RFP RESPONSE | AUGUST 28, 2020



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1 Executive Summary



We at LiveArea want to thank you for allowing us the opportunity to present our response for this very important digital marketing and commerce initiative. PFSWeb, our parent company, has a 26-year history of being a leader in this space: from our earliest days in operations and fulfillment, to our current state as a Global Digital Commerce Agency. Today we have the ability to provide holistic digital marketing and commerce services to a vast diversity of clients from agile startups to more complex Fortune 100 enterprises to the most secure Government Agencies. Our mission statement is: "Inspired Interactions. Elevated Commerce."

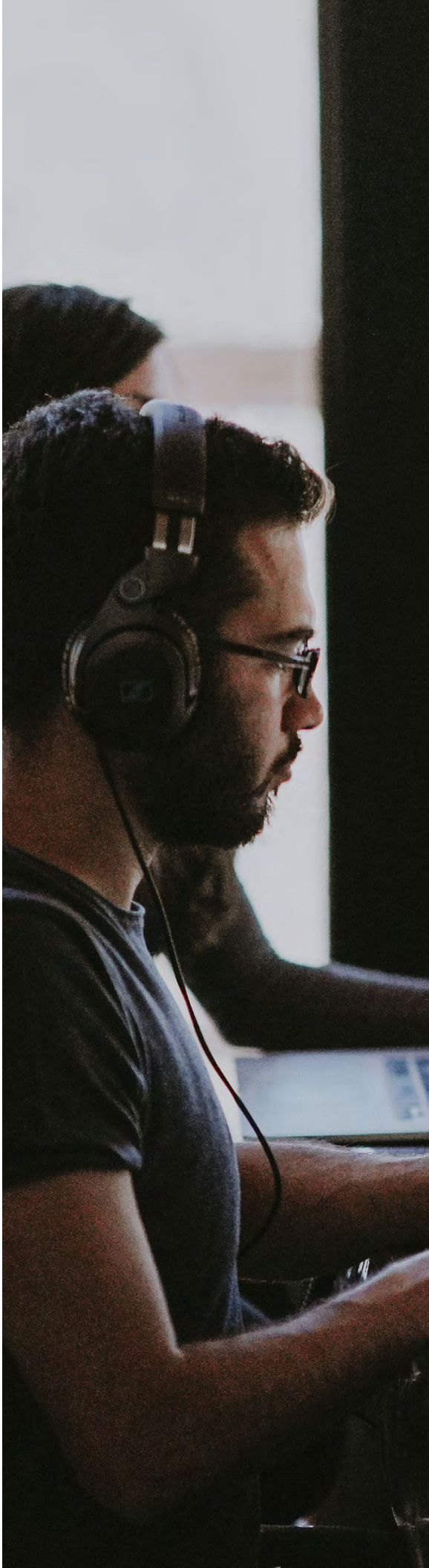
We take the approach of "the solution should drive the technology, not the other way around." With a front-end service offering comprised of strategy, design, data, marketing, implementation, and managed services expertise, as well as the ability to provide backend operations, customer care and fulfillment offerings with our sister company, PFS, we have truly seen it all over the last two plus decades. It's our unique position in the market that allows us to think through the entire ideal customer experience in ways that very few other firms in the world can - and it's that experience that we will leverage in our relationship with you should we be your selected partner.

As a consulting firm at our core, we strive to put the customer's success at the center of everything we do. Our recommendations will always be based on data and with the optimized state of your business and customers in mind. We have strategic partnerships across the digital marketing and commerce ecosystem, and we act as a trusted advisor to many of our customers–making the recommendations necessary to drive their business forward with an intense result-oriented focus.

Our digital marketing group is comprised of over 45 professionals engaged across a variety of areas of expertise, including SEO, PPC, email marketing, conversion rate optimization, content creation and more. We often act as the digital agency of record for our clients, working with them on roadmapping exercises to help them realize their business goals and bring them to fruition.

Customer Experience is the great differentiator in most every instance today, and with a full CX team in-house that works across a wide array of platforms and technologies, we are well positioned to create engaging experiences that will not only surprise and delight your customers, but also increase average order value, conversion rates and customer satisfaction scores.

All in all, we believe our laser-focus on all-things digital marketing and commerce, coupled with our diverse experience across retailers, branded manufacturers, CPG companies, B2B, government agencies and more, position us to be an ideal long-term partner for UNICOR's success. We again thank you for considering us, and we are looking forward to continuing the conversation with you.





