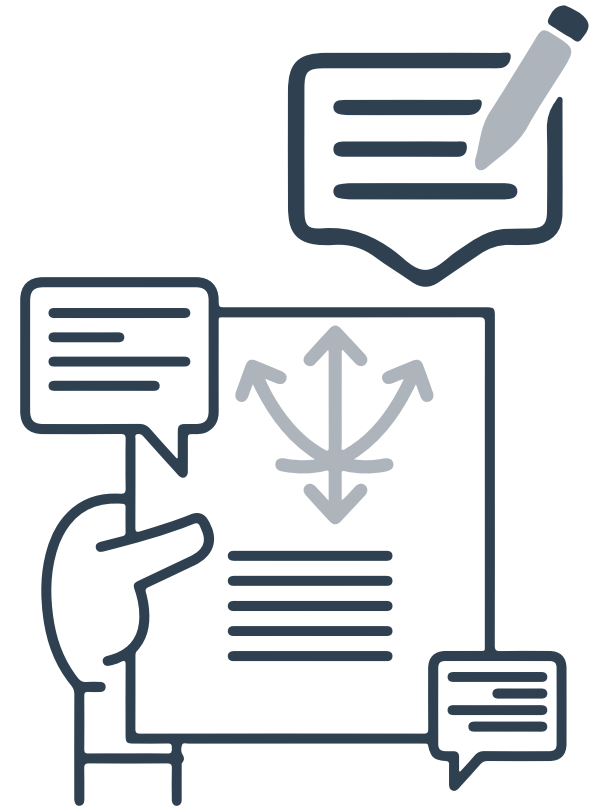


Recession Survival Guide for eCommerce:

How to cope with the new
paradigms of customer behaviours
in the high inflation environment
and maximize revenue growth

... the Lean Way

Ebook



Reasons for change

In 2020 to 2022 the world has gone through major turmoil. Series of events that followed reshaped our lives on all levels. Naturally, changes did not omit eCommerce landscape.



Turmoil Factors:

Pandemics has heavily changed the **dynamics of growth** in eCommerce **Inflation more than doubled** between March 2021 and March 2022
24th of Feb 2022 **Russia invades Ukraine**, disrupting supply chains and changing consumer behavior
Globally, **eCommerce revenues have dropped** by 3% in Q1 2022... and by **13% in Europe**



“**We can see a crisis of consumer loyalty** in the face of the possibility of **persistent inflation** around the world.

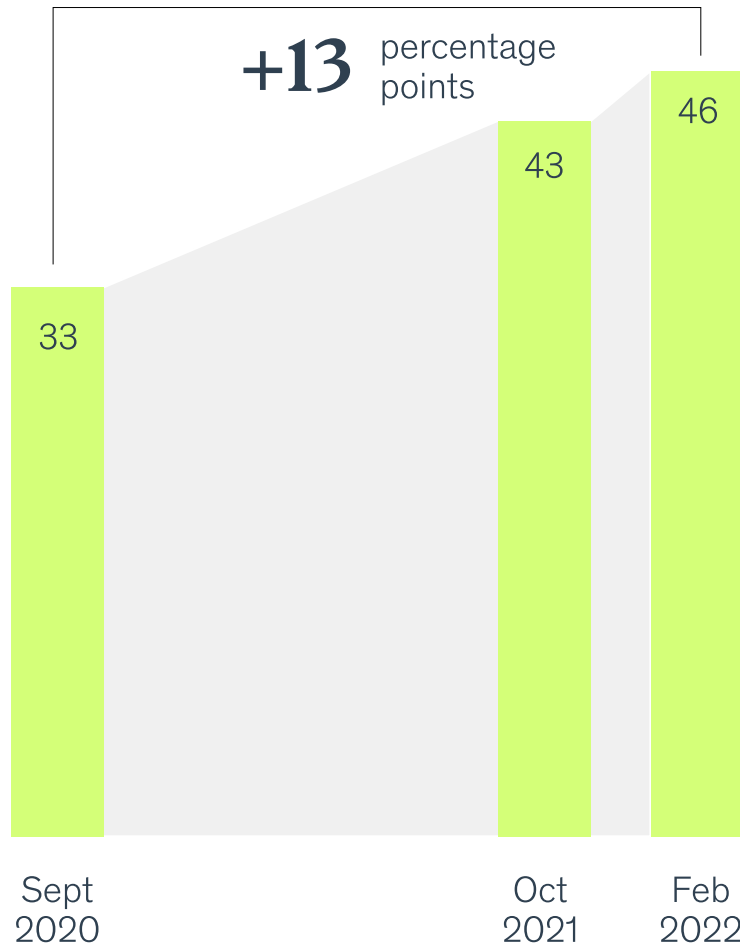
Already more US consumers are reporting that they **switched brands and retailers** in 2022 than at any time since the pandemic began.

