

# Customer Recruitment in 2023

# Recruiting Customers In 2023

- Introduction
- 2023 Media Landscape
- Recruiting Opportunities
- Q&A

# Introduction

## Simon O'Mahony



- Started career in direct and catalogue marketing
- Worked across B2C and B2B businesses in senior marketing roles
- Six years at Screwfix as Head of Marketing covering multiple channels and helping to grow trade counters
- Nine years at Nisbets in different roles, predominantly Marketing, joining the Board in 2012
- Board member at Toolstation and National Timber Group
- Loves data, testing and delivering a strong ROI
- Lived in the SW for nearly 20 years



# 2023 Media Landscape

Source:

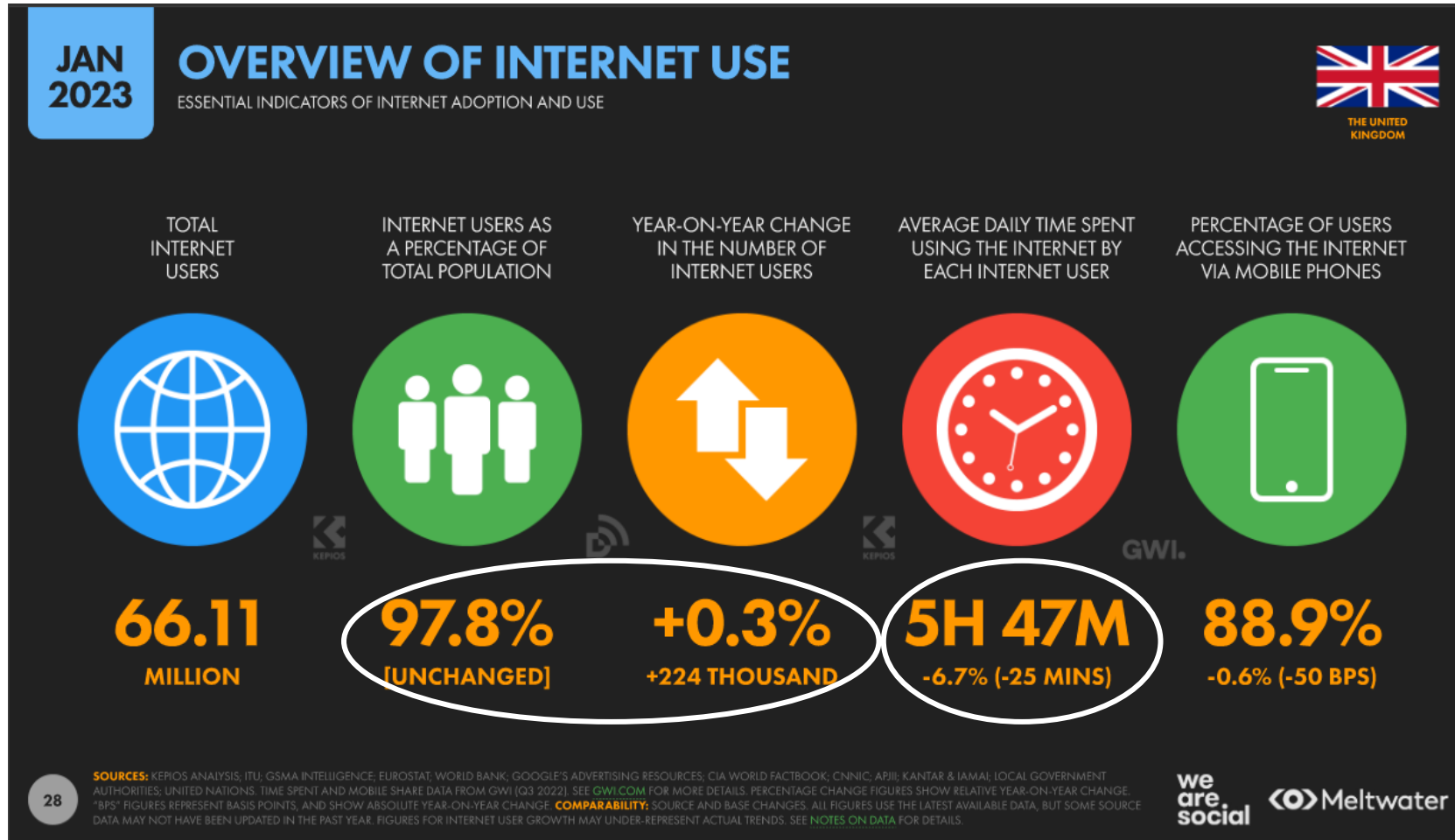
**DATAREPORTAL**  
**DIGITAL 2023:**  
**GLOBAL OVERVIEW REPORT**  
**UK FOCUS**

