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**Narrator:** This is Ad Lib Performance Marketing: Dissected, Decoded, and Delivered.

**Gavin:** Welcome to Ad Lib. I'm your host, Gavin Flynn, and we've got another great episode lined up this week. For today's deep dive, I'm joined by my friend and founder of Right on Bracket and Logical Position team member Pete Luciano. I'm really excited for this one because we're talking about scaling an e-commerce brand from the ground up while also working inside an agency. He has a unique perspective, so you're going to want to stick around for that conversation.

But first, let's get things kicked off with this week's hot headline. I'm joined this week by Lona, Social Graphic Design team lead here at LP. It's her first time on the podcast, so welcome in, Lona. Thanks for coming.

**Lona:** Thank you. Thanks for having me.

**Gavin:** Okay, so we got a hot headline this week about Meta and CTV streaming television. Meta's pushing into CTV. Basically, the idea is Meta is planning on having additional campaign sets within their advertising platforms so SMEs and the mid-market have access to streaming TV inventory. There is no planned launch date for this, but when you saw this, what was your initial reaction or gut feeling?

**Lona:** I think it's a natural next step for Meta. They're constantly evolving and changing. I always say as a paid social designer, we're always learning new things. We're always on our toes with Meta because one day best practices can change or ratios can change. So them adding CTV to the mix is no surprise. They're always keeping us guessing at what the next thing is going to be.

**Gavin:** Expanding out market share, because it seems like there's a little bit of a CTV gold rush that's going on right now. I even know on the partnership side, I have a lot of agencies and we have a lot of platforms reaching out about how they have this inventory and these targeting capabilities. So it makes sense that Meta would be getting into this. From your experience with smaller brands and their handle on creative assets, do you feel like there is in general some missing gaps in the creative assets being delivered on projects? Do you think that small businesses will even be able to show ads?

**Lona:** I think for SMEs it's like a double-sided coin. One side of that coin is they can leverage more creative strategy and really use more lo-fi style designs. They can lean into the UGC aspect a lot, which is doing pretty well. I've seen more ads even on TV and on streaming services that are utilizing UGC, which is a new era. On the other side of the coin is the fact that SMEs usually have less budget, which means less quality creative or assets.

But I think that's where trust is really important. At LP especially, we've built everything on SMEs and we've built a lot on the trust that is established between an SMB client and our internal team and what we can do for them. We take minimal assets and we turn that into gold. I think we could do the same for TV ads.

**Gavin:** To that point, it is great visibility. I know even during the most recent Olympics, we were running CTV ads for LP as an agency, and I had a lot of staff members come up to me and say they saw an LP ad during the bobsledding race or whatever it might be. But it's about getting a clear creative direction from brands on what direction they want to take it—lo-fi, UGC, or if they want to go for that professionally shot angle. My concern here is CTV has these minimum standards for quality of content that's even going to be shown on streaming TV. I think some brands will be equipped; some brands will have really high-quality, professionally shot assets, and then it's going to be about testing how that UGC content works on the streaming platform. From your experience, have you seen that more lo-fi UGC content work on any particular platform especially?

**Lona:** It works in different ways for different industries on different platforms. You could have a client, let's say a car client, that shoots a UGC ad of car detailing, and that could do really well on Meta because a lot of their audience is on Meta. Whereas if you pop that on Pinterest, the audience doesn't really skew that way. Maybe some DIY client or a craft client or a crocheting client would do better on Pinterest. So it really is based on industry, but I think the through line is that across the board, authentic UGC content is still proven to work. It's just about how you position it and where you position it. Having that marketing knowledge is still very key.

**Gavin:** Aligning brand content platform—is that the idea of figuring out that vertical alignment and launching based on that?

**Lona:** Totally. And the industry you're in, knowing your place and knowing where you want to be and then being able to push for your goals in a way that makes sense.

**Gavin:** It's a whole different world for the people who are used to managing Meta accounts with static images and video. It'll be interesting to see.

**Lona:** I'm looking forward to it. I think it's a good opportunity for those SMEs.

**Gavin:** Thanks for coming.

**Lona:** Thank you so much.

**Gavin:** All right. Let's jump in to today's deep dive with Pete Luciano. Pete's been balancing his role at LP as a team lead while also building and scaling his own e-commerce business, Right on Bracket. Doing this for over eight years gives him a unique combination of strategies and execution for all different types of businesses. It's hard to come by, so I'm

excited to have him on today. In the conversation, we talk about what it actually takes to scale an e-commerce brand over time, how to think about channel mix and where to invest your marketing dollars as you grow as a business, and the biggest lessons learned from being both a marketer and a business owner. Come on, let's head into the lab.

