

# Absolunet.

## Cyber Monday Marketing Checklist:

### Collaborate to Compete

In collaboration with



#### Six Channels that are Ripe for Collaborative Marketing

	YES	NO	UNSURE
Paid Media			
Social			
Marketplace			
Email			
Organic			
Influencers			

#### The End of Black Friday / Cyber Monday Cannibalization

There are millions of companies vying for consumer attention on Black Friday weekend.

So which businesses manage to stand out? Simple answer: the ones who offer convenience and great deals.

This checklist is for manufacturers and retailers who want to increase their reach with co-op marketing.

#### What is co-op marketing?

The main idea: collaborate to compete in this increasingly competitive market. By forging a collaborative digital ecosystem (i.e. partnerships with other companies), you create additional value for consumers.

Currently, the majority of co-op advertising happens offline. It goes into things like in-store displays or flyers. Yet, retailers spend the majority of their ad dollars online. There's obvious opportunity for digital strategies that involve multiple companies.

Manufacturers, by working directly with retailers and vice versa, can avoid cannibalizing their media spend and customer engagement.



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## Is it even possible?

**Yes.** But it means rethinking your relationships with your partners in the supply chain and how you approach the idea of "limited" resources.

*"All of my competitors and partners are vying for the same media spots. How am I supposed to compete without blowing through my budget?"*

- *Worried merchant*

Created by **Absolunet**, in partnership with **StackAdapt** and **S4M**, this actionable checklist shares the unique knowledge we've developed after working with 100+ brands over the last 20 years.

By going through this checklist, you will get **actionable insights** and **ideas** for **setting shared KPIs** and **budgets** with **members** of your **ecosystem**.

The end goal of co-op marketing is to meet your customers' needs for convenience and great deals ... this holiday season and beyond.

As brand manufacturers & retailers working as one team...	YES	NO	TBD
1. Our legal departments have spoken and are aligned.			
2. We chose products/lines for this collaborative effort.			
3. Using MAP pricing, we set up offers and conditions.			
4. We agreed on budget for our marketing effort.			
5. We looked at our channels (see next page) and determined which ones to use.			
6. We have a clear understanding of which stakeholders from our 2 companies are responsible for each step of the process (like campaign optimization).			
7. We created joint accounts (Google Ads, Channel Advisor, etc.) if needed.			
8. Our campaign creatives (and backups) will be sent to the ad platforms 2 weeks in advance.			
9. We looked at inventory and fulfillment and are ready for increased traffic.			
10. We defined a communication channel to share real-time insights.			
11. On our homepages and Black Friday landing pages, we install and share the same countdown widget to generate excitement and create a common FOMO factor.			

# The Foundation

Running successful marketing campaigns with just your company can be hard enough. There is a lot to coordinate: legal agreements, Minimum Advertised Price (MAP) strategies, messaging, creatives, timing, fulfillment and more.

**When adding another company into the mix, it inevitably increases complexity. But it also augments the campaign’s relevance and reach.**

This approach requires a shift; both retailers and brands will need to break down silos between merchandising and advertising internally *and* create intercompany lines of communication.

Here are some aspects to explore with your chosen partner(s) once you’ve decided to collaborate to compete in this holiday season.

# 6 Channels that are Ripe for Collaborative Marketing

## SOCIAL

Facebook, Instagram, Twitter ... now is the time of year to transform engagement into conversions.

With your chosen partners, leverage the social media channels (yours and theirs) with the best track record and reach. Avoid copy-pasting content across channels. Instead, make your distinct audiences feel special with personalized content.

## ORGANIC

Beware: This channel is the most susceptible to attack during the holidays. Of Absolunet's marketing clients, around 55% of sales usually come from Organic. But during BFCM, it drops to 25%. For this channel, it is critical that you be proactive should your brand name be cannibalized by competitors and/or Paid Search efforts. Remember that with your respective code freezes, you won't be able to make last minute changes.

## INFLUENCERS

Ok, we'll say it: this is a channel reserved for the elite. For the lucky few who have been picked up by influencers, media and affiliates, good work! Getting your products on a reputable holiday gift list can drive tons of traffic and sales. With most holiday lists being written in the summer, this channel might be a longer term play and one that will definitely benefit from a collaborative marketing approach.

## MARKETPLACE

As the meeting place of many merchants who are competing for the eyeballs of lots of consumers, there is a clear opportunity to multiply your reach on marketplaces like Amazon. Make use of other merchants' (including your competitors') traffic.