90% of them are ready for further change.”

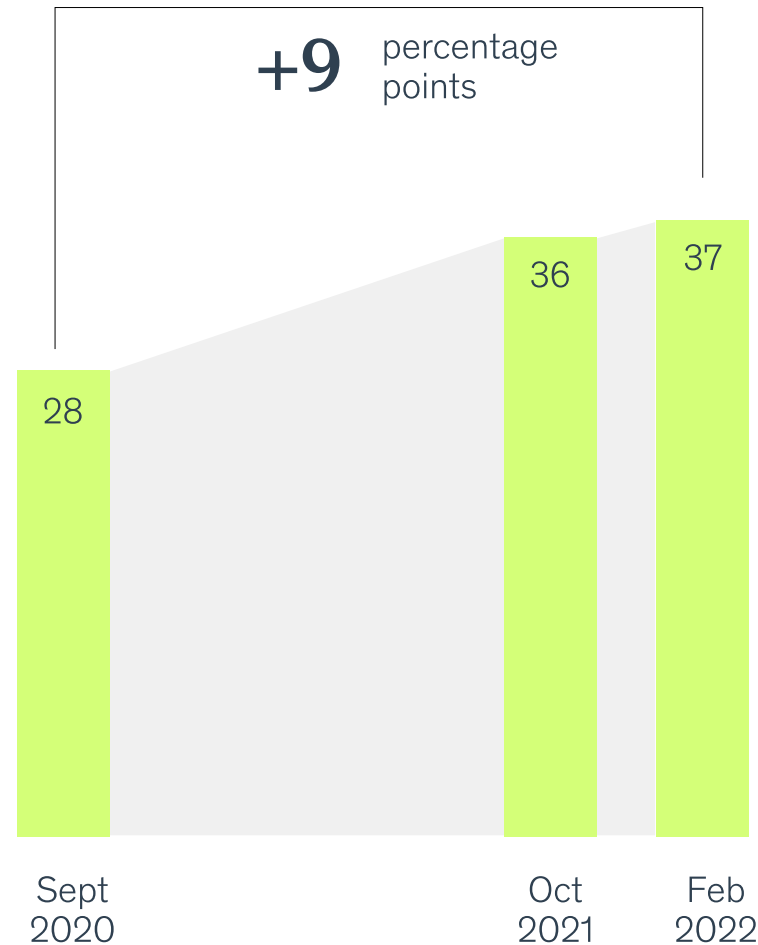
McKinsey

More US consumers are switched brands and retailers now than in 2020 and 2021, and about 90 percent plan to continue doing so.