Pete, welcome to Ad Lib. Thanks for joining.

**Pete:** Happy to be here.

**Gavin:** Okay, so I'm going to run through your bio here real quick because I do think it's good for the listeners to have some context. Your breadth of experience in digital marketing, both on the agency side and on the brand side—a self-proclaimed "digital marketing mechanic," co-founder of Right on Bracket around the 2018 range. You're also part of our sales leadership team here at LP auditing new accounts. You went to University of Portland and were a Division I track athlete. We're going to get to Right on Bracket and the digital marketing strategy, but first I was curious, being an ex-D1 athlete, what was your event in college?

**Pete:** Hurdles. 400 hurdles was the main event.

**Gavin:** What is the hardest track event?

**Pete:** I like to keep it shorter, so anything above a lap was pretty tough. 800 is a tough race. They say hurdles is hard because you have to jump over stuff, but once you get your technique down, it's not too bad. I'd rather do that than a 5k long distance; that's a lot of training.

**Gavin:** Tell me a little bit about Right on Bracket.

**Pete:** Right on Bracket is an e-commerce store where we supply shelf brackets, countertop brackets, mantel brackets—everything from heavy-duty options to more traditional brackets. We try to come up with some ideas that are a little more unique that you can't find in big box stores. We sell these products on our website, but we also emphasize speed, making sure that if someone orders on our website, it's going out that day or two days later at the max.

**Gavin:** Tell me about how Right on Bracket started.

**Pete:** It was more of a project because we wanted to learn. When we're talking to clients and prospects, we want that first-hand experience: how to build a website, build Google Ads, and work on SEO. We tinkered with it on Saturday mornings at the coffee shop and put our own hard-earned money into it. About a year in, we started getting a lot of sales and realized this was working well.

**Gavin:** What was the most challenging part of starting the brand?

**Pete:** When things begin to work, what do I do with my advertising dollars? Really understanding where your business is coming from, how customers are identifying you, and correctly putting your budget in the right place. Early on it's more about decisions like making sure you're happy with how it reflects your brand. Down the road, more challenges come up when you start to spend more money and ask if you are putting this budget in the right place.

**Gavin:** What was the rollout of the different paid ad channels when you were launching the brand? Did you get into Google early? Were you incorporating social? What was the marketing mix when you initially started?

**Pete:** For sales, we got Google Ads going pretty quick. We started with a budget of \$500 to \$1,000 a month and it was good to just get things rolling. But we knew early on that a lot of money was going to that platform; it was generating sales, but I needed to push my organics. That was something we leveraged early on very hard, knowing it would benefit us down the road. After Google was our main thing—and still is today because people turn to Google to look for our products—we moved into other channels like Meta. Email is very big for us, but we got in the Google game really early because Google Ads especially helped us drive sales right away, and that's what we needed as a new company.

**Gavin:** One of the most exciting things about watching your journey as a brand owner has been how much you've been able to scale the business, and a big portion of that has been you working actively with Logical Position's management team. How long have you been working with the LP team and what services are you currently doing with LP?

**Pete:** When I started Right on Bracket, I was in the sales department like I am today, and I did everything on my own. It was a good chance for me to learn how to build a Google Ads account and work on my SEO. But after about six months to a year and a half, the first thing we brought on was Google Ads; that's still our number one revenue driver and that's what I needed help with. Then I realized quick that one thing I can do is write content, but I can't get backlinks and do things that LP can do. So I went on to SEO and then the train started to roll. We did social media and email marketing. We onboarded these things bit by bit because I didn't have a huge budget. Every time we would start to make more sales, I would just reinvest that money back into marketing. I wouldn't pay myself for years; I would just take everything we earned, put it back in the marketing, and trust that it would build over time. We currently run all those channels with Logical Position today. We've been very consistent, especially on the SEO. I have really enjoyed working with LP on that; the content they put out is really good and our rankings have consistently gone up. The scaling process is challenging and fun, but LP has really helped guide me on what I should do, what I should spend, and why. It really helped me as a business owner make those right decisions.

**Gavin:** What would you recommend for a Shopify store owner in terms of tech stack? What are the go-to things you want installed on your website to help conversion rates and user experience? What are your pillars of the Shopify side?

**Pete:** Shopify has really good analytics, so it's nice to see how your shop is performing. Also, Google Analytics is crucial so we know where all of our traffic is coming from and how people are behaving. For another piece of our tech stack, we've been a customer of Shopper Approved for a long time. We have over 3,500 reviews now and we love advertising that, so we got that put on our Shopify site. You don't need the greatest tech stack within Shopify because it has so many good tools already. One other tool we're using right now is called Data Bricks, where we can upload all of our purchases and customer data to better understand our marketing. That's what we've been working on lately to make better marketing decisions and talk to our customers while they're in the buying process. They will have questions during the checkout process that we need to answer, so a problem we're trying to solve is customer service.

