

REMARKETING

THE KEY TO RAMPING ONLINE SALES



PROACTIVE REMARKETING: SCALE YOUR SALES

WHAT EXACTLY IS REMARKETING?

Online ordering via TUO will mean you will do business with **MANY** first-time customers. This is just the **BEGINNING** of building a viable, sustainable and long-term source of future **SALES & REVENUE**. Your TUO Central Customer Database will house all Customer Contact information in perpetuity. By continuing to constantly and proactively reconnecting with these same **CUSTOMERS** will you be able to realize additional streams of future sales while building a larger and larger base of loyal customers that will quickly become the basis of your scalable, long-term revenue:

- **CUSTOMER CONTACT DATABASE = key to future sales.**
- **MULTIPLE ONLINE SHOPPING OCCASIONS = increase sales per customer.**
- **CROSS-SELL VIA ALL CHANNELS = build re-purchase and loyalty.**
- **INTEGRATED CAMPAIGN = Unified Customer Experience.**
- **CUSTOMER PURCHASE BEHAVIOR = business analytics & insights.**



PROACTIVE REMARKETING: CUSTOMER DATA

STEP 1: TUO AS CUSTOMER CONTACT DATABASE

Whether you use the advanced Roster feature built into the TUO platform or not, you **WILL** collect vital and valuable Customer Contact Information when setting up online stores. This is **THE** most vital information you will generate and will have the most impact on your business long term.

TUO maintains all current Customer Contact information within your own central data repository. Over time, this information will continue to grow and will quickly become **THE KEY** to future growth and success. By instituting simple programs that proactively and continuously reconnect with each and every customer, you will see how quickly you can build a sustainable source of new sales and therefore revenue, as well as loyalty to your brand.

CUSTOMER DATA IS
THE FUEL TO THE ENGINE



PROACTIVE REMARKETING: SUPPLEMENTAL STORES

STEP 2: OFFER NEW OPPORTUNITIES TO BUY

The most valuable person to your business will always be...THE ONE WITH WHOM YOU'VE ALREADY DONE BUSINESS!

At the very least, ALWAYS extend the opportunity to buy to your customers. While the examples are many, some of the obvious include:

- Supplemental Stores throughout the season to extend the chance to buy additional / replacement items.
- Spirit Stores to enable Players and Fans to show their support.
- Fundraiser Stores to offer your team / organization the chance to raise money.
- Discount / Promo Sales Stores to offer great deals on the preferred Brands your customers have purchased previously.
- Holiday Stores to offer seasonal close-outs as well as great deals on the Brands previously purchased.

NEW SHOP OPPS



PROACTIVE REMARKETING: CROSS SELL

STEP 3: MAKE ALL CHANNELS ALWAYS AVAILABLE

Most businesses view the methods (or "channels") they use to sell to customers as separate and distinct. When viewed from the perspective of your Customer, they are anything but. Often the same Customer who visited your website also walked into your retail location recently, or purchased a uniform for their daughter's soccer team on your online Club store.

There are many basic and easy-to-execute ways you can (and should) continuously offer new ways for each of your Customers to buy (more) from you. The TUO platform has numerous such ways already baked in to their technology:

- Example #1: every Customer receives an HTML Email receipt when shopping within a TUO Online Store. Add a website offer / discount at the bottom of all receipts (in-store or main website).
- Example #2: offer the opportunity to pick-up a Team order at the Retail location for an added discount.
- Example #3: Set-up a Supplemental Team Online Store throughout the season using the Customer Contact information gathered in a previous online store.

There is no limit to means and ways you can greatly extend the opportunity to do more business with each and every Customer.