## EMAIL

With some of the highest open rates and conversion rates of the year, email gets even more competitive before BFCM. The perceived value of your offer has to be high to warrant a click. All the more reason to work with partners to sweeten the deal. And make those emails catchy!

## PAID MEDIA

This is often an extremely expensive channel for merchants who are not yet using machine learning or data-driven attribution. During this time of year, the costs skyrocket - even more so if you aren't working effectively. You'll need to leverage data and insights from both your and your partners' paid media efforts - something that goes counter to common practice.

As brand manufacturers & retailers working as one team...

YES  
NO  
UNSURE

- 1. We have an idea of our total addressable market and chosen keywords.
- 2. We have agreed on the best channels to use.
- 3. We have placed a pixel to collect an audience pool to send co-op ads (pre and post BFCM).
- 4. Our assets (hopefully including video) generate an immersive story in the consumer’s discovery phase.
- 5. We added Connected TV to our media mix to create awareness in the lead up to BFCM.
- 6. If doing a video strategy, we will create a pool of video completion prospects to retarget.
- 7. We uploaded our CRM data of past purchasers to use as a suppression list or to target for accessories.
- 8. We have assets to serve based on geography and language.
- 9. We have implemented dynamic retargeting for site visitors post BFCM.
- 10. We included Internet Service Provider-based targeting to improve geo-targeting.
- 11. We will measure the link between digital ads and foot traffic and YoY uplift during BFCM.

Paid Media

Applying Co-op Marketing to Paid Media

Paid media, when done collaboratively, maximizes both parties’ investments. With aligned efforts, paid media can actually be cost efficient.

How? You diminishes repeat efforts like a brand manufacturer unnecessarily competing against one of their retailers for views and clicks on the same product.

With co-op paid media, improve performance and generate more leads, conversion and revenues.

How to Win

Hone in on a brand awareness strategy. Reach out to large sections of your known and unknown audiences.

StackAdapt

This Paid Media checklist was written in collaboration with StackAdapt, the #1 programmatic advertising platform helping agencies accelerate customer engagement and acquisition.

As brand manufacturers & retailers working as one team...

YESNOUNSURE

1. We've selected quality product images to use in the posts.

2. Customers will see ads more than once.

3. We focus on channels where we have vibrant audiences.

4. Our copy instils a sense of urgency. Ex: "In high demand." or "Sold out soon".

5. We've scheduled our strongest, most creative advertisements first. *The higher the engagement, the lower the cost per click.*

6. Our partners have agreed on co-op hashtags that we will incorporate into our boosted posts.

7. Fans are invited to share deals with family and friends.

8. We've created co-branded assets like calendars, visuals & tagged messages.

9. We explored the idea of merging different customer lists & creating lookalike audiences on Facebook (privacy and data sharing rules may apply ... see #1 on page 3).

# Social

## Doing Co-op Marketing on Social Media

About ⅓ of North Americans researched their Black Friday deals on social media in 2018 (eMarketer).

**PROS:** Social Channels are the fastest way to get quality traffic if the audiences are well defined.

**CONS:** Cost per click is very high on Facebook at this time. You can easily spend several thousand dollars *overnight* on Social!

Use co-op marketing on social media to appeal to customers and create hype around your future offers.

## How to Win

**Test and Optimize:** Give sneak peeks ahead of time to see how strong your deals are. Adjust as necessary.

**Inspire to Acquire**  
The main challenge during Black Friday is the noise created by all the deals on social media. To stand out, share consistent messaging across your distribution and communication channels.



As brand manufacturers & retailers working as one team...

YESNOUNSURE

1. We will partner with our preferred distributors to promote our brand/products on marketplace(s).

2. We have goals for this period and a clear marketplace advertising strategy for our chosen products.

3. We have looked to see if we are competing in one of the 26 categories where Amazon Basics are no. 1.

4. We have a set BFCM advertising budget.

5. We did sales estimates and are confident we have enough inventory.

6. Our product detail pages are optimized and ready.

7. Our Amazon Marketing Service is ready and our Demand Side Platform access has been granted to promote our products/brands.

8. We've selected advertising formats and we have the Amazon Buy Box for our products.

9. We've planned to expose our brand/products to audiences across Amazon Network and operated sites.

# Amazon + Marketplaces

## A Co-op Marketplace Approach

Marketplaces are complementary channels to expose your product offering, extend your digital reach and increase your revenue. Marketplaces provide outstanding visibility during this hectic period of the year, especially if you are partnering up and doing co-op advertising strategies.

