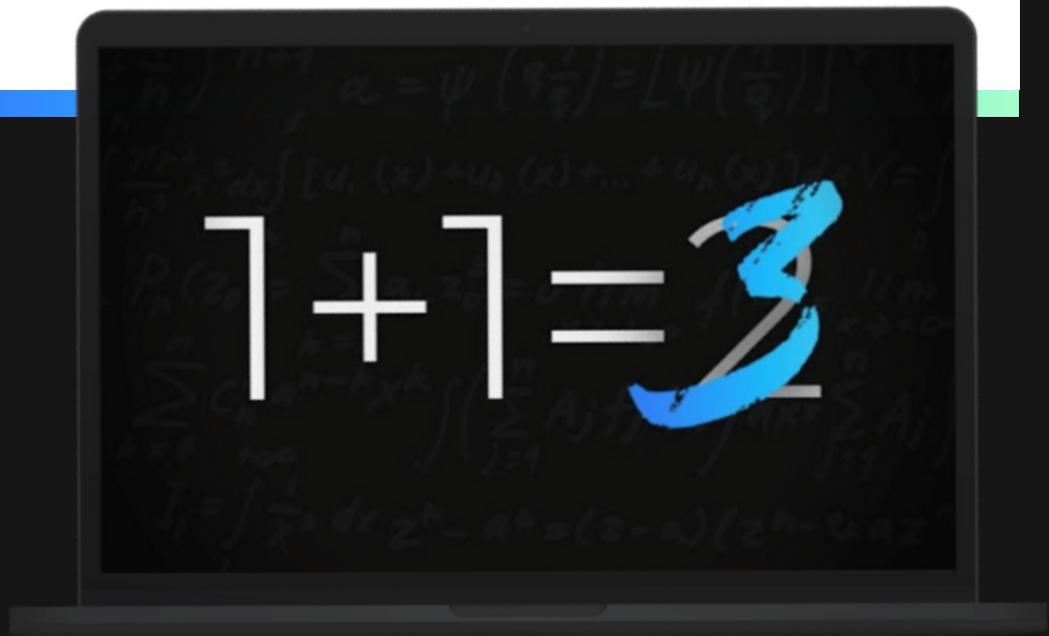


THE INDIRECT MAJORITY:

Why the Future of Social Advertising is Collaborative



TIGER PISTOL

According to the World Trade Organization, **\$60 trillion of goods** are purchased through an **intermediary** yearly. This means that **3 out of every 4 products** are purchased through a company that did not directly produce the product. For marketers, this dynamic creates a competitive battle on the shelf or search result. This battle extends to driving preference over competitors in cases where a retailer chooses only one brand to offer its consumers (McBain, 2019).

Intermediary:

A retailer, person, technology, or other entity that refers, sells, and/or executes the actual purchasing of a product or service

Through-channel marketing has emerged as a viable solution, enabling brands and their channel partners to collaborate in marketing and advertising, creating brand preference, improving the consistency of messaging throughout the consumer journey, and facilitating a tighter, more loyal connection between the brand and their channel partners.

However, collaborative efforts to date have focused more on traditional forms of marketing and media (direct mail, out of home advertising, local television and radio commercials, in-store signage, etc), and have been slow to embrace more targeted and effective forms of digital advertising. Social media, one of the largest, infinitely targetable digital audiences available, has been all but absent when brands structure ways to collaborate with their partners.

What is Through-Channel Marketing?

For Forester, it's when brands enable "partners of all types to leverage vendor content, messaging, branding, and demand generation initiatives in their local markets." In practice, these types of solutions take on many different forms with one common denominator: **Collaboration**.

In fact, only **17% of brands surveyed offered support to their partners** with social advertising in 2020. This gap stands in stark contrast to the fact that **3 out of every 5 channel partners planned to invest in social advertising** (Morello, Alba, & Allenson, 2020).

17%

of brands surveyed offered social advertising support in 2020



3 out of 5

channel partners planned to invest in social advertising



Most channel partners desire to leverage social advertising but often lack the expertise and tools to execute effectively. Savvy brand marketing teams are realizing the opportunity to fill these important gaps, by providing strategy, access to powerful tools and first party data, high quality ad creative, and sometimes even funding. Simply stated, brands that offer collaborative social advertising solutions to their network of channel partners will dramatically improve the sales of their products, and in doing so, enhance the value and depth of their channel partnerships.

The Push and The Pull

Trade marketing historically relies on tactics that push a brand's message or products, such as sending branded neon signs or napkin holders to bar owners to stay top of mind with their patrons. Conversely, shopper marketing creates the pull that draws consumers to the retailer to purchase products. In this respect, trade marketing is servicing only the people actively in-market, missing the opportunity to extend a brand's reach. Collaborative social advertising provides the perfect compliment to traditional trade awareness tactics, creating the need, versus waiting for the need to be expressed.

The Next Great Evolution

With **75% of the world's sales coming from indirect channels**, every brand has reason to harness the power of scaled collaborative social advertising. When brands actively engage in collaborative advertising, they typically gain spend efficiency, greater degrees of consumer engagement, and down-funnel sales; accelerating their national strategy by **connecting the last mile between national campaigns and local points of sale**.

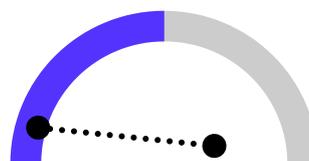
Despite this, many global brands have no real channel strategy. In fact, Forrester recently researched the topic and found that only about half of brands have implemented a collaborative channel strategy, and among those that have, only **17% are satisfied with their returns**. So, while there seems to be a lag in industry uptake, the opportunity is clear (McBain, 2019).

With so many sales going through partner channels, and many brands under-leveraging their channel partners, there has never been a better time to **start taking collaborative advertising more seriously**. According to Forrester's research, one of the next great evolutions in marketing will be **"anchored around effective partner management and through-channel marketing automation"** (McBain, 2019).

Only **17%** of the **50%**

of brands that have implemented an overall collaborative channel strategy are satisfied with their returns

