**GORDON FOOD SERVICE: Public Web Personalization Strategy**

**Intro and observation:**

Although the GFS personalization strategy has some interesting ideas, most of the suggestions do not come together as complete campaigns. GFS has taken many of the LIFT features such as A/B or multivariate testing, rules-based decision, and Geo location and built some marketing ideas around those specific features, instead of creating focused campaigns with related goals and using the features to enhance and test those campaigns.

When using LIFT, it is important to build a foundation that includes identifying initial personas and segments using ALL lift features to build the most complete profile. Establish which areas of content are necessary to support each of the groups (what do we want to serve up to each segment and persona and to which degree?). Establish the rules for serving up content (if user x indicates he is y in user profile, then serve up this content).

Many of the LIFT features work best when used together to build a rich profile and better insights into what website visitors are looking for. By combining these features into one cohesive campaign with clear goals, the tool can be used to shorten the sales cycle by keeping visitors engaged and consistently aware of how personalization is improving their efforts to gather information and ultimately convert to become a loyal customer.

**Personalization Strategy**

* GOAL #1: Providing more relevant content to a visitor based on their behavioral interests.
* GOAL#2: Lowering the time to convert an anonymous visitor to a potential lead with geographic targeting.

**Non - Customer Personalization**

**Context**: Not customer, want to find out what industry and location user is from and interested in and either convert or lead down sales funnel to conversion.

Campaign #1:

* Tagline on Homepage: Your Partner at the Table and Beyond
* Teaser Text: Let’s help you make your mark in a competitive industry
* CTA: Start Today (Link Here) <https://www.gfs.com/en/food-service-distribution>

Goal #1: Convert Non-customer to becoming a customer

1. Visitor clicks on one of [four industry options available on page](https://www.gfs.com/en/food-service-distribution). Visitor clicks on industry (example **Education**) and Lift captures and creates profile (interest based, & geo location) and leads user to informed Education [landing page](https://www.gfs.com/en/food-service-distribution/education) that provides relevant information on why becoming a customer is useful to them.
2. Lift inserts dynamic CTA where appropriate on said landing page to provide the most optimal chance for conversion.
   1. Lift Dynamic CTA could include:
      1. short form- contact us now
      2. provide in store location options or events based on location
   2. Or, if visitor is not ready to convert, help non-customer down sales funnel by displaying more related content that leads to CTA conversion. This could include:
      1. Related blog posts to Education
      2. Recipes related to education

**Lift Functionality includes:**

* Interest Based Personalization
* Geo Targeting Personalization
* A/B Segmented Testing

Campaign #2:

* Tagline on Homepage: The Catalyst for Your Success
* Teaser Text: Food Service Business Solutions To Help You Thrive
* CTA: Start Today (Link Here) <https://www.gfs.com/en/food-service-distribution/business-solutions>

Goal #1: Convert Non-customer to becoming a customer

1. Visitor clicks on one of [four value-added business solutions](https://www.gfs.com/en/food-service-distribution/business-solutions). Visitor clicks on business solution (example **Sales Building**) and Lift captures and creates profile (interest based, & geo location) and leads user to informed Sales Building [landing page](https://www.gfs.com/en/food-service-distribution/business-solutions/sales-building). Landing page provides some teaser information that creates interest in becoming customer.
2. Lift inserts dynamic CTA where appropriate on said landing page to provide the most optimal chance for conversion.
   1. Lift Dynamic CTA could include:
      1. Gated content: Short written piece, part of strategy, or advice from customer-only publication (and after 20 seconds ask to complete form)
      2. Short form: Contact us now so we can talk
   2. Or, if visitor is not ready to convert, help non-customer down sales funnel by displaying more related content that leads to CTA conversion. This could include:
      1. Second CTA on page about: Need help with your Industry? Link to Customers We Serve page.
      2. Second CTA on page about: Learn more about what we do! Link to Explore Our Products and Recipes page.

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