# The UK is a digital society



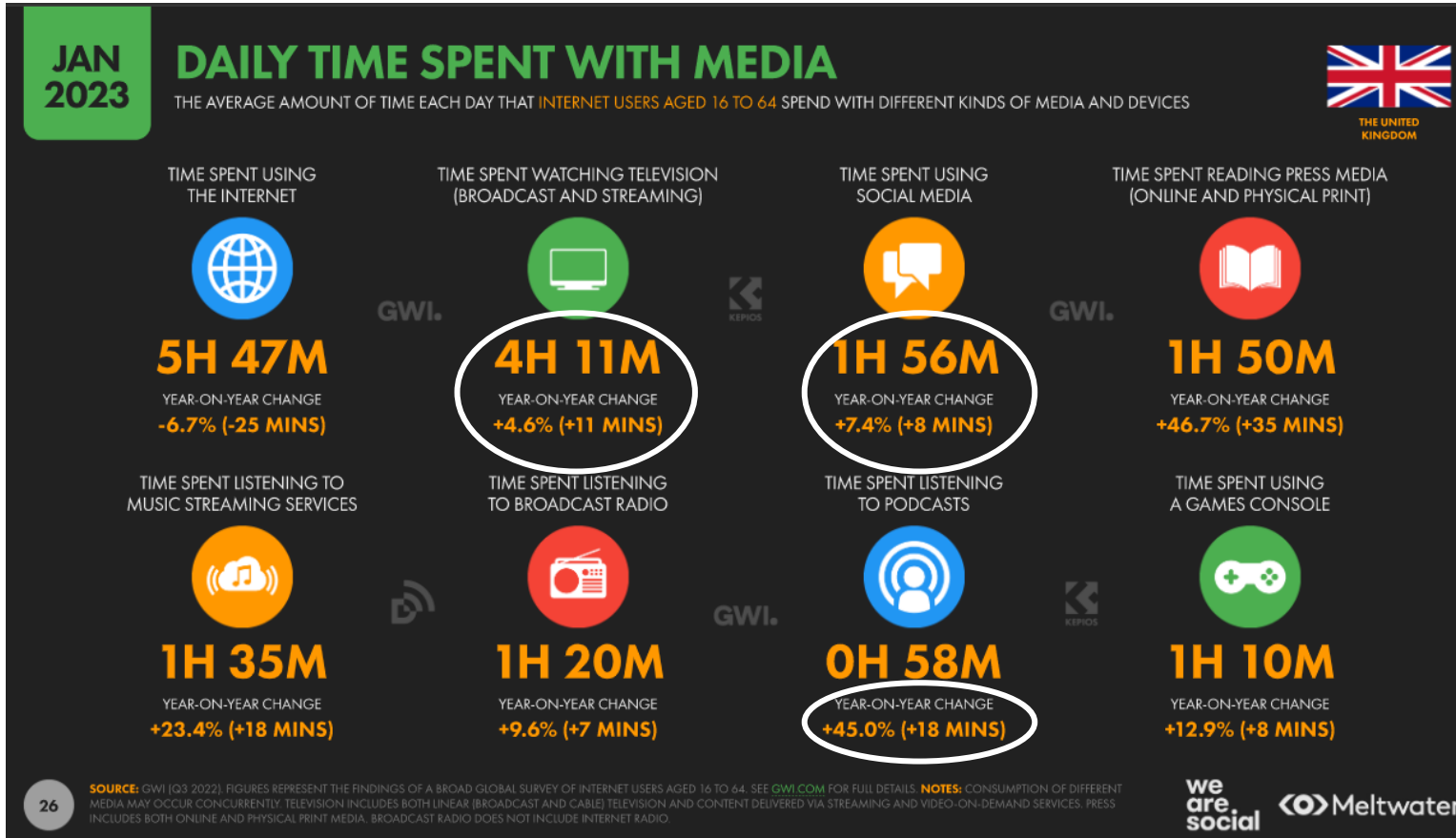
- Multiple devices per person
- Heavy social media use
- Marketing spend reflects this