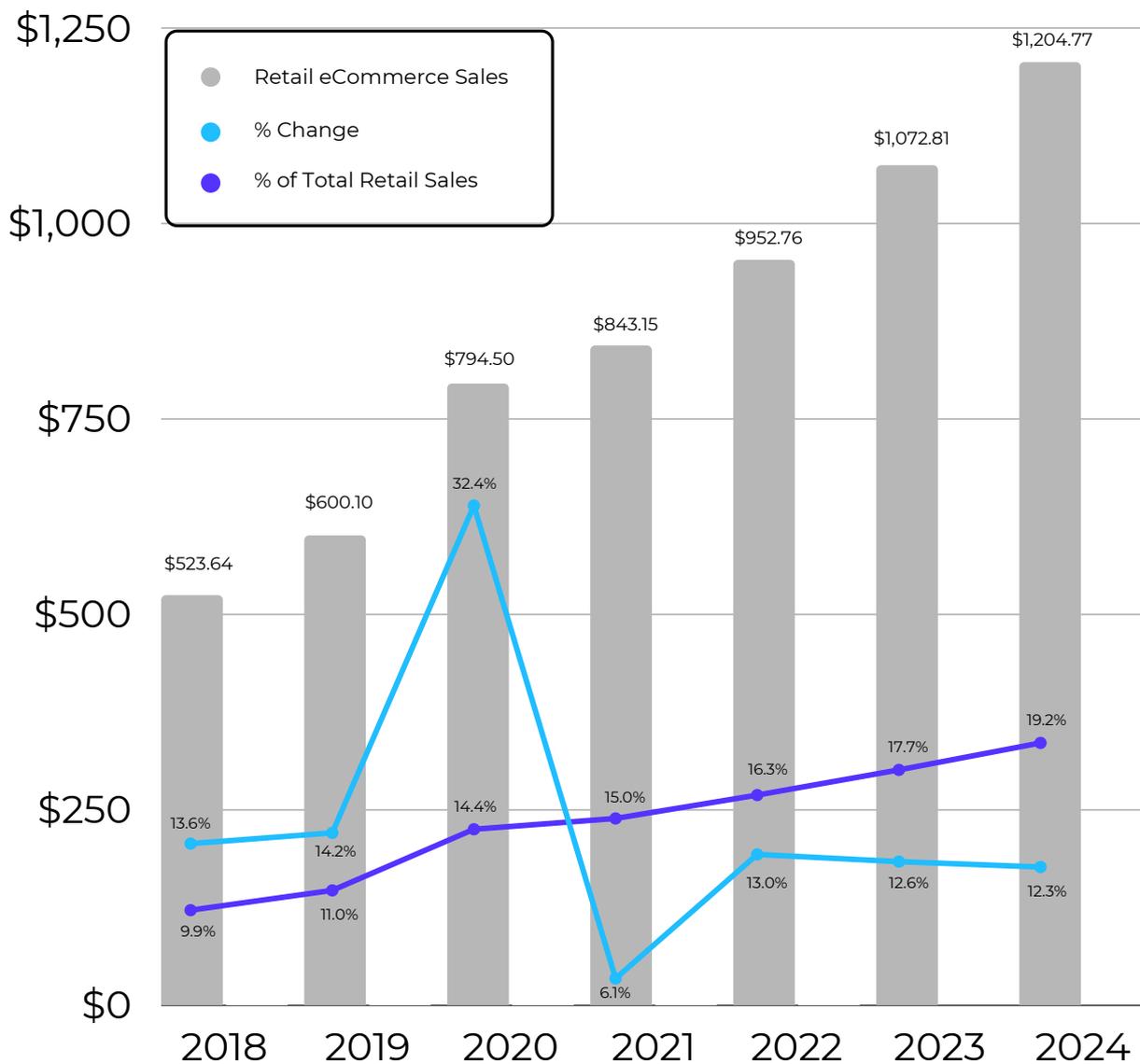
Source: Forrester



Collaborative advertising stems from a brand’s desire to empower their channel partners. With COVID continuing to force businesses and consumers to evolve their habits, brands are at peak desire to reach consumers in new and innovative ways. While some brands have begun to adjust their purchase path to be more direct-to-consumer, consumers still demand the flexibility to purchase when, where, and how they choose. Even though COVID fast-forwarded eCommerce adoption and usage, the four-year predicted path of this growth still shows **4 out of 5 consumers will still shop brick and mortar stores** (eMarketer, 2020).

US Retail eCommerce Sales, 2018-2024

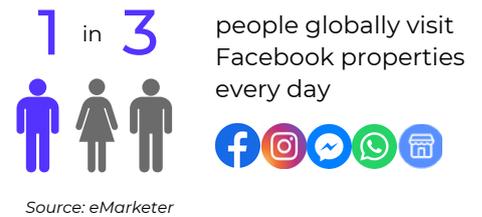
Billions, % Change, and % of Total Retail Sales



Source: eMarketer

Humans are tactile and emotional creatures, and brick and mortar satisfies both, giving people the ability to evaluate quality, support local, and satisfy their craving for connection.

Another way humans stay connected is through social media. More than **50% of the world's population** connects via social media (Kemp, 2021). Facebook engages the lion's share at **2.8B active users daily** across their properties (Statista, 2021). Those users are potential customers, so it's no surprise that channel partners want to advertise on social media.



However, scaling social advertising across channel partners using Facebook's native tools is difficult, time consuming, and often error-prone. From selecting an objective, inputting creative, targeting an audience, and funding the campaign, it takes roughly 15 minutes to launch one ad. Now, let's do the math for 500 partners.

$$\begin{array}{l} 15 \text{ minutes} \\ \times 500 \text{ partners} \\ = 7500 \text{ minutes} \end{array} \quad \text{and} \quad \begin{array}{l} 7500 \text{ minutes} \\ \div 60 \text{ minutes} \\ = 125 \text{ hours} \end{array}$$

That's more than 3 work weeks!

Want to A/B test or run multiple campaigns? Double that.

Technology and automation are essential for scaled social advertising efficiency, but those elements are only part of the answer. A collaborative social program is only worth doing if campaign performance delivers optimal impact.

It's not enough just to make execution a breeze, it's imperative to ensure the collaborative ads are locally relevant, high performing, and measurable.

This white paper details the social advertising technology elements necessary to produce all desired results for your brand while simultaneously fostering channel partner satisfaction: **Simple Execution, Extreme Performance, Partner Enablement, and Intelligent Insights.**

Collaborative Social Advertising

We Believe collaborative advertising addresses the crucial need to connect a brand's capabilities and creative quality to their channel partners.

We Know that achieving this goal requires the perfect balance of scaled efficiency and exceptional performance.

We Empower the connection and collaboration necessary to power local customer acquisition and encourage product sales/consumption.

