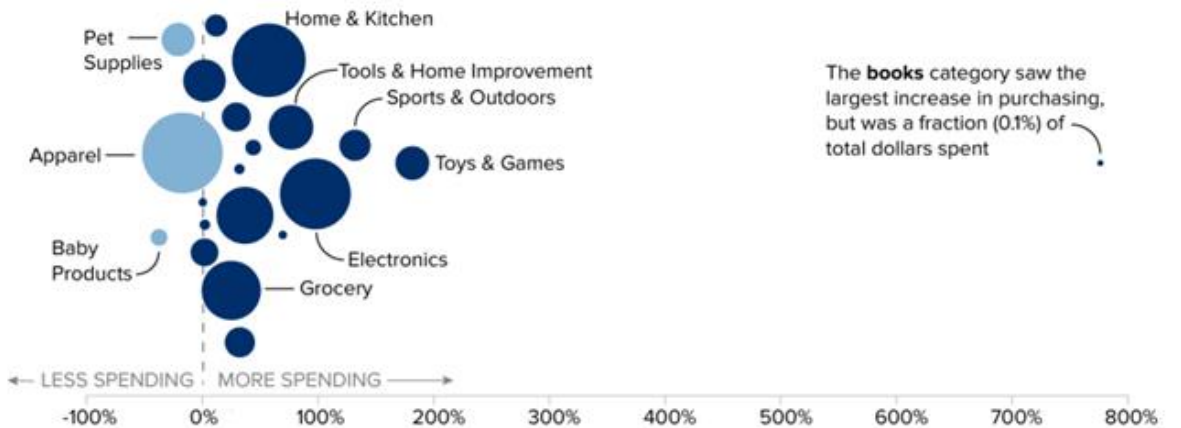
SOURCE: Rakuten Intelligence. Data uses the periods from March 4, 2019 to April 14, 2019 and March 2, 2020 to April 12, 2020 for the year-over-year comparison.



The online spending shift over the course of quarantine

Change in share of total e-commerce spend, first half of March 2020 vs. first half of April

Circle size indicates share of total spend in April
○ 1% ○ 10%



SOURCE: Rakuten Intelligence. First half of March is March 2 through 15, and the first half of April is March 30 - April 12. Data includes U.S. shoppers only and does not include sales on Amazon.



THE CORONAVIRUS PANDEMIC MAKES ECOMMERCE EXPERTISE EVEN MORE IMPORTANT TODAY

ONLINE ADOPTION GROWING RAPIDLY



“The next 5 years of growth in online shopping is happening right now—over the course of weeks.”

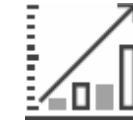
[Salsify](#)

LACK OF FULLY INTEGRATED STRATEGY



Only 20% of retailers said that they have a fully integrated strategy using in-store, online and digital channels, and 27% are starting with omnichannel now. [Progressive Grocer](#)

GROCERY GROWTH ACCELERATING



The growth in edible ecommerce items has grown significantly over the last 3 weeks—95% growth rate compared to 67% of non edible items. - IRI

MASSIVE TRIAL METHODS



26% of households used a new online fulfillment method since COVID-19 began. - Kantar

CLICK & COLLECT INCREASING



In addition to home shipments, consumers are moving more toward click & collect. During the peak of COVID-19..., Click & Collect was up 3-4X vs. LY. - IRI

PRODUCT AVAILABILITY = GROWTH



Product availability could contribute more to category growth than innovation. - Kantar

Amazon Statistics

“Amazon has gone from a nice-to-have to a necessity”

2.54B

Visitors on Amazon.com during March
2020
(+65% from March 2019)