**PROS:** Advertising on Amazon (the biggest North American marketplace) generally has a better ROI & ROAS compared to Facebook and Google. **Why?** The large audience of loyal customers (\*ahem\* Prime Members) is closer to the purchase point.

**CONS:** It is relatively expensive to advertise on Amazon during this period. Ad space could be limited. Amazon also owns data and can promote their private label products while you are paying to advertise *your* products! There are understandable concerns about Amazon operating as an advertising platform *and* a competitor.

## How to Win

The intent of purchase is significantly higher during this period so target audiences at the bottom of the sales funnel who have landed on detailed product pages. Amazon's Demand Side Platform ASIN retargeting is key during BFCM. With increased impressions and clicks, the retargeting pool naturally grows.

As brand manufacturers & retailers working as one team...

	YES	NO	UNSURE
1. We have planned a 360° strategy that includes other media and in store communications.			
2. We use special offers to start collecting subscribers for our shared list.			
3. The email copy and images are ready at least 1 month in advance.			
4. The subject lines are catchy - they cut through the noise.			
5. We identify rich segments and create personalized content for them.			
6. Our content is relevant and attractive. We add discounts, specific products, countdowns and reviews.			
7. We use automation with Black Friday-specific abandoned cart follow up emails.			
8. We will monitor the results and quickly adjust to get the most out of our programmed campaigns.			
9. We will identify behaviours and opportunities to target post Black Friday.			

# Email

## Your Co-op Email Strategy

People on your list already know, like, follow or buy from your brand(s). They want to continue the conversation, especially during Black Friday.

In this partnership, do a series of emails with personalized content. Plan ahead (email requires more content creation than other channels) and have the material ready to launch on time.

### Where to Start

Determine your objectives based on factors like the size of your database, the conversion rate, the open rate, etc. Once your objectives are set, concentrate your efforts on this goal.

If your objective is to grow your database, work with other channels to collect valuable contacts. If your goal is to increase the conversion rate, make sure that your customers recognize your 2 brands when they receive your email and quickly understand the value of your co-op offer.

## How to Win

Personalize send times and content (including the subject lines). Attract the attention of your shared followers and present them with relevant deals.



Written in collaboration with dotdigital whose Engagement Cloud offers everything merchants need to connect, engage and create customer relationships that last.



As brand manufacturers & retailers working as one team...

YESNOUNSURE

1. Audit last year’s branded terms & volumes. Was there cannibalization? Align your bidding strategies to avoid eating up Organic sessions this year.
2. Combine your product reviews for top sellers to curate trust with consumers across channels.
3. Create respective Black Friday pages with your shared offer: e.g. domain.com/black-friday.
4. Link to one another’s Black Friday pages to reinforce the SEO authority.
5. On these pages, insert a field to collect emails. Encourage registration: “Be the first to receive your Black Friday specials from X, Y and Z websites”.
6. Change homepage titles and Black Friday page titles at the same time with the defined offer. Add “Black Friday” to all META page titles.
7. Share PR efforts to acquire external links among Black Friday listings, and local blog posts.
8. Create & promote a collective Holiday Gift Guide.
9. For all of the above, create and share a scheduled checklist of the modifications to key pages before / during and after Black Friday period to ensure synchronization

# Organic

## Organic Co-Op Marketing

**PROS:** If well coordinated, there is a lot of “free” and highly-qualified traffic to be had. Alongside your Paid strategy, Organic gives you the opportunity to promote your products and deals repeatedly - providing you with more real estate in the top ten Google results.

**CONS:** The result is unpredictable. Both companies’ code freezes mean that you need to be prepared far in advance.

Get access to heavy Black Friday traffic for “free”. When titles are SEO-savvy and timely, Organic gives you the opportunity to show your Black Friday deal right away in the titles of search results.

## How to Win

Cross your fingers ... just kidding ... kind of. This is a channel that is tricky to control. There is no bidding to get you to the top of the search results. Your content needs to be relevant to be seen. Be proactive. Coordinate with your partners. Don’t assume you will be able to control Google. But try and learn from what happens. This channel has the most potential gains but the largest roadblocks.