Simple Execution

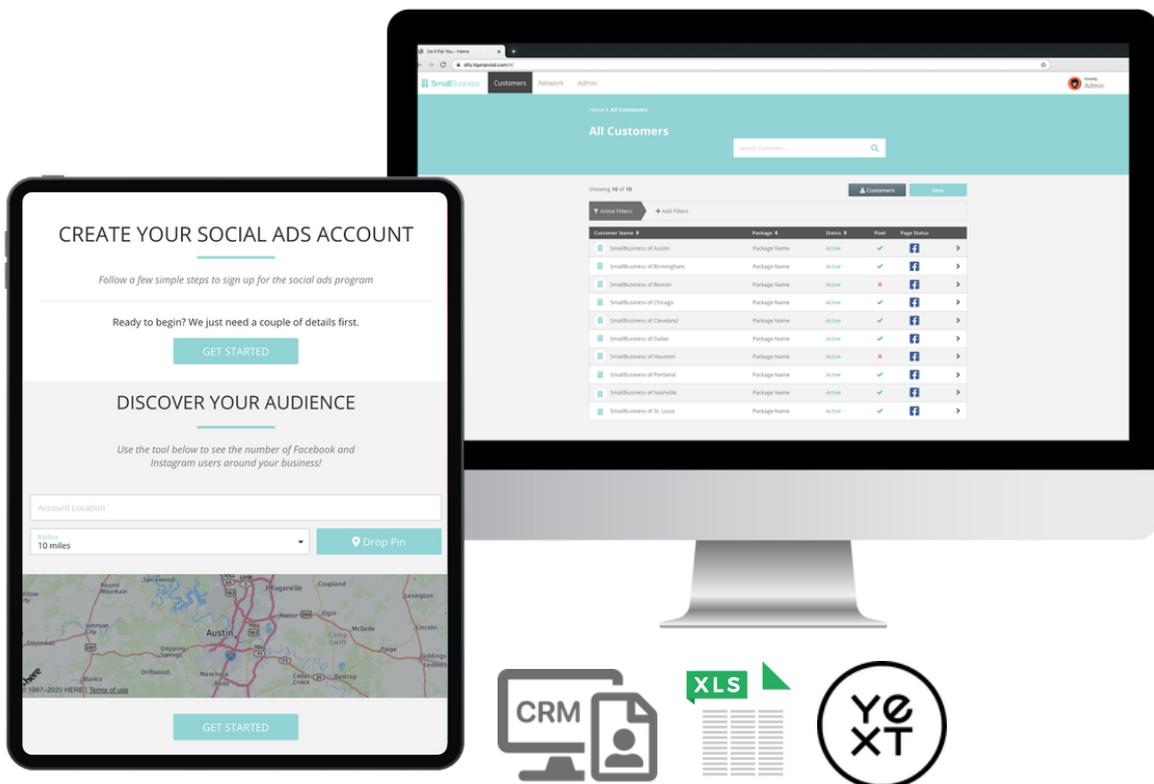
From onboarding to brand compliance to ultimately creating and publishing ads, collaborative social advertising historically has been a tedious effort. Combine that with the fact that the average channel partner social campaign is only \$75-\$100 of media spend per month, it's normal to scream, "Low budget, micro-campaigns shouldn't require this amount of work!"

The right social ad technology can and should remove the friction and barriers to scale. Let's review the necessary elements to enable efficiency and simplify execution.

Onboarding

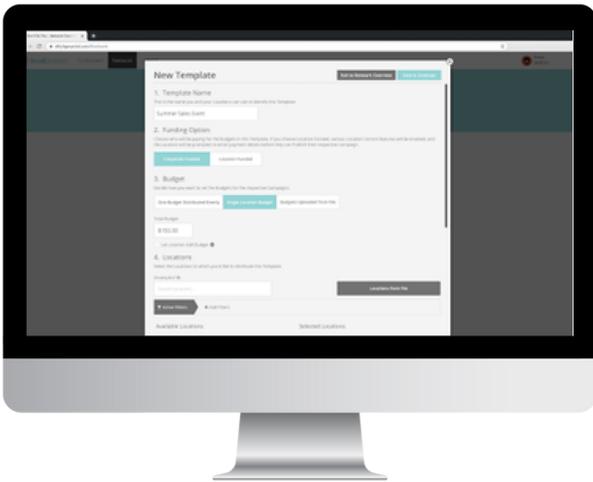
Social ad tech should provide tools to field sales and trade teams that facilitate program opt-ins and sign-ups, allowing them to onboard partners and connect local Facebook Pages easily. Look for tech that enables the following onboarding options:

- Mass upload of partners using spreadsheet import
- Mobile-friendly sign-up tool for face-to-face connections
- Single-location creation in just a few simple steps
- CRM and other integrations for automatic import and updates

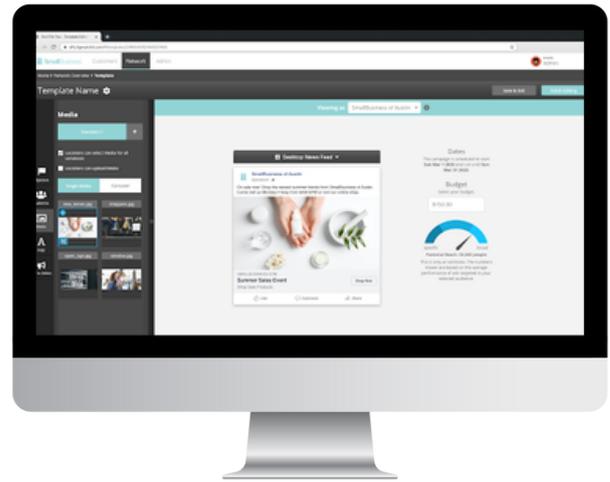


Brand Compliance through Templates

A templated publishing workflow lets brand and agency teams design campaign concepts that automatically localize and deploy to the appropriate partners while maintaining brand integrity at global scale. These templates should afford flexibility, ranging from complete brand control with dynamic localization, to partial brand-control, where partners can select and enhance brand-provided creative with local dialect, events, points of interest, or offers for increased localization and personalization.



Simple workflow for new template creation



Visual template builder to preview ads

Great Templates

- Enable differentiated messaging and creative across multiple retailers, locales, or product lines
- Can be created visually versus uploading a campaign spreadsheet
- Leverage brand/corporate custom and lookalike audiences with geo-targeting automatically applied for each location

Simple execution removes the stress of onboarding and campaign setup, and lets brands create, distribute, and/or publish hundreds of thousands of high-performing, high-quality, customer-focused campaigns in minutes.

Extreme Performance

Facebook and Instagram are about connecting with people you know and connecting with your community. That makes national advertising counter-intuitive to the nature of the platform itself - a proverbial orange in the apple cart. Put simply, Facebook is a community platform, it should be treated as such by your marketing team.

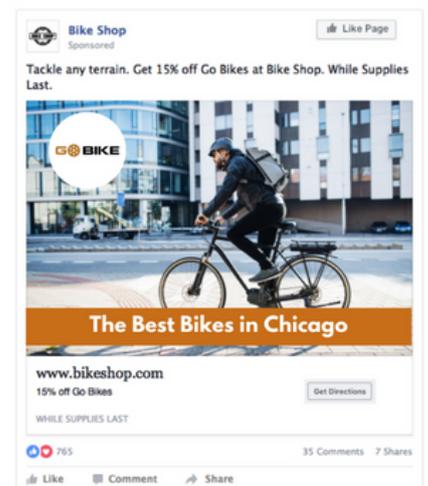
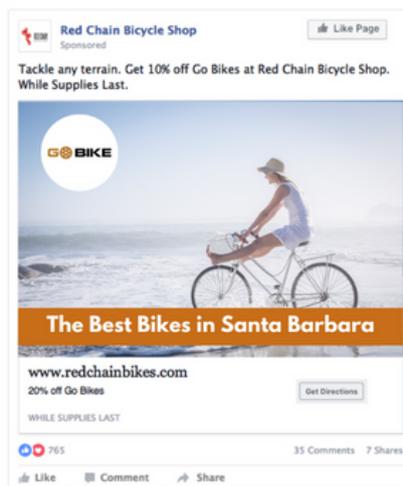
90M Number of small and medium business Pages on Facebook

88% of small and medium businesses advertise on Facebook

12 Number of Facebook ads clicked by users monthly

Not Every Place is the Same

The Cleveland DMA (Designated Market Area), ranges from active downtown, to bustling suburbs, to expansive farmland, all with different customs and shopping patterns. At a macro level, New York City may differ vastly from New Orleans, but within these cities, there's a different culture and lingo depending on what borough or district you live in. While proximity matters, local personality and cultural norms matter too. For example, if you're trying to advertise bicycles, your creative will want to address where people typically ride in those areas, (city bikes vs beach bikes vs mountain or trail bikes), and even what they wear while riding.



