

Chase ([00:00](#)):

Let you kind of run the show or whatnot.

Eric Dick ([00:03](#)):

Love the pre-webinar chit chat.

Chase ([00:05](#)):

Yeah. Yeah, let's see. So, as we get people rolling in... Six, seven, eight, cool. For those that are just hopping in, welcome and thank you guys for being here. Oh Eric, you see there's another person hopping on as Eric? They might just need to change their name.

Eric Dick ([00:21](#)):

Very nice. Nice, we're going to have multiplicities of Eric joining us today.

Chase ([00:26](#)):

Yeah. We can't escape you. All right, so as people are entering, let's say what's up, where you're from, what time it is, whatever you want to share with us. Name of your business, whatever you want to tell us, we're here to kind of read it out and listen.

Eric Dick ([00:39](#)):

Nice. I want to know if there's any DTC subscribers out there in the audience as well.

Chase ([00:44](#)):

Is it just DTC newsletter, DTC magazine? What are we calling it?

Eric Dick ([00:47](#)):

Yeah. So we're DTC. It's funny, we actually just incorporated. We just incorporated as DTC media, but we're DTC newsletter and podcast, and that's at [directtoconsumer.co](#). Which there's a few small plugs, but it's a free newsletter. So I'm not too worried about it.

Chase ([01:01](#)):

Sweet. All right. Well, we got a local service biz. We got some from Mexico, some from Mesa, Arizona. Where else are you guys from? And by the way, all the Eric's on the panel, if you guys want to change your names, cool. If you guys want to be Eric for the day, that's cool too.

Eric Dick ([01:12](#)):

Nice, nice.

Chase ([01:13](#)):

New York, New York.

Eric Dick ([01:14](#)):

They should be so lucky. I'm in Victoria, British Columbia here on the little bit wet, west coast here.

Chase ([01:21](#)):

Nice. Yeah, so what time is it for you? Is it four?

Eric Dick ([01:24](#)):

Four, same.

Chase ([01:25](#)):

Cool, same here, same here. Someone named Eric said nice name. [crosstalk 00:01:30] All right, we'll give it another 30 to 60 seconds and we'll kind of go from there. Eric, remember the other day on Facebook, there was like a few Erics, saying like, "Hey, can I join? Can I join?" There was like four or five of you Erics that were all coming to my post with the same name saying, "Hey, could it be Eric squared or Eric tripled?"

Eric Dick ([01:44](#)):

That's right. Us Eric's, we work in packs, you know? When you have a vowel as the first letter of your first name, you got to be a little extra aggressive, because it's a little softer to have that first consonant there, you know?

Chase ([01:58](#)):

I hear you, man. Well, we're almost have 50 people. I think we could probably just kick off and as other people kind of trickle in, we'll kind of just be going through. Eric, the floor is yours. I'm going to be off camera and on mute. I'm here if you need me, but the floor is yours, I'll let you run the show.

Eric Dick ([02:12](#)):

Great. I'm just looking at where I present here.

Chase ([02:15](#)):

Do you see [crosstalk 00:02:18].

Eric Dick ([02:17](#)):

Speech... I see it. It's been a while since I've used Zoom, we switched off it. Oh, you know what? I've got to open my system preferences, because it's new a computer. So you're going to have to just give me one more second, everyone.

Chase ([02:28](#)):

Awesome. While Eric's doing that Cam, Rob, Taylor, what are we talking about today? What should people be excited to learn while he's pulling that up?

Rob ([02:40](#)):

Eric's driving the show, but all about Q4 and how to make Q4 successful on various platforms.

Chase ([02:49](#)):

I actually should have known that. I just found the official channel. So we're talking about insights for Facebook, Google, Amazon, and Creative and more. So Eric, whenever you're ready, let's share that screen and I'm anxious to learn.

Eric Dick ([03:01](#)):

Yeah. Yeah, this is going to be... Let me just make sure privacy, oh man, I should have done this before. Let's go. Hey everyone, we'll get there in a second. Privacy, there we go.

Chase ([03:18](#)):

Someone's up at 4:00 AM watching this. Wow.

Eric Dick ([03:21](#)):

Nice. Allow to access my camera. Okay. Then we go to...

Chase ([03:31](#)):

Yeah. Thank you guys all for being here. Thank you guys for being patient. I know it's early, I know it's midday, I know it's late. I hope you guys have had fun. We're on day three of three. Got a few talks left. We've got this one right now. We've got one at five o'clock, which is in an hour on... Someone's actually doing a live eCommerce website teardown, which is going to be cool. Then we're going to end kind of with myself and the cohost just wrapping things up at six. So Eric, you good on your end?

Eric Dick ([03:57](#)):

I'm having trouble figuring out how to get my screen share up on my Mac here, to be totally honest with you on this one. So I am just- [crosstalk 00:04:04]

Chase ([04:03](#)):

Rob, Cam, Taylor, anyone else have the ability to screen share?

Eric Dick ([04:06](#)):

I'm wondering if I could get one of them to screen share and have them drive. So I'm just going to share the presentation with one of them.

Rob ([04:13](#)):

I'm just going to have to wing this. I haven't prepared for your talk, but I'll just wing it, if not.

Eric Dick ([04:19](#)):

Well, I can just go to Cam.

Cam ([04:21](#)):

Yeah, shoot a Slack over.

Eric Dick ([04:24](#)):

Okay. Sorry about this everyone. File, share link. Okay. Rocky start.

Chase ([04:34](#)):

Yeah, no worries. While he's pulling that up, for those that have attended other talks, what was your favorite topic or who was your favorite speaker? What would you guys enjoy learning about? So we can prepare for any upcoming ones.

Eric Dick ([04:45](#)):

Let's see. It's under... Okay, let me just see here.

Chase ([04:59](#)):

Roba, too many just come to list. Okay.

Eric Dick ([05:04](#)):

Nice.

Chase ([05:06](#)):

All right, let's get in present mode and let's do this.

