

# An **Always-On** Marketing Approach Helps Keen Clients Sustain Awareness and Stimulate Sales

Marketing plays a vital role in the success of any consumer packaged goods (CPG) company. It allows these businesses to reach their target audience, build brand awareness, and ultimately drive sales. However, in today's competitive marketplace, it's crucial for companies to constantly evaluate and improve their marketing efforts. One approach that the Keen Platform continues to recommend to its clients is the implementation of an "always-on" strategy. In this article, we will share how an optimized marketing plan that distributes marketing investments throughout the year achieve better short and long term results as opposed to a seasonal marketing or transaction driven (bottom of funnel) strategy.

No matter how cyclical your buying cycle is, you should maintain marketing activity year-round for two reasons. First, as long as a product is available for purchase, your marketing support helps build awareness and stimulate sales. And second, your brand's equity relies on continually earning consumer mindshare. When you go dark, brand equity decays and your cost of marketing long-term will increase.

The Keen Platform would recommend the following strategies to maximize your peak seasonal marketing cycles and always-on strategy:

**Use short-term seasonal tactics in-season.** Low cost, short duration tactics drive sales over a specific time periods of a few weeks or months by creating a sense of urgency and prompting consumers to take immediate action.

**Adjust your peak spend to the point of diminishing returns.** Adapt your spend to the level for each channel and week of your plan.

**Push the perimeter of your peak season.** Re-allocate your marketing spend to extend each end of your peak curve by a few weeks, activating marketing before the peak and continuing it after it wanes to help extend and sustain the buying cycle.

**Don't go dark.** Your product is on shelves year-round so it is imperative to allocate some spending to marketing throughout the year.

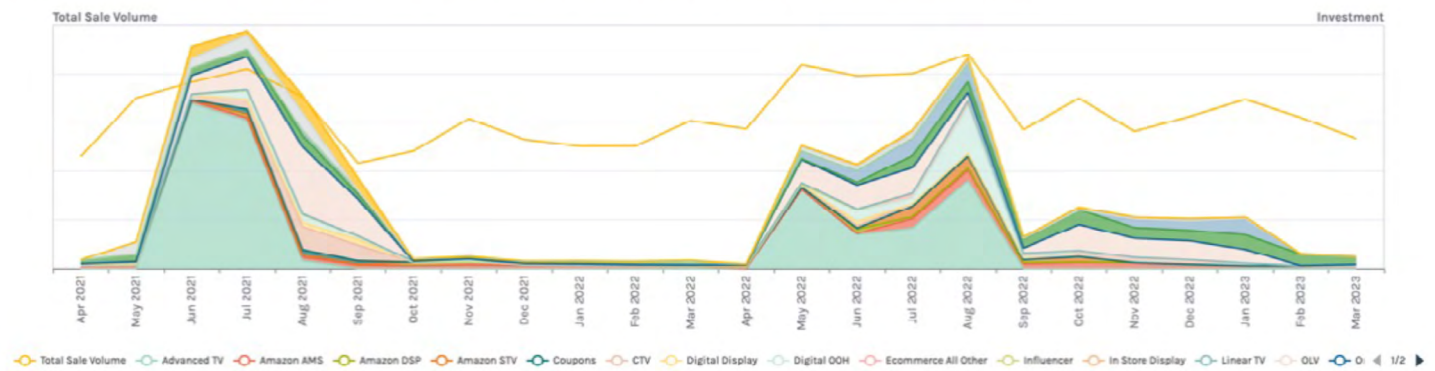
## Keen Use Cases

### Example #1

Let's review how one motion sickness medicine manufacturer was able to unlock marketing opportunities that extended beyond their traditional season. Historically, the brand was focused solely on marketing during their peak seasonal period and was hesitant to invest in other times throughout the year. By leveraging the Keen Platform, the brand was able to evaluate the marginal return on investments. This highlighted that profitable revenue could be unlocked in the off-season period. Through planning simulations, they quantified the value they could create for the business by incrementally investing during this time. The brand saw a profitable **41.8%** in incremental revenue and secured an additional **\$2.6M** in marketing support.

### Sales & Tactic Performance

No sales volume decrease during the seasonal period with less marketing spend and an increase in revenue in the Keen suggested extended marketing period.



