's Web Traffic Dilemma
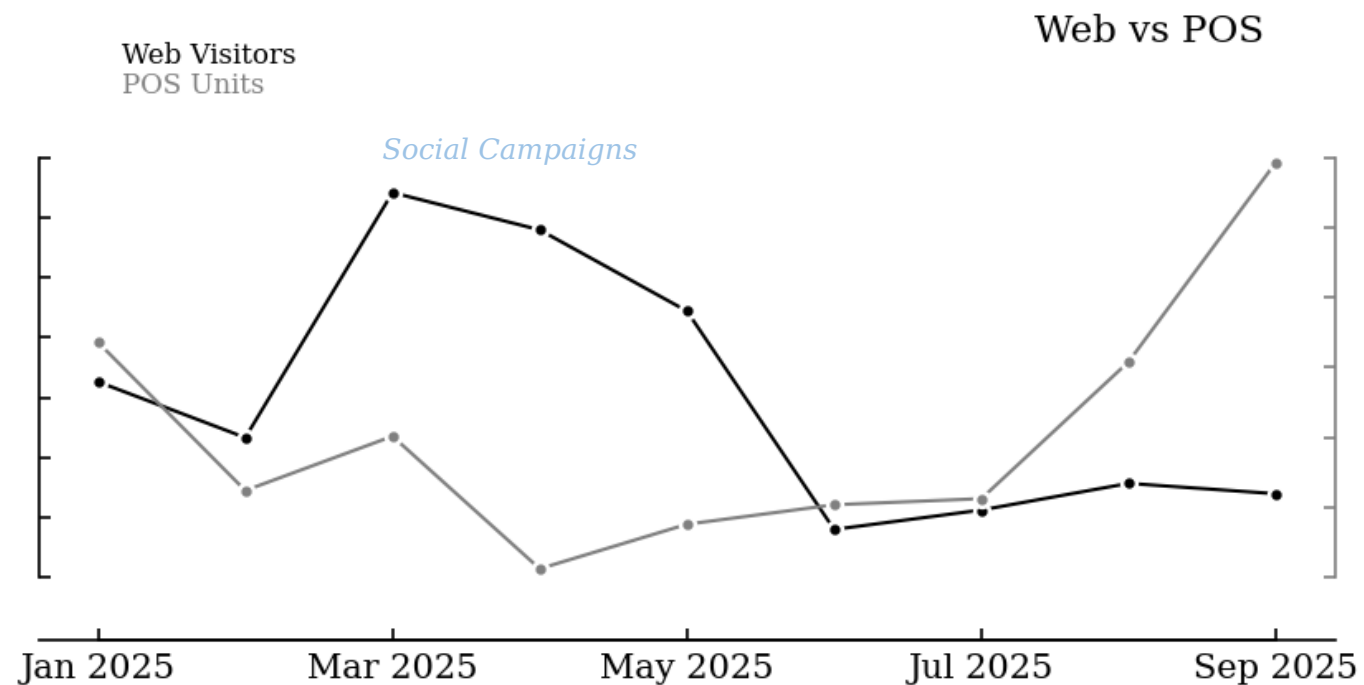*Web traffic does NOT predict sales, it measures brand awareness, NOT purchase intent*

Web vs POS

Web Visitors
POS Units

Social Campaigns

When web traffic peaked at ___ visitors (March), the following month had our LOWEST POS numbers (units) this year. When web traffic was at visitors (September), we hit our HIGHEST sales this year (units).

's Web Traffic Dilemma
Customer Journey Web Traffic Distribution

The Customer Journey we want to AVOID:

1. Artist visits _____.com
2. Learns about _____ Acrylics
3. Sees no "Buy Now" button
4. Googles "_____ acrylic paint"
5. Finds _____ on Amazon for less
6. Buys competitor product

Consideration and Support account for ~94% of our web traffic. We do a great job of educating our customers about Acrylics broadly.

But... *are we educating customers for our competitors? They even mirror product names, _____, they have been doing this for a long time.*