Eric Dick ([05:08](#)):

Let's just do it. Let's go. So I named this thing, Omnichannel Q4 Checklist, and then I looked at it and I'm like, okay, maybe that's a little boring. So I was like, so let's jazz it up a little bit. Let's have your best Black Friday ever, Black Friday, Cyber Monday ever. And this is an omnichannel Q4 checklist that's going to give you some high level strategies and tactics across multiple platforms, all related to sort of customer acquisition.

Eric Dick ([05:36](#)):

It's sort of high level frameworks and then sort of also actionable tactics across Facebook ads, Google ads, email, SMS, Amazon, Creative, UGC, and customer engagement. Next slide please. You might be asking, who am I, how can I give insights across all of these different dimensions? But I'll start with just who I am. First of all, I'm Eric Dick. Yes, having the last name Dick has been a very character building experience for me. I live on the west coast of Canada. I'm a father and husband and I'm a performance marketing entrepreneur, which is a little bit unique.

Eric Dick ([06:11](#)):

I've sort of worked in organizations and built companies kind of within them that have gone on to become their own company, which is exactly what I've done here with DTC Newsletter, which I'll tell you about in a bit. So next slide. Eric likes my Dick jokes. All my jokes are dick jokes, that's one thing about me. So I founded a company called Directtoconsumer.co, it's a newsletter. And basically what we do is we sort of take, not just news and notes that are happening in the industry, but we basically take the sort of ingenuity and ideas that are being generated every day by the hundred person agency that we're partnered with and we sort of filter those into the newsletter as a direct sort of educational drip twice a week. It's about 1500 words. It's fun, it's free. You can subscribe if you like.

Eric Dick ([07:00](#)):

We're up to about 50,000 subscribers, which is really exciting. We have my friend who runs a seafood company on the island here in Victoria, British Columbia who loves it and gets a lot from it. Then we have the head of growth at Unilever who reads it and gets a lot out of it. It really speaks, I think, to how the world of digital marketing DTC has converged. So next slide please.

Eric Dick ([07:23](#)):

So we also have a podcast where we've interviewed hundreds of DTC founders called The DTC Podcast. We alternate between issues where we interview a DTC founder or a luminary in the field, such as Mr. Chase Diamond there. Nick Sharma, as well as head marketers at brands. Then we alternate those with issues where we actually go and interview members of the Pilot House Staff, and talk about all the kinds of performance marketing tactics that are working in the world today.

Eric Dick ([07:49](#)):

Next one, please. So I won't belabor this, a long story, but it kind of started in...how DTC came out of Pilot House, how Pilot House came to be. It all started in 2008 at an affiliate company, an affiliate network company called Never Blue. We were running dating offers. We were running toolbar downloads. We were running all of manner of sort of like affiliate marketing arbitrage offers. But what we learned to do was make every click count and optimize every heading, every landing page, every color, every button color, every keyword. Every ad header, just because we knew that we were only going to make money as an affiliate network if we optimized things to their utmost extent and got as good as we could at persuasion and all these other things to make people click and convert.

Eric Dick ([08:36](#)):

We used to look at the industry, we used to look at the broader DTC and sort of agency industry where they're talking about brand lift and all these different things. I would just say, "What if every marketer was a performance marketer?" I think out of that spun a company called Pilot House, which was an agency that when I joined in March of 2020, it was 20 people and it was going to the market with the same principle, which is, what if we built a hybrid model based on agencies, where it was really based on us only profiting when we were really able to drive performance for our clients?

Eric Dick ([09:07](#)):

So that has really propelled the agency. It's now a hundred person agency, and now we spun out DTC, which is this content marketing play where we're sort of building this amazing audience. So if you go to the next slide. Basically, yeah, it's a hundred percent team, Pilot House. It specializes in performance marketing, web development. Then what's neat about us is, I think, just that we've built all these individual teams now. We've got our Facebook ads team, our Google team, our email team, our Creative team, our UGC team, our customer experience team, and all these teams are sort of independently incentivized to grow their own individual clients as well as holistic clients for the company.

Eric Dick ([09:48](#)):

It really just has created a lot of thought leadership in each of these departments with the leaders that have kind of taken up and taken them over. And that's kind of what this presentation is. It's sort of the insights from each of these departments that we're spending and earning hundreds of thousands, of millions a month. We are just collecting their insights and kind of giving them here to you guys.

Eric Dick ([10:11](#)):

We also do this every week in our newsletter where we're giving out value bombs on the weekly. So next slide please. So again, we can skip this too, because we're going to jump right into Facebook ads and how you're going to have your best Black Friday, Cyber Monday ever. So this is a slide I just added at the end, because it's a talk I just did with some of the founders at Pilot House.

Eric Dick ([10:34](#)):

I think it's worth starting here just for people, because I think with the year that a lot of people have had with the huge amount of signal loss that we've all experienced from iOS 14, I imagine there's more than a few marketers out there who are sort of like even gun shy right now about this idea of making this the biggest, best Q4 ever. If you haven't sort of figured out your sort of attribution model at this point, I can understand that feeling. What I think is interesting about what's happened, to be clear, iOS 14 rolled out and as advertisers... I don't know the exact percentages somewhere of a 40 to 50% sort of signal loss when it comes to conversion numbers that used to be reported on Facebook are no longer showing up there.

Eric Dick ([11:14](#)):

I think it's a really interesting time, because we've gone to a system where instead of relying on platform, ROS numbers at all, we basically now have every actionable bit of data that we use comes from the source. It comes from Shopify, it comes from Woocommerce or whatever e-commerce platform we're using. It makes it less of a free for all where Facebook takes most of the pie, to much more of a conversation. Now, we're all platforms, and in our case, as a company, all of our platform heads, our team leads are coming to the table with our clients that have this omnichannel approach with us. And we're sort of figuring out where the leads go, what belongs where, and it's been a complex and painstaking procedure, but it's been absolutely essential to allowing us to kind of continue to scale and to go into Q4 very, very confident. Potentially even more confident than we were last Q4 when there was a lot of attribution murkiness going on, because now after these conversations, it's a lot clearer to go forward.