**Gavin:** If you were going to offer a piece of advice to an e-commerce brand owner, especially in 2026—there've been so many changes in e-commerce over the past 18 months to two years—what would be a takeaway to give to a brand owner?

**Pete:** Paid ads are great, but they're addicting. If you're an e-commerce company with a good product and a good website, you can get on paid ads for Meta, Google, and other channels and you're going to do fine. It's really hard to spend money on SEO and other means that aren't going to produce revenue right away. But if you do it, this is why I call it the 401k of marketing. It's going to pay yourself down the road because after six months or a year of constantly paying time and money into SEO, it's going to benefit you because it's free traffic you're getting and a lot of your competitors aren't doing that. A lot of them just fight over the paid areas on Google or Meta. My biggest recommendation is to invest time and money in SEO. We have grown from nothing over the course of eight years to over 4,000 keywords, and a lot of them are in very prominent positions. We rely on those now so we don't have to use Google Ads for a lot of those positions we are in. It paid for itself; it just takes time and you have to trust the process.

**Gavin:** And the foundation that you've built from an SEO perspective is also going to translate over to the AI SEO space, so you're ahead of the ball game when it comes to showing up in Copilot or GPT. One of the channels I was most curious to ask you about is email marketing. I think it's an underutilized and underappreciated channel in the e-commerce space. I was curious to hear how you're conceptualizing where it plays in the funnel and where you look at it as a profit driver for the business.

**Pete:** Email marketing is going to be very customizable from company to company. You really want to understand what your products are, how your customers use them, and if it is a one-time purchase or multiple. We have clients that buy from us every month. For us, communicating with them via email is very important. Are we running a sale? Do we have a

new product launch? We have a program we run every month for our best clients where they get percentages off their next order and free shipping, and we communicate with them via email to spark that next sale. If you have a recurring product purchase like us—we have contractors and builders that always need brackets—email marketing is a really great tool to remind them and communicate a new product that you might be coming out with. For us, it's a huge revenue driver and a really good way to constantly communicate with our customers in a way you can't do with Google Ads. You can do it on social media, but this is directly in their inbox.

**Gavin:** It's perfect. What's on the horizon for Right on Bracket? Do you guys have any big plans coming up?

**Pete:** The big thing I want is—we do really well online and it's been very consistent, and that's what you want as a business owner, making good sales where nothing goes up or down like crazy. But what we want to do is get into more stores. Not necessarily selling products in stores, but we want to partner with builders, contractors, and countertop suppliers to advertise our products in their stores. If you are installing a countertop with an overhang, we want them to recommend Right on Bracket and check out our website. It's another area of marketing; digital has been running really well for a while, but if we can get more in-store just to put our name in those stores, that's going to help the company grow even further with people that turn to a store for recommendations versus going online. Those people exist, but we need to find a way to get ahead of those people too.

**Gavin:** It's been fun knowing you and working with you as long as we have, seeing both of the parallel paths develop from Right on Bracket and your time at LP. It's pretty inspiring. I've had a few moments where I've gone, "maybe I'm going to start my own e-commerce store," and part of it is your inspiration. But the lift is pretty massive, and I have a ton of respect for people who actually go down that path.

**Pete:** Thank you. It's a blessing and a curse. We worked really hard on it, but I can't tell you how many almost all-nighters I've pulled. It takes time away from your hobbies and family. A lot of sacrifice goes into it, but when it's working, you can be really proud of it. Anyone can do it; it takes time and effort and just being open to learning. I recommend starting your own business, whether it's online or traditional—give it a shot.

**Gavin:** You just need a good product.

**Pete:** You need a good product, good service, and you're good to go.

**Gavin:** That's all I'm missing at this point. I might be asking you for some ideas. This might inspire me again.

**Pete:** Absolutely.

**Gavin:** Pete, thank you so much for coming on.

**Pete:** Great being here.

**Gavin:** Thanks to Pete for coming in this week. A lot of takeaways from that conversation. Hopefully, listeners can take that and run with it. Thanks again for tuning in. Don't forget to subscribe on Apple and Spotify. We're also on YouTube. If you want a video format, just visit the Logical Position channel and look for the Ad Lib podcast playlist. You can also follow us on Instagram at @AdLibPod for clips and announcements. I'll see you next week back in the lab!