

Full-funnel & Creative Strategy di Dalfilo: from 0 to Activation nella Summer Sale 2023



Giorgia Galli

**Digital Content & Campaign Lead
@Dal filo**

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Cosa vedremo:

- 1. Una storia italiana che comincia DAL FILO**
- 2. Perché il caso studio Summer Sale?**
 - **Il concetto di Full-funnel activation & Creative strategy**
- 3. FASE 0 - Markets insights & Creative strategy**
- 4. FASE 1 - Channels activation & A/B testing**
- 5. FASE 2 - Channels expansion & Budget scaling**
- 6. FASE 3 - Spike creation & CVR maximisation**
- 7. Conclusioni**

**Una storia italiana che comincia
DAL FILO**



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QUANDO **Marzo 2020**

La pandemia ferma l'Italia. Il Covid colpisce prima le persone, poi le aziende.

DOVE **Bergamo, Italia**

Più precisamente: Val Gandino, culla italiana del tessile per la casa.

CHI **Tessitori di Storie**

Artigiani e Nativi Digitali danno vita alla terza generazione del Made in Italy spostando l'offerta online.

PERCHÉ **Per aiutare gli artigiani**

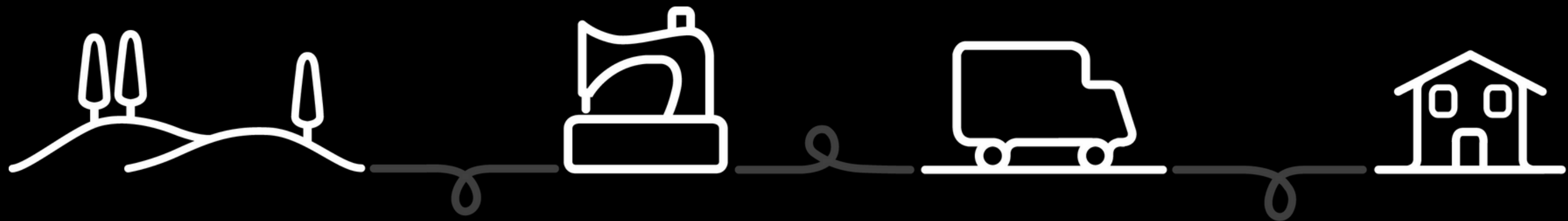
Per sostenere gli artigiani tessili locali e rendere la biancheria per la casa di alta qualità accessibile a tutti.

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COME

metodo DTC (Direct -to-consumer)

canale diretto artigiano-cliente che elimina gli intermediari, contiene i prezzi e riduce gli sprechi



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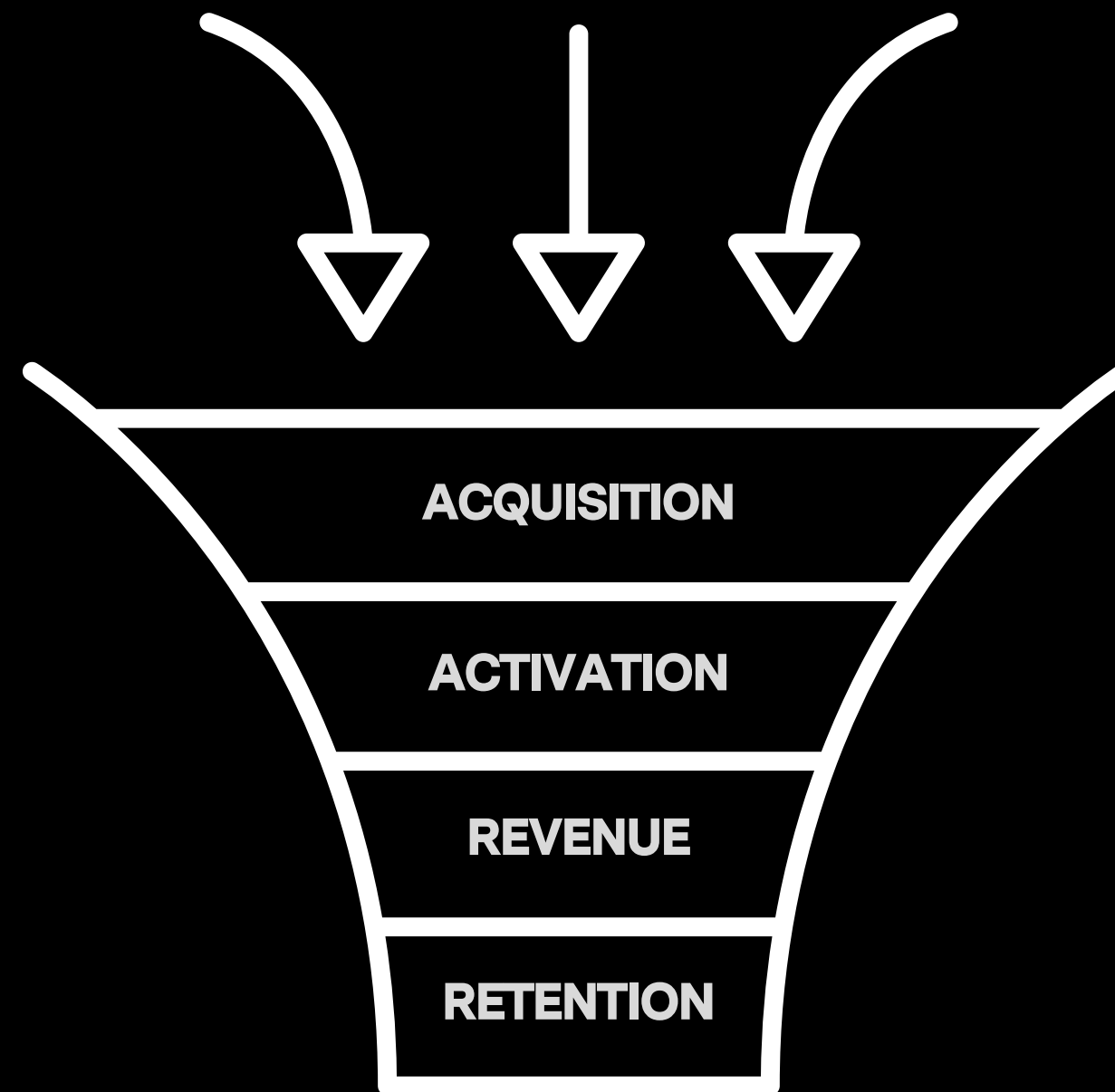
portare le qualità Made in Italy oltre i confini



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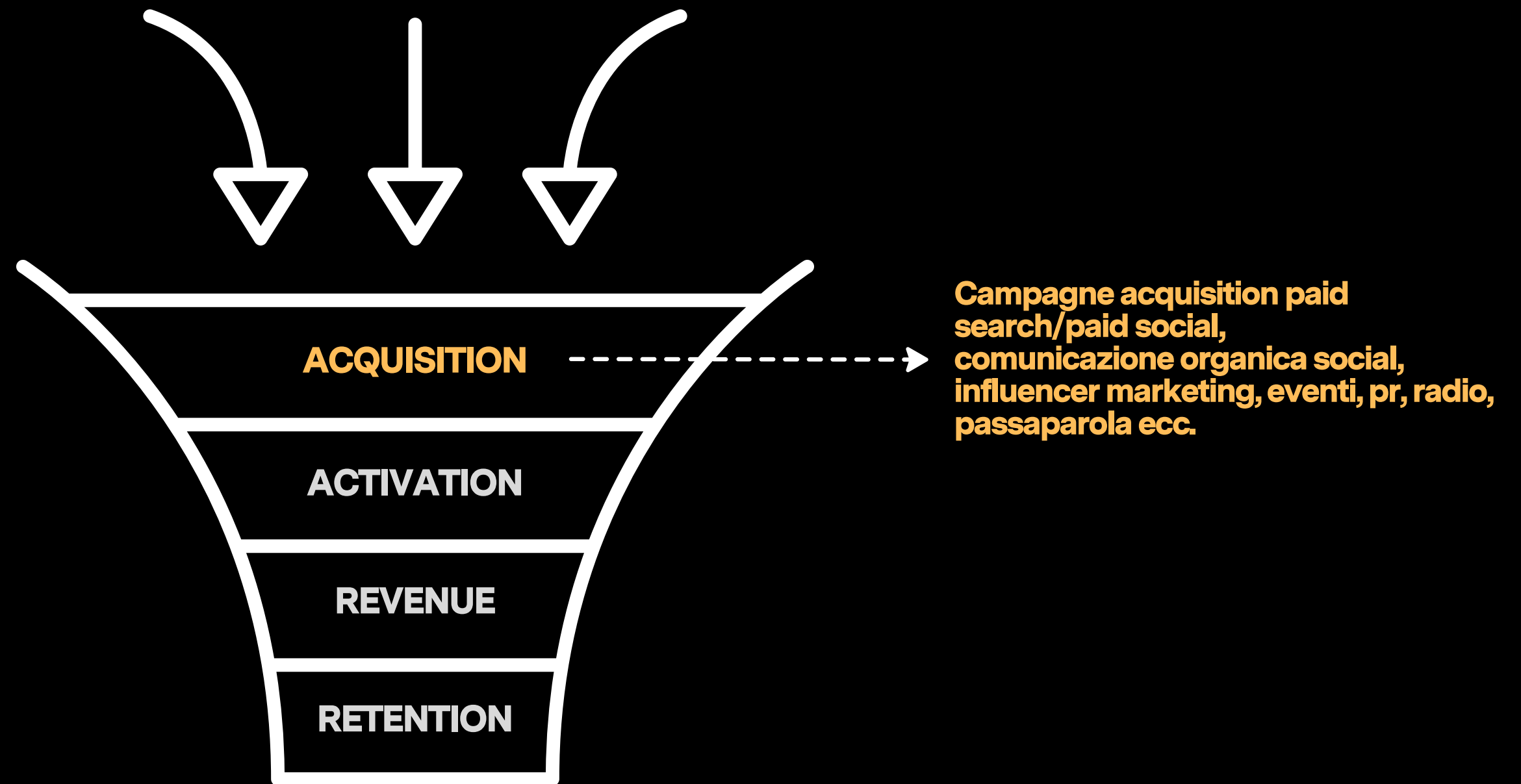
Perché il caso studio Summer Sale?