Eric Dick ([12:15](#)):

Next slide please. So once you've got your attribution model kind of figured out, the thing to really focus on is that the early bird gets the list as they say. So, one of the things that we're talking about with all of our clients right now is increasing prospecting already, increasing prospect during these times to take advantage of the lower cost so you can kind of get people into your funnel at different stages. One way to do this is by actually building email lists directly from simple landing pages where you're sort of targeting your target audience with an idea of enter your email address in order to get an early bird discount to our big discount that's coming up. Just right there, you can run very simple cost effective campaigns, where you can generate emails during this time of slightly lower traffic costs and then reap the benefits of that. Especially as you head into Q4, or into Black Friday, Cyber Monday, where maybe they're ready to make their second or third purchase by that time.

Eric Dick ([13:11](#)):

The other thing that sort of relates back to this idea of performance marketing was, it was about iteration and about how you just really need to have a lot of different creative, a lot of different angles and a lot of different sort of... just essentially a lot of different creative in order to continuously cycle and sort of feed the machine. Because ultimately you don't want to get into a position where you sort of run out of steam before you get into that into those days, when you might need to be making a lot of

high volume sort of optimizations. You just want to make sure that your bag of tricks isn't empty by the time that date comes up.

Eric Dick ([13:48](#)):

Next slide please. So the other thing, obviously, about Q4 is it's not just Black Friday, Cyber Monday, it's a cornucopia of opportunities for you to engage your customer. So one of the things that we've been doing is sort of testing some of the promo structures that we're using. Whether that's a promotion and then maybe an early bird discount that's offered to maybe more loyal customers or something like that. We're actually testing these things on Halloween with some of our clients. Obviously it's not going to be the exact same Creative or anything like that, but it's going to give us an idea of what people are responding to and it'll allow us to kind of build up some knowledge before we head into Black Friday, Cyber Monday. Halloween as the dry run, Trev, exactly. It could be spooky, but we'll hang in there.

Eric Dick ([14:31](#)):

Then the other thing is, I'll go into this a bit more with the Creative, but if you've been running for any time, you'll obviously know that you have a huge amount of data, a huge amount of value in your previous campaigns that you've run. Like, look at what worked last year, really look at building off the shoulders of what you've already had succeed, because ideally you're going through this and iterating and going through it as much as you can. So just as the next slide there is actually just an example of one of the content calendars, just to give you an idea of what... I thought it was important to kind of include this. It doesn't have any sense of information, but it's essentially what one of our clients looks like when it comes to their Q4 promos.

Eric Dick ([15:12](#)):

So you can see how we're coordinating across multiple different fronts, whether that's email, SMS and Facebook and Google, but we're just making sure that it's all dialed in so that everyone knows exactly when each promo ends and when each promo begins. In this season, it's like you go from Halloween, maybe there's something for Thanksgiving, you go to Black Friday, Cyber Monday, you go to Christmas. In Canada, we have Boxing Day. I don't think you have that in the states. Then beyond that, you're already thinking about the New Year. So you can just, as a marketer, just think about all those different opportunities to engage people, to create angles and opportunities to drive sales with your customers.

Eric Dick ([15:48](#)):

So next slide there. And then the big thing that I'll talk about probably a number of times throughout this is just the idea of targeting gifters and how this is something a really untapped market for a lot of people where especially this holiday season where families are really going to be coming together, maybe more than we did last year. There's some stress out there. I really feel like there's a really great opportunity for the gifting season to focus on gifters in all of your market, including your Facebook ads.

Eric Dick ([16:16](#)):

It sort of brings up this concept I learned from another Eric, it's the same, Eric Tasco that Chase brought up in the intro. He runs a company called Shine On, which is an amazing jewelry company and his motto, he told me was, if you can make them cry, they're going to buy. I know it sounds a little callous. Eric's the nicest guy in the world, but it just shows a little bit of how sentimentality can play a really big role in your advertising, especially when you're working in this gifting market.

Eric Dick ([16:46](#)):

So jumping from Facebook into Creative. Creative is going to impact every one of your platforms, obviously. I mentioned this in the intro a little bit, but you just really need to start with a deep dive. You need to audit all your previous creative promo and winners. That way you can mine and as I say, build on the shoulders of what worked before. You want to make sure your visuals, your hooks, your copy are all building on whatever has worked best before so you can have more success.

Eric Dick ([17:13](#)):

So you can see that content calendar that we lay out, if you can lay that out a couple weeks in advance, essentially, then you can kind of get content built for each of these opportunities. You can sort of just say to your designers, "Okay, here's what we need." Just start stacking it up, building it into their categories, just go back to that slide. Ultimately, you want to be able to gather all your assets well ahead of time. Not your finished creative necessarily, but when it comes to gathering all your assets so you can build a very highly iterate-able set of creatives, you're going to want to focus on high quality product photography, scrappy video, by scrappy I mean video that's filmed on your iPhone. This can be influencer content, it can be just stuff that you guys film in office.

Eric Dick ([18:01](#)):

Then of course you want to be able to source your UGC, your user generated content, or your employee generated content, which also probably fits in the scrappy video category, which is something that I feel like most agencies are used to being able to provide, because it just often works the best, which is the dirty secret of agencies perhaps. So yeah, so you want to base on what's worked, you want to base everything on what's worked in the past, as well as any new assumptions or angles you want to test and you need to have a diverse set of assets, because you need to be able to create a diverse set of creatives to give your product multiple looks in the newsfeed to find what resonates with each customer.

Eric Dick ([18:37](#)):

So next one here. Then of course you want to map out your post click experience. At Pilot House and at DTC we're huge advocates of using landing pages before your product pages, before your homepages. We just find depending on the product, this approach just gives you a ton more freedom to really get your brand story out there, improve your conversion rates, ultimately improve your average order value, improve your customer lifetime value. So heading into Black Friday, Cyber Monday, you really need to make sure your entire post click experience is mapped up. If you're using Shopify, you need to make sure that your Black Friday pages are wire framed to it. You also need to make sure that the messaging on your core site echoes whatever people are seeing on the landing pages, especially during Black Friday, Cyber Monday, because that continuity is absolutely critical to driving conversions. Then of course, get your copy written ASAP because this can take the longest. So make sure you plan ahead.