Shopped a different brand recently,
% of respondents



Shopped a different retailer/store/
website recently, % of respondents

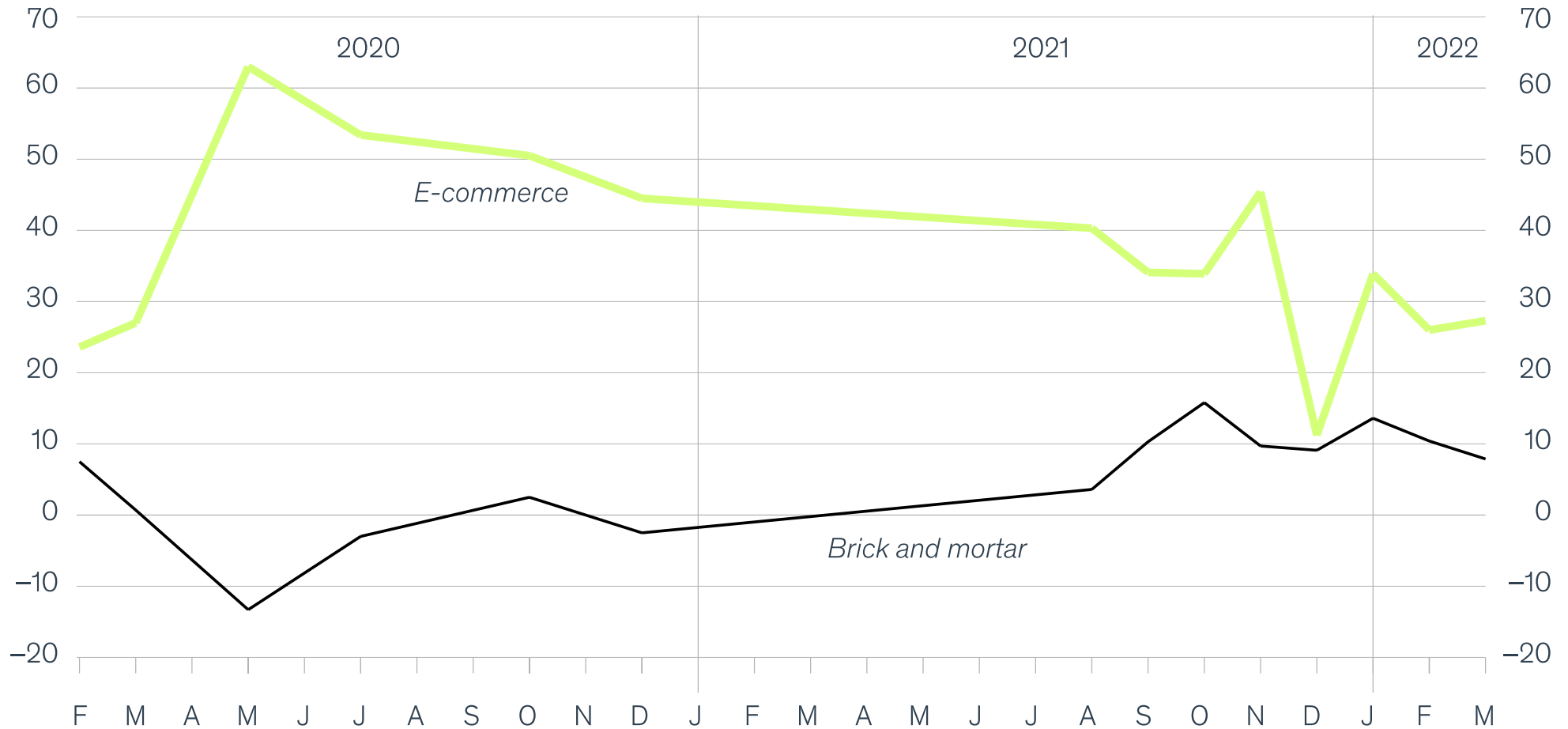


~90% of consumers who have switched brands or retailers plan to incorporate these new behaviors into their routines

Source: McKinsey COVID-19 US Consumer Pulse Surveys: Feb 25–Mar 1, 2022, n = 2,160; Oct 9–15, 2021, n = 2,095; Sept 18–24, 2020, n = 1,026; sampled and weighted to match the US general population aged 18 years and older

