

Humanizing

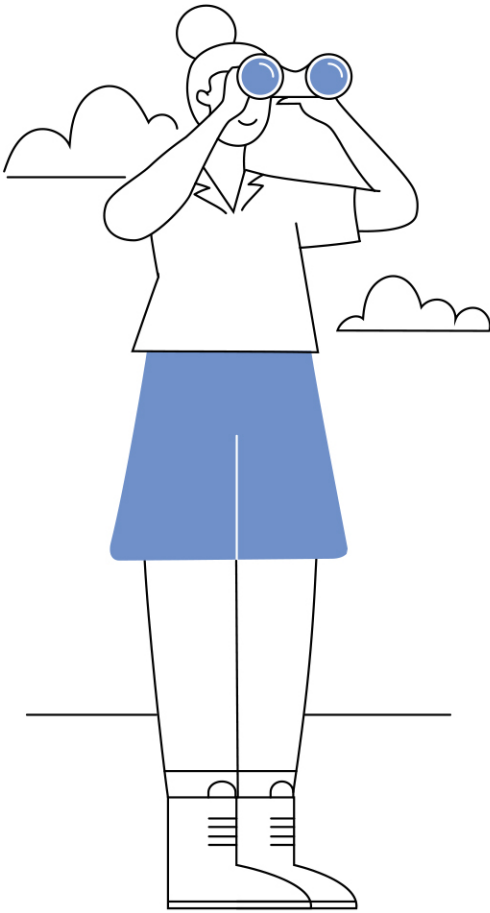


the

Holidays



Humanizing the Holidays



Bargain Hunters

Who they are: Sale-scouting, coupon-clipping, deal-detecting buyers.

What they care about: Saving money, sharing their shopping savvy, and getting more bang for their buck.

How to reach them: Turn bargain hunting into a game that they can “win” on your company’s website, offer incentives for referrals (perhaps through a [newsletter sign-up](#) or on social media), and prioritize discount bundles.

Learn more about [bargain hunters](#).

Brand Loyalists

Who they are: Shoppers who find brands they love and stick with them.

What they care about: Excellent customer service, interactive social media, and showing off their insider knowledge about the best brands.

How to reach them: Offer incentives for referrals, competitive pricing, and personal touches, and share your brand. Social media is a great avenue to share your brand’s story; it’s also important to feature an “About” page on your website. As for a personal touch, social media is also a great way to take that virtual.

Learn more about [brand loyalists](#).



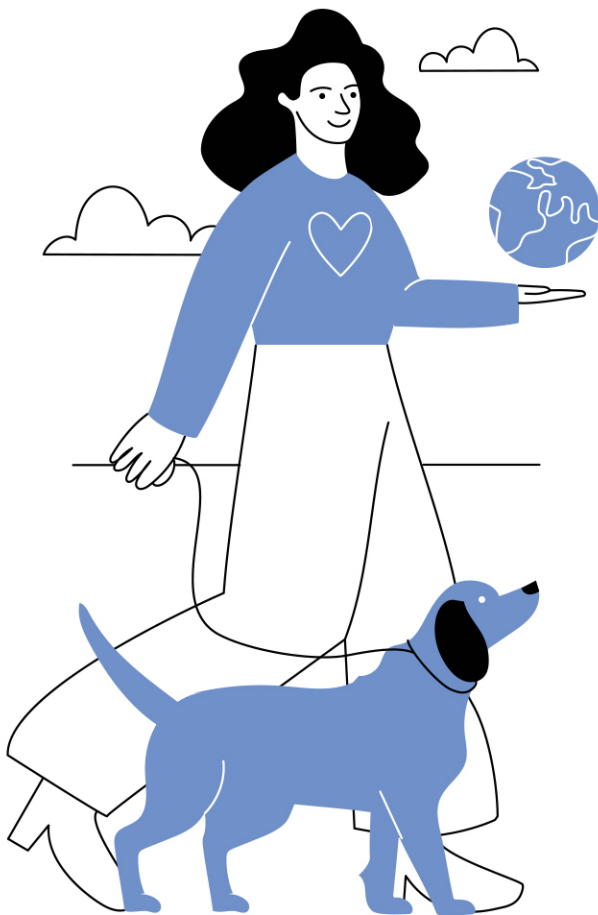
Experiential Shoppers

Who they are: They love to give gifts of individualized experiences. They also love shopping to be an experience in itself.

What they care about: Creating life-long memories, creativity, and uniqueness.

How to reach them: Provide online booking for both virtual and in-person experiences, offer memberships or subscriptions that will keep on giving, and find ways to make them feel special.

Learn more about [experiential shoppers](#).