Eric Dick ([19:28](#)):

Of course, with Creative, we often advocate for iteration versus polish. When we get high quality assets and the more high quality assets we can use, we always make everything look as good as possible. But what we really are built for is to rapidly iterate and find success. When we find a little bit of success, we want to dig in and find more. Kyle, I just see you joined, did you have something to add on the Creative front?

Kyle ([19:56](#)):

Me?

Eric Dick ([19:57](#)):

Yeah, no. I just saw your mic was off. No.

Kyle ([20:00](#)):

Oh, I just came to the show. I'll just go quiet-

Cam ([20:06](#)):

Roll him under the bus.

Eric Dick ([20:06](#)):

Nice, throw him right under the bus. [crosstalk 00:20:08] Sorry about that, everyone. This is good, we got 84 people. There was just one question I saw that came up that might be worth... yes, the deck will be shared Kirschner. Let's see, what else? Is there any way you like to map and document this or just good old white paper and pen and paper and sheets? When it comes to, sorry, is that for the offer calendar or is that for the Creative asset thing? It'd be interesting to know. I'm just going to forge on and we definitely will make some time for questions. So if you want to go on to the next one there, Cam.

Eric Dick ([20:41](#)):

Okay. So Google ads. So this is from our head of Google and he suggests that you start by just cleaning up all your product feeds. You want to get ahead now, keep your product feeds clean. You want to make sure your titles are good, your descriptions are good and that you have all of your relevant keywords in there. You want to make sure that your product feed has been displayed or has been approved to display reviews, because this could be a huge part of improving your conversion percentage.

Eric Dick ([21:05](#)):

You want to make sure your reviews are uploaded to your merchant center and then make sure that you are actually adding promo to your shopping feed as well. Then display retargeting feeds, they have to be accompanied by eye catching, scroll stopping, creative. I just provided a few examples of one of our advertisers on the next slide where we've done these display retargeting feeds. Yeah, we'll deck available to everyone. We have to kind of go through in rapid fire, because we've got so much stuff to do. But I think there's definitely some stuff here that I think will benefit people, so yeah. Next slide.

Eric Dick ([21:38](#)):

So when it comes to your Google traffic and promo strategies, one of the things that's been interesting to learn for me is just... And it's obvious. Google doesn't have the same top of funnel as Facebook. Facebook, you've got a never ending stream of people scrolling the newsfeed. Google, you only have what people are searching for, but then that's why YouTube became such a huge acquisition for Google, just because it's their top of funnel. They have a never ending stream. It's the second biggest search engine in the world and they have a never ending stream of inventory available there. So if you want to start cold prospecting within the Google suite, YouTube is your place to do it. It's a good idea to get people familiar with your brand at the low cost now in order to get them on branded search later so they'll be actually searching your brand later. You become aware of it now, this is the strategy we're advocating.

Eric Dick ([22:27](#)):

One of the other things we like to do is just make sure that in Google tag manager, we're actually segmenting all of the Facebook traffic within the Google environment as well. So we can actually tell who the Facebook users are. Generally, this could be accomplished with just a general retargeting pixel, but this allows us just to make sure that our messaging is consistent and that no impressions go to waste. So we can just make sure that those Facebook users that we've already paid for are also seeing things from this other perspective in order to improve those chances for conversion.

Eric Dick ([22:59](#)):

Then this is another one of these little tips that I think could be valuable to people is just make sure that during Black Friday, Cyber Monday, when you are running your ads, that you actually put those promotions into your ad extensions. The ad extensions on Google ads are hugely powerful, drive a huge percentage of the clicks that actually happen. So just make sure you're using that space by linking out to your Black Friday promotions in that text.

Eric Dick ([23:26](#)):

Then also don't forget Bing. Everyone forgets about Bing. I haven't thought about Bing in so long, but apparently it's 20 to 25%. You can get 20, 25% the same sort of size that you're getting out of Google from Bing. Which is pretty amazing. And Saul also told me that if you do, at some point, come and work with Pilot House, we'll manage your Bing for free, apparently. If you're doing Google with us, we'll manage your Bing for free. Saul was telling me that Bing is pretty easy to set up directly from Google. Managing it over time, takes a little bit more, but it's pretty easy to get it set up, especially for something like Black Friday, Cyber Monday.

Eric Dick ([24:04](#)):

Next slide, please. So this is just one of our... we have a case study on our website right now on Pilot House of just some incredible results from really one of our premier clients that we've had for over three years now, three years of partnership with JW Watches. Just able to produce incredible results for them while scaling through a number of different international locals. It's just been an amazing year for that brand. It's a luxury watch brand, which heading into the pandemic wasn't the horse that I was betting on to do the best, but it's been an extremely, extremely good account and a great relationship for sure.

Eric Dick ([24:39](#)):

Next slide, please. So onto UGC. So hands up in the audience if you run a brand and you're not using user generated content. I'd be interested to know. I think UGC is just an absolutely essential component of anyone's admix. So if you're going to work with creators specifically, the bosses don't like it. Brian, you got to break them down. Start with some EGC, start with some employee generated content. Show them how good it can be and then get someone pro to do it. But if you're going to work with creators, you want to start now. Expect extra time. just as your inboxes are going to be clogged with offers. So will the influencers' inboxes as well. If you're shipping them products, there could be delays there. So it's really important that if you're going to build UGC into your ad mix that you start as soon as possible to build up those relationships so when you do need to pull the trigger on content in the crunch time, it's ready for you. Like we were saying, creator schedules book up, and there's a lot of extra noise in this season.

Eric Dick ([25:40](#)):

So next slide. Then when it comes to working with influencers, you got to make sure your influencer pitch stands out and the most important part of that is just making sure you're picking influencers that are really fully aligned with your brand. That's just going to give you... if your influencer is not aligned with your brand, doesn't like your brand, it's like nothing... the ad content won't be good, their response times won't be good. You just need to make sure you find influencers that do vibe with your brand that would vibe with your audience. If they met them, they'd want to hang out. That's the first hurdle to clear is just make sure that you're already aligned.