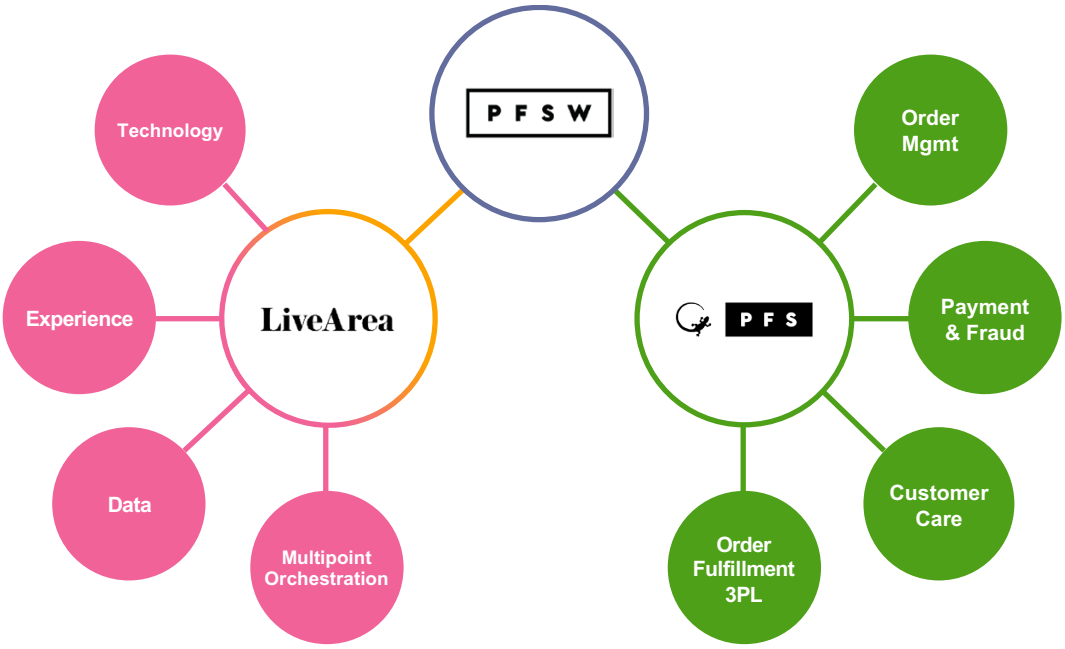
2 Company Overview

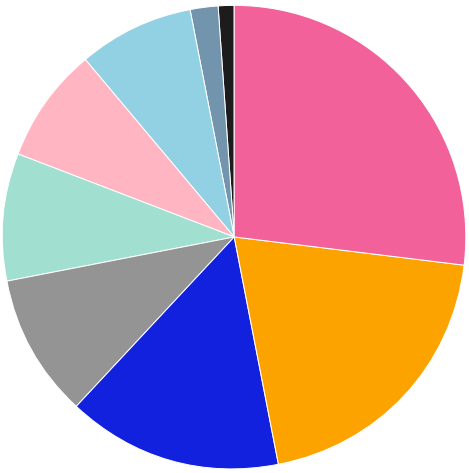
We are a Global Commerce Agency

A PFSWeb company, we have over 3,500 professionals worldwide with 540 of those in the LiveArea business unit; 83 are contractors.

LiveArea has offices in:

- Dallas, TX (Headquarters, Executives, Development, Marketing)
- Seattle, WA (Creative)
- New York, NY (Creative, Marketing, Executives)
- Los Angeles (Executives, Development)
- Raleigh, NC (Development)
- London, UK (European Headquarters)
- Sofia, BG (Development)
- Bangalore, IN (Development)





Client Breakout

27% Fashion/Apparel
20% Manufacturing
15% Health and Beauty
10% Consumer Goods
9% Other
8% Specialty Retail
8% B2B
2% Government
1% Non-profit

Select Clients

adidas outdoor
Advance Auto Parts
ANASTASIA BEVERLY HILLS
astro
Barbour
BARE ESCENTUALS
BEALLS BeallsFlorida.com
BROOKS
CANADA GOOSE ARCTIC PROGRAM
Champion
clarisonic
CLUB MONACO
COATS
Columbia Sportswear Company
DailyMail.com
DIANE VON FURSTENBERG
drive | DeVilbiss HEALTHCARE
DULUTH TRADING CO
Elizabeth Arden
Fender
GIORGIO ARMANI fragrances & beauty
GORE
Hallmark
HANES Brands Inc
Kiehl's SINCE 1851
LANCÔME PARIS
LAURA MERCIER PARIS | NEW YORK
Lindt
L'ORÉAL PARIS
LUSH FRESH HANDMADE COSMETICS
Marriott VACATION CLUB
Maui Jim
MOVADO
P&G
PANDORA
Party City
PENDLETON
RALPH LAUREN
Rapala
RéVive
Roots
Saje NATURAL WELLNESS
Sears
See's CANDIES
SMITH
The Entertainer TheToyShop.com
Tommy Bahama
TRINA TURK
UNIQLO
URBAN DECAY
vetsfirstchoice
weightwatchers
WESCO
YETI



3 Core Capabilities



Government Agency Experience

LiveArea-PFS works with the United States Mint under the Department of Treasury. Utilizing a range of LiveArea-PFS offered services and solutions including the Salesforce suite, we are able to provide a comprehensive, end-to-end solution to exceed their needs. As a part of our contract with the US Mint, we maintain a large pool of resources that are cleared through Treasury. Our clearance process with the US Mint includes NCIC clearance and fingerprinting through the US Office of Personnel Management. Across our LiveArea-PFS professional services organization we have over 350 resources cleared to support the US Mint. Part of the professional services team is an IT compliance team that supports various levels of compliance standards and remediation from SOC 1, PCI compliance, FISMA, and more.

Government organizations are using Salesforce solutions for a multitude of government functions, including commerce, websites, marketing communications – email and SMS, case management, grants management, constituent communications and correspondence management, 311, call/contact center management, licensing, permitting and inspections, outreach programs, learning management, volunteer management, project/program management, and even donor management, among numerous others.

The FedRAMP certified and Defense Information Systems Agency (DISA) Impact Level 2 (IL2) and Impact Level 4 (IL4) Salesforce Government Cloud gives organizations (U.S. federal, defense, state, and local government customers, U.S. government contractors, and Federally Funded Research and Development Centers (FFRDCs) the trusted, secure platform they need to transform into modern, mobile, and responsive organizations.



Website Experience

As a platform-agnostic provider, we manage dedicated eCommerce technology practices specializing in all of the leading enterprise platforms to enable client's business growth. We use the best possible technologies for any chosen solution to inspire new levels of success.

We have strategic partnerships to deliver ecommerce platforms from IBM, Magento, Oracle, Salesforce, Shopify, and SAP. Our eCommerce practice began in the mid-2000s with then Demandware, now Salesforce Commerce Cloud. As one of the oldest and most experienced partners in the Salesforce ecosystem, LiveArea has experience in delivering solutions in many "cross-cloud" or "multi-cloud" implementations. Most recently, Vari (formerly Varidesk) trusted LiveArea to deploy a Salesforce Commerce + Marketing Cloud + Service Cloud environment to enable their rebrand.

Based on UNICOR's requirements and LiveArea's experience with the US Mint, we believe that Salesforce Commerce Cloud, a mobile-first, SaaS platform, would be a great fit. Based on specific compliance requirements, like FedRAMP, LiveArea is recommending a platform evaluation workshop engagement to help define requirements in detail and provide a final platform recommendation to meet UNICOR's needs.