# With "mobile first" internet users



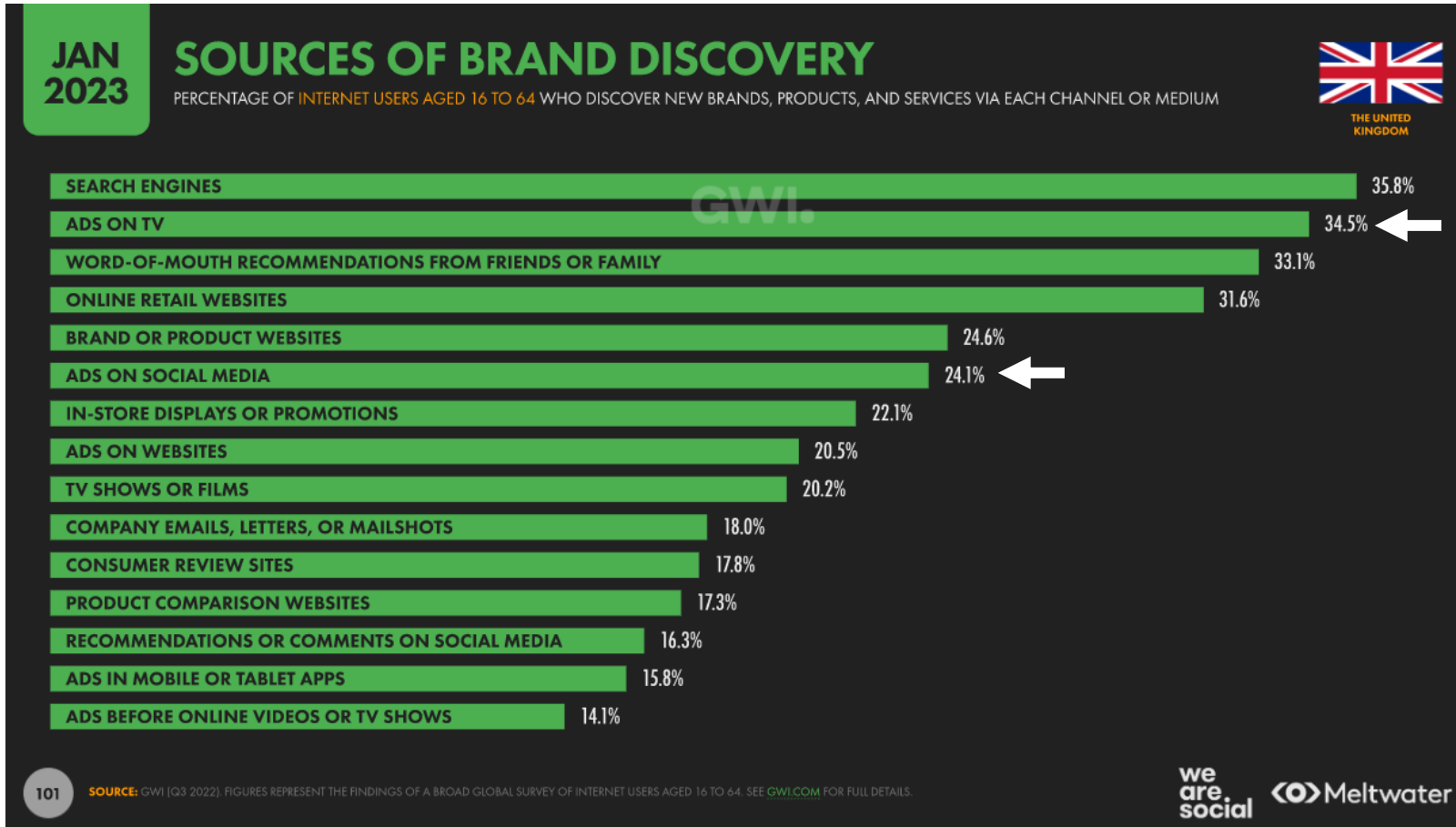
- Static number of internet users
- High time usage per day but falling

# People are spreading their time across different channels



- Overall consumption levels are up
- Significant increase in time spent listening to podcasts
- TV still an important channel
- 2 hours per day on Social channels