Eric Dick ([26:18](#)):

They do work with multiple brands so you still want to find out... You want to stand out so that these relationships grow and you got to think outside the box a little bit about what you can offer them in the partnership. We have couple suggestions on the next slide. The first one is just making sure that when you send them items, you just jazz it up a little bit. You make it a press box style packaging with a note from the founder, an extra swag or stickers, these little efforts. So many people are just sending products kind of thing. It's just like, if you can stand out a little bit by making it a more personal experience, you're going to start that relationship out on the right foot.

Eric Dick ([26:50](#)):

Then when it comes to monetization, can you evolve to an ongoing commission as opposed to just the one time fee, which is always a bit more mercenary? Can you develop an ongoing relationship with that creator? It's always something to think about as well as even deeper, like a joint partnership. The one thing that I think brands overlook for creators is creators are hungry for exposure as well. So if you're getting a creator to make a fun video and part of what you're bringing to the table is you're going to run two million impressions through it. So you may post it on your own brand feed, exposing this creator to your customers as well. So just don't forget that you're also bringing exposure to the table as well in that equation. And especially if you can really align on something where there's an ongoing commission where they're really incentivized to evangelize for your brand, it's nothing but a good opportunity.

Eric Dick ([27:36](#)):

Next slide, please. So tis the season for gifting. This is again, we talked about this through Facebook. We'll talk about it through Amazon as well, but for UGC, it's the exact same thing. So instead of saying if you have a product for men and you're trying to think of a creator who can talk to a man, think of a creator who can talk to a woman and say, "Hey, I'm buying a product for my partner." And if you can bridge that relationship and can actually use gifting in your UGC campaigns as well, it's a really emotional connection you can have with someone when you're talking about gifting. People love gifting, they love receiving and giving gifts. So it's interesting content, if you can make UGC content around gifting, I think you'll find some great success there.

Eric Dick ([28:22](#)):

So next one. So this is one too. We've got all these different holidays in Q4, all these different opportunities to engage customers. We still don't recommend that you make your UGC content too specific. Like if you made the most badass Halloween content as the warmup for Black Friday, Cyber Monday, that's great and it'll run for three days or a week or something like that, two weeks maybe. You could probably be running it already, actually. But it's not going to last as long as the kind of evergreen content that you're really looking for.

Eric Dick ([28:52](#)):

So whether you're talking about holidays or promotions, we generally recommend that you try to get 80% of your content from any given influencer that you work with as sort of evergreen content that can be used year round, scaled year round. Even during holidays you can repurpose it and run it as well. Then you can make 20% of it sort of about the sale or about the holiday that's focused. That way you can give everything a quick edit and reuse it in the future, or maybe just next year's Halloween, if you just make it very Halloween specific.

Eric Dick ([29:19](#)):

And then this is... you just got to make your content unique. And what's most important are those first five seconds. So one of the things that we're advising people to do is just figure out, out of the box ways to grab the user's attention, to start with an exclamation that hooks. One of the things I see all the time from one of our competitors, actually, a fellow newsletter marketing group, every time they ad the guy slides into camera. He slides directly in the frame. He falls into frame, he jumps into frame and just that sort of like kinetic activity at the beginning is something really important. This goes back to our affiliate marketing days. If you can make someone look at something and they don't quite know what it is, and then show them something else, you have them hooked and you can kind of start the conversation with them. So really focus on driving content that hooks people in that first five seconds with some kinetic action, usually in the beginning.

Eric Dick ([30:13](#)):

Next one, please. Yeah, so like exclamations to start things like, I can't believe this works so well! I'm going to throw my garbage competitor product! You start with a wow statement, you jump into frame and then you can fall into frame, obviously. You can add a shocking intro. If you're looking for a content where you really want people to have more creative freedom and be a little bit more wild, TikTok is definitely the best place for that. And something that we're having a lot of success with as well.

Cam ([30:43](#)):

I know another one that we're testing right now, quick hack, repetition in the first three seconds is another popular one. So it's like, please, please, please try this. Or please, please don't do this. Like, that's one that I know is being tested right now. Seems cool.

Eric Dick ([30:57](#)):

Oh, that's interesting. Sweet hack, Cam, thank you. Next one. Okay, so email, SMS. Okay. So this again just comes down to a lot of housekeeping. I've run enough email campaigns to know how much things need to be massaged and changed. So specifically when it comes to Black Friday, Cyber Monday, you're going to want to change your flows going into Black Friday, Cyber Monday during Black Friday, Cyber Monday and then post Black Friday, Cyber Monday. So just make sure that your information is as relevant as possible, that you're reaching every customer with and that will require a lot of editing and making sure that everything's aligned. You want to turn off any promotional messaging on your brand at least two weeks before Black Friday, Cyber Monday, just so you kind of go into it with a clean slate so people aren't blind to any offers that you're offering.

Eric Dick ([31:47](#)):

So make sure that you have that period of slow down there. Make sure there's no promos during that time. You want to modify your opt-in and welcome language to make sure that you're sort of building hype for your big sale, rather than sort of continually discounting offers on purchases. You want to build towards that really big sale. You're obviously not going to try to dissuade them from buying, but you're going to say, "Hey, this is a discount you get, but if you wait a little bit more, you get this bigger discount, build some loyalty there.

Eric Dick ([32:13](#)):

Then you want to modify your flows in the welcome series and your win backs to push Black Friday, Cyber Monday offers versus regular offers. You also want to change your abandoned cart, especially on the day. You want to change your abandoned cart frequency so that it's a little bit more sensitive. You don't want to give people as much time when you're dealing with Black Friday, Cyber Monday before you're messaging them again.

Eric Dick ([32:39](#)):

Next slide there. So for Amazon, so jump quick, we've got Amazon Rob here, just did a little chat with him. The first and most important thing is just making sure that you have your inventory and your budgets and any backups or fail safes in place that you possibly can. Like the amount of traffic that happens on Amazon for Black Friday, Cyber Monday is hard to overstate. So you want to make sure that you have all of your inventory maximized. You get your inventory sorted out in FBA and then you want to have a backup plan from switching to FBA in moments, if you notice you're running out of stock on your top SKUs, you want to make sure your campaigns are not budget capped, because you want to give them room to scale on the days when there's higher search volume, and there will be 10X search volume or more during that period. So you need to make sure your budgets are flexible during that time to take advantage. As long as you've got your margins dialed in, as Rob would probably caution me to say.

