



2024 Direct Commerce South West Spring Booster Agenda

10.00am – 10.30am

A real world guide to data driven eCommerce success

Julia Lowe, Owner, Farm Toys Online & Ben Barnes, MD, Neural Edge

A review of relevant industry trends and a summary of how to master search marketing using data and AI tools. Plus, a case study from Farm Toys Online, one of our eCommerce customers.

We've got top tips on how to get your data infrastructure right (collection, integration, storage and processing) and how to measure which marketing channels work best and maximise ROI.

10.35am – 11.05am

Using partnerships for customer acquisition and growth

Natalie Betts, MD, Relish Agency

- Distributing leaflets in orders drives revenue to spend on acquisition plans including their own leaflet campaigns
- Swapping leaflets with target retailers whose customer base could be good new customers for you
- Taking samples to enhance the customer journey and grow repeat purchase. Also perceived as gift with purchase
- For anyone who attended before:
 - New data on nps scores from retailers that take leaflets and samples
 - New avg response rates so attendees can start to gauge their own campaign expectations
 - New brands that are available to partner with

11.10am – 11.45am

Exclusive interview with Rob Law, Founder of Trunki

with Sam Pullin, Director, Beaufort & Blake & Farmhouse eCommerce growth agency

The Trunki product is well known to all of us, making travel a little less arduous for parents of young children. However, the story behind this product is less well known. Founder Rob Law has faced many trials along the way from sourcing funding to the impact of the blatant illegal copying of his designs, through to the process of reshoring production (to Devon), taking a hit during the lockdowns when the market for travel related products collapsed, to Trunki becoming part of a larger group. Plenty of opportunities to ask your questions as well as to hear this inspirational story first hand. Interviewer Sam Pullin is the founder of Beaufort & Blake, an upmarket clothing brand and recently relocated to Somerset to develop an agency focused on the growth of up & coming eCommerce brands.

11.45am – 12.15pm Coffee & Networking

12.15pm – 12.45pm

How to make returns a financial win for your business and a positive experience for your customers

Joe Rizzo, Commercial Director, At Last

12.45pm – 1.45pm Lunch & Networking

1.45pm – 2.15pm

Marketing to humans

Aron, Cody-Boutcher, Fractional CMO Consultant

Marketing is simply communication. Communication from business to human. So, to do marketing well – we deeply need to understand humans. To do great marketing we need to know what makes us fundamentally tick. What is it about the human condition that makes marketing work. What drives our behaviours? Customer loyalty? Why do banners with motion in drive higher click-throughs? How do we make decisions? A million questions that when you know the answers, you'll be able to amplify your marketing and brand performance. Aron has worked in marketing now with over 40,000 hours of experience. In all that time, he asked one fundamental question. Why does marketing actually work?

2.20pm – 2.50pm

Business Growth Brainstorm

Sam Pullin, founder, Farmhouse Agency, Ben Barnes, MD, Neural Edge & Aron Cody-Boutcher, Fractional CMO Consultant

We wrap up our day with a raft of actionable ideas which will help to elevate your business and win the hearts of more customers. This open discussion invites everyone to contribute ideas, ask questions and provide inspiration to take back to the office.

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