Il concetto di Full-funnel activation & Creative strategy



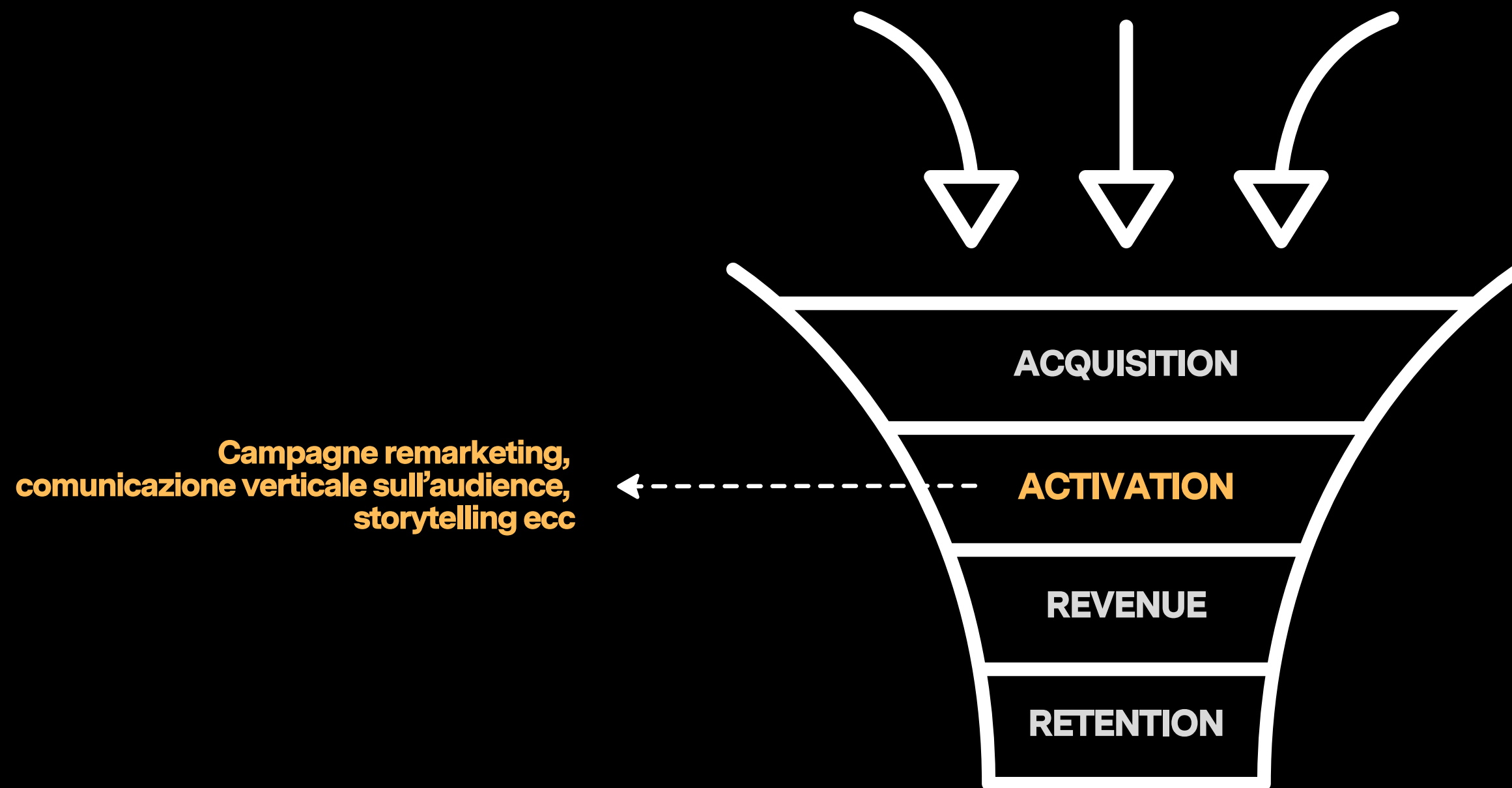
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Il concetto di **Full-funnel** activation & Creative strategy



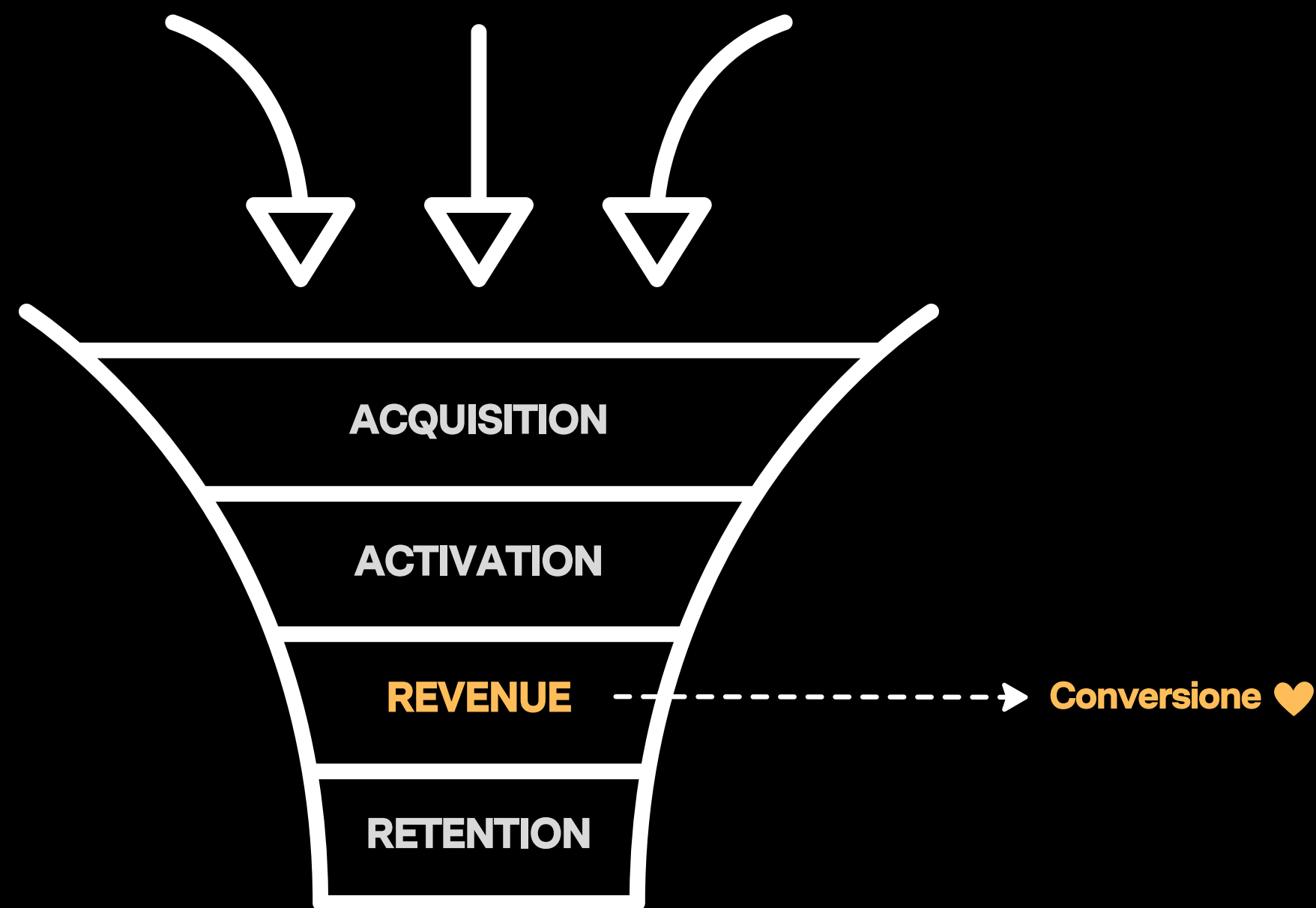
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Il concetto di **Full-funnel** activation & Creative strategy