	YES	NO	UNSURE
1. We agreed with our distributors on which influencers reflect both parties' images.			
2. We set KPI's and used an AI-powered tool to shortlist influencers/blogs. We studied their audience, engagement and SEO strength.			
3. We finalized budget, calendar and items to market through our referral strategy.			
4. We contacted a first batch of influencers. We understand their requirements.			
5. We communicated the scope of our partnership and our common vision with the chosen influencers; an agreement has been reached.			
6. We sent products requested by bloggers, along with hashtags, promo codes, trackable links & strategic keywords.			

# Influencers & Blogs

## Choosing Influencers for Both Brands

Referral is the bridge between your Organic, Direct & Social media strategies. A well-executed plan will not only drive traffic but will have a positive impact on brand image and advocacy. Influencers show that your brand is relevant and interesting.

**PROS:** During the holiday season, customers turn to influencers to get ideas and tips on what's trending and items to add to their holiday wishlist.

**CONS:** When poorly executed, brands & retailers will struggle to gain value from their partnerships, this might have also a negative effect on brand image.

## How to Win

Many brands limit their focus to social media only, In order to see results you need to study the influencer's impact on your Organic traffic. Communicate extensively with your distributors to make sure that referral partnerships are serving everyone's business goals. It has to be a win-win situation.

# FENTY BEAUTY BY RIHANNA

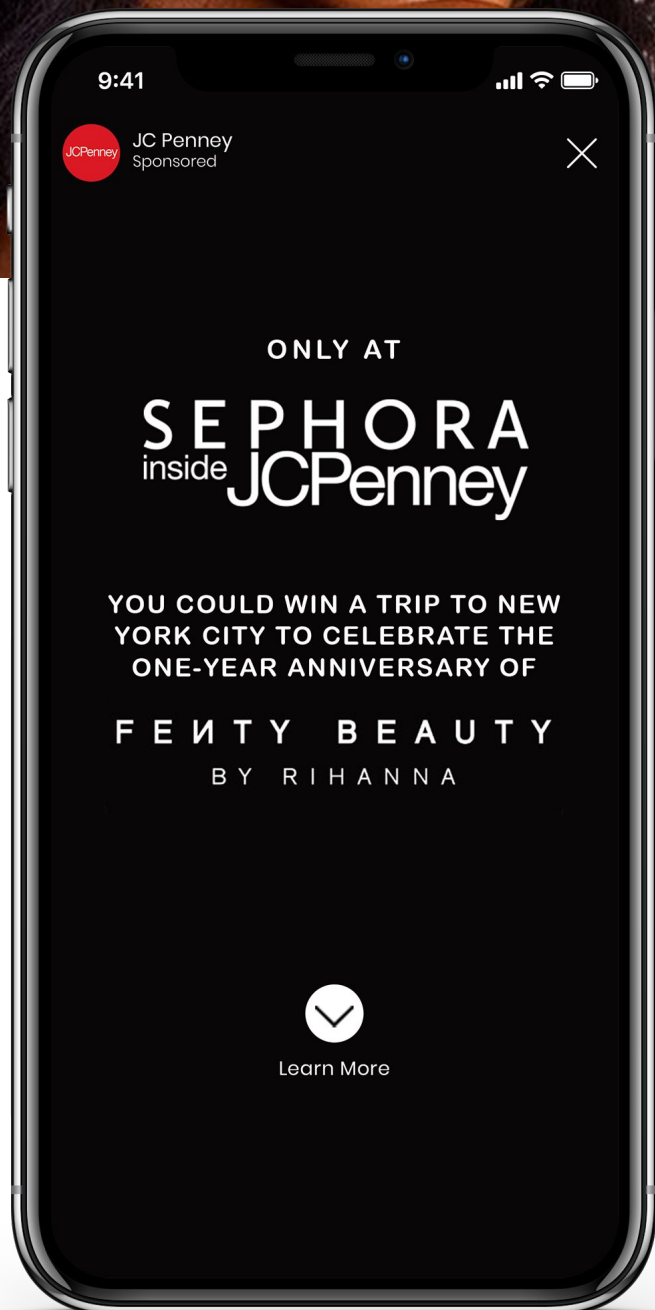


IMAGE CREDIT: FENTY BEAUTY  
IMAGE CREDIT: MEFEATER.COM

SOCIAL

## 3 brands - 1 big impact

JCPenney, Sephora & Fenty By Rihanna took social media by storm 1 month before BFCM.