Ethical Shoppers

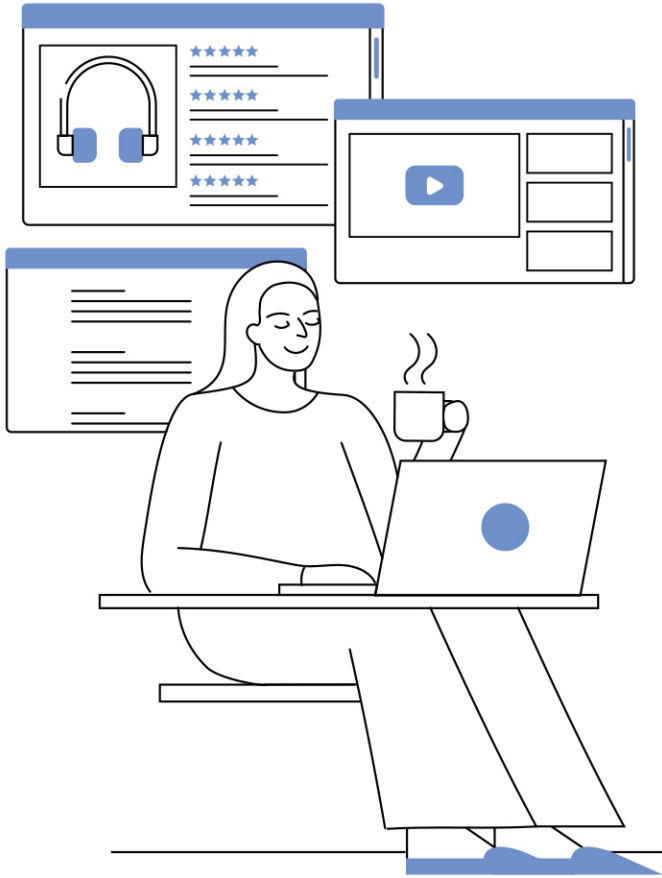
Who they are: Shoppers who need to know their purchase has benefited the environment or society, and that no harm was done in the making and fulfillment of their shopping experience.

What they care about: Sustainable brands, transparency, and values.

How to reach them: Communicate your business practices [on your website](#), offer ways for customers to partner with you in charitable giving, and show that you are constantly looking for new ways to be a more conscientious business. In these times, conscientious shoppers also love to see that businesses are helping frontline and essential workers.

Learn more about [ethical shoppers](#).

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Impulse Buyers

Who they are: Browsers who trust that the perfect gift will jump out at them.

What they care about: Ease and usability of purchasing and checkout, sales, and attractive displays, whether virtual or in person.

How to reach them: Offer deals on your social media channels, make your website fun and eye-catching, and have a generous return policy, especially since so much shopping is being done online right now and consumers don't have a chance to try something on or sample something in person.

Learn more about [impulse buyers](#).

Networked Shoppers

Who they are: Shoppers who love staying connected online and are highly active on social media.

What they care about: Reviews and videos that share other people's honest opinions.

How to reach them: Have an informative website, be as authentic as possible, foster community, and create shareable experiences or gifts with hashtags and social media promotion.

Learn more about [networked shoppers](#).



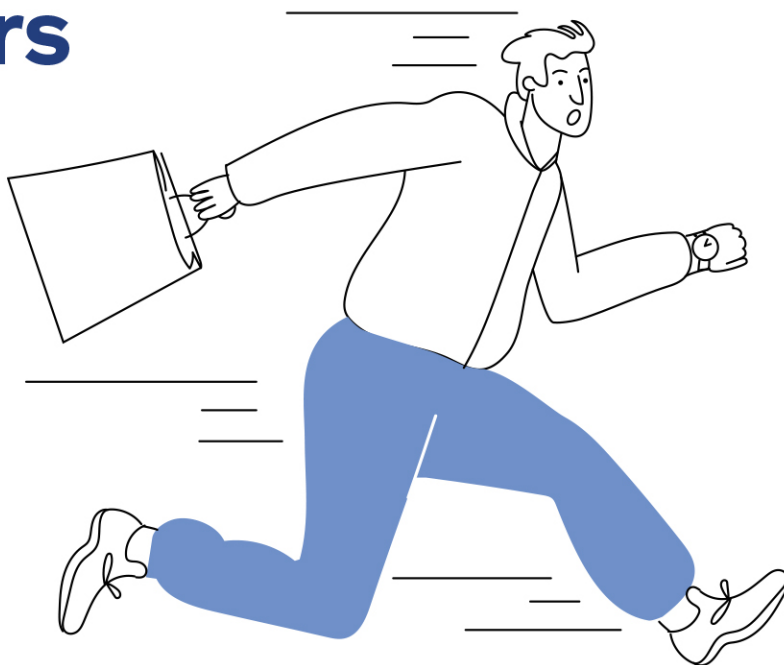
Procrastinators

Who they are: They want to find the perfect gift, but they're shopping at the last minute.

What they care about: Simplicity, last-minute deals, [curbside pickup](#).

How to reach them: Curate recommendations to help during a time crunch, offer gift cards to take away some of the guesswork, offer expedited shipping, bundle items together for discounts, and promote last-minute specials on social media. Emphasize that [gift cards](#) are a great way to support business now and let people use them at a later date when more things have opened back up.

Learn more about [last-minute shoppers](#).



Traditionalists

Who they are: They've been making their lists and checking them twice all year long. Now they're ready to start stockpiling presents and party paraphernalia.

What they care about: Finding the perfect gift and creating a picture-perfect event.

How to reach them: Make your products available early and often, make eye-catching displays (both virtual and in person), bundle related items together, and offer gift sets.

Learn more about [traditionalist shoppers](#).



Get in touch on how we can help improve your sales

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