Platform Evaluation

Objective:
Evaluate industry-leading B2C platforms for short-term and long-term features and goals

Duration:
Approximately 4 weeks

How:
- Facilitate detailed requirements discovery workshop sessions with UNICOR SMEs and LiveArea platform agnostic leads to define "minimum viable product" features and long-term features for the site
- Understand UNICOR team expertise and operation management expectations
- Review compliance requirements, maintenance, and platform compatibility

Deliverables:
- Platform Comparison based on Unicor feature and function requirements
- Final platform recommendation
- High-level project plan

Martech Recommendation

Recommendation:
Salesforce Marketing Cloud

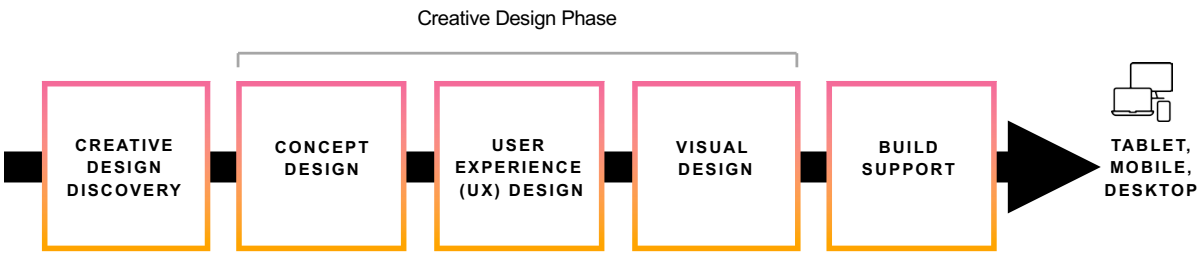
LiveArea has been a Salesforce Marketing Cloud partner since 2007. We are very experienced with building triggers, journeys, data, and integrations on the Salesforce Marketing Cloud Platform. Based on the requirements, we are recommending the Salesforce Marketing Cloud stack to meet the short-term and long-term objectives of the Unicor team. Salesforce Marketing Cloud includes a number of modules to support specific brand needs as follows:

- Email Studio – Email Studio enables customers to power data-driven marketing emails and real-time transactional messages to drive customer engagement and increase sales. Email Studio helps teams of any size deliver the best possible emails with speed, security, scalability, and excellent deliverability.
- Journey Builder – Journey Builder is Salesforce's application for managing 1:1 cross-channel campaigns. Journey Builder enables you to plan, personalize, and optimize your campaigns across channels and devices.
- Datorama – Datorama is a marketing intelligence platform that allows you to connect, visualize, and analyze all your marketing data without any technical expertise. Its AI-powered technology makes it easy to unify all your marketing data, and user-friendly KPIs and visualization layer allowing teams to create and share impactful dashboards.
- Social Studio – Social Studio provides a sophisticated platform for publishing, engagement, listening, and customer service for all of your social media.
- Ad Studio – Advertising Studio allows you to securely activate your customer data to power one-to-one advertising and reach your customers across all digital advertising channels by strategically coordinating ads within customer journeys



4 Case Studies

1. What is your creative process?



2. How do you identify the more significant, essential conversations playing out in the world today, and how do you bring your clients into the conversation?

Its important as an agency that we inform our clients of key changes that impact their business. In our monthly strategic meetings, we bring this ideas forth that include digital marketing, technology and innovation. Additionally, LiveArea focuses on developing industry thought leadership that is shared across our blog and social channels.

UNITED STATES MINT

Connecting America through Coins

Solution

- Our relationship with the U.S. Mint began with a re-platforming of their eCommerce site onto Salesforce Commerce and Marketing Cloud. In addition to that initial design and development work, we manage the brands digital marketing, as well as continue to make analytics-based improvements to the site's performance and usability.
- Together, we developed a comprehensive strategy to produce exceptional site experiences and optimize every digital interaction. This ongoing strategic work is informed by customer research, surveys, usability studies, and in-depth analysis, supported by our design and development teams.

Results

- Increased website traffic and improved search rankings due to SEO and Paid Media Strategies.
- Developed comprehensive customer email and SMS journeys.
- Increased insight into customer segmentation, data and analytics to better inform marketing strategies.
- Elevated website design, site functionality and reliability.

Services

- Digital Strategy
- Visual, UX Design & Copywriting
- Analytics
- Site Merchandising
- SFMC Email Marketing & SMS
- Conversion Optimization
- SFCC Managed Services





3. How do you identify a prospect/donor and connect with them across every stage of their journey? What are the results of those connections?
We use data analytics to first understand who are the core customers that are most valuable for the brand. From there, we use digital marketing channels to work to target and attract those customers. For example, on the US Mint – we look at category-specific purchasers and use social channels to find look-alike audiences based on demographic and brand data. We've seen great results and growth in customer acquisitions based on these tactics.

4. What was your client's most challenging revenue challenge? How did you develop the solution that solved the problem, and what were the results?
The US Mint's industry of coin collecting has been declining over time as their customer base ages. We've partnered to build a comprehensive marketing strategy that focuses largely on customer acquisition.

5. How do you apply your testing, analytics, and optimization expertise to help clients meet their Return on Investment (ROI) and other critical revenue, acquisition, and engagement goals?
The team is driven based on analytics and performance; being hyperfocused in how we review the data allows us to ensure we're tuning and optimizing to meet ROI targets and goals.

6. What is your approach to measuring return on marketing investment? How do you ensure continued efficiency improvements across all marketing executions?
We ensure we have sophisticated reporting in place to give the internal team and our clients the transparency into performance from the start of our marketing efforts. We use this as a baseline and measure based on month over month and year over year performance to push the team to outperform and improve performance.



Roots

Solution

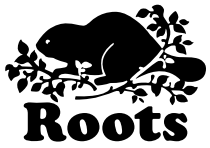
- Built and launched digital store on Salesforce Commerce Cloud; end-to-end solution with a scalable, up-to-date platform,
- Continuously deploying omni-channel initiatives, including ship-from-store and buy online, return to store

Results

- 160% increase in online sales
- 83% increase in conversion rate
- 59% increase in average items per order

Services

- Customer care
- Financial Services
- Fulfillment
- Order Management
- Content Management
- eCommerce Development & Implementation
- Managed Services
- Email Marketing
- Strategy
- Analytics
- SEO
- Product Merchandising



3. How do you identify a prospect/donor and connect with them across every stage of their journey? What are the results of those connections?
For Roots Canada specifically, we leveraged and implemented a Customer Data Platform (CDP) that supported both their ecommerce and store business. With the ability to centralize data points at the customer level, we crafted true omni-channel marketing strategies.

4. What was your client's most challenging revenue challenge? How did you develop the solution that solved the problem, and what were the results?
One of Roots biggest struggles with inventory levels across their stores and ecommerce. We were able to help in several ways with our technology systems and integrations, but most importantly we used the CDP to drive meaningful campaigns based on inventory. Sales for stores with high inventory, pushes into stores for category specific discounts, driving online to sell through inventory, etc. This was crucial to the success they had during the holiday performance as inventory availability was changing quickly.