Because Facebook is communal, you have to reflect relevant cultural norms if you want to see a higher level of engagement. A national or even DMA-level ad only allows you to speak about yourself, not about who you're talking to.

Making it easy to manage and execute a distributed social strategy is one thing, but designing tools that will make your collaborative campaigns outperform the competition is another matter entirely. Sounds like bold ambition? Keep in mind that high volumes of micro-campaigns, specific to consumer personas, local businesses, or agents are more cost effective than national branding campaigns because they offer a lower cost of advertising and higher returns with consumer engagement.

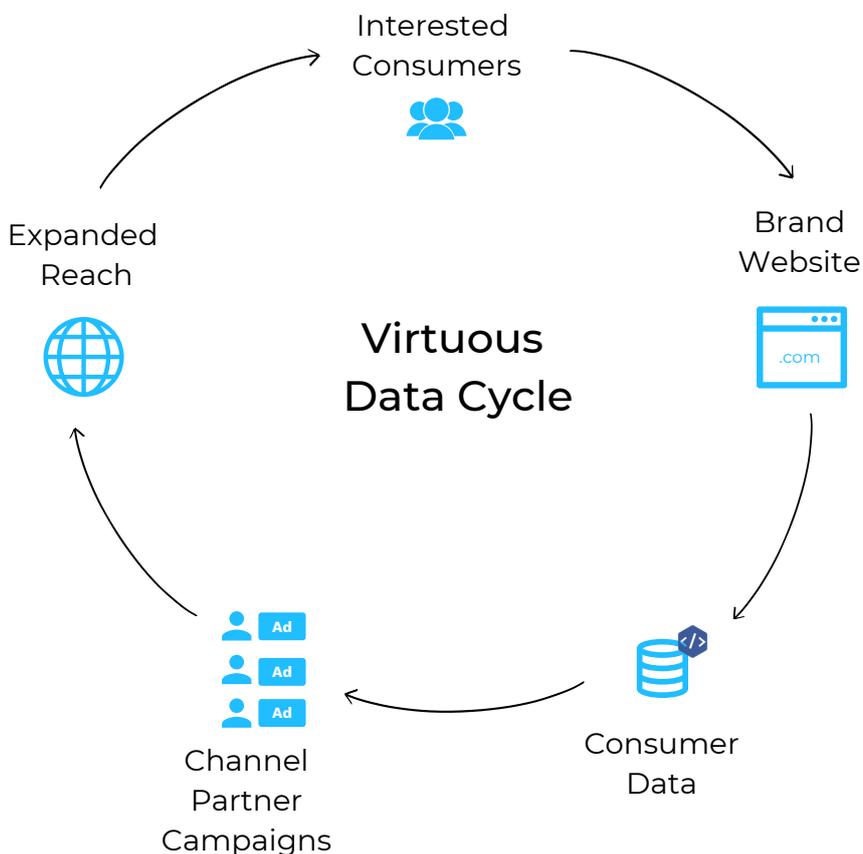
Importance of Analytics

Statistically speaking, creative is key when it comes to the performance of your online ads.



High-quality creative **nearly doubles** purchase intent when compared to low quality creative (Nielsen, 2017), **65% of a brand's sales uplift** comes from the creative (Datasine, 2021), and creative drives **75% of campaign effectiveness** (Callebaut, 2020).

Data drives performance, and it should also fuel your audience selections. The best social-ad tech platforms permit you to securely share exclusive first-party data with your channel partners, allowing them to target potential customers they would have historically missed when building audiences from scratch. In turn, a brand fills up its data banks with more granular, local-level insights, creating a virtuous data cycle.



Time Out

Here's what's been accomplished thus far. We've checked all the boxes Facebook requires to increase ad relevance. Facebook evaluates advertiser bids on two modifiers: Estimated Action Rates, the probability that showing an ad to a person leads to that desired outcome of the advertiser, and Ad Quality, the cohesiveness of the ad creative. It's the combination of these modifiers that underpins Facebook's Ad Relevance calculation. More relevant ads "win" out over less relevant ones in bidding which **decreases your cost of advertising and the frequency rate in which Facebook shows your ad to potential customers**. In this situation, everyone wins - the brand, the partner, and the consumer. With collaborative social advertising, everyone benefits. Here's how the benefits play out in collaborative ads for consumer products brands and multi-location brands.

- 
Personalized & localized ads
 WITH COLLABORATIVE TEMPLATES
- 
Increased ad creative quality
 WITH HISTORIC PERFORMANCE INSIGHTS AND PRE-PUBLISHING PREDICTIVE RECOMMENDATIONS
- 
Enhanced targeting
 WITH AUDIENCE AND DATA SHARING

