



The 2021 Digital Marketing Playbook For Retail



One of the biggest mistakes that brick-and-mortar retailers can make is to dismiss online marketing. In an increasingly competitive marketplace filled with change and innovation, small businesses are now having to compete with larger organizations like never before. It's no longer good enough to rely solely on word-of-mouth for increased business and new customers. Retailers must now provide an omnichannel shopping experience that brings people in and brings people back.

What does this have to do with online marketing? More or less, everything. If you want to achieve retail success, you need to have a strategy that leverages not only social media and email, but one that also gets creative and makes good use of new forms of marketing.

We've built a digital marketing strategy playbook for the retail industry to give you the tools and techniques to launch your brand, grow your userbase and become a huge success.

— THINGS TO KNOW ABOUT US

We're a team of passionate innovators who love all-things digital. We are incredibly hands-on with our clients as execution partners for brands that have strategy in place and need help executing, or taking the lead for clients building from the ground up. Every stage of our client engagement has multiple levels of approval and control so everyone is always aware of what's going on. Our goal is results based. Understanding your business goals, how you define success and how to deliver the highest ROI for your brand.

01

Strategic Thinkers

We're not a paint by numbers agency. We work with you intimately to craft solutions that will propel your business to new heights.

02

Process Driven

We always start an engagement with upfront discovery, and draft detailed strategy that ensures a successful outcome.

03

Engaging Creative

Design is really an act of communication, which means having a deep understanding of the customer we're helping you engage and connect with.

04

Tech Innovators

We're relentless problem solvers, delivering cutting-edge technology solutions to serve as the foundational growth elements to our clients' businesses.

01

Brand Identity + Creative

Branding is important because not only is it what makes a memorable impression on consumers but it allows your customers and clients to know what to expect from your company. It is a way of distinguishing yourself from the competitors and clarifying what it is you offer that makes you the better choice.

Click on an item for a full definition page with tools and helpful links.

☐ [Brand Design](#)

☐ [Brand Naming](#)

☐ [Customer Journey Design](#)

☐ [Brand Strategy](#)

02

Web Design + Development

According to several Stanford studies, good site design is important for establishing the credibility of your website. It's not difficult to understand why users might mistrust a site with a so-so design. A well-designed site indicates that the business has actually invested money in setting up the online store. In fact, according to new data from IBM's U.S. Retail Index, the pandemic has accelerated the shift away from physical stores to digital shopping by roughly five years.

Click on an item for a full definition page with tools and helpful links.

- | | |
|---|--|
| <input type="checkbox"/> Website Development | <input type="checkbox"/> CRM Integration |
| <input type="checkbox"/> eCommerce Development | <input type="checkbox"/> Martech Integration |
| <input type="checkbox"/> Online Delivery | <input type="checkbox"/> Schema Markup Development |
| <input type="checkbox"/> ADA Accessibility Compliance | <input type="checkbox"/> 301 Redirect Mapping |
| <input type="checkbox"/> Virtual Tour/Experiences | <input type="checkbox"/> Technical SEO |
| <input type="checkbox"/> Mobile App Development | <input type="checkbox"/> Performance Optimization |

03

Digital Marketing

For retailers, the omnichannel approach is primarily concerned with linking online and in-store shopping experiences. This means consistency at every turn: from marketing campaign materials to customer support. Adobe research found that 32% of respondents from the retail sector indicated that they would make omnichannel marketing a priority in 2021.

Click on an item for a full definition page with tools and helpful links.

- | | | |
|--|--|--|
| <input type="checkbox"/> Organic SEO | <input type="checkbox"/> PPC / Display Ads | <input type="checkbox"/> Retargeting |
| <input type="checkbox"/> Social Media Management | <input type="checkbox"/> Influencer Marketing | <input type="checkbox"/> Database List Acquisition |
| <input type="checkbox"/> Email Marketing | <input type="checkbox"/> Integrated Marketing Stacks | <input type="checkbox"/> Lookalike Audiences |
| <input type="checkbox"/> Paid Social | <input type="checkbox"/> eCommerce Feed Management | <input type="checkbox"/> Channel Development |
| <input type="checkbox"/> Demand Generation | <input type="checkbox"/> Google Tag Manager | <input type="checkbox"/> Blogging |

04

Strategy + Analytics

The ability to process every data point related to your retail marketing efforts is and will continue to be the driving factor of success. Are you able to track customers from the second they've clicked on your Facebook ad, all the way to the moment they walk into your brick and mortar store, through to when they've paid for good in-store or online? POS integration, CRM integration and tracking + analytics platforms may all feel like overkill, but they paint an important view of how you're being found, how customers are interacting with your business, and how successful your marketing efforts really are.

Click on an item for full definition pages with tools and helpful links.

- | | |
|---|--|
| <input type="checkbox"/> Strategy Development | <input type="checkbox"/> Capabilities Assessment |
| <input type="checkbox"/> Analytics + Tracking | <input type="checkbox"/> ROI Tracking + Reporting |
| <input type="checkbox"/> Martech Stack Auditing | <input type="checkbox"/> Webmaster Tools |
| <input type="checkbox"/> Customer Profiling | <input type="checkbox"/> Data Studios + Dashboards |
| <input type="checkbox"/> Competitive Research | |

— SO HOW'S IT GOING?

Check your digital marketing health for 2021

Based on the above playbook we invite you to check your health and see how well you're positioned to succeed. In just a few clicks you'll know just how well your company's marketing is setup for the year ahead.

[Click here to check your score](#)

— SERVICES

Helping ambitious brands move at the speed of the internet with award winning creative, ground breaking technology + unsurpassed strategy.

01

Brand Identity + Creative

Tired of the same ol' same ol' cookie cutter brands that play it safe and try to walk a delicate path of being for everyone, while standing for nothing, consumers are demanding a voice, a stance, a personality, accessibility and most importantly authenticity from the companies they do business with.

- Brand Strategy
- Brand Naming
- Brand Messaging
- Visual Identity
- Creative Services

[Learn More](#)

02

Web Design + Development

Our award-winning web design and development produces highly visual web solutions that offer best-in-class user experience on desktop, mobile, and tablet devices.

- Strategy
- UX + UI Design
- Full Stack Integrations
- Technical Planning + Testing
- Development
- Quality Assurance
- Ongoing Maintenance

[Learn More](#)

03

Digital Marketing + Advertising

The days of "If you build it, they will come" are over. Transmyt produces category-defining advertising and marketing solutions that connects brands with their customers. We take your messages, products and services to the platforms where your consumers are spending their time and most likely to engage.

- Social Media Campaigns
- Content Marketing
- Email Marketing
- SEO / PPC / Display Ads
- Customer Acquisition
- B2B Lead Generation
- Account Based Marketing

[Learn More](#)

04

Strategy + Analytics

In today's internet driven economy, all companies need to have a plan to succeed along with ongoing tools and systems in place to ensure your efforts are successful towards driving growth and protecting budget.

- Martech Stack Auditing
- Strategy + Planning
- Benchmarking
- Ongoing Analysis + Reporting
- Advisory + Adjustments
- Interim CMO Services

[Learn More](#)