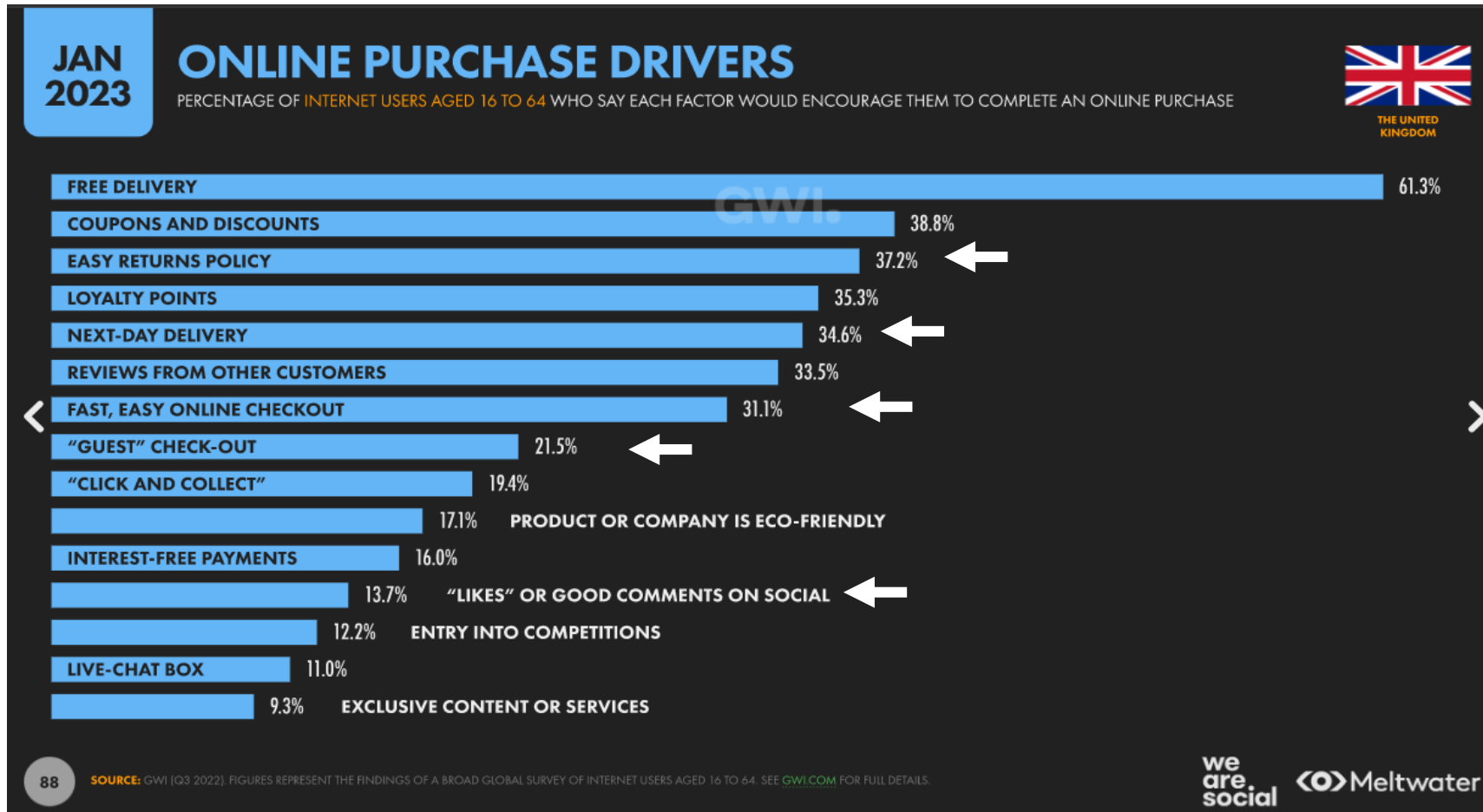
# Awareness: A mix of traditional and new



- Google still the main source of brand discovery
- TV ads still have a significant impact – high recall rates
- Social media ads now 6th major source of brand discovery