Collaborative Advertising for Consumer Products

Brand

Flexible

Authors the Ad Copy

Governable

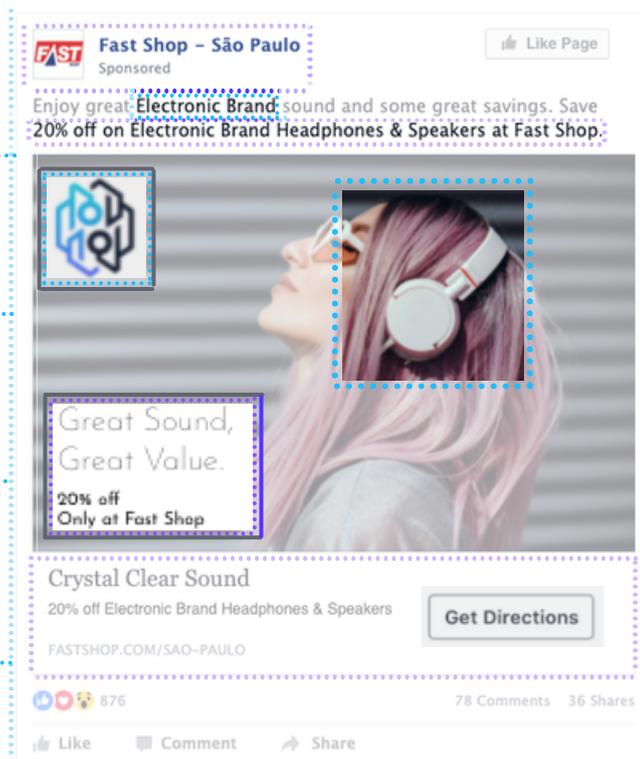
Provides Brand-Focused Creative

Insightful

Adds a Text Overlay that Dynamically Changes for Each Location

Scalable

Creates Audience Targeting for Ideal Shoppers



Partners

Targeted

Sponsors the Ad

Effortless

Chooses Locally Relevant Image

Relevant

Pricing

Impactful

Converts the Local Shopper

Collaborative Advertising for Multi-Location Brands

Brand Created

Partner-Focused

Authors the Ad Copy

Sponsors the Ad

Provides Brand-Focused Creative

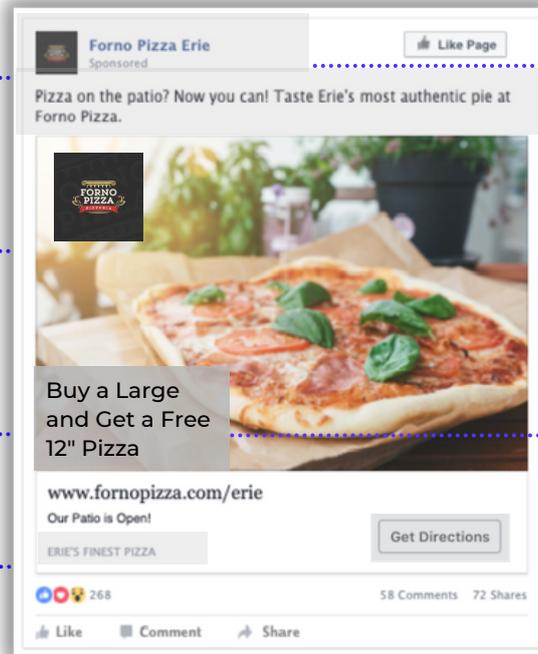
Chooses Locally Relevant Image

Adds a Text Overlay that Dynamically Changes for Each Location

Pricing

Creates Audience Targeting for Ideal Shoppers

Converts the Local Shopper



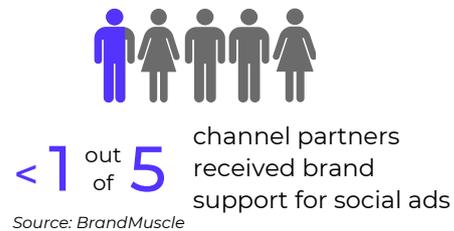
Yes, this collaborative approach is a new way of thinking about extending a brand through social channels. Perhaps it's best we look to our own lives. When was the last time you bought something without consulting peers or reviews? Or considered buying a new product without initially knowing where you can buy it? It's in our nature to prefer businesses within our community and personal networks. **These are all questions that social was built to answer for brands, and by extension, consumers.**

"We are partnering with Tiger Pistol to develop new tools that evolve how we market our brands and build relationships with our network of establishments – both in a time of crisis and in ordinary times. Their technology and knowledge of social advertising have made Tiger Pistol the right partner to collaboratively develop a scaled social advertising solution."

**-Global Vice President,
Category Management and Trade Operations
ABInBev**

Partner Enablement

Working collaboratively with channel partners builds confidence in, and commitment to, the brand. Channel partners want to advertise on social. Remember, over half of channel partners planned participation in social advertising in 2020; yet, barely 1 in 5 received brand support for social advertising (Morello, Alba, & Allenson, 2020).

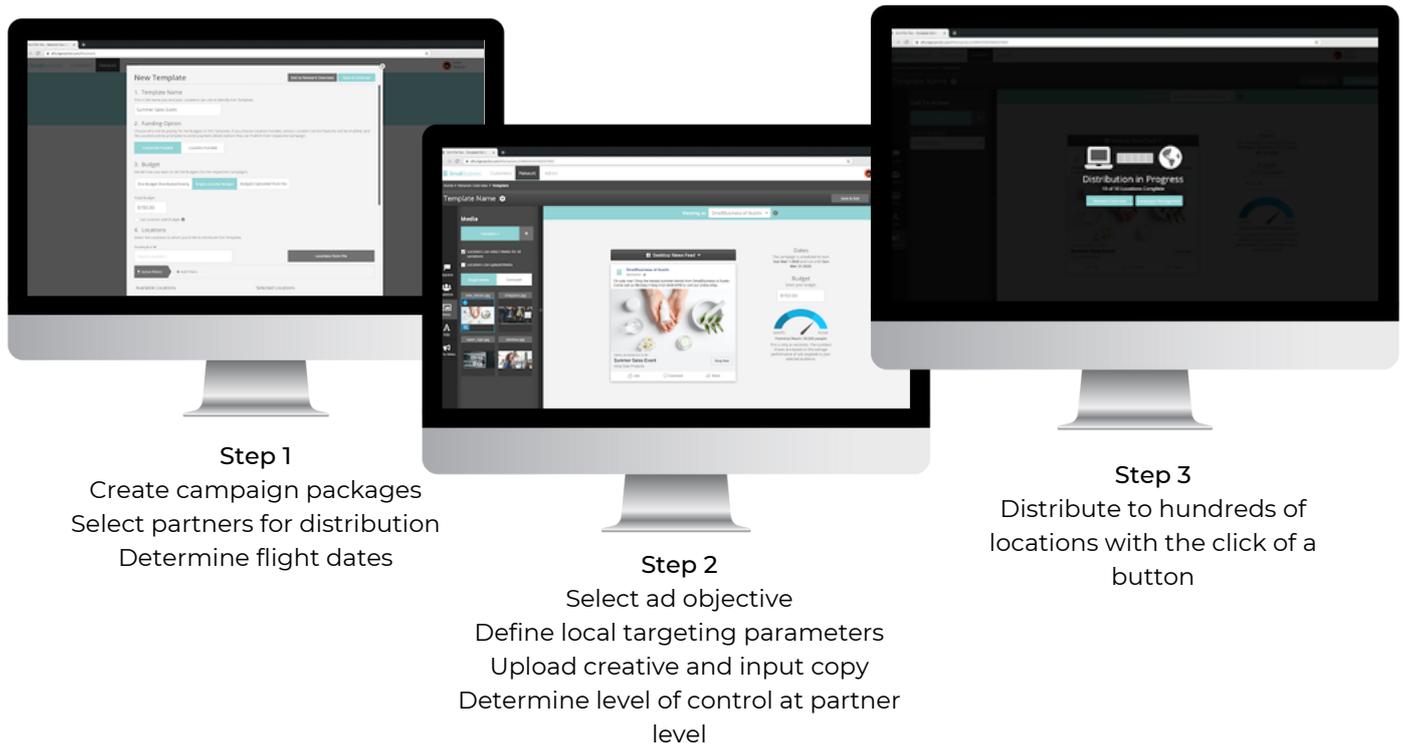


Great support includes three things: Tools, Training, and Funding

Tools

Facebook offers 11 objectives spread across three categories: Awareness, Consideration, and Conversion (Facebook, 2021). Add that to all the elements involved in audience targeting and ad creative, and it's no wonder that **62% of channel partners fail at social advertising** (SophyIn , 2017). The right social advertising technology streamlines ad creation and publishing for channel partners that lack advanced marketing knowledge by removing the tough decisions.