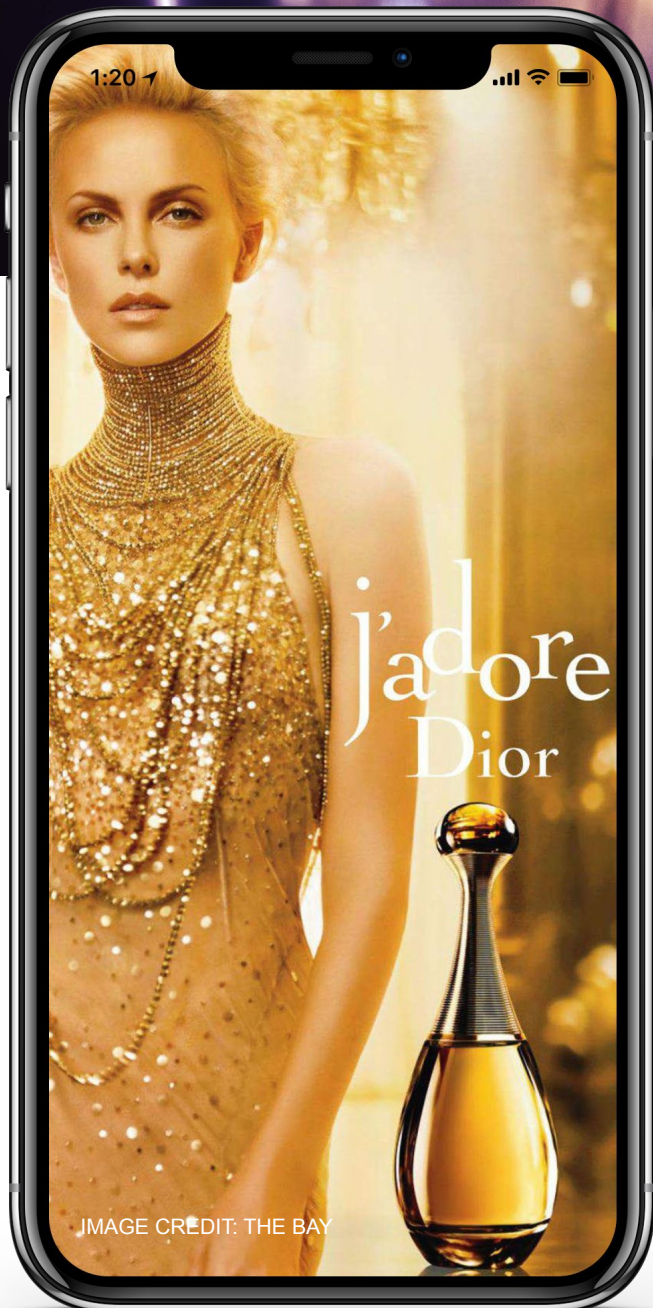
To maximize exposure, JCPenney paired up with the very trendy Fenty By Rihanna and leveraged Sephora's huge following.

The 3 brands created an exclusive contest and drove fans to JCPenney's website. Bonus: the retailer asked for an email address to confirm entries, creating a pool for retargeting throughout the holidays.

## Benefits

JCPenney, a centenarian, is associated with a fresh brand and connects with a younger audience. Sephora gains access to a database of contacts and incentivizes in-store visits. Finally, Fenty expands both its digital and in-person presence.



PAID  
MEDIAIMAGE CREDIT: KIWIHUG  
On UNSPLASH

## Dior's Duty Free Strategy

Dior promoted their fragrance *J'adore* in duty free stores from Miami to LA by offering free samples to travelers.

With partner S4M, they:

- Used geo-targeting in terminals to reach travelers.
- Designed a Video & Card ad that showcases the fragrance while directing shoppers to a customized store locator map.
- Broadcast the creative in the language of the shopper's mobile settings.
- Measured in-store visits through Fusio by S4M, an AI-powered drive-to-store platform.