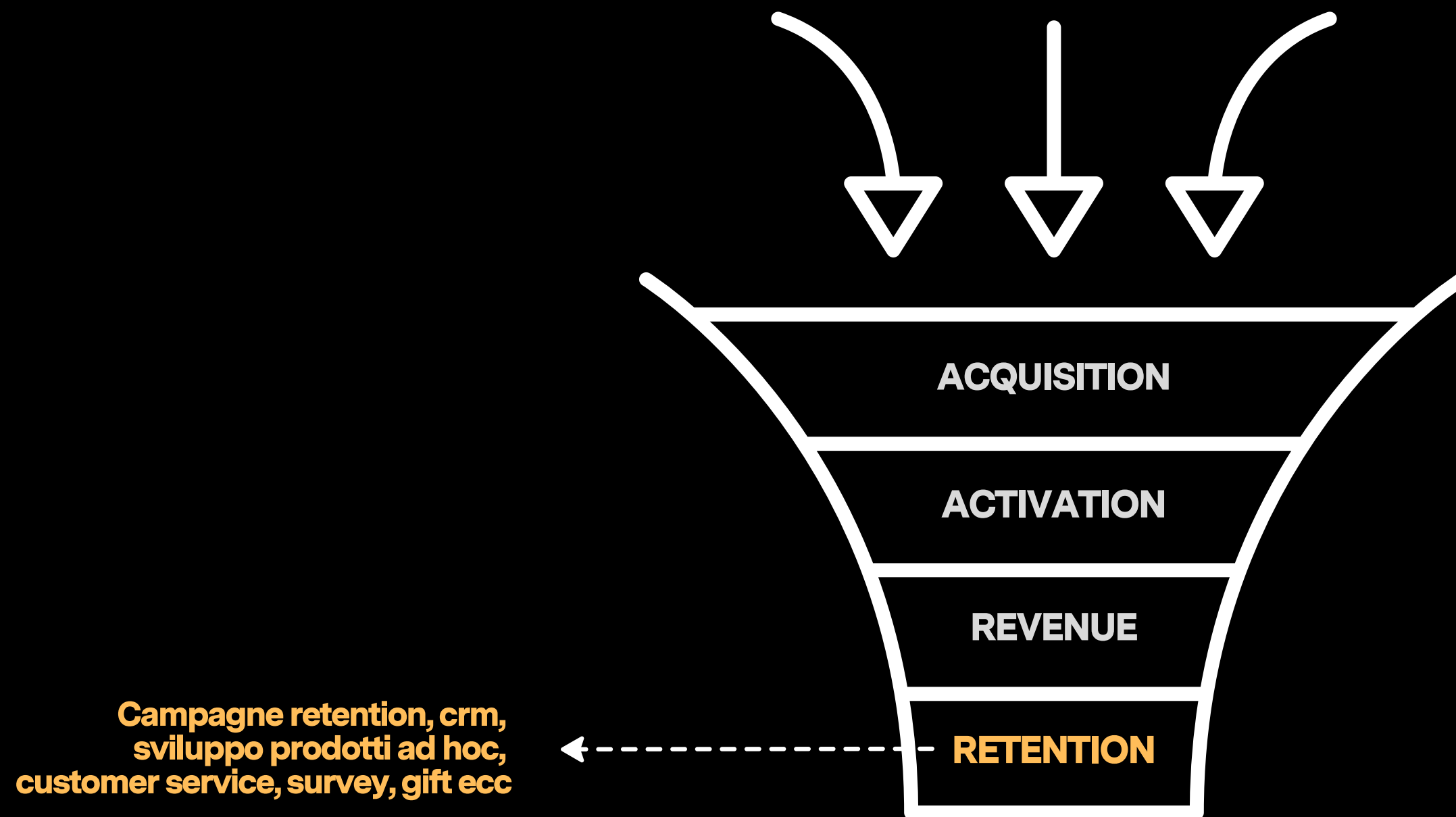
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Il concetto di **Full-funnel** activation & Creative strategy



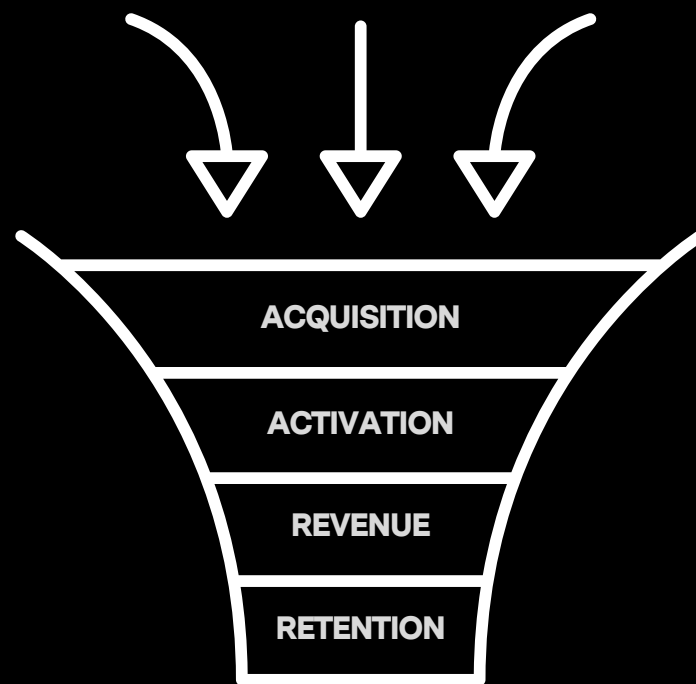
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Il concetto di **Full-funnel** activation & Creative strategy



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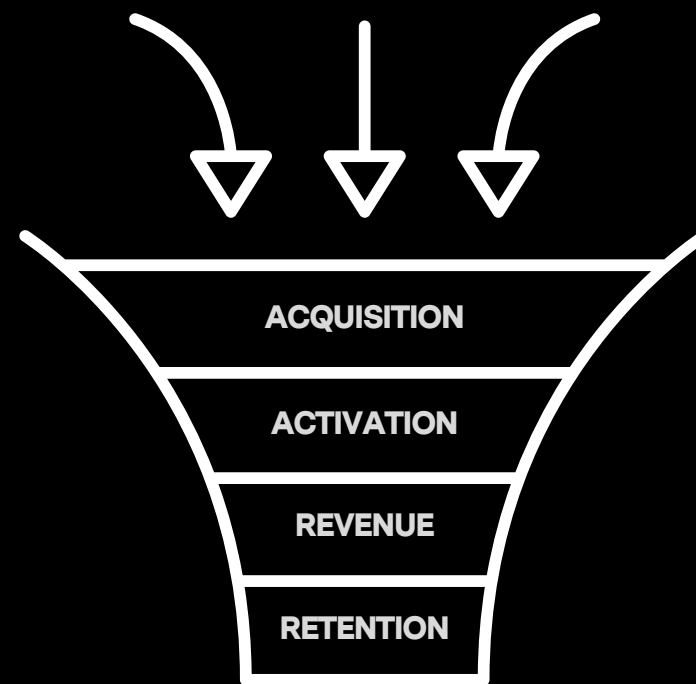
Il concetto di Full-funnel activation & Creative strategy



Tutto parte da:

- **COSA** voglio fare?
 - obiettivo della campagna
- **COME** voglio farlo?
 - team performance + team creative
 - data-driven

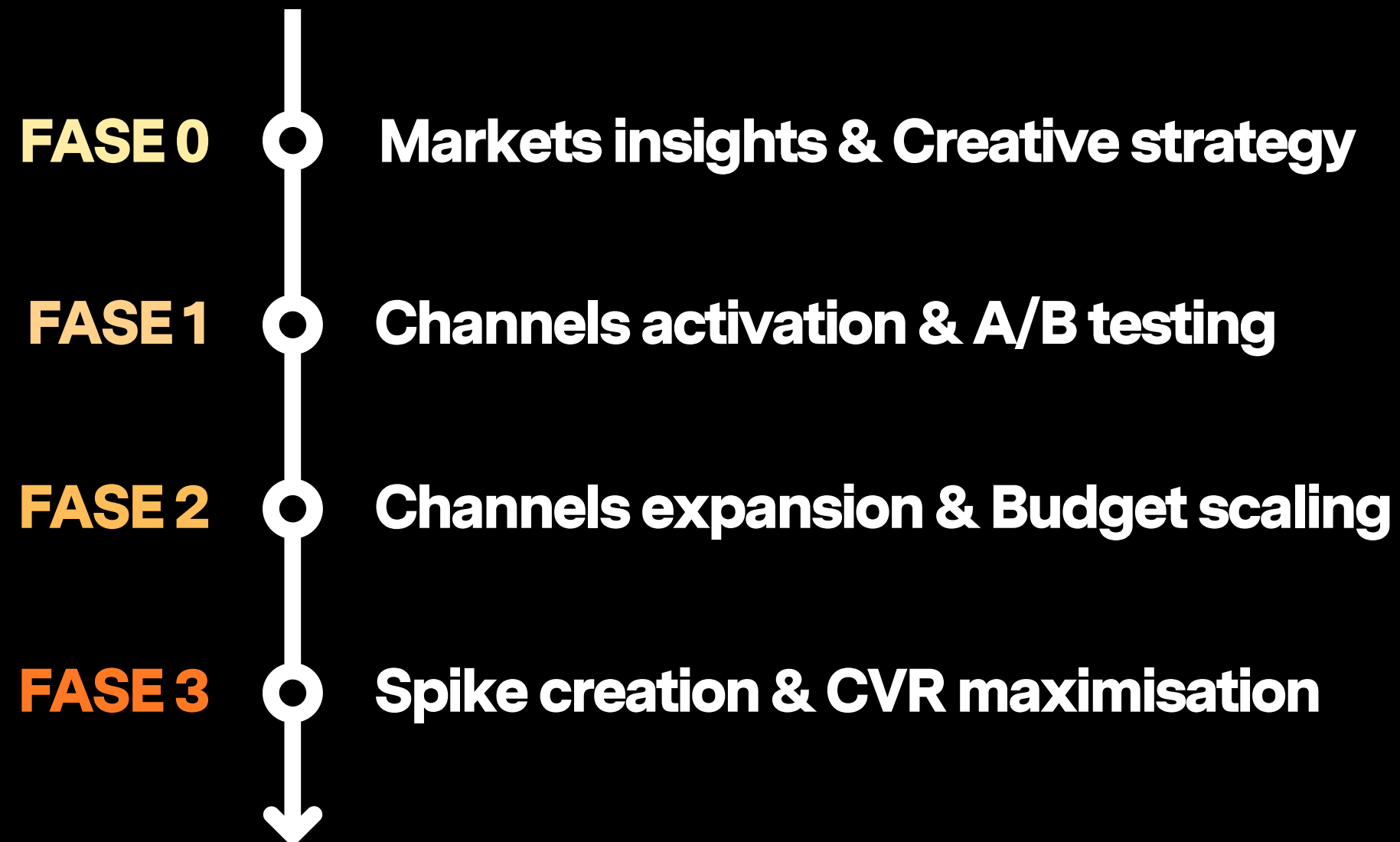
Il concetto di Full-funnel activation & Creative strategy