On the brand side, social ad tech should make template creation and distribution simple.

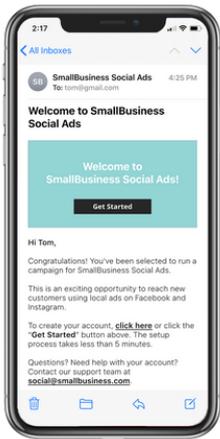


From here, partners should be able to connect their Facebook Page and launch pre-optimized, high-performing, brand-approved campaigns in less than 5 minutes from their own Facebook Business Page. In the case that the brand launches campaigns, the time is the same because as the single campaign launches, the tech dynamically localizes and publishes the ads from the partners' Facebook and Instagram Pages. This holds true even for thousands of campaigns. Yes, collaborative social advertising can really be that easy for everyone involved.

Only **29%** of channel partners feel that their tools are easy to use and are mobile optimized.

Source: BrandMuscle

Connect



Partner receives an automated email with an invite to participate in the social program

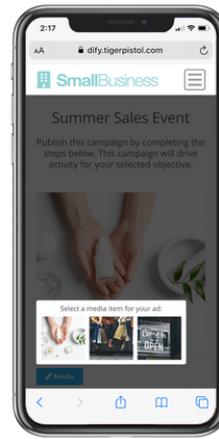


Partner connects Facebook Page via guided onboarding flow

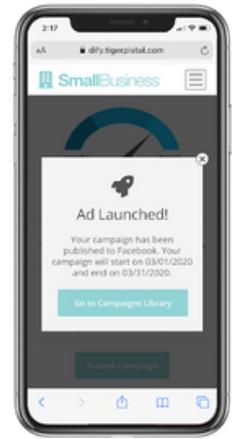


Partner selects campaign from a pre-approved library

Publish



Partners personalize ads with approved creative assets



Partners enter their payment information* and publish campaign

*dependent on funding method this step may not apply

Training

Channel partners know what they know: how to run their business. Yet, they realize they need more education when it comes to marketing. To this end, make sure your social ad tech partner of choice offers service as well. Training and support via quality materials like FAQs, how-to videos, webinars, one-sheets, and a responsive help desk, ensure adoption and partner success.

of partners are actively trying to learn more about marketing



of partners feel brand support is no better than a check-the-box exercise



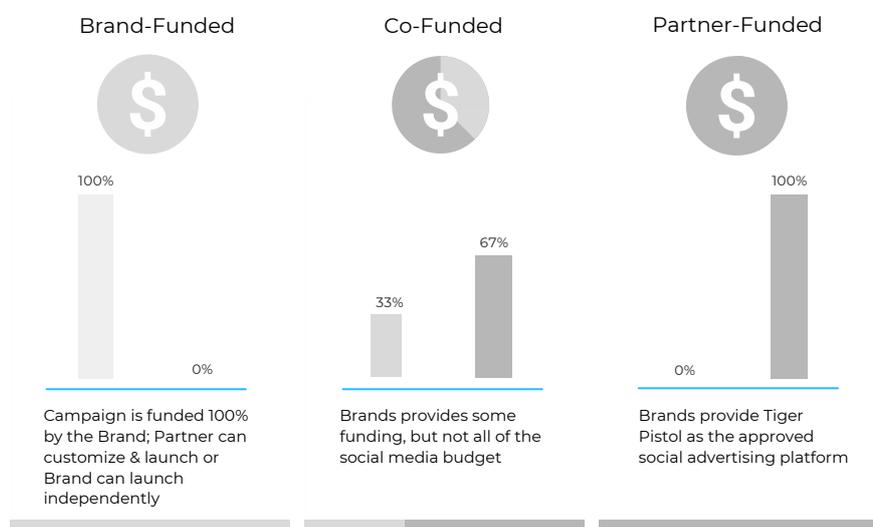
of partners feel training and education is limited



Source: BrandMuscle

Funding

Now for the big question - who pays? That's truly a question at the brand level; however, even if a brand chooses to fully-fund campaigns, it may find instances of channel partners wanting to add to budgets. That's why it's important that social ad solutions offer flexible funding models.



84%

of channel partners claim that marketing funding contributes to their business growth

Source: BrandMuscle

To avoid adoption issues, fully brand-funded programs offer the clearest path to success and adoption, because, hey, free social advertising. Co-op funding relies on partners to put some skin in the game. The primary drawback of this model is that it requires proactive enablement - a successful marketing program might be an easy sell, but it's still a sell with partners when asking them to pay too. Though of course, franchise brands are already used to this model. It should come as no surprise that partner-funded campaigns eschew some blockers to smooth adoption. Furthermore, it's hard to justify to partners that they should absorb all costs if the campaign content is focused on the brand.

Flexibility offers capability to [change funding models as the program grows](#). As partners see the ROI of social advertising, getting them to invest their own dollars may be an easier sell.

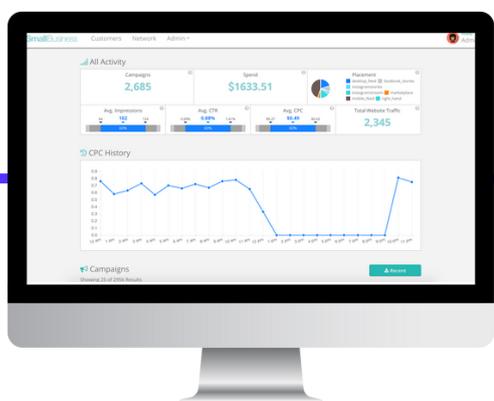
Intelligent Insights: Achievements Unlocked

Brands and their channel partners want to understand what they're achieving, and that's where clarifying analytics come into play. Quality social ad tech allows for investment tracking at the aggregate group and location levels to surface advertising effectiveness and monitor pacing across campaigns.

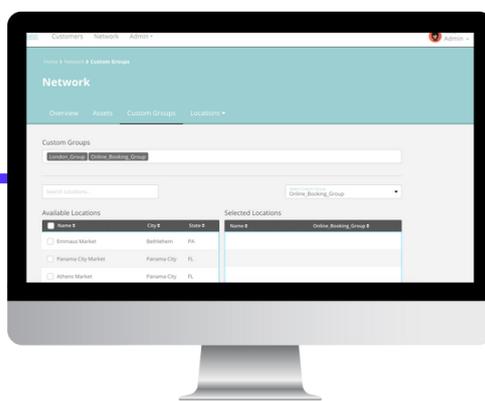


Even amongst partners who believe they are knowledgeable about Facebook advertising, just 1 in 3 feel they have visibility into the data insights to understand what they're achieving.

