

Tips for Digital Media Efforts

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Consumer packaged goods company RB offered advice for digital marketing.

Consumer packaged goods company RB makes products such as Lysol, Woolite, and the baby formula Enfamil. The organization discussed the digital media efforts that it has used to support such brands. In the course of doing so, it urged fellow marketers to:

- Make an investment in technology, including tagging infrastructure and technology focused directly on conversion.
- Develop sophisticated attribution efforts of the sort that allow an organization to tell how an ad is seen and how, subsequently, a consumer buys a product, whether online, in a store, or through a direct-to-consumer channel.
- Develop a team to oversee digital efforts that has an equal seat at the table with brands (as opposed to existing strictly as an implementation arm); such a team should be cross-functional, with personnel who, for instance, understand a DNP and can work alongside UX designers.
- Hone creative through testing, e.g., through focus groups and NPS surveys.
- Create cross-channel and full-funnel consumer journeys, tailoring creative for each stage.

Thanks to taking steps such as these, RB boasts that its click-through rates are substantially higher than the 0.1 percent typically reported as the standard.

Q&A with Senior CX Journey Manager, Precision Marketing at RB

Q. What are your strategies for collecting consumer data?

A. We try to use progressive forms and put together a value exchange. Take our approach to Enfamil, for instance. When someone is four months pregnant, we encourage her to sign up for an expectant mother sample of baby formula. We also have an app for expecting mothers.

Q. You talked about how you can create new landing pages overnight in response to data. Do you mount that response based on internal capabilities or through an agency?

A. The capabilities are in-house, though if we need a lot of inventory, we can work with an agency.

Source

"Tips for Digital Media Efforts." Lee Hsieh, Senior CX Journey Manager, Precision Marketing at RB. Media Leadership Committee Meeting, 9/12/19.

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