Noi apriamo il funnel grazie alla creatività e il forte brand Made in Italy.

- **Brand identity forte e riconoscibile**
- **Comunicazione studiata ad hoc**
- **Cross-channel activation + ottimizzazione**
- **Scaling budgets**
- **Reshuffle degli assets**

SUMMER SALE 2023 (Luglio - Settembre)



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FASE 0

FASE 0

FASE DI STUDIO / PREPARAZIONE PRE-CAMPAGNA

SFIDA

**Assorbire il picco della domanda assicurandoci
un ritorno di investimento (tROAS)
rafforzando, al contempo, la nostra Brand Identity.**

$$\text{ROAS} = \frac{\text{Total Campaign Revenue}}{\text{Total Campaign Cost}}$$

RETURN ON AD SPEND



The diagram illustrates the ROAS formula. On the left, 'ROAS' is written in large bold letters, with 'RETURN ON AD SPEND' in smaller letters below it. To the right of the equals sign is a fraction. The numerator is 'Total Campaign Revenue' with an icon of a hand holding a coin above it. The denominator is 'Total Campaign Cost' with an icon of a wallet with a coin above it.

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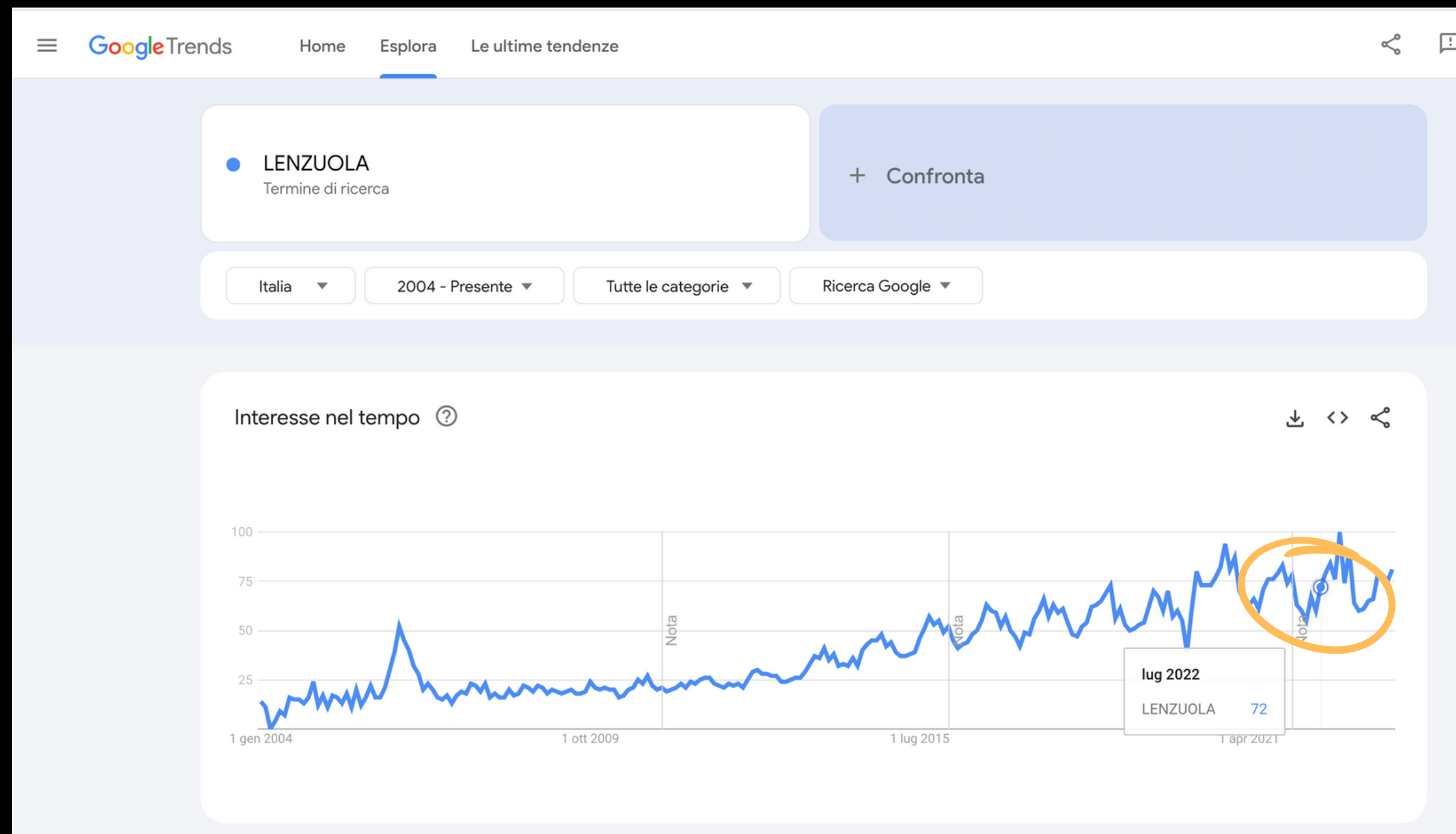
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MARKETS INSIGHTS