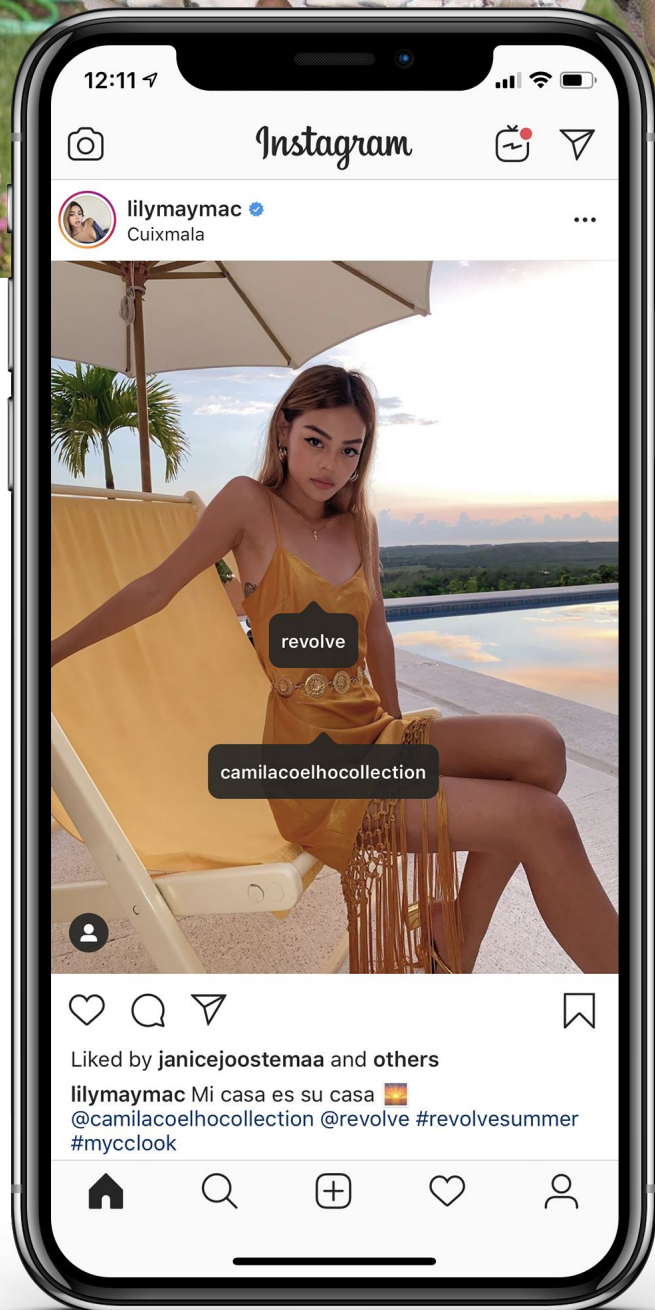
## Benefits

+229% uplift in footfall across stores.  
\$20.70 per incremental visit  
< 1hr - best time to conversion.





INFLUENCERS

IMAGE CREDIT: TWITTER  
@ELSAHOSKDAILY

## One of the World's Largest Influencer Networks

**Revolve**, a data-driven online retailer, specializes in scouting niche designers & marketing their products via one of the world's largest influencer networks.

**In influencers we trust:** Revolve has built its whole business model around influencers; less known designers are invited to dress 2,500 of world's biggest influencers. The retailer then feeds its brands with big data, offers co-sponsored deals & gives credits.

## Benefits

The influencers provide large-scale visibility to the brands. With all of the data, brands are able to tweak or alter their approach.

According to the co-founder of Revolve, the retailer credits **58% of its 1,2 billion dollar** revenue to its influencers and feels responsible for bringing trendy brands like LPA & Majorelle Collection to the light.