Customer Journey Web Traffic Distribution
Visitors per Month

Legend: awareness, consideration, purchase, support, advocacy
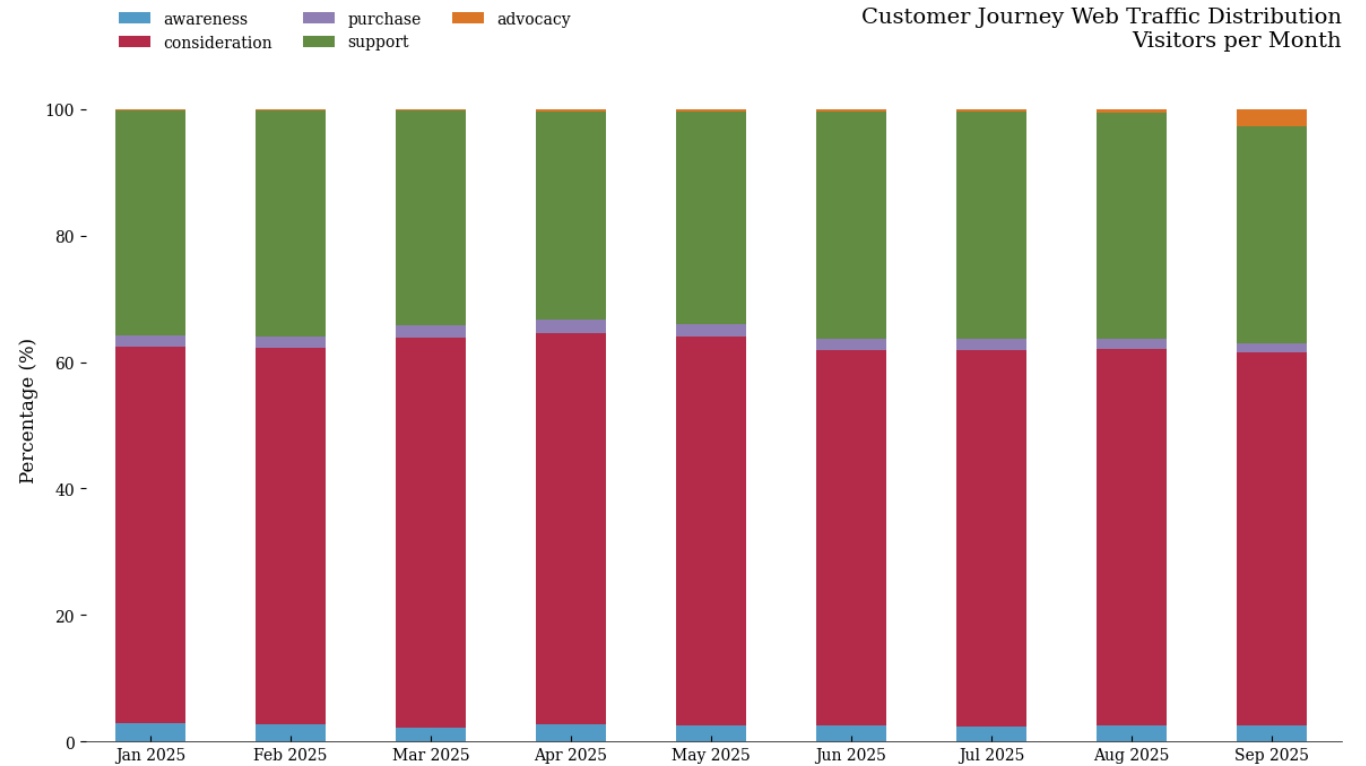
's Web Traffic Opportunity
Are NEW Landing Pages an Opportunity to disrupt the cycle?

We Can Drive Traffic
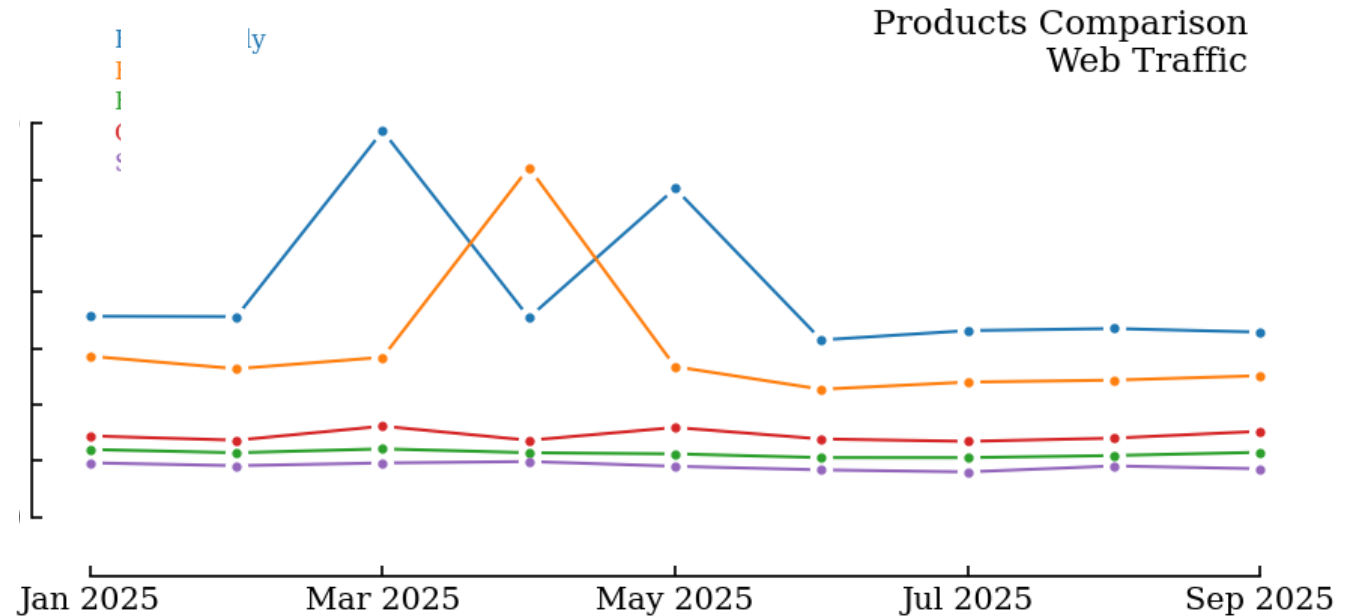
March ads: '%   Traffic

But it Doesn't Convert

We need to capture the purchase intent BEFORE artists comparison shop, <mark>Marketing = Education + Direction to Purchase</mark>

What can we do?

1. Add "Buy from Partners" to Landing Pages and all product pages with direct links to products (we can track clicks)
2. Educate on <mark>**"Why   ?" (landing pages, main page, product pages**</mark>)
3. Feature products we already sell direct (⎟, L...,)
4. Coupon codes or Manufacturer Rebates (preserve relationships, incentivize loyalty, get more sign-ups for SA)
5. Do bids, get retailers to compete for featuring their store on a page (limited time offerings)

Products Comparison
Web Traffic