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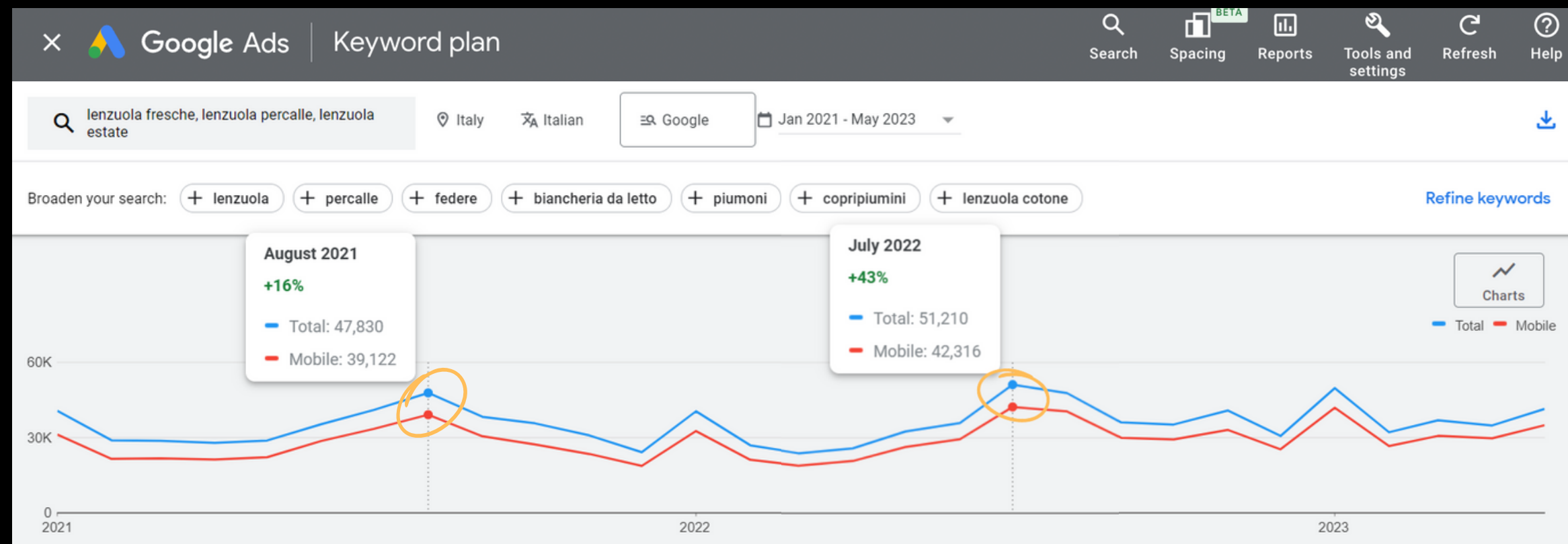
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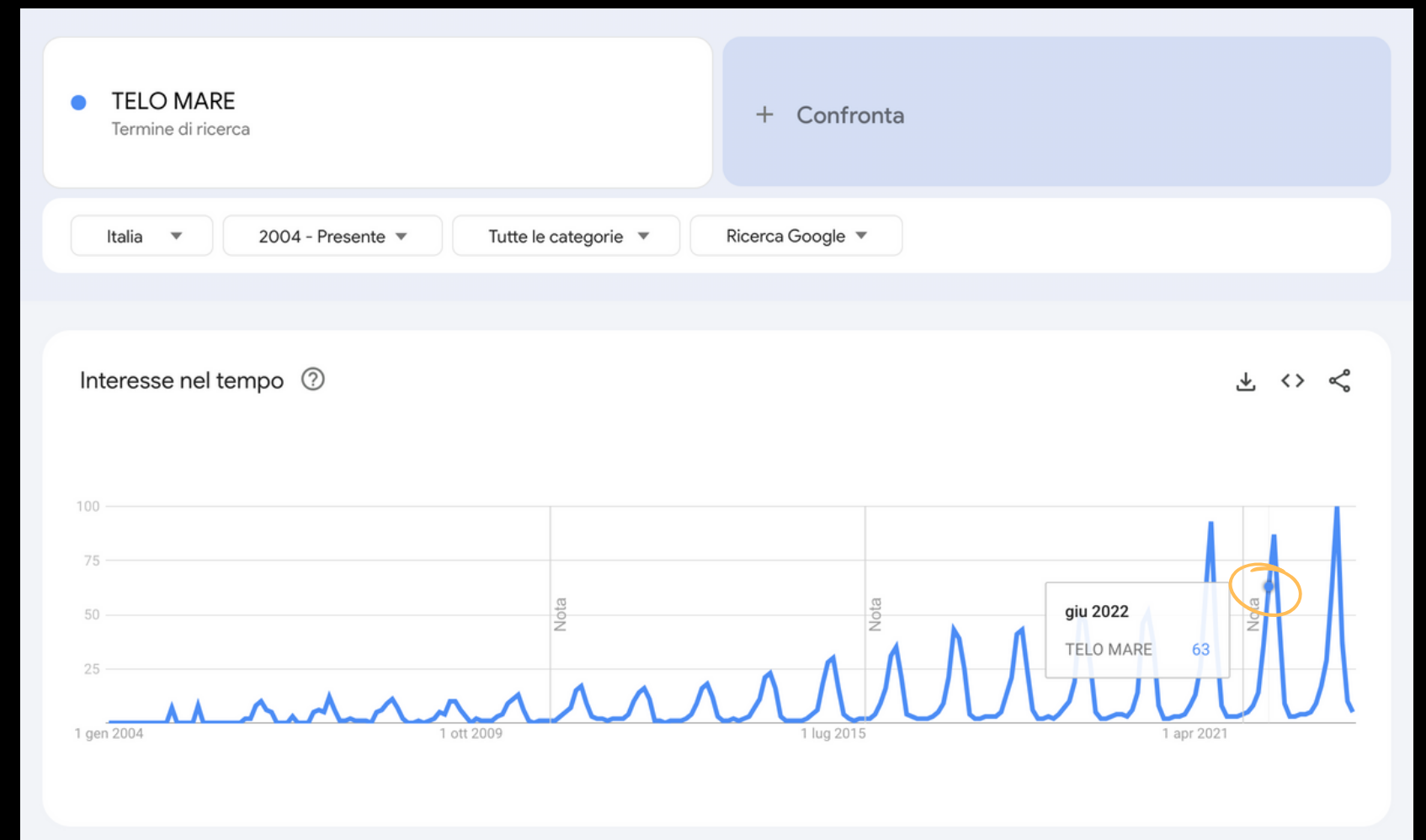
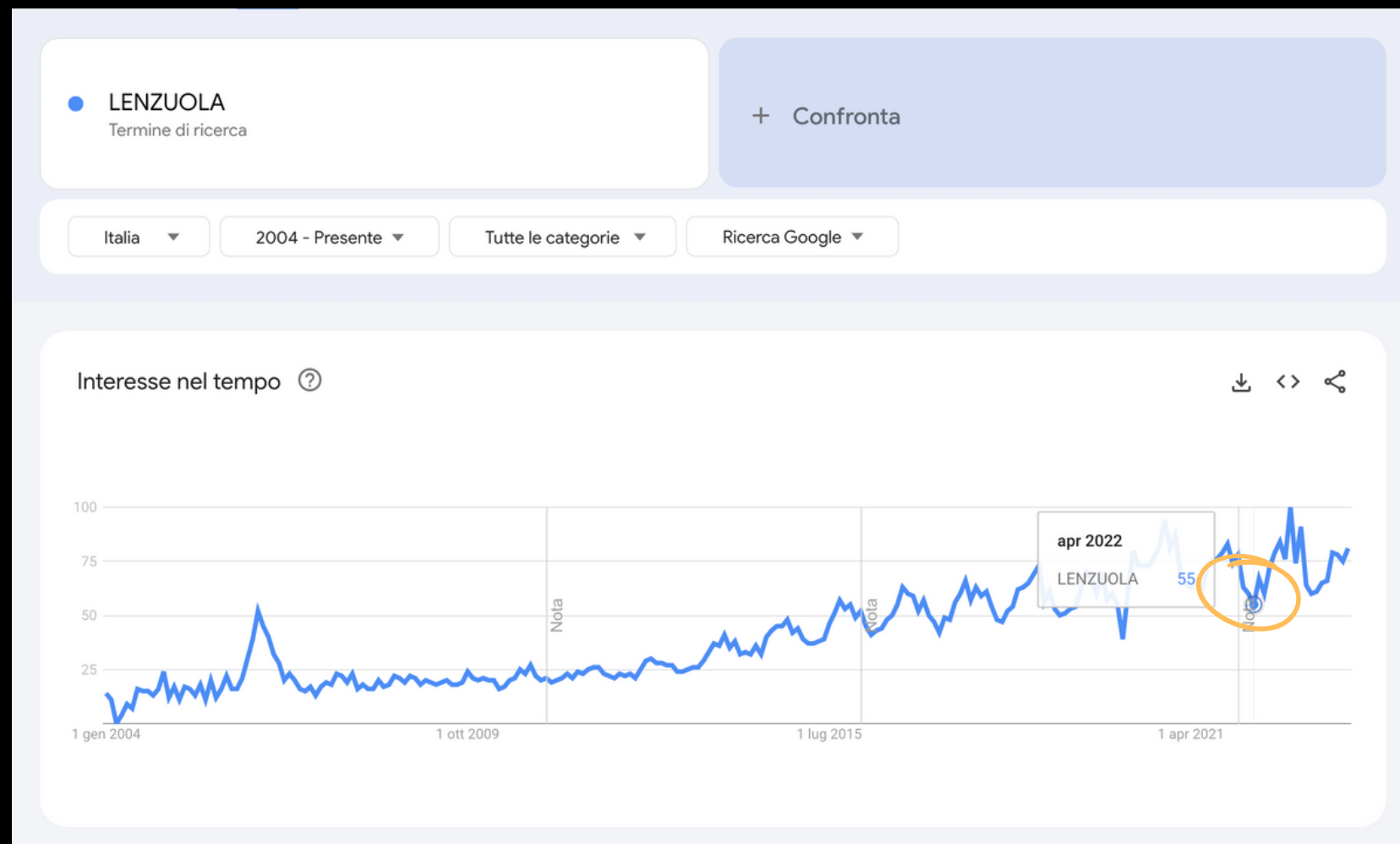


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Product portfolio expansion pre-campagne commerciali forti



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Onsite strategy reshuffle → **Graphic identity** & consistency fra canali



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FASE 0

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Onsite strategy reshuffle → **Graphic identity** & consistency fra canali

SALDI ESTIVI

SALDI
ESTIVI



EDIZIONE
LIMITATA

ESTATE 2023



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FASE 0

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Onsite strategy reshuffle → **Graphic identity** & consistency fra canali

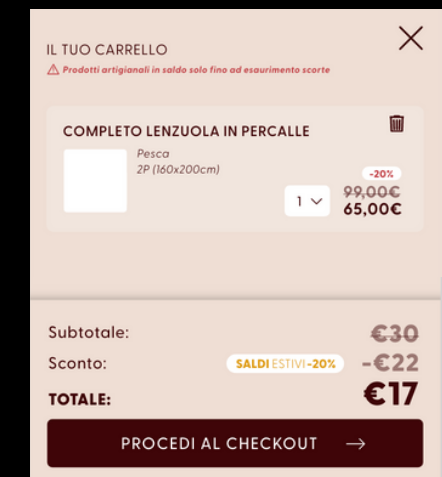
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EDIZIONE
LIMITATA