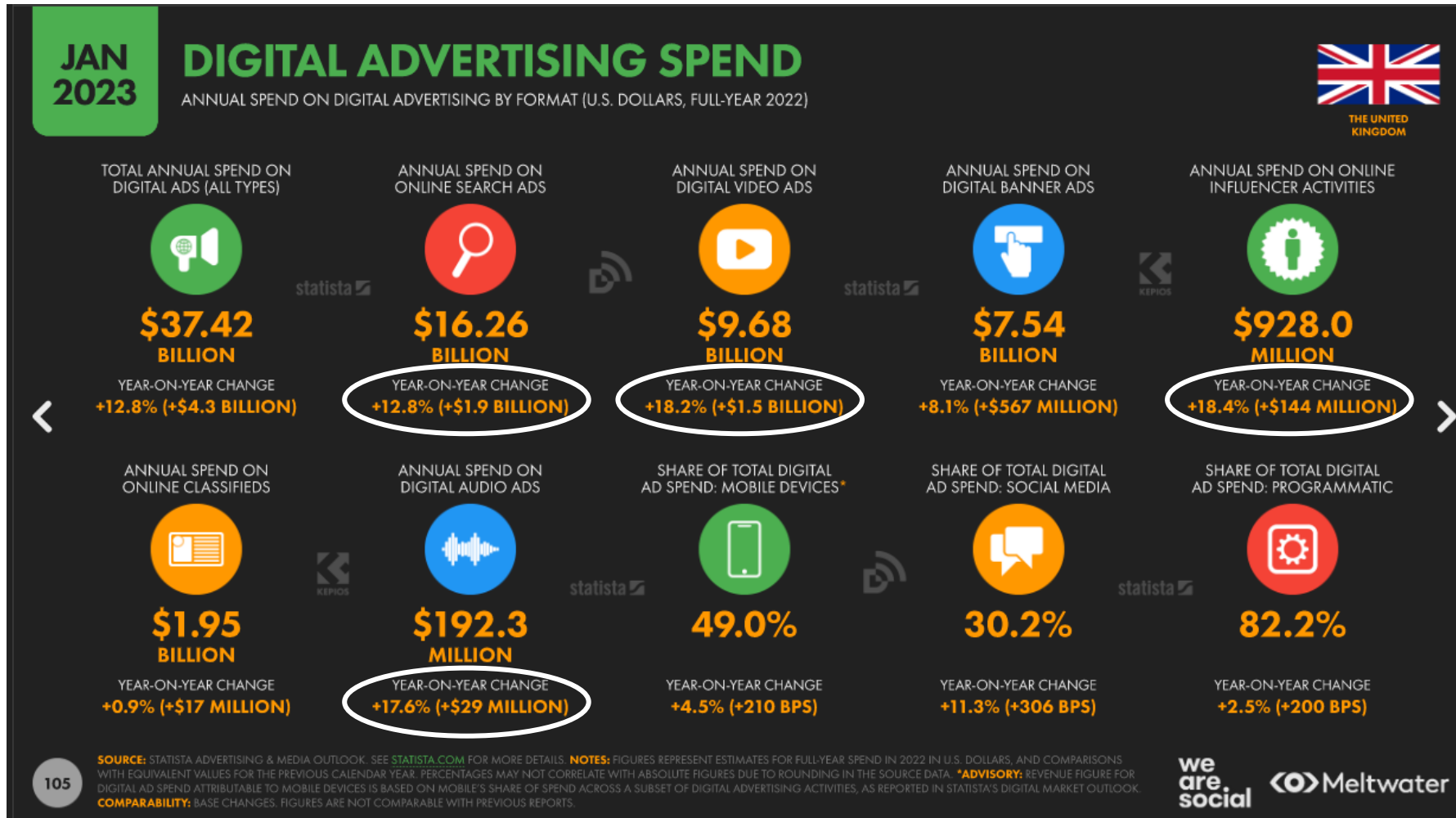


# Online Conversion: Offers + Ease



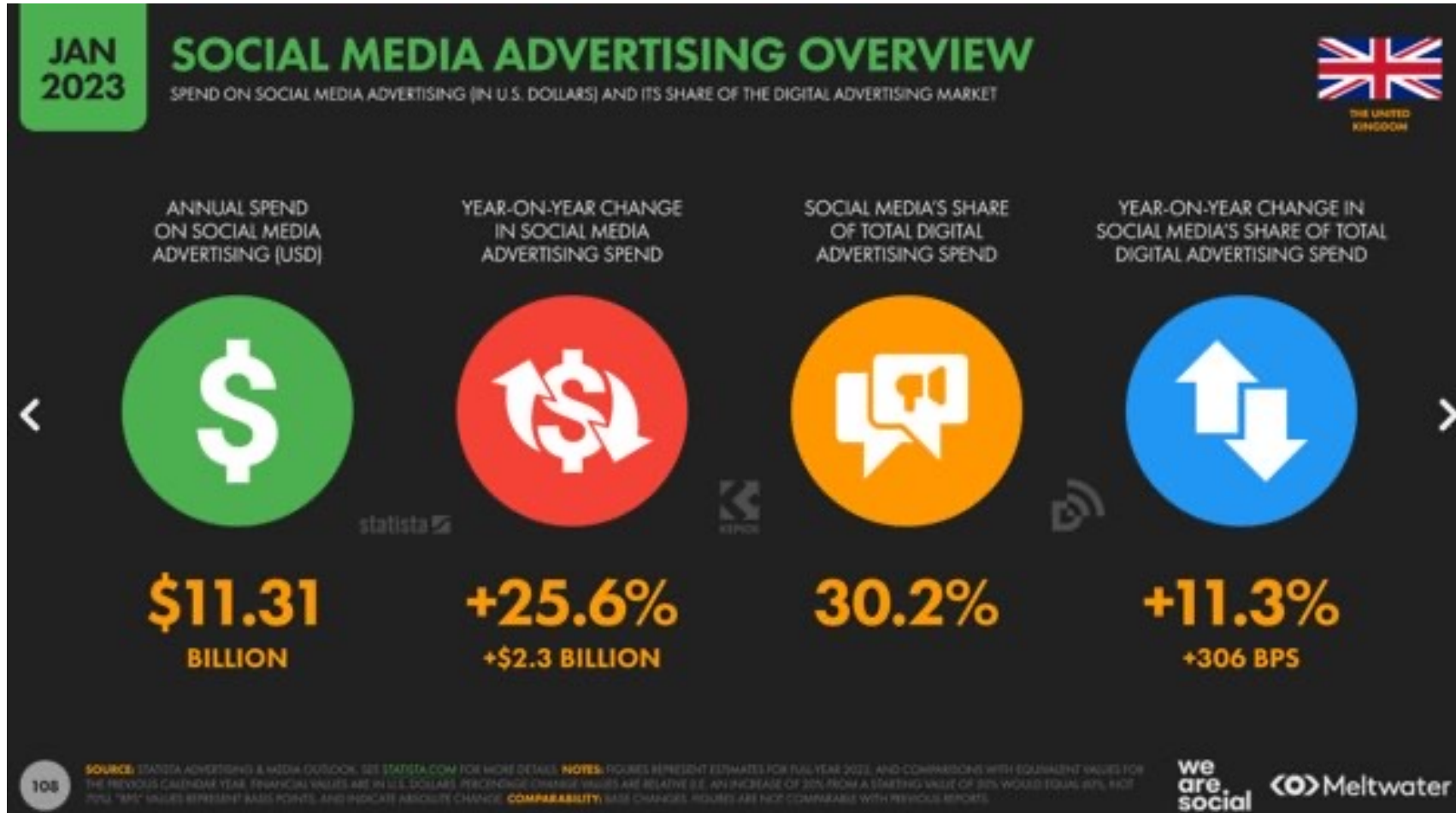
- Free Delivery the most important factor in conversion online
- In the current economic climate "getting a deal" is a major factor
- Hygiene factors still important
- 14% of customers cite positive social media comments as a factor

# A mix in spend growth – cost increases & new channels

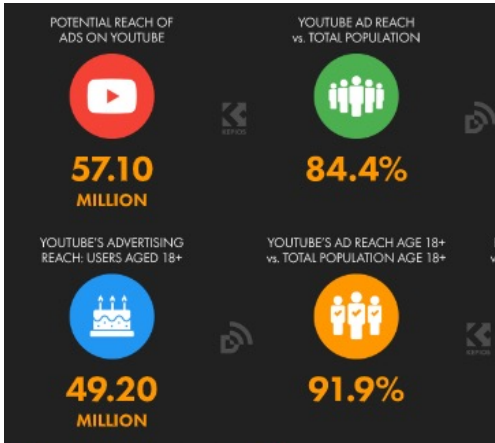


- Online Search Spend Increase driven mainly by increasing CPC rates
- More money going into Video Ads
- Big increase in Influencer Activities & Digital Audio Ads (from smaller share)