MULTI-CHANNEL INTEGRATION CROSS-SELL USING ALL CHANNELS



PROACTIVE REMARKETING: STAY CONNECTED

STEP 4: STAY IN CONTACT WITH YOUR CUSTOMERS

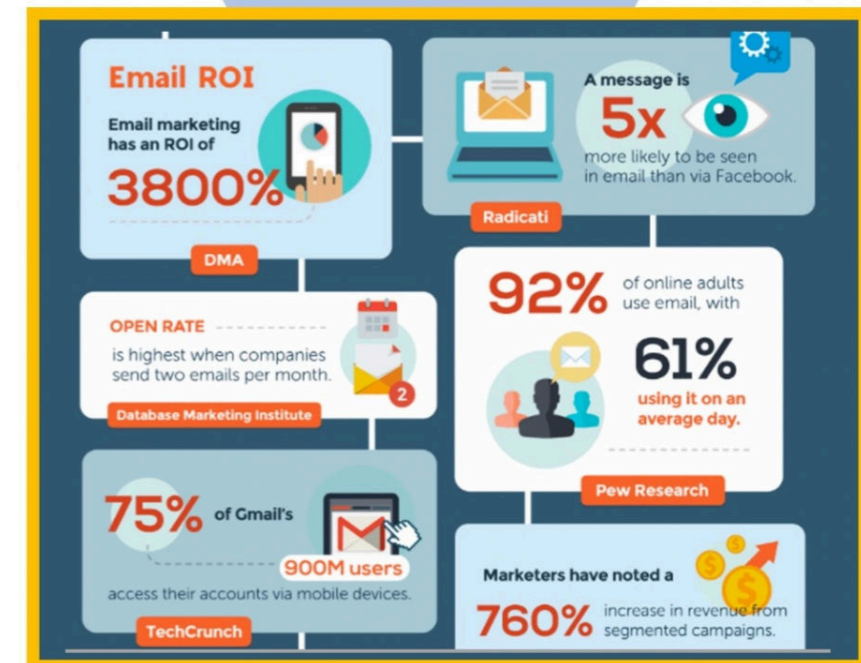
Email Marketing could likely be the most overlooked and under-appreciated component to most marketing programs. While the reasons are varied, it boils down to a few common misperceptions: 1. Most email marketing is "spam." 2. I do not ever read or open emails, so no one else does. 3. It is confusing and intimidating to develop and implement an email marketing program.

While our purpose is not to change your mind, there is a reason the MOST money spent on digital marketing goes to email marketing. It is the unsung hero and workhorse of any digital marketing plan.

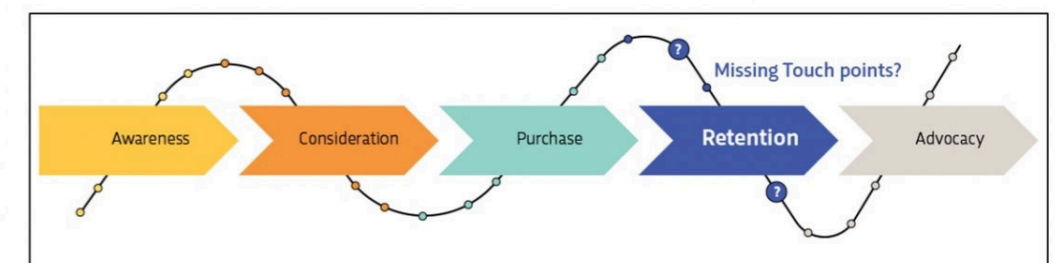
Consider that today, more people access and read their emails over 3x the amount they invest on social media. It is simply the way we communicate, even still today. And email marketing can be tracked and analyzed in great detail. Finally, it is one of the most affordable means for staying in "constant contact" with your Customers.

Start with the basics...let the TUO Marketing Specialists show you how to easily extract your Customer Contact information and begin the process of setting up a consistent, frequent email marketing program that reaches each and every Customer you serve. It could very well become that vein of gold you've been seeking to scale the growth of your business.

EMAIL MARKETING



BUILD ADVOCACY & LOYALTY AFFORDABLY



PROACTIVE REMARKETING: SEEK INSIGHTS

STEP 5: DERIVE INSIGHTS INTO YOUR BUSINESS

Actual Customer purchase data is likely the most powerful and insightful data any business can have. When combined with geography (mailing address by example) and basic demography (age, gender by example), the resulting data can easily be explored and analyzed to uncover significant and influential trends that can effectively guide your business moving forward. And here is THE most important point of all...

THIS IS YOUR DATA AND YOU NEED TO GUARD IT WITH YOUR LIFE!

Lately there has been a growing discussion in the industry around "data" as more and more Buying Groups, vendors and other providers have been covertly exploring ways to leverage the data you generate. Our view of this is simple:

- Your data is your data.
- Data is the currency of the future. So if you decide you would like to expend this currency, you must ALWAYS expect to get something in return.

Do not ever look past the value of the ordering (and other) data you aggregate as it can be the basis of deriving great insights into your business, will provide a strategic basis for future growth, and can become a vital currency you can leverage in the near future.

CUSTOMER PURCHASE ANALYTICS
DATA = INSIGHTS = KNOWLEDGE = STRATEGIC PLANNING



SPEAKING OF DATA...

10 MILLION

TOTAL ORDERS PLACED
VIA THE TUO PLATFORM
IN THE LAST 5 YEARS.

178

POTENTIAL DATA POINTS
COLLECTED PER ORDER
VIA THE TUO PLATFORM

\$192.38

AVG. SHOPPING CART
VALUE PER CUSTOMER
ON THE TUO PLATFORM

(DURING PEAK SEASON)