



Get Ahead of the Curve:

# Accelerating Ecommerce in a COVID Era

Some businesses will stop during this pandemic, while others will control their speed and buffer their digital marketing. When this is all over, who do you think will be ahead of the curve?



**Presenter:** Mike Landau  
Chief Marketing Officer





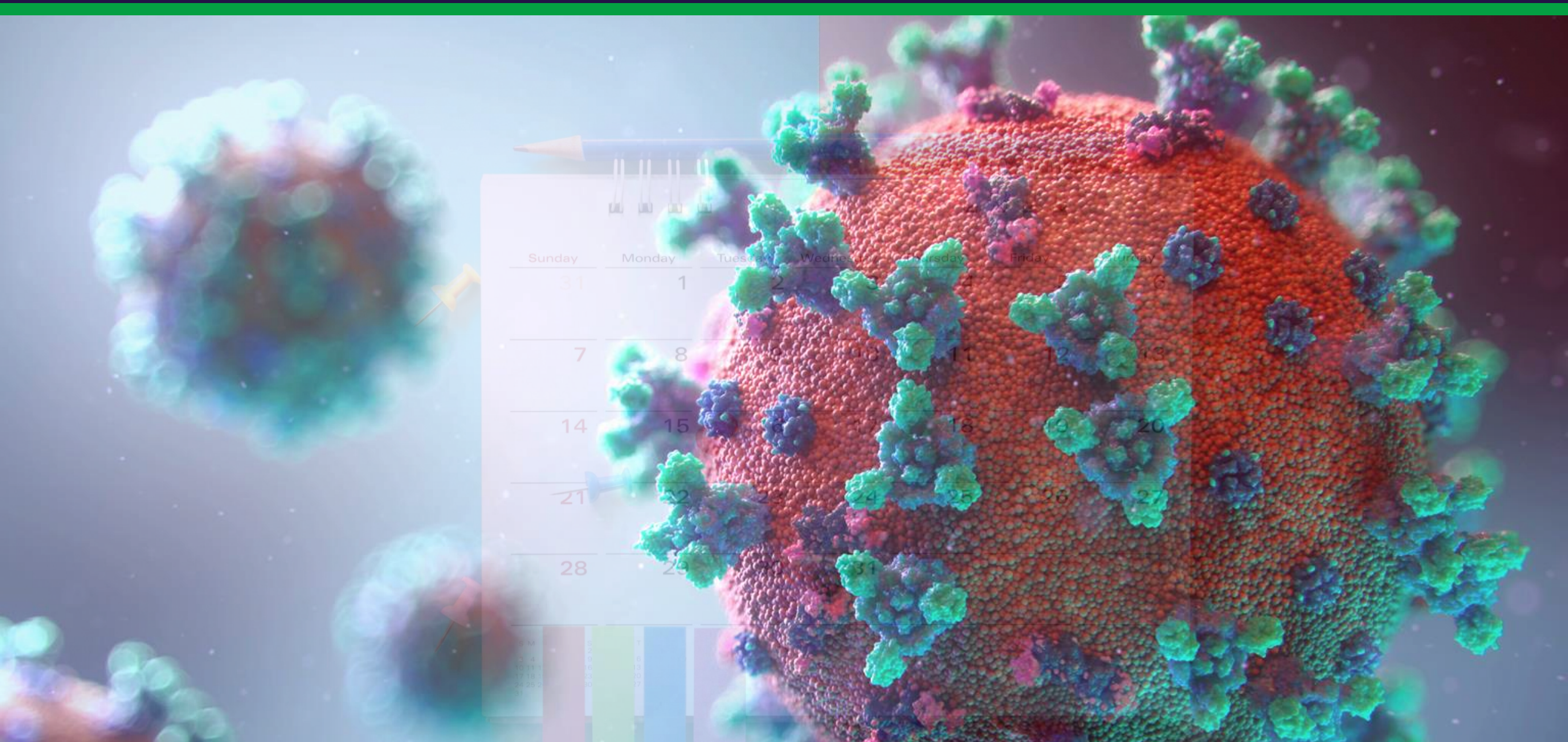
# Planning for the Future







# Time Doesn't Wait | Holidays 2021





# COVID



## Accelerating During COVID





# The COVID "Test"

1. Flexibility