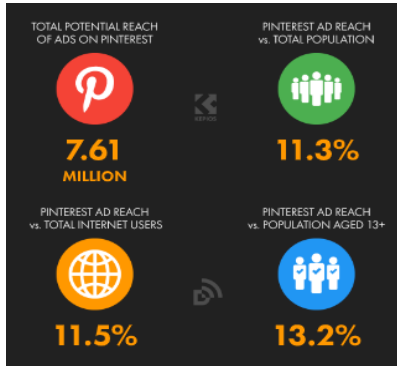
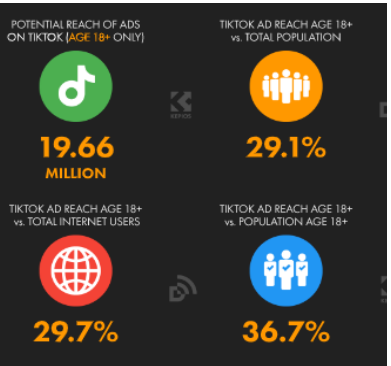
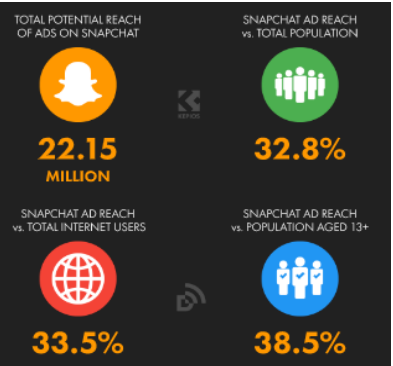
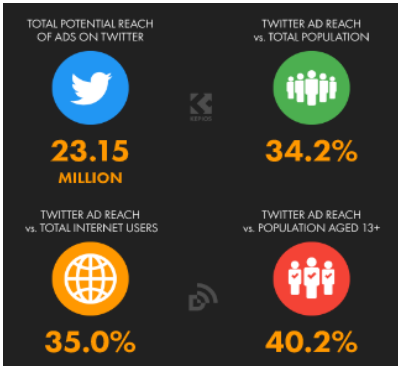
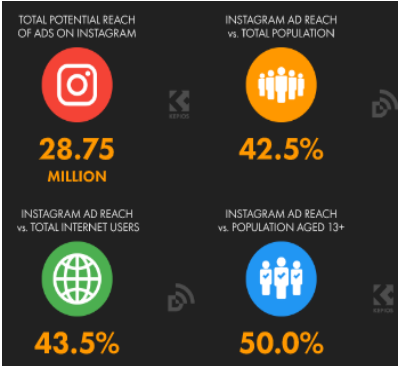
# Social Spend is increasing



# Facebook & You Tube still dominate UK Social space



Year on Year Changes in Ad Reach		
Channel	% Change	Number
Twitter	+25.8%	+4.8m
Snapchat	+7.3%	+1.5m
Linked In	+2.9%	+1m
You Tube	-0.9%	-500k
Facebook	-1.9%	-650k
Pinterest	-13%	-1.2m
Tik Tok	-9.9%	-2.2m
Instagram	-9.5%	-3m



# Summary

- People are spreading their time across multiple channels and consumption levels have increased across newish channels (podcasts) but also traditional (press media)
- Digital ad spend significantly increasing in Influencer & Video Ads
- People are still significantly influenced by the opinions of friends and family in their brand choices much of this conducted in social media channels
- Free Delivery is a major driver of online conversion
- Social media interaction remains high with more opportunities to reach audiences with targeted ads with nearly 25% of people discovering brands in this channel.



*Targeted proliferation strategy*



*Short form video vital  
Influencer brand boost*



*Recommend a friend*



*Targeted or wide?*



*Potential new hunting ground?*

# Recruitment Opportunities



# Ideas for 2023

- Social commerce is being invested in by all the social channels. There is an early mover advantage if the audience profile fits
- Marketplaces can offer a new customer base and good product testing opportunities
- Lack of payment methods is a barrier to conversion – a comprehensive offer will attract new customers



# Ideas for 2023

- Promotions and offers are vital in the current economic climate but ensure you look at customer profitability
- Can you create a new customer base by offering "second hand" products
- Explore Partnerships in your sector - share recruitment costs
- Digital TV ad campaigns are cheaper than you think and have great targeting and tracking options





# Q&A