5. How do you apply your testing, analytics, and optimization expertise to help clients meet their Return on Investment (ROI) and other critical revenue, acquisition, and engagement goals?
The team is driven based on analytics and performance, being hyperfocused in how we review the data allows us to ensure we're tuning and optimizing to meet ROI targets and goals. With Roots, having the full view into the CDP is crucial into understanding how, where and what customers are purchasing and being able to drive action.

6. What is your approach to measuring return on marketing investment? How do you ensure continued efficiency improvements across all marketing executions?
We ensure we have sophisticated reporting in place to give the internal team and our clients the transparency into performance from the start of our marketing efforts. We use this as a baseline and measure based on month over month and year over year performance to push the team to outperform and improve performance.



vari®

Solution

- Vari approached LiveArea to assist with a rebranding and a transition to Salesforce, replacing their legacy commerce and marketing platforms.
- With a condensed timeline, we migrated critical automated email campaigns and completed complex integrations between SFMC and SFDC, allowing for a holistic management of customers.
- Transitioned brand to Marketing Cloud and Designed the Commerce Cloud experience to support their global rebranding, including connections into Service Cloud.
- Leveraged Page Designer building out over 70 content modules, ensuring SEO was consider, along with multiple requirements from the business teams.

Results

- Launched on time to meet their global rebranding while meeting the client's high expectation for the site.
- Maintained SEO performance after the launch.
- Enabled the Vari team to streamline marketing and sales workflows through Commerce and Sales Clouds.

Services

- SFMC Email Marketing
- SFCC Implementation – SFRA & Page Designer
- Design/UX
- SEO
- Analytics
- Site Merchandising

vari®

3. How do you identify a prospect/donor and connect with them across every stage of their journey? What are the results of those connections?
We use data analytics to first understand who are the core customers that are most valuable for the brand.

4. What was your client's most challenging revenue challenge? How did you develop the solution that solved the problem, and what were the results?
For VARI specifically, we worked with them to incorporate their new branding, from VariDesk to Vari, into their strategy. Developing a new website with a strong design and content strategy help support the marketing and branding efforts.

5. How do you apply your testing, analytics, and optimization expertise to help clients meet their Return on Investment (ROI) and other critical revenue, acquisition, and engagement goals?
Looking at site performance and data helps inform how we approached the UX and Design for the website.

6. What is your approach to measuring return on marketing investment? How do you ensure continued efficiency improvements across all marketing executions?
We ensure we have sophisticated reporting in place to give the internal team and our clients the transparency into performance from the start of our marketing efforts. We use this as a baseline and measure based on month over month and year over year performance to push the team to outperform and improve performance.



5 Key Differentiators

What sets our firm apart from the others and why?

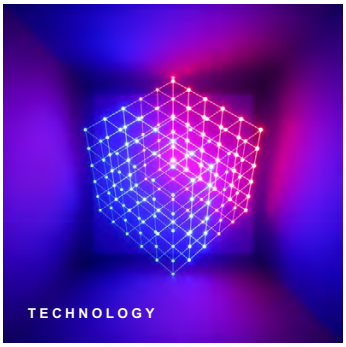
Data-driven Actionable Strategies
LiveArea removes the guesswork of reactions and opinions and replaces it with consulting services intelligently informed with data. We use data and insights to validate performance and optimize our strategies in real-time.

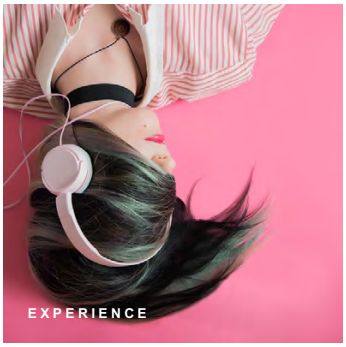
Vertical Market Expertise
We apply our robust experience to drive customer-centric strategies across Health & Beauty, Retail, Government, and Consumer Goods.

Commerce Experts
Our deep expertise in consulting on marketing strategy and driving new programs and initiatives can help you increase revenue and meet goals.

Continual Testing
LiveArea believes in always testing and providing clients with a roadmap to test new opportunities such as the release of betas, new products, and expanding beyond current channels.

We achieve this through the continuous evolution of our four core services.











6 Digital Marketing

Marketing

Our marketing services include targeted campaigns and personalized communications to attract customers, convert browsers to buyers, and nurture relationships. LiveArea strategically combines tactics for efficiency and effectiveness and can coordinate with offline programs, helping to drive results across all shopping channels.

Our team provides a full range of capabilities and our clients engage us in a multitude of ways from being an Agency of Record to ad hoc services. LiveArea digital marketing services are provided solely by our experienced in-house team.

- Marketing Strategy
- Campaign Concepting & Production
- Media/Channel Mix Modeling
- Email Marketing
- Paid Media
- SEO
- Storefront & Content Management
- Conversion Optimization
- Analytics & Insights
- Dashboard & Report Design

What we know about the current state of business

43% of internet users globally said they'll be shopping online more frequently when the pandemic ends.*

32% of global internet users say they'll visit stores less frequently and will spend less time in stores.*

34% of consumers globally said they'll be using mobile, contactless payment more frequently after the outbreak.*

Digital Marketing Changes in the Next Five Years

Customers' expectations have taken a great shift through the events of 2020. It's more important than ever that brands continue to evolve quickly to drive great customer experiences.

- **Data Analytics** – In order to drive personalized, relevant experiences we will continue to see a rise in investments in CDPs, DMPs and Data visualization in order to understand customer experiences and action.
- **Change in Consumers** – With Gen Z on the rise, brands will need to shift to genuine social engagement, video content, Influencer Marketing, Shopable social posts and closely monitor to ensure they're not missing out on this key customer group.
- **Search** – Google will continue to be king, but brands must adapt to the shift to Amazon, additional search engines and voice search. Automation and optimizing will be key to growing Paid Search channels in a scalable manner.
- **Email Marketing** – Sophisticated automations and growth of SMS as an additional communication channel will continue to evolve in the next 5 years.
- Larger adoption of **Artificial intelligence** throughout marketing channels and customer experiences will be key to monitor and ensure brands are not left behind.