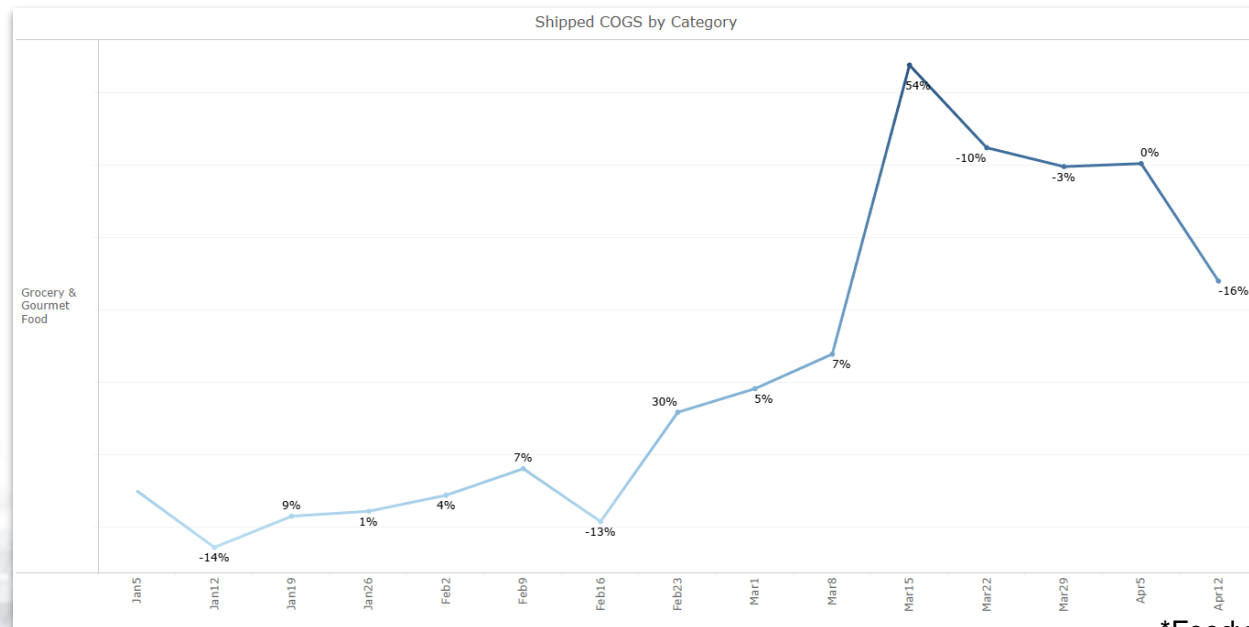
QueryRank	SearchTerm_Jan2020	SearchTerm_Feb2020	SearchTerm_Mar2020
1	iphone 11 case	n95 mask	toilet paper
2	n95 mask	hand sanitizer	hand sanitizer
3	airpods	face mask	paper towels
4	airpod case	iphone 11 case	n95 mask
5	surgical mask	masks for germ protection	clorox wipes
6	wireless earbuds	airpods	thermometer
7	kobe bryant jersey	mask	lysol spray
8	apple watch band	surgical mask	toilet paper bulk
9	led strip lights	airpod case	disinfectant wipes
10	iphone 11 pro max case	n95 respirator mask	thermometer for adults

Top 10 search terms on Amazon shifted dramatically in 3 months, demonstrating surge in demand for essential CPGs

Amazon Statistics

eCommerce adoption is accelerating rapidly due to COVID-19

- Beekeeper Marketing saw a 54% week over week increase in Grocery & Gourmet Food Shipped COGS during the week of March 15th. Though sales in the category have declined since then, we are seeing a new normal that is significantly higher than the previous 'normal' before COVID-19
- Amazon has "[essentially become infrastructure](#)," with consumers spending 35% more on the site than the same time period last year



*Feedvisor, The 2019 Amazon Consumer Behavior Report

Choosing the Right Instagram Partner

- The goal here is to choose collaboration partners that *complement* your brand.
- Similar target audience/market
- Collaborations on Instagram allow you to tap into your partner's audience to expand your reach. As such, you'll want to make sure that your target audiences are similar.
- Shared marketing goals
- An effective influencer collaboration has to be beneficial to both parties. Look for brand partners that might have similar marketing goals to your own. That way, they'll be more likely to get on board
- Complementary products or services

Choosing the Right Partner

- Do their posts generate good [engagement figures](#)?
- Do they have a similar follower count to me?
- Is their brand image one that I'd like to be associated with?
- Is their target market similar to mine?
- Are they **NOT** in direct competition with me?

Execution

- Make sure you've made all the necessary preparations before you launch.
- For example, if your partner is going to be helping you to drive sales through exclusive discounts, you'll need to have set up unique trackable discount codes.
- If you're going to be posting photos of each other's products to your feeds, you'll need to have the photos edited beforehand.
- It's important to keep communicating throughout the campaign to make sure both parties are happy with the way things are progressing.

