

Retail And Wholesale Trade

4 Digital Marketing Trends That Will Rock Ecommerce

The retail and wholesale industry is going through a dramatic shift with more and more people buying online instead of in store, and the trend doesn't seem to be going anywhere soon. To stay relevant and in business, it is necessary for the retail and wholesale industry to make sure they have strong digital marketing strategies. Digital marketing in the retail industry is constantly evolving, which is why it is necessary to keep up with the ongoing changes and trends.

Here are four trends that Deck 7 could help you achieve.



MOBILE PURCHASES

In today's world having mobile responsive web and email designs that run smoothly on mobile devices as well as tablets is a necessity. The fact is, people are increasingly using their mobile devices to browse the web, read emails and make purchases. If you don't have a mobile-friendly design, you will lose customers.



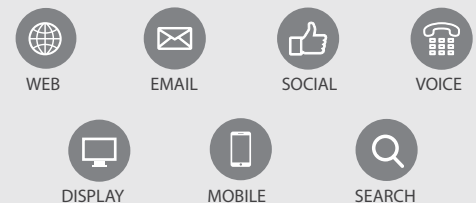
A GREAT USER EXPERIENCE

With so many retailers now focusing on user experience, it must be a top priority for all companies in the retail industry to attract and gain customers. Consumers are now spending their money with the companies that provide a positive user experience when buying. A great user experience is what builds brand loyalty in a world full of options.

"IT'S HARD TO FIND THINGS THAT WON'T SELL ONLINE."

JEFF BEZOS

Deck 7 offers custom website and mobile application development that ensures device-specific experience for your prospects. Deck 7 will help develop your online presence across desktop and mobile devices that include a mobile-optimized website and mobile apps that run across a variety of screen sizes and operating systems.



With Deck 7's digital marketing and software development experience we know how to create positive user experiences across all platforms and touchpoints. Across 7 different channels, that are at the core of Deck 7's Framework for Digital, and with 300+ marketing specialists and engineers. Deck 7 provides the resources, systems, processes, and integration for marketers to successfully execute multichannel programs.

DECK⁷

With campaign experience spanning 122 countries, Deck 7 marketers – spread across offices in time zones 12 hours apart – work around the clock to conduct location-based, ‘real-time’ marketing programs that help marketers to compete and succeed globally.



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CROSSING BORDERS

Digital marketing is borderless. The retail and wholesale industry have many customers they are missing out in the overseas. Digital retail marketing is transforming the advertising sector and has become the fastest-growing marketing technique in the global advertising market.

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MICRO MOMENTS

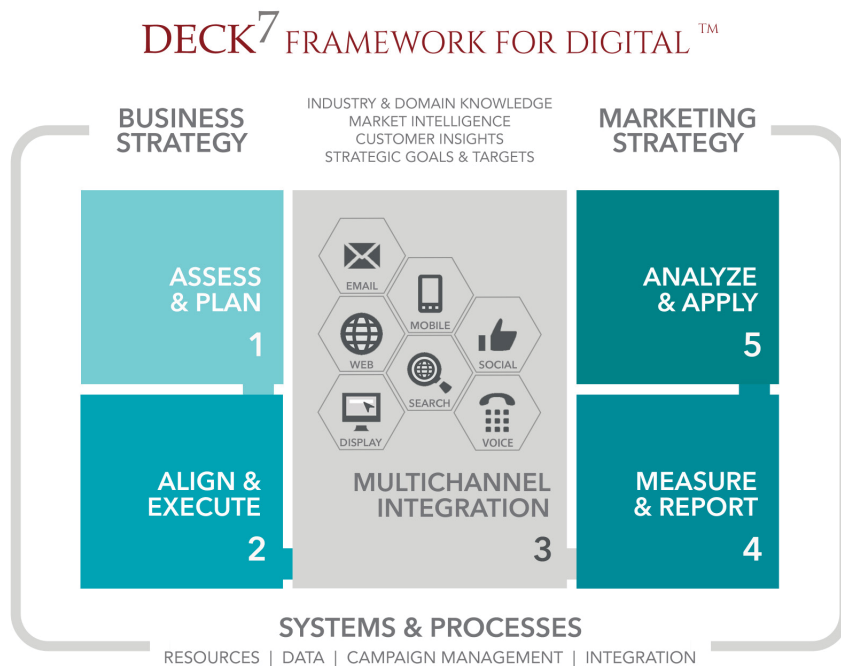
Micro-moments happen every time a consumer picks up their phone throughout the day. Whether it's just to pass time or if it's to look for something specific, you want them to be able to see anything, anytime, anywhere. Further, for brands marketing directly through mobiles, it is predicted that by 2019 global mobile advertising revenues will increase from \$22.64 billion to an impressive \$63.94 billion.

Deck 7 can help make sure your digital marketing strategy is set up to reach your audience at each touchpoint. With remarketing campaigns and seamless mobile and desktop integration, Deck 7 gives you the power you need to positively impress your customers.

Deck 7

Framework for Digital™

Deck 7's Framework for Digital™ helps marketers align their marketing strategy with their business strategy and leverage Deck 7's systems and processes to achieve their marketing objectives through a 5-step multi-channel approach.



content

Email, newsletters, news and press releases, live and on-demand webinars, whitepapers, conferences and trade shows, infographics, blogs, podcasts, and video

Deck 7's experience in managing content and data across multiple inbound and outbound channels helps drive success for marketers at brands, agencies, publishers, and platform aggregators across the world.

data

Business card, firmographic, demographic, geographic, NAICS/SIC, social media profile, content consumption, intent data, and install base data

who we are

Deck 7 is a digital marketing and media company that provides brand awareness and lead generation services worldwide.

The Deck 7 team consists of over 300+ marketing specialists, data science experts, and martech engineers that execute and orchestrate over 2,800 campaigns each year.

what we do

Deck 7 provides performance-based marketing services by orchestrating multi-channel campaigns across email, web, mobile, voice, social, search, and display.

Brands, agencies, platforms and publishers rely on us for lead acquisition at scale. Marketers from large enterprises to small and mid-sized companies use our experts for their marketing programs.

Media 7 is a network of media properties across 16 industries that provides marketers with multiple options to target markets, reach audiences, and develop accounts across 120+ countries.

Deck 7, Inc.
www.deck7.com

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Demand Generation. At Scale.