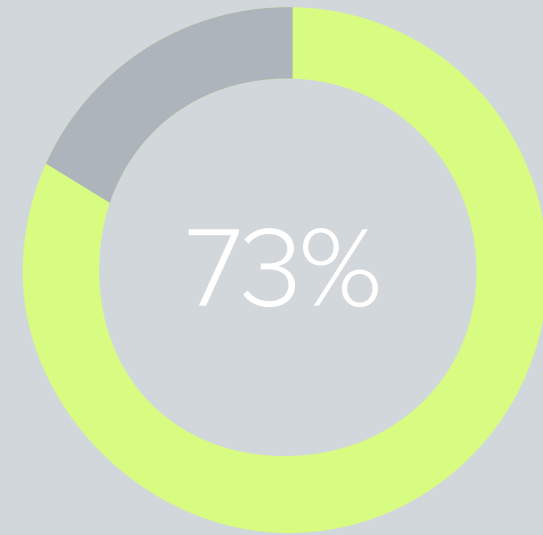
US consumers continued to spend more money online, but they also returned to physical stores through 2021 and early 2022.

Retail spending growth, by channel,¹ %



¹Includes data on credit card spending and some debit card spending among banked consumers. Year-over-year growth in monthly sales during current period (Feb 2020–Mar 2022) compared with monthly sales in prior period (Feb 2019–Mar 2021). Re-forecasted spending from Mar 2020 to Mar 2021 calculated by growing Feb 2020–Mar 2021 spending by the same 1-month growth rate observed between Feb 2019 and Feb 2020.
Source: Affinity Solutions data on credit card spending from Feb 2019 to Mar 2022; Stackline Amazon spending data from Feb 2019 to Mar 2022

According to Martech Series research, over 73% of eCommerce companies believe that the implementation of customer data management and personalization solutions will be a key success factor in the area of customer loyalty.



At the same time the world is getting through an unstoppable process of **digitalization** that requires further adaptation for eCommerce businesses



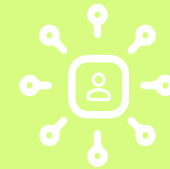
Growing **data** and **privacy** awareness



Demand for a better **Customer Experience**



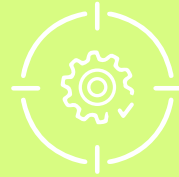
Necessity to improve the **Customer Loyalty**



Omnichannel buying processes



Complexities of
Omnichannel
experience



Hyper-Aggressive
competition
strategies



Skyrocketing
customer
acquisition cost



**Growing demand for
individualized**
relationships
and superior relevancy

All these challenges make it **harder than ever** to achieve acceptable conversion rates and marketing ROI

This is why you should consider implementing **Lean Marketing strategy**

... reaching the customer at the **lowest possible cost without involving “expensive” media** (i.e., through modern channels). In the simplest terms, lean marketing is **an analysis of what the recipient truly cares about** and cleans the entire communication process, **removing waste of time and money and eliminating activities** that do not bring value to the target customer.