2. Communication
3. Technology Solutions
4. Strategy





# Grade D-F | Navigate



# Grade B-C | Take Control





# Grade A | Accelerate



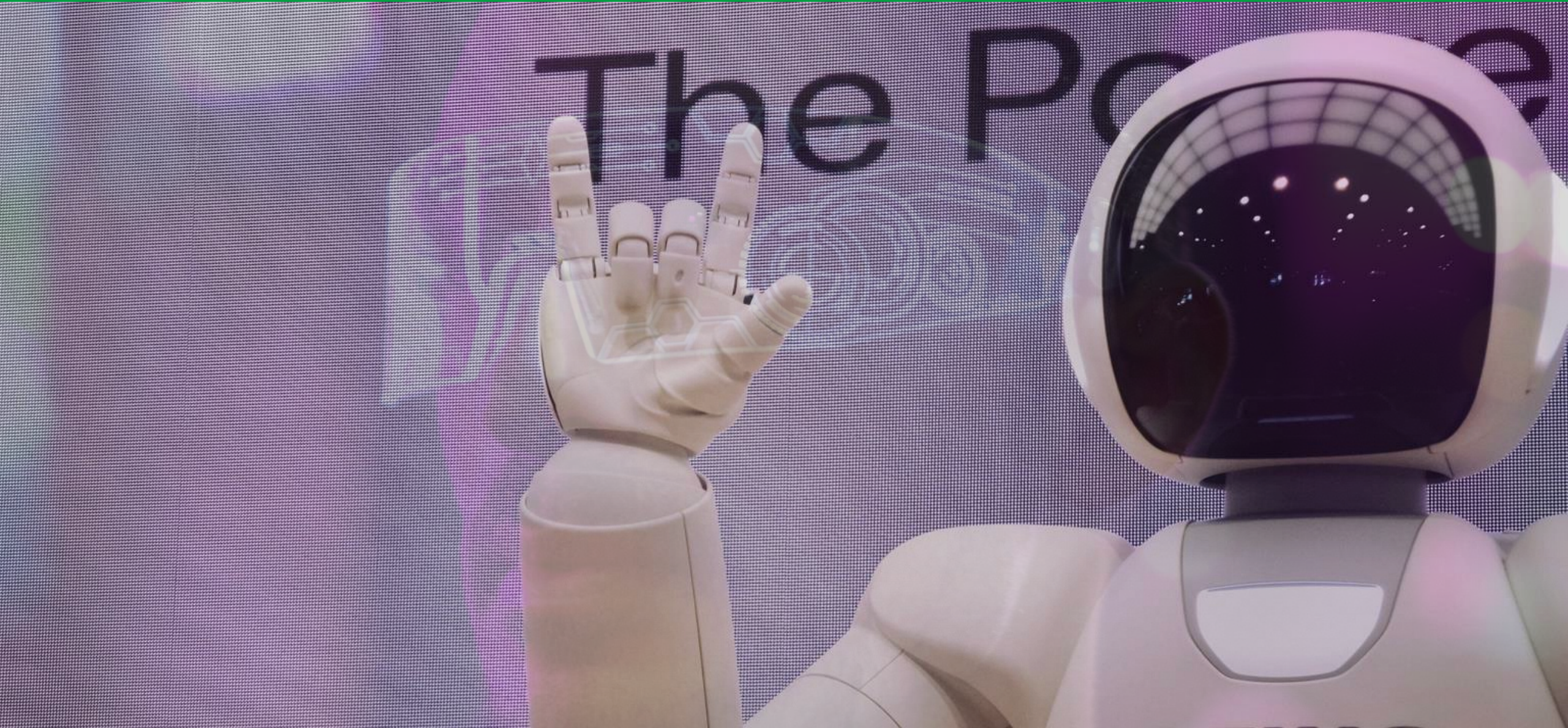


# Come Together





Don't Worry About the Future





# Time to Learn





# Buyers





# Convenience

1. Curbside Pickup
2. Home Delivery
3. Digital Communication









# Social Connection



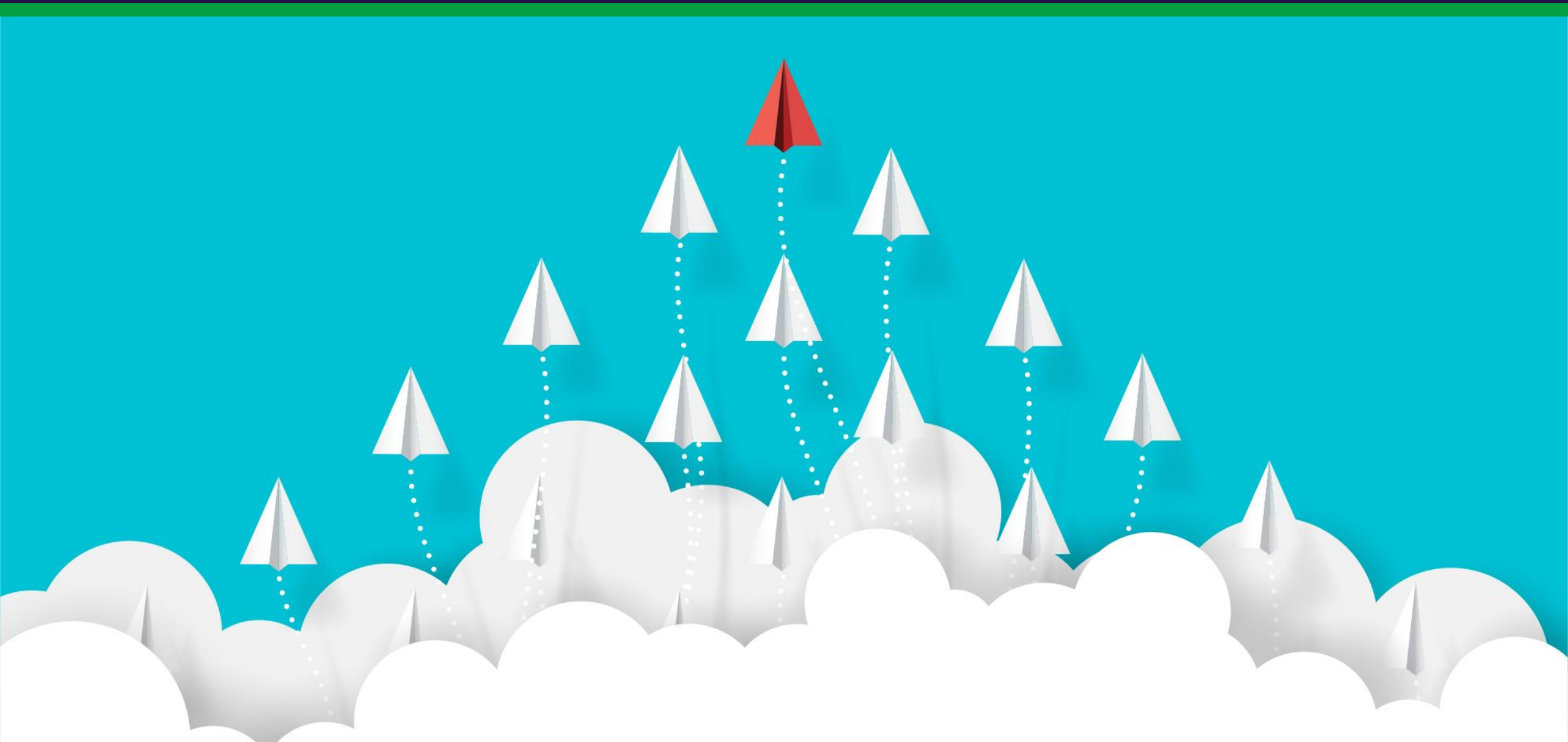