ESTATE 2023



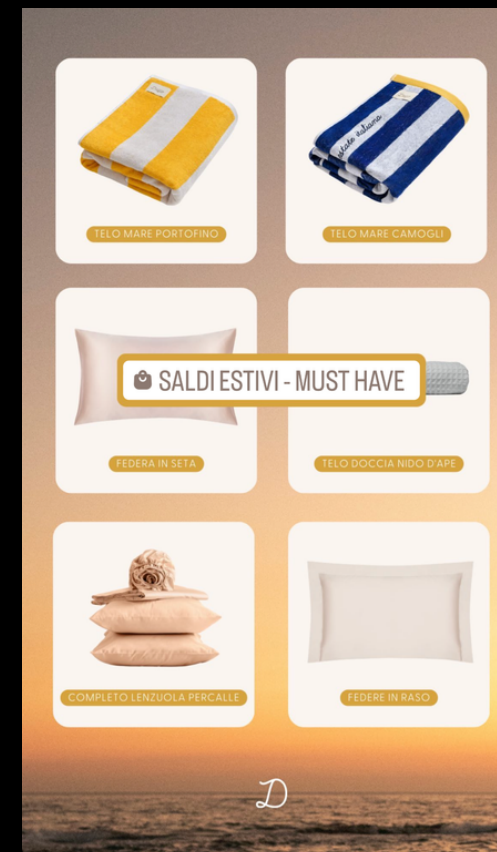
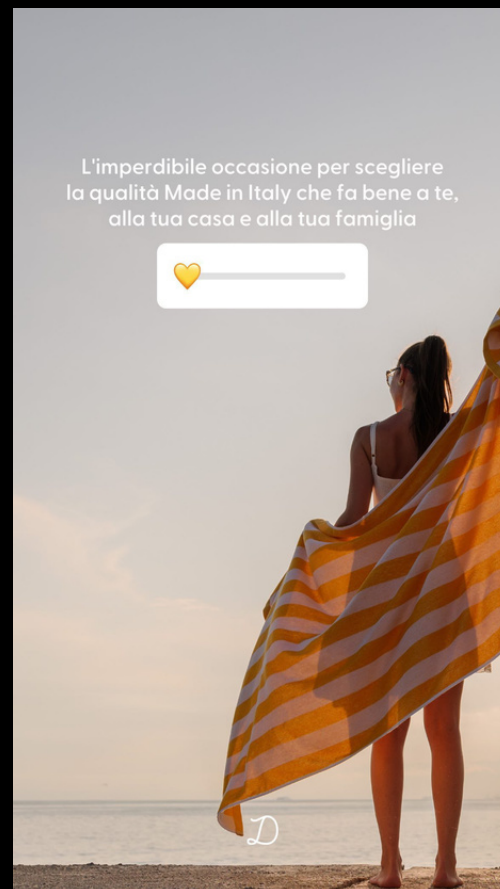
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FASE 0

FASE DI STUDIO / PREPARAZIONE PRE-CAMPAGNA

Onsite strategy reshuffle → Graphic identity & **consistency fra canali**

*IG organic



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FASE 0

FASE DI STUDIO / PREPARAZIONE PRE-CAMPAGNA

Onsite strategy reshuffle → Graphic identity & consistency fra canali



*Email marketing



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FASE 0

FASE DI STUDIO / PREPARAZIONE PRE-CAMPAGNA

Onsite strategy reshuffle → Graphic identity & **consistency fra canali**

***Influencer marketing**



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FASE 0

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Content development & Optimization

***Paid Media Assets - Google**
prospecting



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FASE DI STUDIO / PREPARAZIONE PRE-CAMPAGNA

Content development & Optimization

***Paid Media Assets - Google**
remarketing



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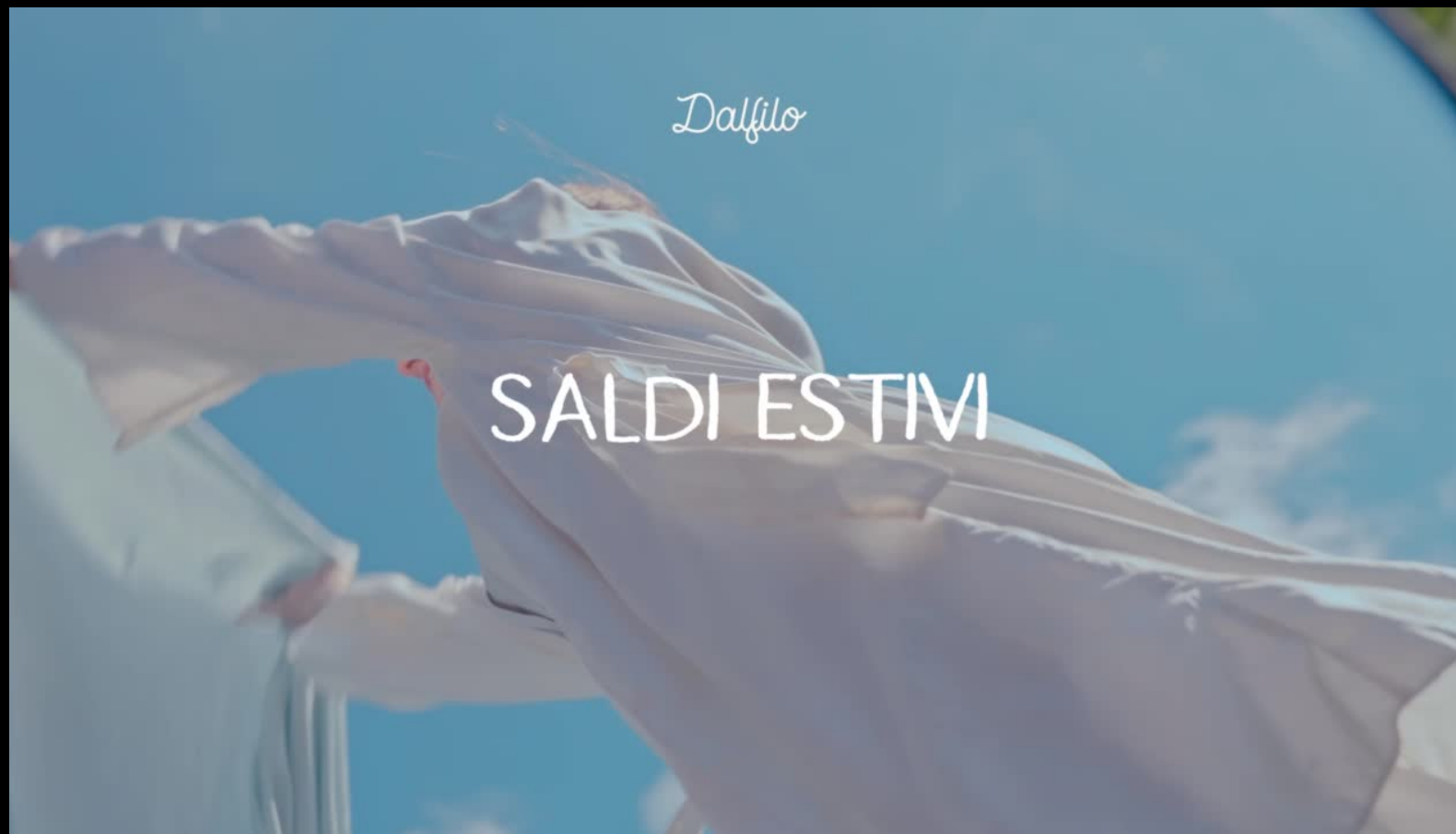
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Content development & Optimization

***Paid Media Assets - Youtube**

15 sec // 6 sec



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FASE DI STUDIO / PREPARAZIONE PRE-CAMPAGNA

Content development & Optimization

***Paid Media Assets - Meta**
prospecting



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FASE DI STUDIO / PREPARAZIONE PRE-CAMPAGNA

Content development & Optimization

***Paid Media Assets - Meta**
prospecting



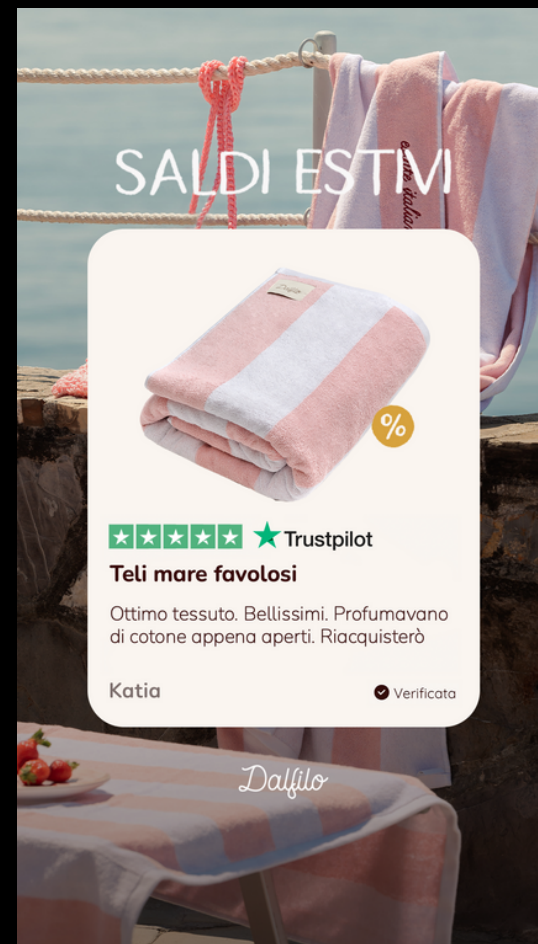
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FASE DI STUDIO / PREPARAZIONE PRE-CAMPAGNA

Content development & Optimization

***Paid Media Assets - Meta
prospecting**



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FASE DI STUDIO / PREPARAZIONE PRE-CAMPAGNA