Business Problems We Solve for Clients

Customer Expectations

- Streamlined customer experience across physical and digital touchpoints and marketing channels
- Personalization marketing, uniquely tailored messaging for where they are

Business Challenges

- Lack of a full view of the customer and consolidated data
- Inability to drive personalization across websites, marketing channels, and customer service
- No meaningful email segmentation
- Universal inventory

Solutions

- Fully integrated Marketing + Commerce + Service to drive unified end-to-end customer experience and drive revenue
- Drive customer acquisition and retention through Audience Studio + SFMC + SFCC

LiveArea

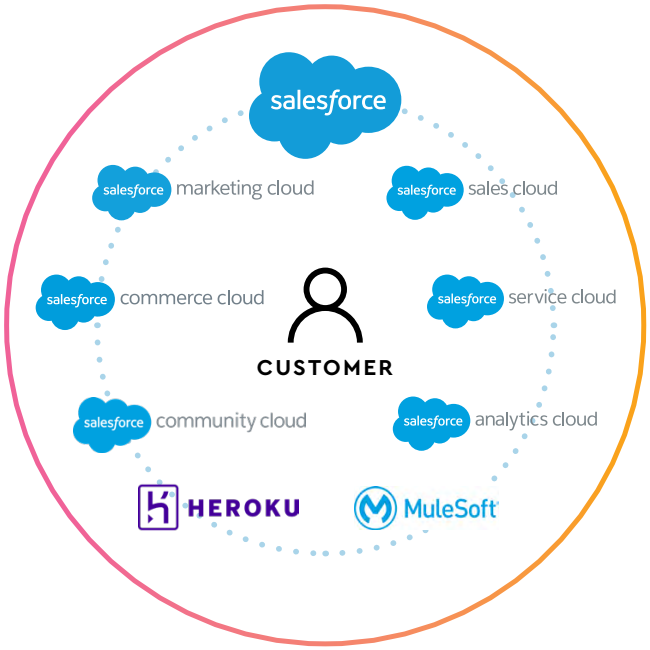
SERVICES

LOYALTY

- Marketing / Experience
- Optimization Customer Service
- Loyalty / Affinity

AWARENESS

- Consumer Insights
- Strategy
- Data Platforms



PFS

FULFILLMENT

- OMS / WMS
- Payment / Tax / Fraud
- Warehousing / Distribution

EXPLORATION

- Experience Design
- Concepts + Production
- Prototype
- Test and Learn
- Website / App Design
- Data Platforms

CONVERSION

- Experience Design
- Test and Learn
- Website / App Design

Uniquely Qualified To "Meet Shoppers Where They Are" and "Connect Consumers"

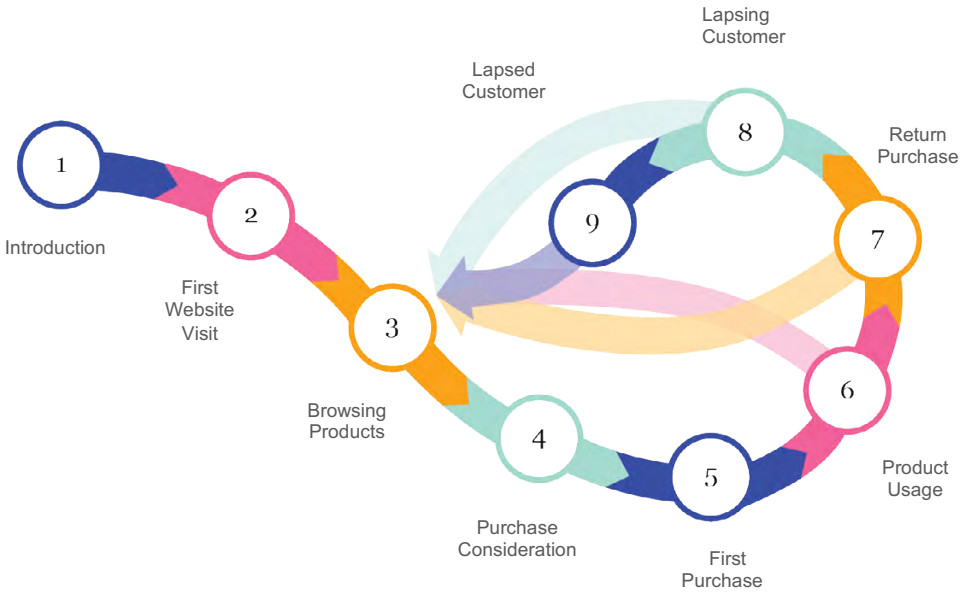
In this time of changing customer expectations, consumers' needs, wants, and demands are higher than ever.

Through our multipoint orchestration of products, and channels, combined with our partnership with Salesforce, we design seamless, end-to-end personalized experiences based on shopper and consumers' needs, wants and aspirations – taking action on data to meet shoppers at meaningful moments that surprise, delight and create loyalty over time.

Digital Marketing Philosophy

The digital purchase path is anything but linear. We always keep the full customer journey in mind when developing strategies to enhance marketing channel performance.

- Holistic integration of core performance programs ensures consistent customer experience, branding, messaging, and tone across managed channels.
- Consistent cross-channel user experience and applied channel learnings lead to increased consumer satisfaction and improved conversion rates.
- Centralized management and robust, customized reporting ensures manageable solutions that scale.
- Maintaining a consistent and persistent presence in every channel is critical for sustained eCommerce success.



Understanding the Conversion Funnel



Digital marketing is complex, as it can take many steps through many different channels before converting.

Understanding where each channel lies in the funnel and how to drive traffic into the funnel is key to a successful eCommerce strategy.

Marketing Tools & Partnerships



ANALYTICS

- Adobe Analytics Partner
- Google Analytics 360 Service Partner
- Tealium Agency Partner
- Google Tag Manager Certified
- Google Data Studio Certified



EMAIL MARKETING

- Salesforce Marketing Cloud
- Adobe Campaign
- Klayvio



DIGITAL MARKETING

- Google Adwords
- Google Search Advertising
- Google Mobile Advertising
- Google Display Advertising
- Google Shopping
- Facebook & Instagram
- CJ Affiliate



SEO

- Brightedge
- Google Mobile Sites
- Google Digital Sales



CRO

- Google Optimize
- Optimizely
- Monetate
- Dynamic Yield



Digital Advertising

Paid Shopping, Search, Display & Social

Paid Media is a holistic approach to drive incremental orders and revenue for your brand. We identify your target audience across paid media channels to put your brands in front of your most relevant and attainable consumers.

- Constructing holistic paid media programs that include paid search, shopping, social, display, as well as native and affiliate marketing channels, we align strategy and budget to meet your digital marketing and total site goals.
- These channels work together and while they provide different coverage, support, and results for your brand, management of these channels is viewed as one holistic strategy.
- With our tenured experience within these channels and our focus on eCommerce, we can execute quickly and efficiently.
- All channels are measured on a return and our goal is to meet and exceed our agreed-upon return goal through all channels.