Eric Dick ([33:38](#)):

Next one, please. So again, yeah, know your numbers and plan ahead. This is a famous Rob saying is 10 sales at profit is better than a thousand and losing money, because you over discounted and overspent. So that's definitely something to know. You need to know exactly where your margins are with Amazon. Same thing goes back to planning and booking your promotions calendar, and then making sure that you update anything relevant that you're indexed for any keyword relevant to gifting if you are a gifting product, because that's super important. Gifts for grandma, gifts for dad, fun gifts for dad, serious gifts for dad. There's so many different sort of keywords you can kind of build in there depending on your product that really shift that focus or add that focus of gifting to who will be searching your product, which I think if you're not doing will be, I think, hugely beneficial.

Eric Dick ([34:19](#)):

Next one. Okay. So then customer engagement, this is another one of our departments and it's one that we're seeing a huge amount of success with customers who take us up on it. Because I think it's a really overlooked area for a lot of brands. It's something that they're... maybe this is answering comments on ads, answering emails, things like that. So one of the things to do early on is to have people test and give feedback for how easy it is to get into your site and get info and make a purchase.

Eric Dick ([34:46](#)):

So before the rush of Black Friday, Cyber Monday, have some people in your audience actually go through and do a screen recorded purchase session and look for anything that might be hindering them or stopping them. Another thing we suggest is to create a Q4 specific guide for your support team that addresses questions and comments that they may not have encountered. And again, you need to make sure that your support team is fully up to date on exactly what your promotion calendar is as well, so that they're fully versed and ready to speak to anyone. And then you may need to hire and train additional support members before things really go bananas as has happened for brands in the past.

Eric Dick ([35:24](#)):

Yeah, again, this again goes back to revisiting the successful moments that you've had in the past or the moments that there were frictions with customers. So you could revisit comments or messages you received in previous months to anticipate any friction points. If people were upset with their shipping or upset with the response times on various things, you can kind of look back to what happened last year and really be prepared for those eventualities this year for how to respond to them, how to comment about them or how to avoid them altogether, hopefully. You want to set clear boundaries with your engagement team on what they have the authority to do alone and what has to be escalated.

Eric Dick ([35:57](#)):

The more you can empower people, the better, but there's also that limit where you know that there's sort of... can't speak to certain things and you need to make sure that threshold is set. And then just ask your team if they've noticed any inefficiencies in their workflow so it can be addressed prior to the increase in the volume. So really just sort of trying to smooth out the ship, understanding there's going to be a huge increase in traffic during this time.

Eric Dick ([36:21](#)):

Yeah. So I think that might be all that I have in terms of these omnichannel value bombs. I think there's probably one more slide there. No, we got one more for customer engagement, but again, this all comes down... our customer engagement specialist, Mya, I don't know if she's on the call here, is just hyper organized. I love this tip that she has. It's just like she does keep a running tally of the volume of tickets, the sentiment analysis, the trends in the tickets, the overall response time, just so year-to-year you can just make sure that these metrics, like how you're really engaging and responding to your customer, just really make sure that you don't slip on those. So this is one way to do it is just make sure that you're either seeing a growth in the things that you want to see grow or seeing certain things stay the same. It's just important to monitor that year over year to make sure that you're hitting the mark.

Eric Dick ([37:12](#)):

So yeah, that's the presentation here. You can subscribe to the newsletter at directconsumer.co, it's free, it's twice a week. You can check out pilothouse.co agency. And if you want to just say hey, to me directly you can reach out to me at eric@directtoconsumer.co. And now we may have some time for some questions.

Chase ([37:29](#)):

Yeah, that was awesome. I'm going to drop the link in the chat to the newsletter. Great, great newsletter, go subscribe and sign up for that. We should have about 10, 15 minutes for Q&A. So if anyone has any questions, to just wants to say thank you, please drop into the chat, but Eric, thank you so much.

Eric Dick ([37:45](#)):

Yeah, it was rapid fire, but I think there's definitely some stuff in there. I can share the slide deck with you as well so anyone who wants that can grab it.

Chase ([37:52](#)):

Awesome.

Eric Dick ([37:55](#)):

Nice. Let's see, so is Trev still here? Because I'd be interested to know, is there anything you'd like to use to map and document this or just good... What did you mean by that? Did you mean angles or did you mean... What did you mean exactly here? I don't know if Saul is here to answer this Google question. How much budget percentage would you put into performance campaigns versus YouTube, for example? That one would be a Saul one. Any thoughts on that there, Hitch?

Hitch ([38:27](#)):

Follow the money.

Eric Dick ([38:30](#)):

Sounds right.

Hitch ([38:32](#)):

Yeah. I mean, it depends on the brand, right? It depends what you're selling. It depends on have you been on YouTube before, how your middle funnel and bottom funnel is going. Right? At least I would say commit 20% of your budget if you want to do anything. But I will say that if you don't have at least three to five grand to spend on YouTube a month, you're probably not going to do much in it.

Eric Dick ([38:59](#)):

Cool. We got a few fans in the audience of the newsletter, that's great to see. Nice, let's see for prospecting is display or discovery better or YouTube from your experience?

Hitch ([39:13](#)):

YouTube.

Eric Dick ([39:13](#)):

Yeah. How do you view those two?

Hitch ([39:15](#)):

Yeah. YouTube is great for prospecting. We've had some good prospecting campaigns on discovery and display, but you can get way more out of what your product does on YouTube that you can do on discovery and display. It's usually better to have them together and now you can add YouTube videos to your display campaigns. So you're basically using YouTube within display now.

Eric Dick ([39:39](#)):

Interesting, cool. This is a tough question from G Nicholas in terms of gifters, if you don't have a traditional giftable product, like a car battery, how would you approach that? That's a tough one. I was thinking about it and I was like, could you be like buy someone a car battery and be like, "Now the money that you will have to spend on this, you can go have fun with or something." I don't know. That's a tough one. Any thoughts from the panel on that?