**GARNEAU & PRIMEAU**  
VÉLO

Are Absolunet Clients.  
Primeau is a dotdigital client

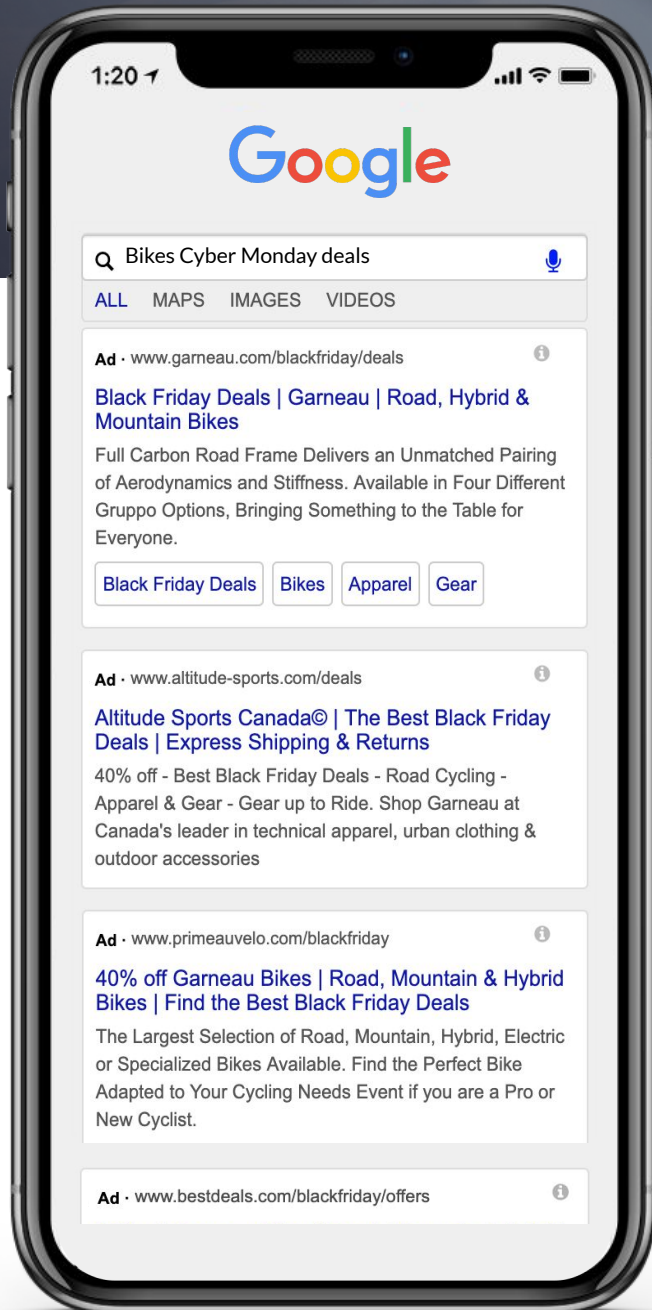


IMAGE CREDIT: GARNEAU

**PAID  
MEDIA**

## Search Engine Domination

Garneau, a worldwide bicycle manufacturer and its retail partners like **Primeau Vélo** and **Altitude Sports** have ample opportunities to run shared strategies.

How? As a group, set deals and “lanes” for each partner (ex: 40% off across the board with one retailer focusing on mountain bikes and another on road bikes).

## Benefits

Garneau sees results wherever their bikes are sold. The retailers who get on board with the collaborations receive ad spend and creatives to help position themselves as the first choice for Garneau products.

By working collaboratively, the 3 companies aren’t outbidding one another for ad space. Instead, they occupy the Search Engine Result Page (SERP)’s real estate for both Organic and Paid Media. Plus, they are communicating a cohesive message to all customers. Win-win-win.



# Key Takeaways

## 1 If you aren't ready, doing nothing is also a valid strategy.

It is also okay to not do co-op marketing. There is so much budget on the line, that if you don't have your partnership set up, don't rush it.

**Sell more without selling out.** If promotions at any price is not your style, stick to your brand values.

## 2 Have a backup plan and a backup offer

Example: you see that all of your competitors are rolling out 60% off deals. And your big rollout was 20%. You might need to go with your backup plan.

## 3 Remember the stores!

The "cyber" in "Cyber Monday" rightfully gets a lot of attention. But in this omnichannel world, brick-and-mortar probably needs to be a part of your play.

Your stores or your co-op partners' stores can increase your cyber relevance.

## 4 Keep your budget open

Track your performance in real time. If the co-op efforts are performing, keep the budget rolling.

Look at total sales and total media; it's not the micro-ROAS from each effort that counts, it is global performance.

## 5 Attitude matters

Our client, bike manufacturer Louis Garneau is a great example of adopting a winning attitude.

## OUR MANIFESTO

"We know that multiple gear shifts will be needed to be fully agile and we're ready for it."

## WE ARE PASSIONATE

We believe that passion is what made us successful. Passion should be what drives us and what we should share with our teams and customers.

## WE CREATE CHANGE

We believe that we need to be leading the race by initiating radical changes in the way we think, work and serve our customers.

## WE INVEST IN THE FUTURE

We believe that making the right long term decisions today is what strong leaders do. We still sprint but we stay focus on the whole race by investing in our talent and by giving back to the community.

## WE ARE GARNEAU

ABSOLUNET'S DIGITAL GROWTH OFFERING

# Three Roads to Digital Growth

We sell *results*, not services.

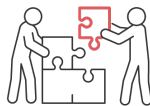


## Digital Mentoring

**For:** companies (large and small) looking for outside expertise to upgrade their marketing ROI.

**Your goal:** Identify specific ways to transform your marketing potential into sales (or conversions, depending on your model).