Content development & Optimization

***Paid Media Assets - Meta**
gif/video



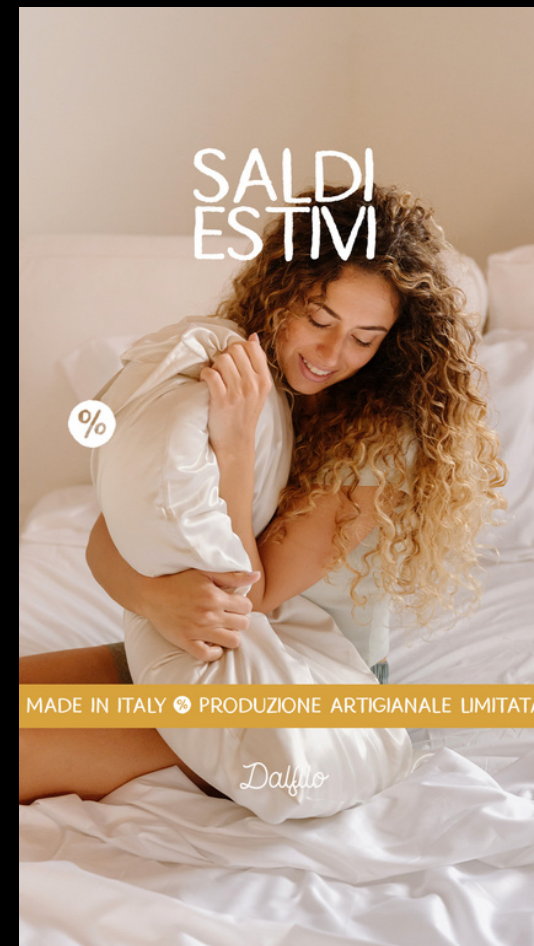
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FASE DI STUDIO / PREPARAZIONE PRE-CAMPAGNA

Content development & Optimization

***Paid Media Assets - Meta**
remarketing



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FASE 0

FASE DI STUDIO / PREPARAZIONE PRE-CAMPAGNA

Content development & Optimization

***Paid Media Assets - Meta
remarketing**



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FASE 1

FASE 1

CHANNELS ACTIVATIONS & A/B TESTING

Attiviamo il top of the funnel

Google search + Paid social prospecting

Attiviamo la nostra Customer Base
Retention

Cosa apprezza di più la piattaforma?

→ Andrò a scalare i budget e adatterò la mia strategia
individuando i top performing assets

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FASE 1

CHANNELS ACTIVATIONS & A/B TESTING

A/B TEST

***Lifestyle carousel VS Still Life carousel**



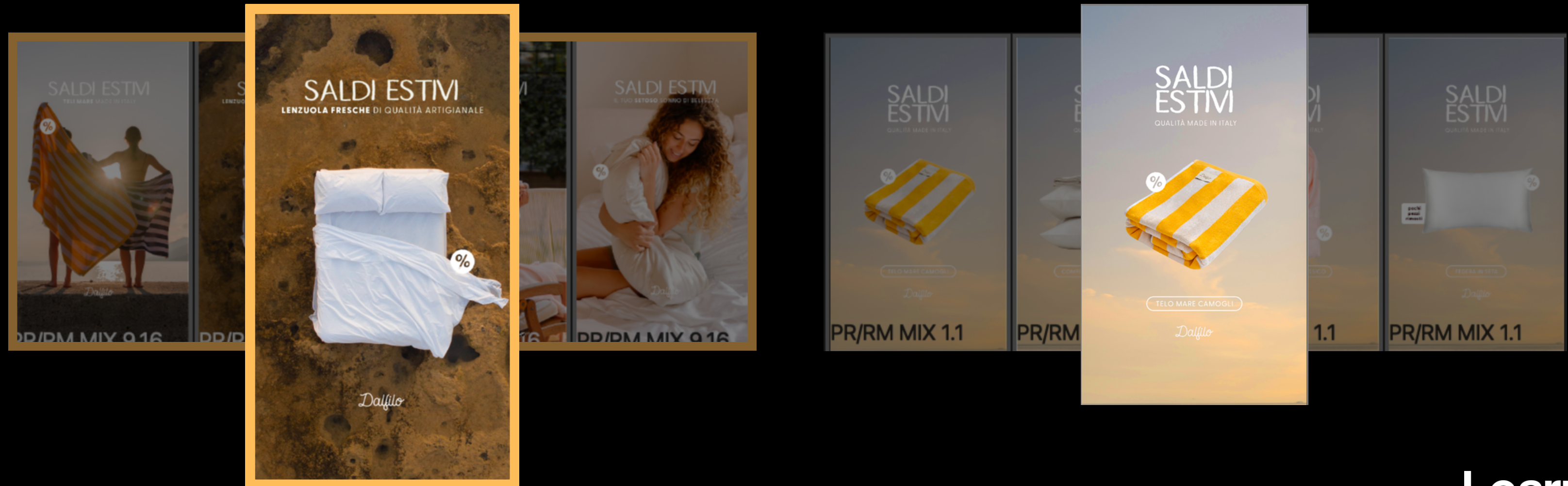
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FASE 1

CHANNELS ACTIVATIONS & A/B TESTING

A/B TEST

***Lifestyle carousel VS Still Life carousel**



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FASE 1

CHANNELS ACTIVATIONS & A/B TESTING

A/B TEST

***Clear/Explicit VS Inspiring Wording**



winner: Lenzuola Fresche

**higher CTR click-through rate
lower CPR Cost Per Result**

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FASE 1

CHANNELS ACTIVATIONS & A/B TESTING

A/B TEST

***Clear/Explicit VS Inspiring Wording**



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FASE 1

CHANNELS ACTIVATIONS & A/B TESTING

Learnings passati A/B TEST (sia ADV che CRM)

***Price vs. No price**

***CTA vs. No CTA**

***Discount % vs. Sale name**

***Ultimi giorni/ultime ore vs. Sale name**

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FASE 2

FASE 2

CHANNELS EXPANSION & BUDGET SCALING

Iniziamo ad espandere il funnel grazie l'attivazione di piu canali :

- **Influencer marketing**
 - Micro/Mid/Big activations
 - whitelisting
- **Iniziamo a scalare budget remarketing paid social**
- **Direct Response Radio flight**
 - weekends
- **PR**

FASE 2

CHANNELS EXPANSION & BUDGET SCALING

***whitelisting**



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FASE 2

CHANNELS EXPANSION & BUDGET SCALING

**Una volta composto e scalato il funnel con
logiche di ottimizzazione l'obiettivo sarà
creare lo spike finale**

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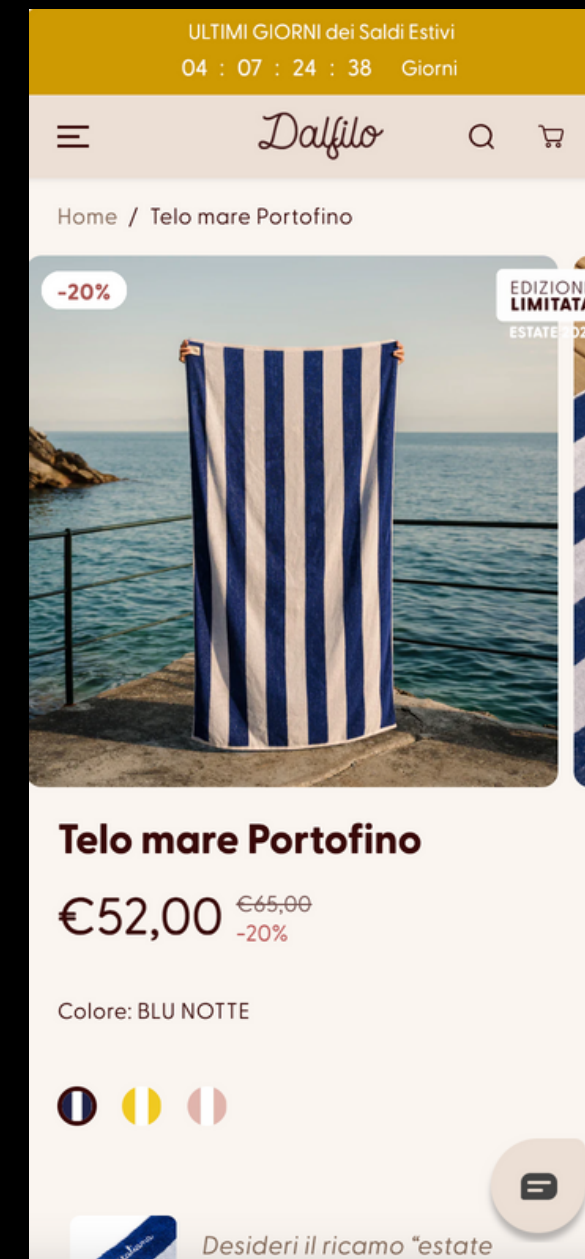
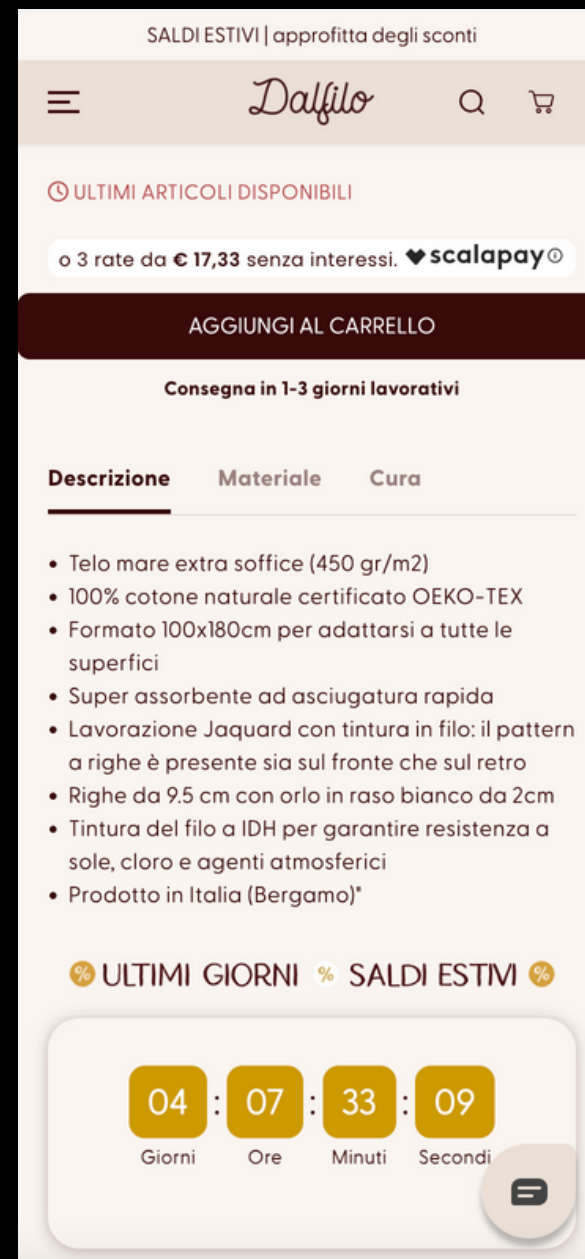
FASE 3