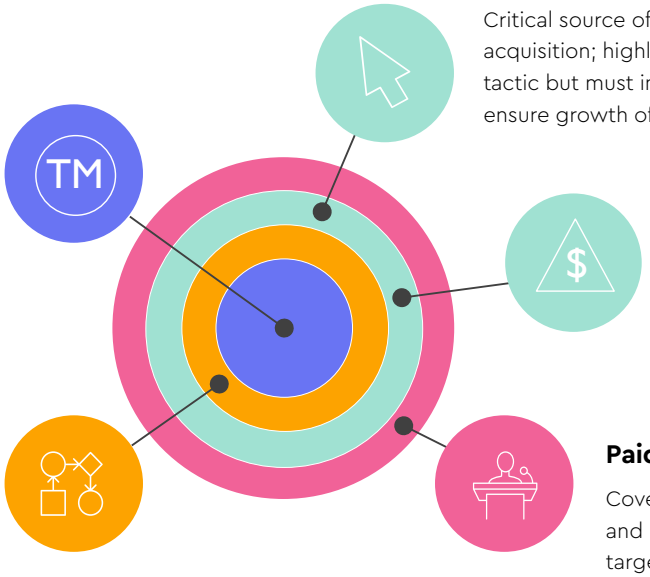
How Channels Work Together

Nonbrand Paid search

Critical source of new customer acquisition; highly competitive tactic but must invest here to ensure growth of brand

Branded Paid Search

24/7/365 full coverage to reach brand aware potential customers and defend turf in search; highly efficient tactic; often last click prior to conversion



Google Shopping

The visual side of paid search and an imperative channel of PPC to utilize for brands with product catalogs

SEO

Strong technical foundation and content plan are key to a successful SEO program

Paid Social

Covers brand awareness and remarketing to highly targeted segments. A multi-funnel channel

Paid Search & Shopping

Paid Search starts with a well-organized account and utilizes various channels to deliver a cohesive program.

We review and discuss what tactics will work best for your business and provide opportunities to test across – Trademark/Brand, NonBrand, Conquesting, Remarketing, Dynamic and Shopping



Our hands-on approach allows us to test different bid strategies per campaigns to see what performs best for your brand. We monitor search query reports for negatives and keyword additions and review location and device bid adjustments. We keep on top of Quality Score and provide detailed plans for ad copy, sitelink and landing page test to drive improved ROAS.

Paid Search Tactics

BRANDED PAID SEARCH

Continual, full coverage to reach brand-aware potential customers and defend turf in search; highly efficient tactic; often last click prior to conversion

NONBRAND PAID SEARCH

Critical source of new customer acquisition; highly competitive tactic but must invest here to ensure growth of brand

SEARCH REMARKETING

Re-engaging previous non-converting site visitors to gently remind, driving consideration, incremental orders, and revenue

SHOPPING

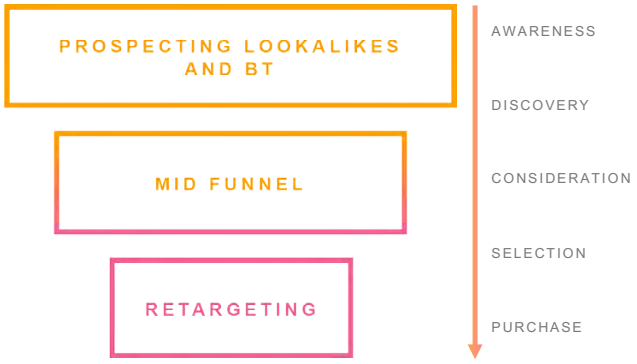
The visual side of paid search and an imperative channel to utilize for brands with product catalogs

Performance Display

Our recommendations are based solely on growth, performance, and opportunity for your brand. This eliminates vendor bias that exists with agency trading desks and vendor partners, allowing us to quickly pivot when we uncover a better performing partner.

We set separate goals and KPIs to delineate between brand awareness and direct performance to ensure a scalable program that meets your brand's objectives and can be optimized between tactics and goals to drive optimal performance.

Typically we start at the bottom of funnel with a display retargeting program. Then we expand up through the purchase funnel with behavioral and lookalike modeling to create a scalable and sustainable full-funnel display program leveraging 1st party data to ensure we are reaching the right audience.



Paid Social

Paid Social is unique in its ability to accommodate different objectives for your business—from awareness to consideration and sales.

- A successful Paid Social strategy encompasses different stages, such as remarketing, sales, content, and conversion driving.
- Paid Social would leverage prospecting at the top of the funnel, which eventually filters to an audience that is more likely to purchase, at the bottom of the funnel. 1st party data can be used specifically to retarget the users across both Facebook and Instagram.
- Paid Social should be leveraged to retarget the users on Facebook and Instagram, where engagement is at its highest.
- Awareness is created among a new audience, with demographics and look alike audiences.
- Conversion on paid social channels would initially start lower, until the awareness of eCommerce grows.
- Loyalty is built through segmentation, offers, and growing campaigns.

SEO

Search Engine Optimization (SEO) is a foundational channel for every website. It's your "always-on" constant driver of new visitors.

SEO is an essential first-touch channel to feed your sales funnel. Technical barriers can limit your success in Organic Search. Google's changing agenda requires frequent changes in SEO strategy and execution.

- With numerous years of experience in SEO, our team supports global clients across many retail verticals.
- One differentiator is that we are a highly-technical SEO team, comfortable working in all the major eCommerce and CMS platforms.
- We collaborate closely with development teams to leverage platform capabilities and solution enhancements to solve challenges and create opportunities in Organic Search.
- Our team is highly experienced in diagnostic tools, content marketing tools, page performance test tools, and keyword research tools.



SEO Process – A Long-term Investment

SEO does not give instant results, it takes time and requires a long-term investment.

TECHNICAL AUDIT	KEYWORD AUDIT	ROADMAP	IMPLEMENT	REVIEW & REPORT	FINE TUNE & RESTRATE-
Understand: Perform technical audit and analyze tasks to create a solid baseline for site to be crawled and indexed by search engines.	**Understand:** Conduct keyword research, map, audit content and taxonomy for optimization.	**Define:** Prioritize items based on goals, level of impact and ease of completion. Focus on quick wins in first 3 months and most impactful technical items.	**Take Action:** Start implementation of items in phases. Support development teams and perform QA on all SEO activities.	**Evaluate:** Track results from traffic and keyword vantage points. Measure increases/ decreases in KPIs. Determine whether further actions need to be taken and move forward with next steps.	**Adjust:** Determine if adjustments needs to be made on previous actions, rinse and repeat.