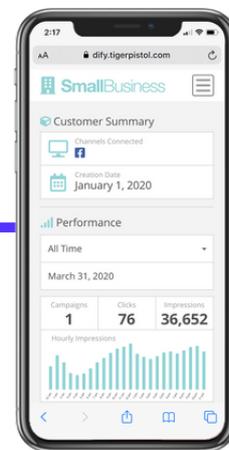
Additionally, advanced attribution should track foot traffic to channel partners' brick and mortar locations. With intelligent insights, brands will understand what their program accomplishes, and channel partners will understand how the brand investment made a difference for them.



Global Dashboard
All campaigns in flight



Group View
Segment partners into custom groups, for example, by region or campaign



Partner View
Distribute to hundreds of locations with the click of a button

Use Cases

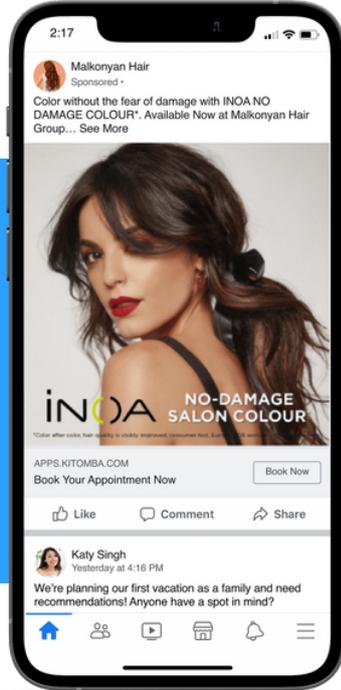
So what can we take away from all this? For starters, brand content and consumer engagement are an integral part of sales-focused social advertising. Yet, to achieve the greatest return, brands must take an active role in developing a collaborative approach to social advertising that provides channel partners with the training, tools, and funding to share quality content.

Brands in restricted industries, such as alcohol, finance, real estate, and insurance, have a unique challenge in this model. Disseminating their brand content through their channel partners or locations becomes all the more important. Social advertising distributed and published through agents for real estate, or bars and restaurants for alcohol, allow these types of regulated brands to drive personalized, peer-to-peer interactions.

All pairings need a starting point, a car needs a driver, a needle needs thread, a brand needs their partners. Collaborative advertising requires a pairing between the brand and *something* to be successful.

Product Sales Through Supporting Salon Bookings

L'Oréal Professionnel sought to empower their network of independent salons with supplier-funded social campaigns that reactivated and modernized salon partners through collaborating on booking-focused digital advertising. The brand leveraged Tiger Pistol's platform to run Facebook and Instagram campaigns sponsored by participating salons' Facebook Business Pages. All ads had a "Call Now" or "Book Now" call to action, ensuring the audience reached could easily book an appointment.



L'ORÉAL
PARIS
PROFESSIONNEL

Salon Partners

20%

Increase in Sales

Covid Revitalization & Recovery

After COVID-19 hit businesses hard, AB InBev wanted to help their local partners revitalize and recover by fostering memories and connections in the lives of consumers. By leveraging Tiger Pistol's platform, AB InBev could publish social ads directly off local partners' Facebook Business Pages promoting community building, gift card sales, delivery, or contactless curbside pickup. 90K local partners engaged in AB InBev's COVID recovery program and 40% of engaged partners published 2 or more social campaigns using Tiger Pistol's platform.



ABInBev

Local Bars & Restaurants

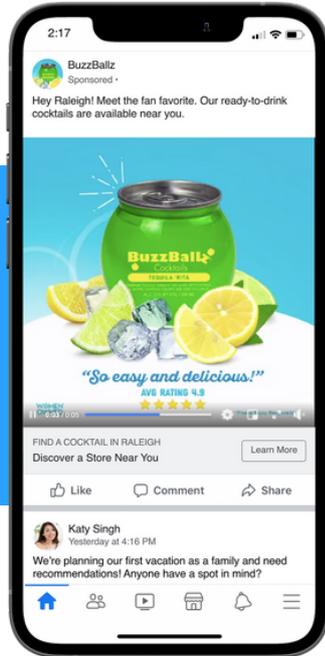
8X

ROAS

Solving for 3-Tier Beverage Compliance

BuzzBallz sought to create hyper-local advertising campaigns that would comply with U.S. 3-Tier alcohol advertising regulations while simultaneously driving shoppers to local retail partners. BuzzBallz deployed proximity-targeted Facebook campaigns through Tiger Pistol's platform that directed consumers to a store locator page that dynamically localized to show all nearby retailers where BuzzBallz products could be purchased. This enabled the beverage brand to promote their signature party drink securely as well as drive sales for themselves and for their network of restaurants, bars, grocers, gas stations, or convenience stores.

BuzzBallz
Made in the USA



Dynamic Store
Locator Landing Page

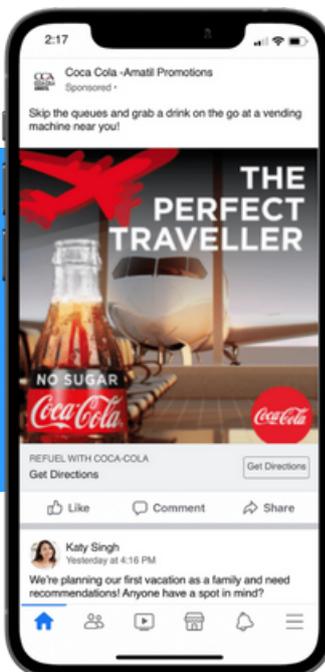
50%

Decrease in Cost
of Advertising

Local Activation for Vending Machines

Coca-Cola Amatil sought a method to stay top of mind for vending sales in highly-competitive locations such as airports, bus stations, college campuses, etc. Tiger Pistol launched geo-targeted Facebook campaigns directing to the nearest vending machine. Images and copy dynamically adjusted to drive relevancy for the location.

Coca-Cola



Vending Machines

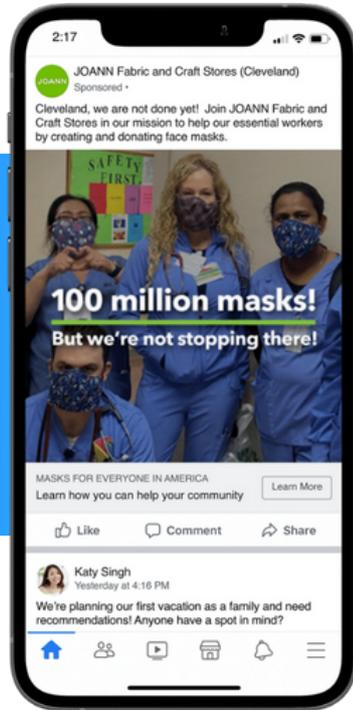
25%

More Units Sold
Over Non-Targeted
Machines

Facilitating Flexibility

To drive support for its mask-making donation drive, JOANN Stores partnered with Tiger Pistol to launch hyper-local Facebook ads. Tiger Pistol supported a quick and responsive local strategy, ensuring that JOANN could easily change, update, or pause their localized ads at any time, controlling their messaging based on store closings, and curbside or pickup options. In addition, Tiger Pistol implemented advanced attribution using mobile device signals to measure foot traffic. These results showed 4 out of 5 ads clicked resulted in store visits.

