transmyt.

The 2021 Digital Marketing Playbook

For eCommerce

eCommerce has gone mainstream and the lines between digital and offline channels are blurring. Consumers browse online, use their mobile devices to price check in store, and purchase through whichever channel happens to be available at the time. This is clearly the age of the consumer. However, how big is digital really when it comes to influencing consumers? And are your digital marketing strategies keeping up?

We've built a digital marketing strategy playbook for the eCommerce 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.

Share The Playbook

Take Our New Project Questionnaire

01

Brand Identity + Creative

Memorable, captivating and cohesive branding in the ecommerce industry is as critical as the quality of the products you're selling when trying to build a loyal base of customers that will shop, engage and order online time and time again. To do this effectively, your digital identity has to stand out, it has to be memorable and it has to connect on a deeper level with your audience, than just having a cool logo and a unique color scheme.

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

- [ ] [Brand Design](#)
- [ ] [Full Identity Development](#)
- [ ] [Brand Naming](#)

- [ ] [Customer Journey Design](#)
- [ ] [Brand Strategy](#)

Take Our New Project Questionnaire

02

Web Design + Development

Web design is critical when creating an ecommerce website. Good ecommerce web design is all about using the right colors, fonts, images, words and graphics to convince visitors to make a purchase. Your ecommerce website design should attract potential customers, provide great user experience and present your shop in the best light. In addition, the majority (70%) of consumers shop from their phone, so think mobile first!

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

- ☐ [Website Development](#)
- ☐ [eCommerce Development](#)
- ☐ [Landing Pages](#)
- ☐ [Mobile App Development](#)
- ☐ [CRM Integration](#)

- ☐ [Martech Integration](#)
- ☐ [Schema Markup Development](#)
- ☐ [301 Redirect Mapping](#)
- ☐ [Technical SEO](#)
- ☐ [ADA Accessibility Compliance](#)
- ☐ [Performance Optimization](#)

03

Digital Marketing

Whether you're a hot new investing app, a game changing changing medical device, or a new AI powered fraud detection platform for the finance industry, digital marketing is absolutely essential to your growth, user adoption, staying power and success. Reaching new customers, and even potential investors via email, maxing out your visibility in search engines, and driving engagement on various social channels are just a small sampling of tactics startups should be considering to continuously develop and expand on their revenue and brand awareness.

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

- [ ] Organic SEO
- [ ] Social Media Management
- [ ] Content Marketing
- [ ] Email Marketing
- [ ] Account Based Marketing

- [ ] Paid Social
- [ ] Demand Generation
- [ ] PPC / Display Ads
- [ ] Influencer Marketing
- [ ] Integrated Marketing Stacks

- [ ] eCommerce Feed Management
- [ ] Google Tag Manager
- [ ] Retargeting
- [ ] Lookalike Audiences
- [ ] Channel Development
- [ ] Blogging

Share The Playbook (f) (in) (y)

Take Our New Project Questionnaire

04

Strategy + Analytics

The ability to process every data point related to your startup's 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 search results, all the way to the moment they sign up for your platform, through to when they've used that sticky feature to bring their friends into your system as well? Platform Feedback, 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 app / platform, and how successful your marketing efforts really are.

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

- ☐ Strategy Development
- ☐ Analytics + Tracking
- ☐ Customer Profiling
- ☐ Compliance Management
- ☐ Competitive Research

- ☐ Capabilities Assessment
- ☐ ROI Tracking + Reporting
- ☐ Webmaster Tools
- ☐ Data Studios + Dashboards

Share The Playbook (f) (in) (t)

Take Our New Project Questionnaire

— 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