SEO Challenges

What was the greatest SEO challenge the firm faced with a client, and how did the firm overcome the problem?

One of our clients, came to us after completing a replatform and seeing a drastic drop in SEO performance. This often can be a very difficult problem to address after the website has been launched. Our team worked quickly to develop a comprehensive mitigation plan identifying and remediating issues in a few short weeks.

After the remediations, key success metrics seen:

25% **increase in traffic month over month**

15% **increase in organic search traffic**



Social Media

Social Media is a key channel to grow and engage your customer base. Developing compelling content, deepening customer interactions and growing loyalty drives success in this channel. Additionally, monitoring social media activity is key to protecting the brand and building strategies for Influencer Marketing.

- We start out social media strategy with a competitive review provide insights on what's working, what's not working and ways to improve the customer experience in relation to competitors.
- Then a Social Strategy is developed to serve as the north star for the overall social program.
- Our team will provide a best practices guide for both Facebook and Instagram to include design and recommendations, acquisition strategies and overall best practices.
- We leverage Brandwatch, named the most powerful social listening platform in the world to drive strategies and monitor our brand's programs.

Content Marketing

Content Marketing is closely tied to the SEO strategies put in place. Understanding the SEO keywords and ranking is important in order to prioritize the content developed on the website.

Additionally, marketing efforts will also drive the content marketing plan to ensure landing pages are relevant to the campaign initiatives, product launches and categories available on the site.

- Our team of content writers, SEO strategists and designers will ensure that a content strategy and plan is drafted. This plan will be worked on in collaboration with UNICOR to ensure we have a clear picture of the business.
- Content would then be focused based on marketing campaigns, target audiences, engagement and customers.
- A key step in content marketing plan is evaluating how data is performance. Our team will develop baseline KPIs and measurements to ensure content is evaluated and improved upon regularly.

Email Marketing Experience

Our dedicated team of subject matter experts has experience creating custom customer journeys through dynamic email, automated remarketing, automations, and subscriber segmentation.

- Establishing and nurturing successful email marketing and SMS/Text Messaging programs and initiatives.
- Servicing over 40 global brands through ongoing transactional and marketing email programs.
- Building, quality assurance testing, and deploying hundreds of unique email campaigns each month.
- Expertise completing systems integrations and 3rd party platforms, CRMs, web sites, OMS systems, and Analytics platforms.
- Experience documenting and implementing on API functions, Ampscript, SQL queries, integrations, data relationships, and management.
- Advanced abilities in troubleshooting within various platform to include API calls and platform stability.
- Seasoned design and copywriting team designing and optimizing email triggers and campaigns for numerous clients.

Email Marketing Strategy

We provide cross-functional analysis to determine where the gaps are and provide recommendations to drive your desired KPIs. Our goal is to ensure that your brand delivers a best-in-class experience across all initiatives. Our approach is focused around these main pillars:

Email Acquisition

- Optimize opt-in points on website
- Build robust welcome series

Relevant Content & Segmentation

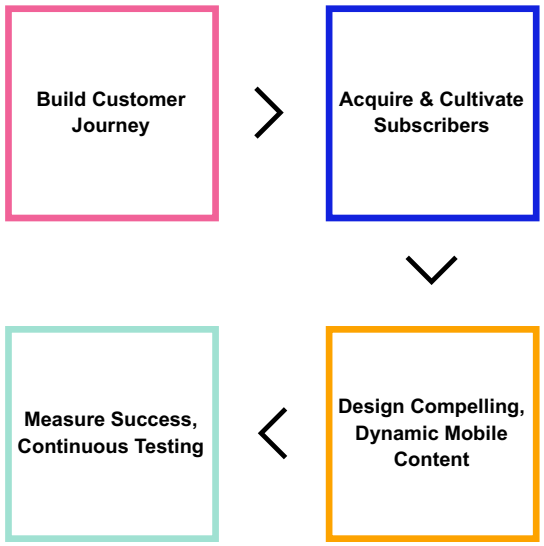
- Leverage profile and CRM data to serve dynamic content
- Segment campaigns by purchase and engagement data

Measuring Success & Testing

- Assign a measurable goal for that relies on attribution model
- Build testing roadmap to align with brand goals and KPIs

Customer Journey

- Develop meaningful automated flows to support site activity



Email Marketing Automation Experience

Email automations are a key pillar of a good ecommerce Email Strategy. Our team is experienced leveraging Email Marketing automation to drive relevant communications with your customers.

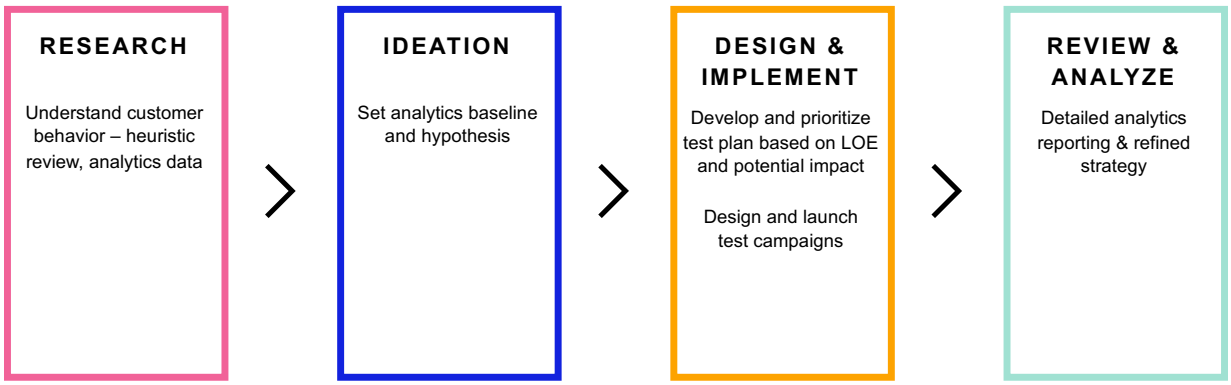
- Welcome Series – ensuring customers are onboarded to the brand and have a clear understand of value proposition
- Abandon Cart/Browse – recovering revenue and driving conversions for those abandoning their shopping experience
- Post Purchase – ensuring specific products and categories have a high touch communication after purchase
- Lapsing/Lapsed Customer Journey – leveraging automation to reengage customers at the verge or lapsing
- Transactional email – using mobile optimized templates to provide customers required information to have a frictionless shopping experience
- Our team is familiar in many automation platforms, most often using Salesforce Marketing Cloud and Klaviyo to drive these experiences.