JOANN



Store Locations

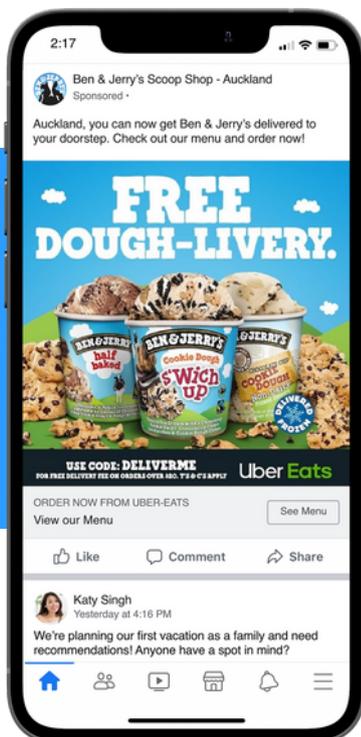
85%

Of Ads Clicked
Resulted in Store
Visits

Driving Delivery Orders

International ice cream franchise, Ben and Jerry's, needed a way to promote and increase online delivery orders from their Scoop Shops via Uber-Eats. The franchise launched collaborative ads at scale using Tiger Pistol's platform to geo-target ads for Uber-Eats' delivery area. The ads utilized the call-to-action, "Order Now via Uber-Eats" to bring users to Uber-Eats' online ordering page for their local Scoop Shop. Participating Scoop Shops saw a 620% increase in online orders.

BEN & JERRY'S



Uber Eats

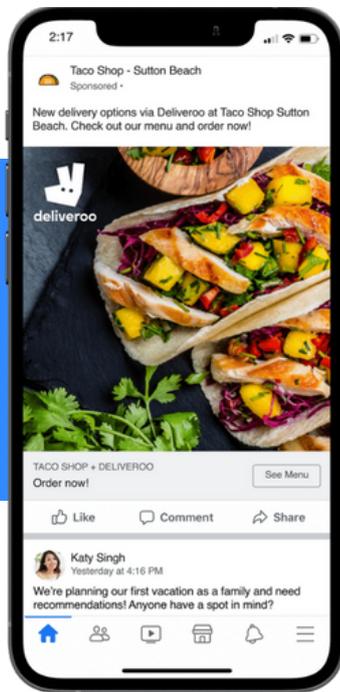
620%

Increase in
Online Orders

Promote New Delivery Options at Local Level

A Mexican QSR Franchise wanted to notify customers of new delivery options for their locations with campaigns published from franchisees' Facebook and Instagram Pages. Tiger Pistol's scaled geo-targeted capabilities ensured ads were only seen by audiences within a location's eligible delivery service radius to avoid potential media budget waste. The QSR franchise saw a 50% decrease in cost of advertising compared to national campaigns after utilizing Tiger Pistol's platform.

Mexican QSR Franchise



Local Franchisees + Deliveroo

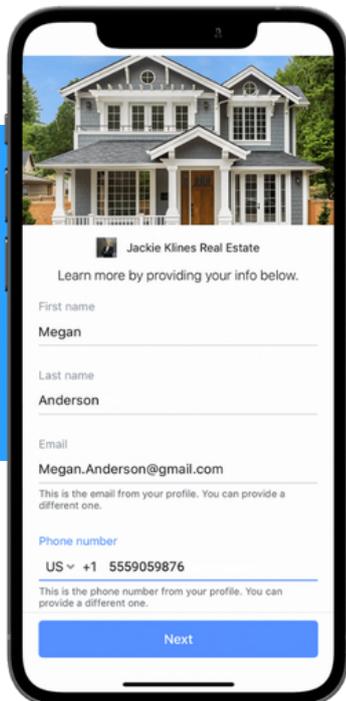
50%

Decrease in Cost of Advertising

Empower Agents with Marketing Tools

Realty wanted to empower their network of agents with high-performing, auto-configured, on-brand Facebook and Instagram campaigns that agents could use to promote their listings. Tiger Pistol created a purpose-built DIY tool with custom integration into the MLS system that auto-populated MLS listing copy, image, and headline, so all agents had to do was select the property they wished to advertise. With Tiger Pistol's tool, Realty agents could create, personalize, and publish campaigns in 5 minutes or less.

REALOGY



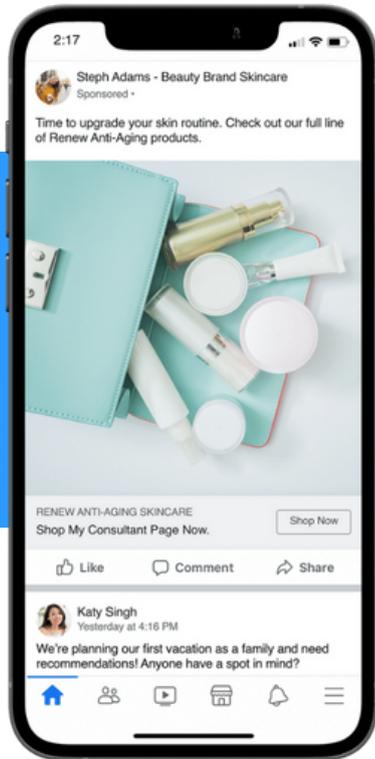
Local Real Estate Agents

500K+

New Leads

Complimenting National Ads

A popular U.S. skincare brand wanted to help their network of consultants increase eCommerce sales with high quality campaigns, but did not want their ads to overpower their national branding efforts. Tiger Pistol delivered consultant-level advertisements across the Facebook Family of Apps, extending the reach of the brand's national efforts and enhancing consultant satisfaction and sales. This allowed the skincare brand to increase their ability to activate sales in local markets ten-fold.



U.S. Skincare Brand

Local Consultants

40%

Decrease in Cost of Advertising

As you can see, collaborative ads can not only demonstrably show awareness growth, but also sales. The results are genuinely beneficial to all points in the sales process: the brand, the consumer, and the channel partner/location, taking social marketing from simply functional messages to ones that proactively deliver brand-level identity and drive consumer connection. Quite literally, brands are using Tiger Pistol to create consumer relationships and enhance consumer engagement.

For brands that have large networks of retailers, franchisees, agents, channel partners, or differentiated product lines, the right collaborative social advertising technology makes reaching consumers easier than ever. It's never too late to get started, but the cost of waiting may be dire.

As partners need help overcoming the constraints of COVID, numerous direct-to-consumer brands have begun to flood the market. The battle lines have been drawn, and the time has come for a dedicated collaborative advertising solution built around the unique challenges of scale and performance that channel marketing requires.

Unlock the Power of Your Partners



REQUEST A DEMO

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