**What Absolunet offers:** High-level vision, strategy and experience. Training sessions and internal coaching. Performance audits to improve outputs.



## Mission-Specific

**What it is:** Extra muscle/brains to support your marketing team on a specific project.

**Your goal:** Deliver optimal results on a market or time-specific project.

**What Absolunet offers:** Our team or specific specialists can step in for shorter term projects to help you execute.



## End-to-End Service

**What it is:** Absolunet's team of experts becomes *your* digital marketing team.

**Your goal:** Hassle-free results and detailed reporting, year-round.

**What Absolunet offers:** We set up the strategies, collaboratively define the objectives and then deliver (and measure) the results.

*Whatever the size and level of your marketing team and your growth ambitions, we have the resources and support you need.*



## Our expertise in:

- Omnichannel & eCommerce Growth
- Marketing Automation
- Personalization
- Paid Media
- Search Engine Optimization (SEO)
- Data & Analytics
- Email Marketing
- Marketplace Media
- Social Media
- Product Feed Optimization
- Influencers
- BI & AI-based opportunities

... becomes *your expertise*.

# Let's Talk.

We help brands and merchants bridge the gap between how they sell today and how their customers buy in the digital economy.

To leverage our extensive eCommerce and digital experience in the furniture, housewares and home decor industry, get in touch.



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# About Absolunet.

Absolunet helps North-American manufacturers, distributors and merchants bridge the gap between how they sell and what customers expect in the digital economy.

[absolunet.com](https://absolunet.com)  
[@absolunet](https://twitter.com/absolunet)  
[/absolunet](https://www.facebook.com/absolunet)

Absolunet is an eCommerce agency and integrator with 250+ people obsessed with delivering results, creating ROI-producing (and award-winning) eCommerce experiences since 1999.

Known for its annual [Top 10 eCommerce Trends report](#), Absolunet is a certified [Magento Enterprise Solution Partner](#) and is Magento's fastest-growing North-American partner, as well as being an [InSite Platinum partner](#).



# Checklist Written in Collaboration with:

## StackAdapt

StackAdapt enables marketers to deliver across the full marketing funnel, across different channels, and collect data on shoppers, products, publisher sites and the interactions between them. For Black Friday, StackAdapt helps brands and retailers connect online and in-store behavior.

**Inventory:** access to a plethora of inventory sources provides a greater amount of reach and scale for all your campaign types

**Channels:** support for multichannel campaigns - native, video, display and CTV - for full funnel campaign execution

**Optimization:** machine learning optimization greatly increases the propensity for your campaigns to improve in performance as they run

**Data Partnerships:** data aggregators provide access to robust, and often niche, audience segments or the ability to leverage your CRM audiences

**Measurement:** independently assess and test the performance of campaigns

**Success Management:** support provided throughout your entire workflow, from onboarding, to campaign execution, optimization and reporting; access to the Creative Studio team of experts to make campaign creatives stand out.



S4M – The Drive-to-Store Platform – is the first and only advertising technology that connects brands to consumers by bridging the gap between digital advertising and the real-world.

S4M created a unified technology for marketers to **manage, measure, and optimize incremental visits in real-time to online and physical stores.**

S4M is committed to transparency and full autonomy for its clients from online impressions until conversions and relies on data obtained only with the user's explicit consent.



The dotdigital Engagement Cloud is a Software-as-a-Service (SaaS) marketing platform that enables companies to create, test and send data-driven automated campaigns. Our technology integrates with key business systems, such as e-commerce platforms and CRMs, providing access to rich insights in real time. This is a powerful advantage in today's customer-centric market.

Read This Next:

KANUK CASE STUDY

## The Modernization of an Iconic Parka Brand

How Kanuk, the quintessential French-Canadian parka brand reinvented itself for a younger, global clientele in a highly-competitive landscape.

[Download Now](#)

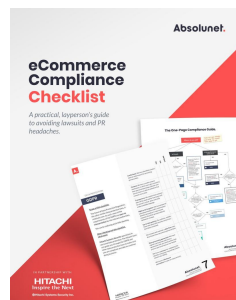
Or visit us at [absolunet.com](https://absolunet.com)



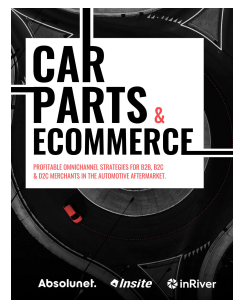
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# BRIDGE THE CYBER MONDAY GAP.

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