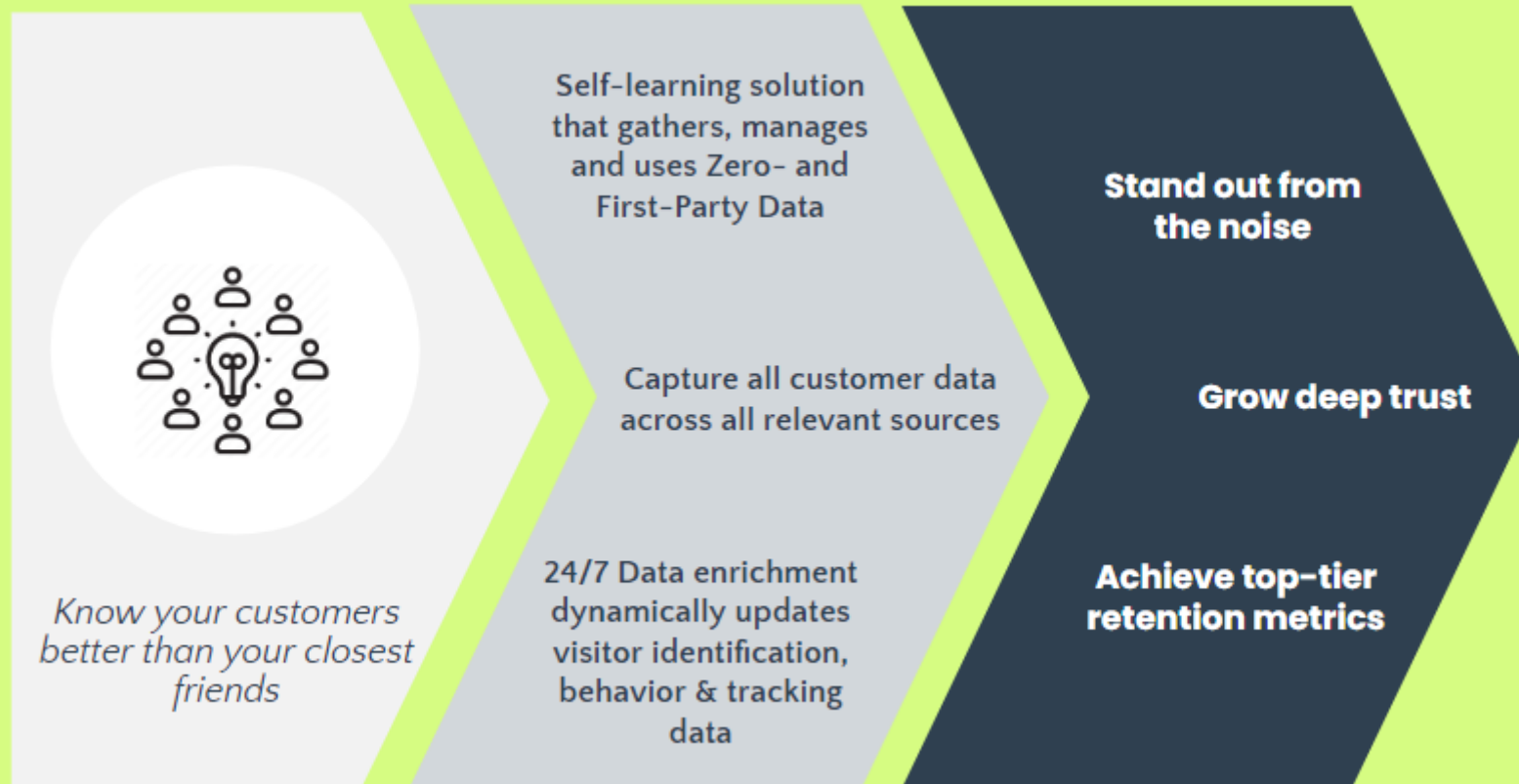
How a **Lean Marketing** strategy can help your business grow?

By **giving an advantage** through **three essential principles**:



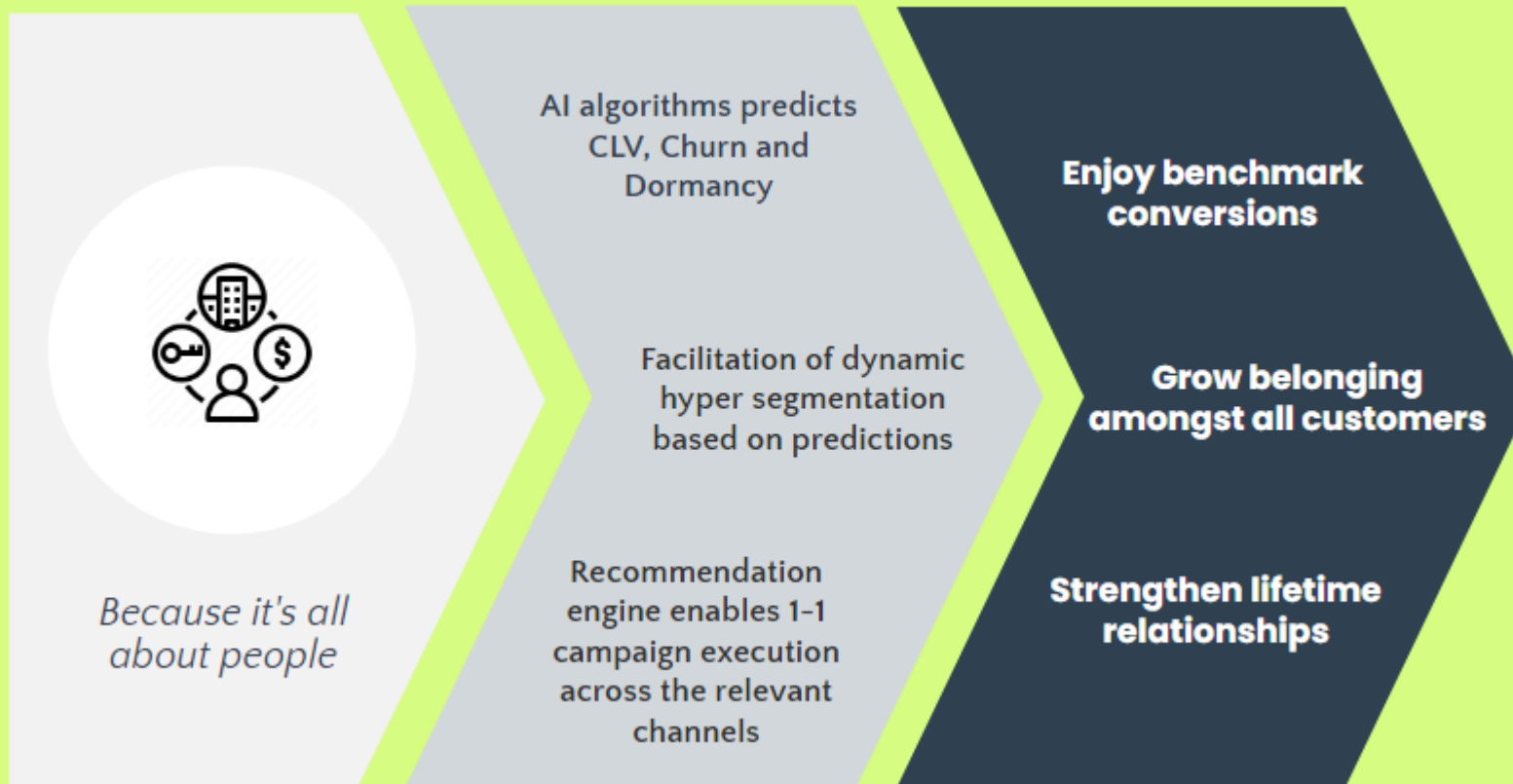
Grow Intimacy and Unconditional Trust

Principle 1: Customer Intimacy



Communicate with Human Relevance

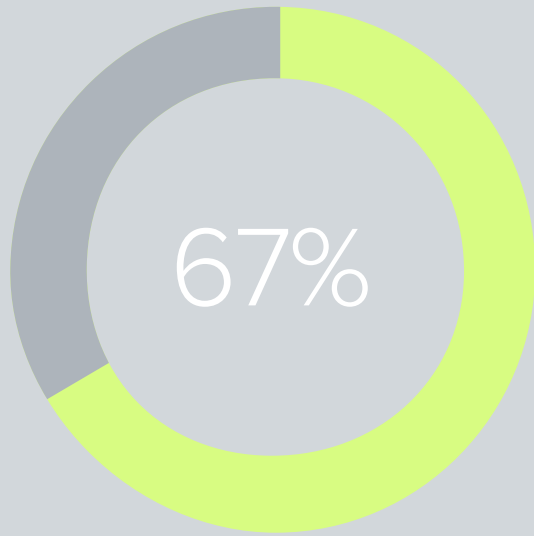
Principle 2: Precision Execution



Grow new Strengths all the Time

Principle 3: Growth Intelligence





67% of CMOs using
Lean Marketing
methods report
increased profits and
revenues

CMO's Agenda research

- Keeping the organization customer-focused
- Improving speed to market
- Making teams more productive
- Enhancing prioritization
- Delivering better, more relevant end products
- Increasing throughput/velocity of work delivered



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