### Example #2

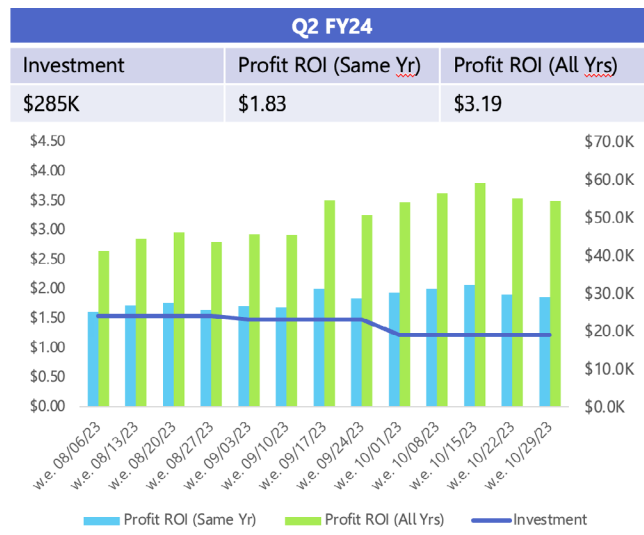
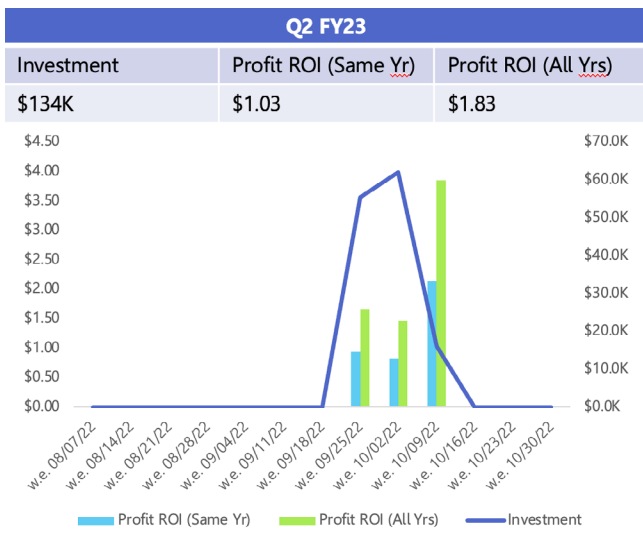
Now, let's look at how Keen helped a candy company approach their marketing differently. Prior to Keen, they built their marketing plan around three candy-centric holidays- Easter, Christmas, and Halloween because, historically, sales volume increased by 25-100% during those holidays. A standard marketing mix analysis suggested that bumping up their budgets could slightly increase sales. But aren't those already the times when consumers are most likely to buy?

The brand used Keen's modeling to isolate the seasonal variables driving demand and pinpoint the incremental impact of marketing on sales volume. Then they compared those findings against non-seasonal weeks. What they discovered is that the increased marketing investment during the holidays actually dragged down overall returns. Adding the perspective of timing allowed the team to confidently cut back marketing spend during these key holidays without affecting

sales volume. They reallocated those dollars, taking a flatter, always-on approach to marketing and garnered a **10%** bump in sales volume. Identifying the right channels and best timing, by week, gave this candy brand a multi-million-dollar annual growth opportunity.

**Example #3**

For our next example, let’s take a look at how Keen’s recommendation to move to an always-on strategy in online video (OLV) benefited one coffee brand substantially. This growing coffee brand wanted to figure out a way to substantially increase their marketing investment without sacrificing their profitability as a result. After running several plans to determine which channels had room to grow investment and remain profitable, OLV was identified as showing opportunities for optimization. Per Keen’s recommendations, moving to an always-on strategy in this tactic led to a huge increase in effectiveness on a **113%** spend increase. The team saw an increase in same year profit **ROI from \$1.03 to \$1.83** and an even larger increase in all years profit **ROI from \$1.83 to \$3.19**.



**Example #4**

Finally, let’s review how an always-on strategy impacted one of Keen’s automotive maintenance product clients. The brand team used Keen to model the past two years’ marketing plans, and then ran scenarios to see what a year-round spend might look like. The brand’s cyclical marketing spend in year 1 vs. year 2 alongside the always-on scenario. Keen’s modeling suggested the same budget could deliver **\$3 million more in revenue** to the business. The team decided to support its brand year-round with a lower-level digital marketing campaign, resulting in **more sales** and happier customers.

## Why an always-on strategy can support your brand

Maintaining an always-on marketing strategy allows brands to remain more profitable. As long as your product is available for purchase, a base level of marketing support sustains awareness and stimulates sales.

By analyzing historical performance, market trends, and the data from Keen's marketing elasticity engine, companies can make data-driven decisions on which marketing strategies to pursue. This approach enables businesses to focus their efforts on the most effective channels, target the right audience segments, and deliver tailored messages that resonate with consumers. By leveraging this data, CPG companies can optimize their marketing efforts and achieve better results.



## About Keen Decision Systems

Keen Decision Systems is a high-growth SaaS company that helps FORTUNE 500 and other marketing leaders make data-driven decisions, tie them to financial impact, and create long-term value across the board, including for shareholders. Keen's software lets marketers run scenarios to achieve their growth goals, driving a 41% improvement for clients over the past 52 weeks. Based out of North Carolina's Research Triangle Park, Keen manages \$2 billion in marketing for major brands under Church & Dwight, Bush Brothers, Suja, Athletic Brewing, and Bumblebee Foods, among others.

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