Hitch ([40:03](#)):

There's people that like gifts that are useful. I hate them. I hate useful gifts. I hate it when people give me socks or anything like that, but some people love it. My wife loves it. If she gets like a useful thing, because she does things around the house. She'll probably love a car battery.

Eric Dick ([40:22](#)):

I would like you to test that assumption. If you needed a car battery, you showed up for Christmas with a car battery, you'd just be like, well, we need a car battery. If you have a very practical family, I think that makes sense.

Hitch ([40:31](#)):

Yeah.

Eric Dick ([40:31](#)):

Maybe your wife's just very practical, I love it.

Hitch ([40:33](#)):

I think in her family they give car batteries to each other.

Eric Dick ([40:36](#)):

Nice.

Taylor ([40:38](#)):

I think... Oh, sorry. I think we're seeing a lot of success with meme style ads and there's a ton of angle potential to play on just how boring a gift might be, but how effective it is. So it'd be an interesting angle to explore for sure.

Eric Dick ([40:51](#)):

Interesting. Taylor, while you're here, I just did the interview with the execs there and we talked a little bit about the attribution models that we've kind of built out and I'm wondering, what do we use for omnichannel DTC reporting? Have we used any of these platforms like Domo or is that what we use? What do we use?

Taylor ([41:15](#)):

Yeah. So we've been exploring various data partners doing our own analysis on them. Generally speaking, we're definitely operating on a brand by brand basis with them based on fit. Some of the more robust ones do cost quite a bit per month. So it's better when there's a lot of volume and different details like that. I think after this, if anybody's interested in more specific information or learning about

that, definitely feel free to reach out to Eric and we can potentially connect there. But with that said, in terms of if we're not looking at, for example, a specific data partner, we're doing a lot of analysis looking at historic data. Often pre iOS 14.5 is quite helpful.

Taylor ([42:05](#)):

Looking at just benchmarking in tools like Google analytics and benchmarking, your front end cost versus your AOV versus your conversion rate and then understanding exactly where that benchmark is for any lost potential data within a specific platform and then leaning into that and building essentially a system of signals within that approach of looking for the most profitable efficiency we can drive based on that higher level target. So that's how the majority of our media buyers are operating now, looking at various signals across each platform, but try to benchmark against a standard source of truth.

Eric Dick ([42:41](#)):

Nice. Private. Don't worry about it. I think it's a good question. Memes are working well right now, but what else would the panel say about what creatives are kind of working best right now?

Kyle ([42:53](#)):

It's so hard to boil that out.

Eric Dick ([43:00](#)):

Yeah. I guess is there any- [crosstalk 00:43:01].

Kyle ([43:01](#)):

Is it a Facebook question?

Eric Dick ([43:04](#)):

Yeah. What creatives? It's a broad question. What creatives are working best right now at the moment? Is it-

Kyle ([43:09](#)):

UGC.

Eric Dick ([43:11](#)):

That's the easy one.

Cam ([43:13](#)):

Yeah. I would say just like generally speaking, yeah, UGC, I feel like is the best as a whole like leveraging whether the EGC, UGC, whatever it is. Just showing authentic experiences, something that doesn't feel like an ad necessarily I feel like is obviously something that is going to continue to be a trend, but heading into this season, like when you're fighting with heavy discounts in your feed, making things that don't feel like an ad I think are what is going to stand out most. Unless obviously that discount is for something that you desperately want or need.

Kyle ([43:47](#)):

We're going really back to our roots. We're picking up our phones, we're filming shit and we're cutting it up real fast. We're skipping creative cues and we're just getting shit done. So I would just do raw uncut, full send, get it out there, see what hits.

Eric Dick ([44:01](#)):

What do you say to Brian though? Poor Brian, big fan of the newsletter, thanks Brian. His directors won't allow this kind of content, because it's not on brand. So have we worked with brands that they're like, "No, we won't do this." And how did we break them down? We just showed them the data or what?

Taylor ([44:19](#)):

There's on brand and then there's compliance requirements. So we're working with some companies for compliance purposes. They don't like what the customers say, because it goes against like the legal requirements. So that's not possible. Most people though, if it's off brand, I think the point is that it is off brand and Cam specifically probably has some good thoughts on this because we've had some good chats, but you want it to be off brand, because that allows you to get a different audience.

Taylor ([44:44](#)):

So if you're trying to sell this to your bosses, what you need to do is say, "Hey, listen, we're scaling vertically, but in order for me to find a different audience segment, I actually have to do this, because you're limiting the amount of people that we're visiting or are buying our products on Facebook by telling me it's off brand."

Eric Dick ([45:01](#)):

The quote that I try to give them. And I don't know if this would work at all, it's one of my favorite quotes is, don't tell me the moon is shining, show me the glint of light on broken glass. I feel like that's a little bit what UGC does is it takes... You're not just hammering someone with buy this, it's my product, buy it. It's someone else saying, "Hey, I love this product. It's great." And it's someone else who's doing it in a creative manner if you've done it well. So yeah. I don't know if check off's going to work, one of those two things.

Taylor ([45:28](#)):

Cam turned his cam on so he's probably going to drop some news, some info here.

Cam ([45:33](#)):

No, I feel like if it's from a branding, like a visual perspective, like a great hack could be like, if you want to utilize UGC, but do it in a branded way, the first frame of the video can be like full frame, full bleed video of someone being like, "Holy shit, this is amazing." And then like right after that shot, introduce a frame and introduce the brand, introduce something that makes it feel more branded. But really you just want to get people in that first three to five seconds and that's a great way to go about doing it.

Taylor ([46:01](#)):

With the checkoff quote it's right, it's coming in.

Kyle ([46:03](#)):

I just want to reinforce this like brand versus scale thing, like different types of creative find different types of audiences. So you need to run all types of creative of at all times, especially on Facebook because each creative group is going to run differently. So break them up into different campaigns, always be full sending all types of creative or you're going to limit the amount of people that are going to buy. And that's it. That's like our whole secret sauce. There you go, good luck.