FASE 3

SPIKE CREATION & CVR MAXIMIZATION

Assets & Communication reshuffle

*Website



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FASE 3

SPIKE CREATION & CVR MAXIMIZATION

Assets & Communication reshuffle

*Email marketing

FINISCONO PRESTO % FINISCONO PRESTO % FINISCONO PRESTO %

00 00 00 00

GIORNI ORE MINUTI SECONDI

Dal filo

**I Saldi Estivi non dureranno
ancora molto**

RISPARMIA ORA



IL TEMPO STA PER SCADERE
per migliorare la tua esperienza
di sonno con la biancheria da letto
artigianale di Dal filo

ACQUISTA IN SALDO

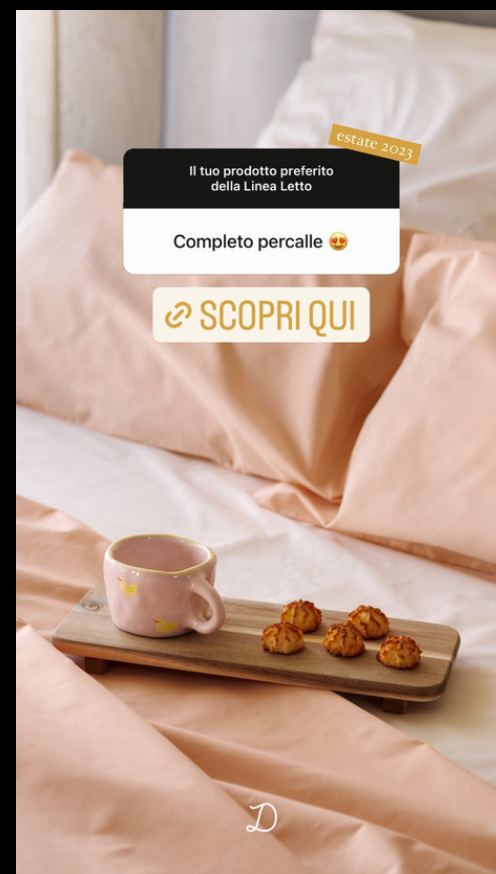
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FASE 3

SPIKE CREATION & CVR MAXIMIZATION

Assets & Communication reshuffle

*IG Organic



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FASE 3

SPIKE CREATION & CVR MAXIMIZATION

Assets & Communication reshuffle

***IG Organic**



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FASE 3

SPIKE CREATION & CVR MAXIMIZATION

Paid media optimization

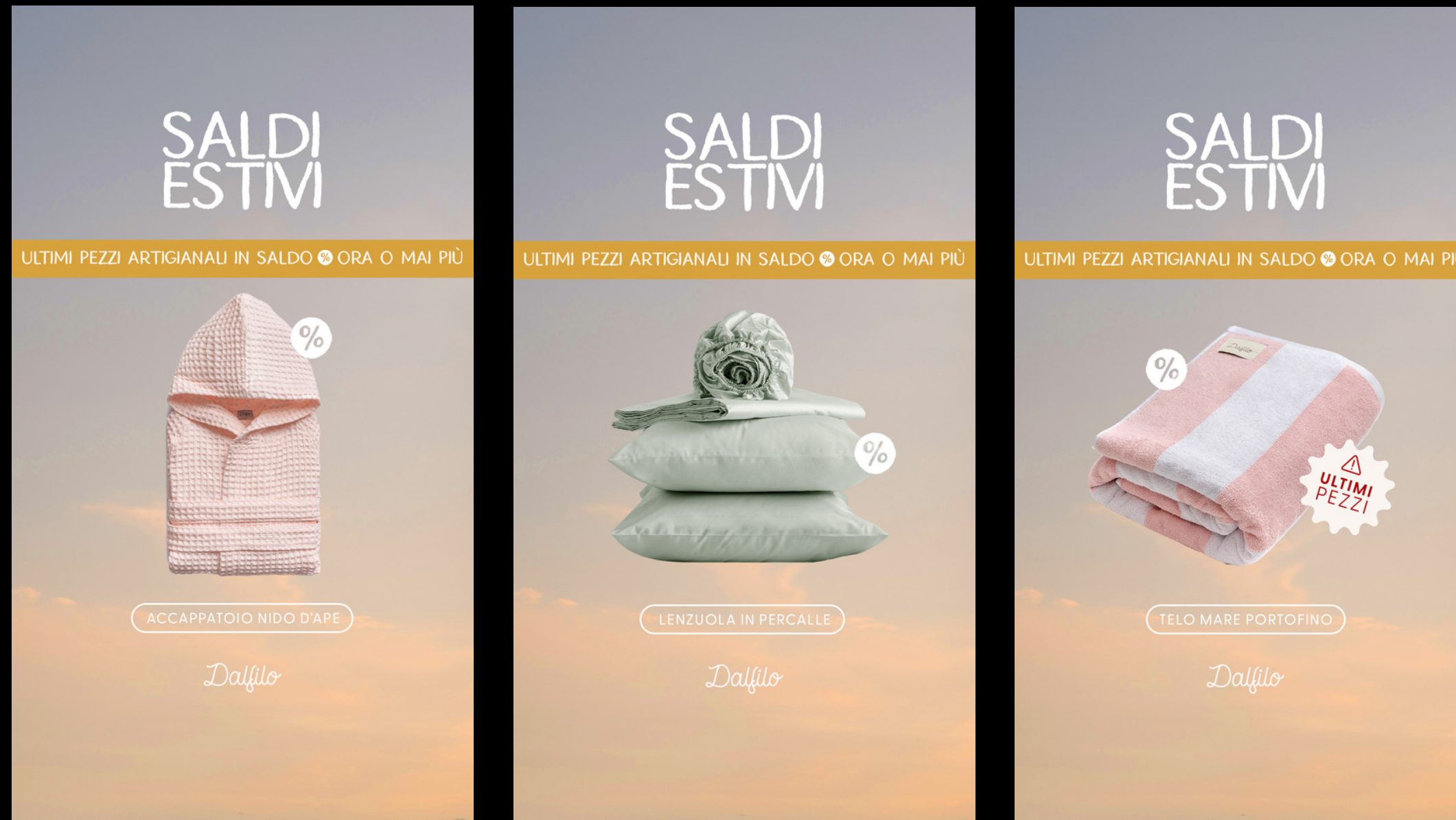


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FASE 3

SPIKE CREATION & CVR MAXIMIZATION

Paid media optimization



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FASE 3

SPIKE CREATION & CVR MAXIMIZATION

Paid media optimization



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SPIKE CREATION & CVR MAXIMIZATION

Paid media optimization



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SPIKE CREATION & CVR MAXIMIZATION

Paid media optimization



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FASE 3

SPIKE CREATION & CVR MAXIMIZATION

Paid media optimization



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FASE 3

SPIKE CREATION & CVR MAXIMIZATION

1600 unità vendute cross-market (giornata più forte YTD)



Conclusioni

“Without **data, you're just another person with an **opinion**“**
W. Edwards Deming

Without an **opinion, you're just another person with **data****

team performance



team creative

Risorse consigliate

About/Buy

MW

Q

≡

OPINION

Attention's the problem, creativity's the answer – as ever

Solving the attention issue in digital advertising is key to improving creative effectiveness. It will take a combination of good old-fashioned creativity and a good old-fashioned understanding of how each platform works on each platform hard.



Harvard Business Review

Sign In

Brand Management

How Brand Building and Performance Marketing Can Work Together

by Jim Stengel, Cait Lamberton, and Ken Favarro

From the Magazine (May-June 2023)



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Funnel Marketing

Corso · 20h 30min



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A/B Testing

Webinar · 2h 20min



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Grazie per l'attenzione



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