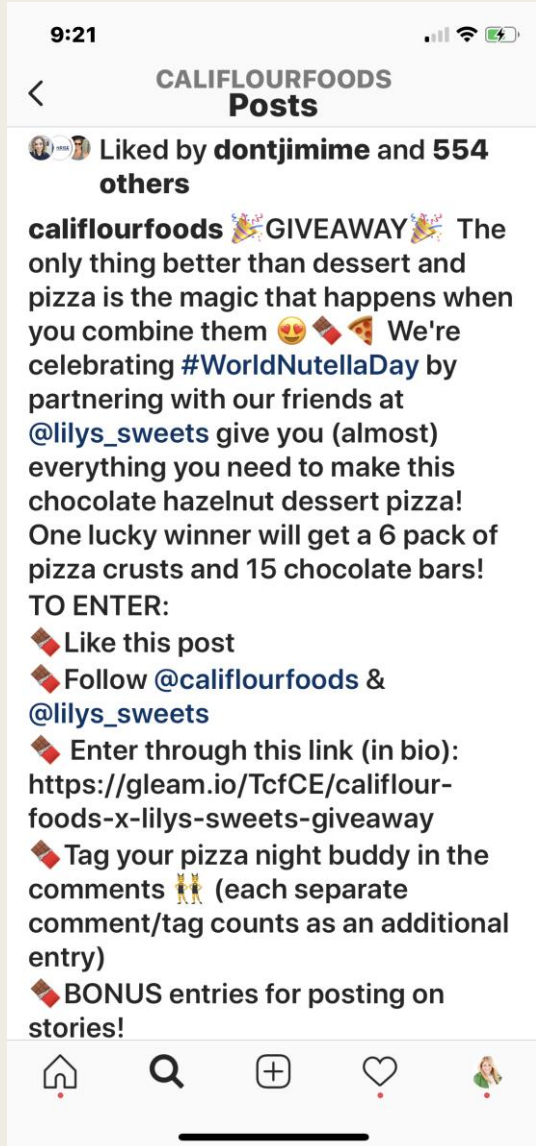
Collaboration Ideas

Instagram takeovers

- An Instagram takeover is when a different brand or influencer ‘takes over’ your Instagram feed for the day, much like a guest host on a radio station.
- In exchange, you could take over theirs at the same time. That way, both of your brands get exposure to the other’s following and while doubling up your reach.

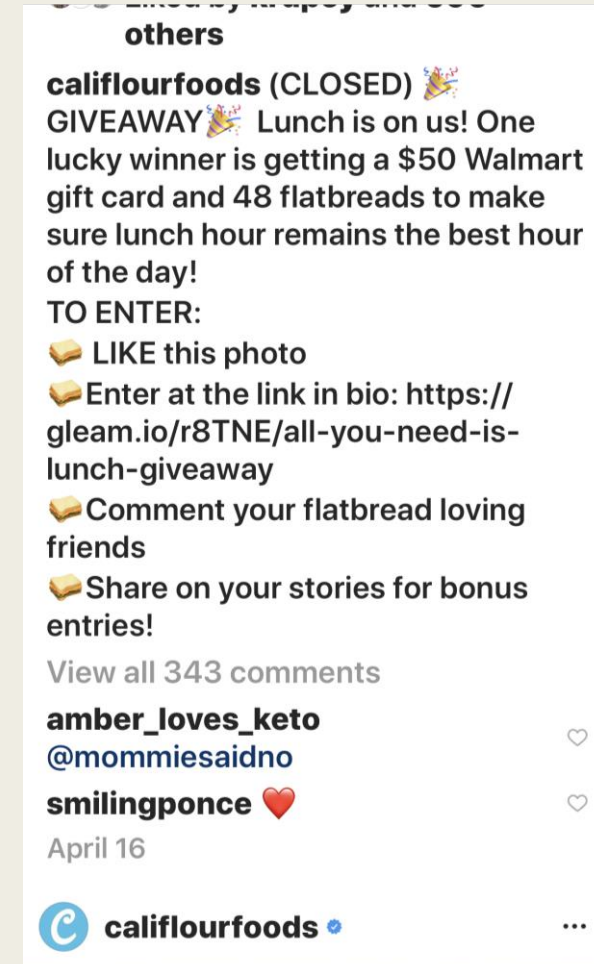
Product shout outs

- A simple and easy way to collaborate on Instagram is through product shout outs.
- Your collaboration partner can shout out your products through an Instagram post in exchange for either payment or a shout out in return.
- It’s simple, it’s easy to set up, and it’s effective.



Collaboration Ideas- Giveaways

- Giveaways can be an awesome way to drive a ton of shares and boost engagement on your posts.
- To make them even more effective, collaborate with a popular influencer or brand and get them to share it; your entries will go through the roof.



Collaboration Ideas

Referrals

- Another simple way to team up with influencers on Instagram is by setting up an affiliate program
- Your partners can promote your products and earn a commission for each referral.
- You can set this up so that you pay per conversion. That way, you're only paying for results, which ensures a good ROI.

Influencer Marketing software



Software and Services Related to Influencer Marketing Software

- **Media and influencer targeting software** — PR teams use media and influencer targeting tools to reach out to journalists and other media influencers who may be interested in sharing a company's message, such as an announcement for a new product or service.
- **Blogger outreach software** — blogger outreach software has a stronger focus on generating long-term product reviews over more short lived social media content.
- **Affiliate marketing programs** - most will track and some can even pay your affiliates
- **Customer advocacy software** — customer advocacy software leverages a company's existing customer base to encourage testimonials, feedback, and social promotion.
- **Social media monitoring software** — Social media monitoring software enables businesses to track mentions of their company, competitors, or specific keywords on social media, as well as analyze the sentiment of those mentions.

Make Your Customer the Hero

- Client/Customer is the hero of the story. **ALWAYS**. Your product is **not** the hero.
- Their problem/need is the villain.
- The customer comes to a crossroad.
- You or your product are the guide to help them on their journey
- Customer reach their personal success goal. They become a loyal customer and influence other customers. Because they are the hero of the story.... And people can relate and like that.

Story Brand



[PRIVATE WORKSHOP](#)

[BUSINESS MADE SIMPLE](#)

[LIVE WORKSHOP](#)

[LOG IN](#)

Clarify Your Message and Grow Your Business.

We'll help you take the guesswork out of marketing so your business can grow. With the StoryBrand Framework, you can confidently create websites, emails, and more that actually work, without spending a fortune on another consultant or agency. How can we serve you?

How Brands Can Win at E-Commerce

**THANK
YOU**

Nutter
uncommon law