Eric Dick ([46:32](#)):

Will send confirmed from Trevor, nice. Any so dynamic ads, dynamic ads, loaded question. What are we seeing with dynamic ads right now? Taylor?

Taylor ([46:46](#)):

Yeah. Yeah. We haven't been using them quite as much I'd say in general, across the agency, one strategy, ever since the iOS update and I know there were some data changes there. One strategy we have seen though work at times that might be worth testing again, case by case is taking top elements, whether it be copy headline, creative and things like that and grouping them together in a dynamic ad. Especially if they're the style of ads where your social proof building quite as critical. So good qualifying ads, for example, where you're not relying on that as much in the comments potentially. Depending on the step in the funnel as well. So just something to think about, but that's a potential there. I would say we're still moving very fast with creative testing, but we're leaning into the kind of standard ad style for the most part.

Eric Dick ([47:38](#)):

Nice. We still got 77 folks here sticking around, that's awesome. We got Brett Turner who should be on here as well, because he is an encyclopedia. Says, Bing is fantastic for 65 plus audiences, especially. So if you've got a product that appeals to older people, I don't know if car batteries do, but if you've got an older audience, you got to be on Bing.

Chase ([47:56](#)):

Yeah, eric let's do maybe another like five minutes of questions if there's enough questions and then we'll wrap.

Eric Dick ([48:00](#)):

Sure. That sounds good. I don't know. I'm trying to see if there's any other ones here. Someone likes the Halloween dry run. Do we have any inputs on ad copies in Facebook ads? That's a good one. I always try to write a roadblock. I just always try to make sure there's something... The first line is something that's either a hook, it's something that is unexpected, it's an exclamation. It's sort of similar to the idea of what you would explain for a UGC creator to do. What else are we saying on ad text?

Cam ([48:34](#)):

Taylor? Didn't you just grab a whole bunch of like killer ad copy?

Taylor ([48:39](#)):

Yeah, I've actually been helping write some of those out in the background here as well.

Eric Dick ([48:45](#)):

There's that check off.

Taylor ([48:46](#)):

Yeah. So in terms of top ad copy right now, I agree with Eric, exactly. We're seeing generally really strong call out performing quite well. A strategy we're using at times too, is even segmenting our campaigns and ads by placement and then writing based on that, because Instagram and Facebook are very different between how the copy shows. The headline versus no headline and things like that when speaking to the feed. But yeah, in terms of some top hooks right now, if on brand some all caps messaging at the top, that's performing quite strong. Typically we look at the flow heavily as well. So exactly that. Like problem statement at the top with some benefit statements, any USP style features that really distinguish your product or offer from the others and then a strong CTA, you know, the classic kind of style performing quite well.

Taylor ([49:44](#)):

We're also seeing some success with limited edition products too. If you have that availability or potentially in your offer strategy and kind of leaning into just taking a step back, looking at the copy and looking at is this likely to help drive that conversion speed consideration quite quick, because that's going to also help with your end platform signals and reduce any delay on consideration and potentially missing signals as well. So that's something that we're paying a lot of attention to and that's helping quite a bit as well with scale.

Eric Dick ([50:18](#)):

Are we still throwing multiple links? I know a while back on Acular, no filler, we talked about a big lift that we saw on actually, similar to on Google with the links that you can have in your search listing, we're actually throwing multiple links at the bottom of our ad text on Facebook and seeing good benefits from that. Is that still something that's working?

Taylor ([50:34](#)):

Yep. I'd say so. I was actually just building ads with URLs placed in the copy directly here. So it's definitely worth testing. It's going to be kind of case by case again. And it depends on wanting to ensure you're not creating any decision paralysis as well, but yeah, as you're evaluating and writing your copy, definitely think about that as a CTA type booster, as well.

Kyle ([50:54](#)):

I've actually started adding actual emails, like just email us at... not for Pilot House, but for a product or whatever. And that's been interesting in kind of feeding the customer service channel first. Alongside a website URL that's been kind of cool and new. Also, Eric, I think we could probably just like, just to speed this up. I know Chase wants to cut here, but we could probably figure out how to get Chase 20 top ads across the company. We can off skate some brands and share that around. Some current all killa, no filla, if you want.

Eric Dick ([51:33](#)):

Nice. That sounds great. Chase, thank you so much for having us here. This has been a lot of fun. Thanks to everyone in the audience. Yeah, sweet.

Chase ([51:42](#)):

Yeah, this is great. So two things, we got in nine minutes, a live eCommerce website tear down and then let me post up the link again for their newsletter. I got the directtoconsumer.co newsletter. So check out that talk in eight minutes, an e-commerce website tear down and please throw out some love for these guys on here. Send some notes in the chat. Thank you guys so much for being here, this was great.

Eric Dick ([52:03](#)):

Anytime Chase, it was great, yeah.

Chase ([52:05](#)):

Cool. It's kind of fun just to watch these comments coming through. So I'm going to leave this up for like a minute or two.

Eric Dick ([52:09](#)):

Yeah, I'll hang out. Thanks everyone. Nice, if someone puts any of these things into practice and maybe they weren't, they were thinking about maybe, this tipped them over into doing it, make sure you send me a line. I want to know. I love hearing when things that we put out there really, really impact people. So send me a note at eric@directtoconsumer.co.

Chase ([52:28](#)):

Sweet. I know it was early for some people, I know it was late for others, I know it was midday. Thank you guys all for spending your hour with us. This was awesome. Someone already sent some mail, thanks for the value. Yeah, this is cool to see. I'll leave this up for 30 more seconds, so thank you guys.

Eric Dick ([52:41](#)):

Sweet, nice.

Chase ([52:45](#)):

Yeah. Cam, Taylor, Rob, thank you guys all for being here.

Eric Dick ([52:50](#)):

This was great. Okay, we'll do it again soon, Chase.

Chase ([52:52](#)):

All right, cheers guys, bye.

Cam ([52:53](#)):

Yeah, peace.

Taylor ([52:54](#)):

Thanks everyone.