# Certainty





# Leadership | Stand Out!





# Accelerate





# Ecommerce is Essential





Online  $\geq$  Store

# Ecommerce Strategy

1. Define your business
2. Set goals
3. Make a plan





# Ecommerce Technology

1. Catalog
2. Business & Product Information
3. User Experience
4. Back Office Operations
5. Fulfillment Solutions



# Ecommerce Marketing

## Phase One

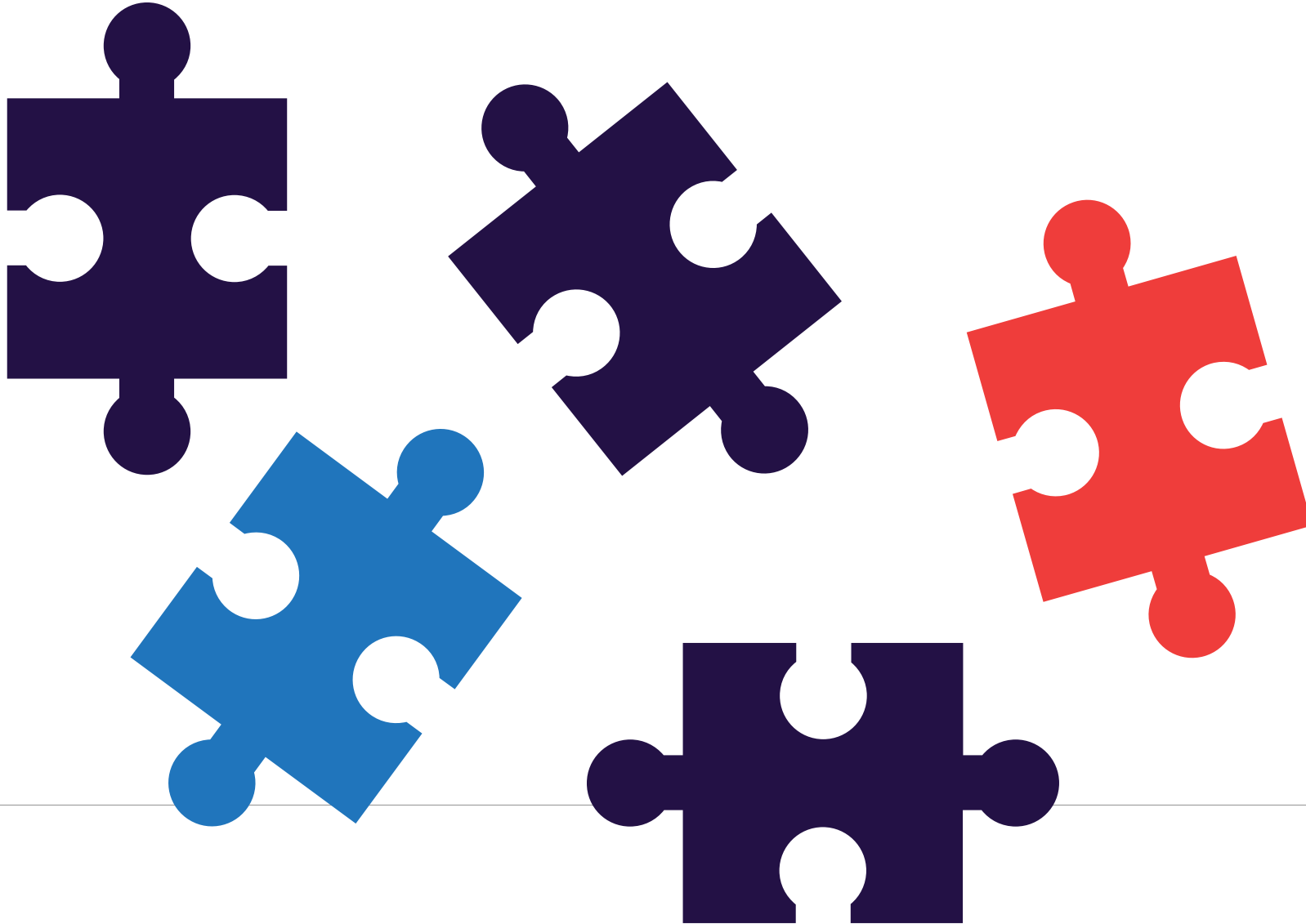
1. Traditional > Digital
2. Trade Shows & Expos
3. Radio & OOH
4. Search & Display Ads
5. Online Video
6. Email Automation
7. Social Media

## Phase Two

1. Marketplaces
2. Feeds
3. Reviews & UGC
4. Rich SEO
5. Marketing Automation
6. Chatbots & AI
7. Data Monetization



# Lot of Pieces



Pieces Together



BLAYZER  
COMMERCÉ





QUESTIONS?

Mike Landau, Chief Marketing Officer at Blayzer Commerce  
1901 Locust Ave, St. Louis, MO 63103 | 314.446.3393 | mlandau@blayzer.com