Measurement & Optimization

Optimization is identifying and eliminating friction between your customers and business goals, improving the overall experience. Our goal is to increase your site's conversion rate by reducing friction and implementing new content, messaging, layouts and other element updates that best align with your online shopper, proven through data.

- We leverage site analytics, testing tools, and user testing to find friction and hypothesize new tests and run them consistently, turning small incremental improvements into larger wins.
- An active and consistent optimization program ensures that design and user experience (UX) decisions are backed by sound data rooted in your audience's unique behaviors and interests—instead of subjective preferences. Building upon your test wins over time, you will start to see your conversion rate improve.

Measurement & Optimization





7 Engagement Resources

References

As a standard policy and out of respect for our clients, LiveArea does not provide references at this stage. Should we be notified we are a finalist for consideration, we are happy to provide you with client contacts for reference calls.

Account Team

The retainer team will be comprised of the following resources (minimum length of time with firm/ minimum year's experience):

- **Client Partner** – oversees client engagement and aligns with brands executive team. (2/10)
- **Marketing Strategist** – responsible for guiding brand and marketing strategy. (3/5)
- **Account Manager** – manages client communication, status meetings and overall workflow. (4/5)
- **SEO Manager** – responsible for the performance and implementation of SEO. (2/5)
- **Paid Media Manager** – oversees and is responsible for the performance of paid media channel. (2/5)
- **Designer** – oversees review and execution of creative brief for email and paid media campaigns. (2/5)
- **Copywriter** – works closely with SEO on content creation and supports designer for email, social and paid media assets. (2/5)
- **Email Marketer** – manages email strategy and executes across campaigns and flows. (6/5)

Client Partner

- Bachelor degree or equivalent experience.
- Over 10 years of professional services consulting experience.
- Manages ecommerce, operations and agency relationships within top tier retail, fashion and apparel clients.
- Responsible for global customer success, P/L, referencability and delivery teams within these accounts.
- Extensive experience in digital transformation, product marketing, and strategic go-to-market roles.
- Works with clients and LiveArea functional areas to drive business results in the form of new revenue and increased market share.

Marketing Strategist

- Bachelor degree or equivalent experience.
- 8–10 years of digital marketing and strategy experience

- Collaborates with the brand to builds and maintains digital marketing strategy and plan
- Serves as a guiding point for the brands strategy and how that translates into each marketing channel and tactic.
- Partners with Account Manager to ensure delivery of successful marketing plan that yields results inline to client's goals.

Account Manager

- Bachelor degree or equivalent experience.
- 5–10 years of account management and ecommerce experience.
- Builds and maintains relationships and coordinates with client and internal stakeholders and teams to ensure that effective project delivery for clients.
- Experience leading complex digital marketing streams of work and managing programs in a variety of industries on both national and global scales.
- Oversees several team members and practice tracks throughout the engagement.

SEO Manager

- Bachelor degree or equivalent experience.
- 5–6 years minimum of search marketing campaign experience.
- Experience with search best practices, optimization techniques, capabilities, and implementation standards.
- Expert knowledge of Search Engines and ecommerce platforms.
- Familiarity and knowledge of the web development processes and workflow.
- Manages client SEO Campaigns to achieve agreed upon KPIs and provide SEO deliverables, reporting, and trends.

Paid Media Manager

- Bachelor degree or equivalent experience.
- 5–6 years minimum of digital marketing campaign experience including paid search, shopping, social and display.
- Experience with paid media best practices, optimization techniques, and reporting analysis.
- Manages client paid media efforts to achieve agreed-upon KPIs and provide paid media deliverables, reporting, and trends.

Designer

- 5+ years of visual design experience.
- Experience with mobile first design, responsive design, design for commerce platforms, and other digital marketing.
- Extends brand guidelines to digital marketing channels to enhance desirability and usability.
- Produces visual design comps, production ready assets, and design style guides.
- Supports the digital marketing team and strategist on brainstorming, content development and marketing plan development.

Copywriter

- Bachelor degree or equivalent experience.
- 5 years minimum of copywriting and content creation experience.
- Experience with creating digital marketing content for use across owned channels – website, email and social, as well as in paid media channels.
- Experience with content promotion optimization techniques and web standards.
- High level of language, writing, and research skills.

Email Marketer

- Bachelor degree or equivalent experience.
- 5–6 years email marketing experience.
- Demonstrated experience with marketing and communicating in a high-end demanding environment.
- Experience developing and implementing email marketing strategies.
- Ability to develop a business vision for Email marketing, including goals and results.
- Experience with various email platforms and analytics tools.
- Excellent communication and presentation skills.



8 Pricing Estimate

Pricing Estimate

Platform Evaluation:

Fee Estimate: $95,000 one-time

Duration: Approximately 4 weeks

Resources:

Client Partner

Project Manager

Functional Architect

Platform Consultant

DIGITAL MARKETING RETAINER SUPPORT:	PRICE/MONTH
Marketing Strategy	$5,600
Account Manager Collaboration and planning on Digital Marketing and status activities.	$11,280
Analytics Strategy & Support Create dashboard, support on technical questions, review monthly dashboard and provide insights, analyssis and support. Optimization/ testing of site activities.	$9,840
Email Strategy & Support Email development, QA, and deployment of up to 8 marketing emails per month. Monthly campaign analysis and strategy.	$12,000
SEO Strategy & Support SEO monitoring and health checks, SEO maintenance to correct errors, Google Search Console management. Monthly SEO report, analysis and strategy meeting.	$7,680
Storefront Merchandising Site merchandising support for content, products, and promotions at ½ FTE.	$9,240
Paid Search Strategy & Support Management of Paid Media Campaigns, performance, strategy and reporting across paid search, social and display. Monthly strategy and reporting dashboard.	$14,080
Design & Copywriting Design and copywriting support across marketing channels and content development for website.	$17,760

*typical payment terms are net 30.

Thank you

Please send all correspondence to:

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