



downtown strategies

# Open for Business:

Omni-Channel Strategies for Retail

PRESIDENT

# Jenn Gregory



Jenn comes to Retail Strategies with a 13-year career in community development and downtown revitalization. She was the Founding Principal of a consulting firm specializing in downtown rejuvenation with clients throughout the Southeast and served as CEO of a community development agency in Mississippi where she strategically transformed their Downtown. Jenn also brings extensive governmental affairs expertise from her tenure as Assistant Director of a Federal legislative-branch agency on Capitol Hill.

Jenn was named a "Top 50 under 40" professional by Mississippi Business Journal in 2016. She serves as President of Parents for Public Schools Starkville and is the Executive Director/Vice President of Operations for Bully Bloc, a non-partisan political action committee supporting Mississippi State University alumni in political positions within Mississippi. She is a board member of the non-profit group Mississippi 30 Day Fund, an organization focusing on the private sector supporting small businesses the state.



colorado downtown strategies



# Our Path

1

## About Retail Strategies

Retail Strategies is the leading firm in the nation for recruiting and supporting businesses and communities.

2

## Retail Apocalypse?

With hundreds of stores closing nation wide, what is the future of retail?

3

## COVID-19 Retail Update

We'll look at updated stats that detail how the pandemic has affected businesses of all sizes.

4

## 6 Steps to Implement an Omni-Channel Retail Strategy

Let's define omni-channel retail and outline exactly how your small business can implement these steps for your own custom strategy.



1

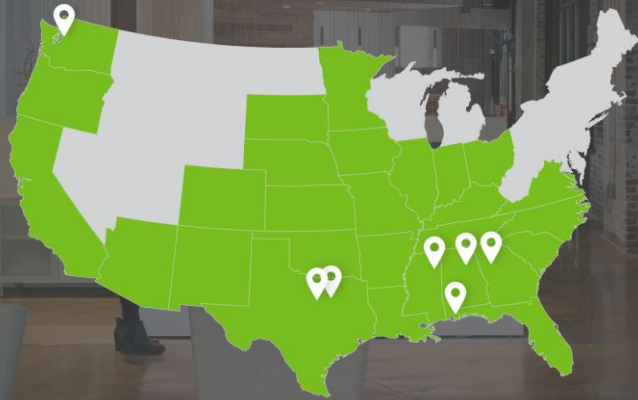
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Who are we?





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ONE COMPANY, SEVERAL SERVICES

# About Us

Grown from a Commercial Real Estate firm, we focus on all facets of community growth, recruitment and retention. Our team of 60 utilizes experience to make public-private partnerships thrive.



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small business support

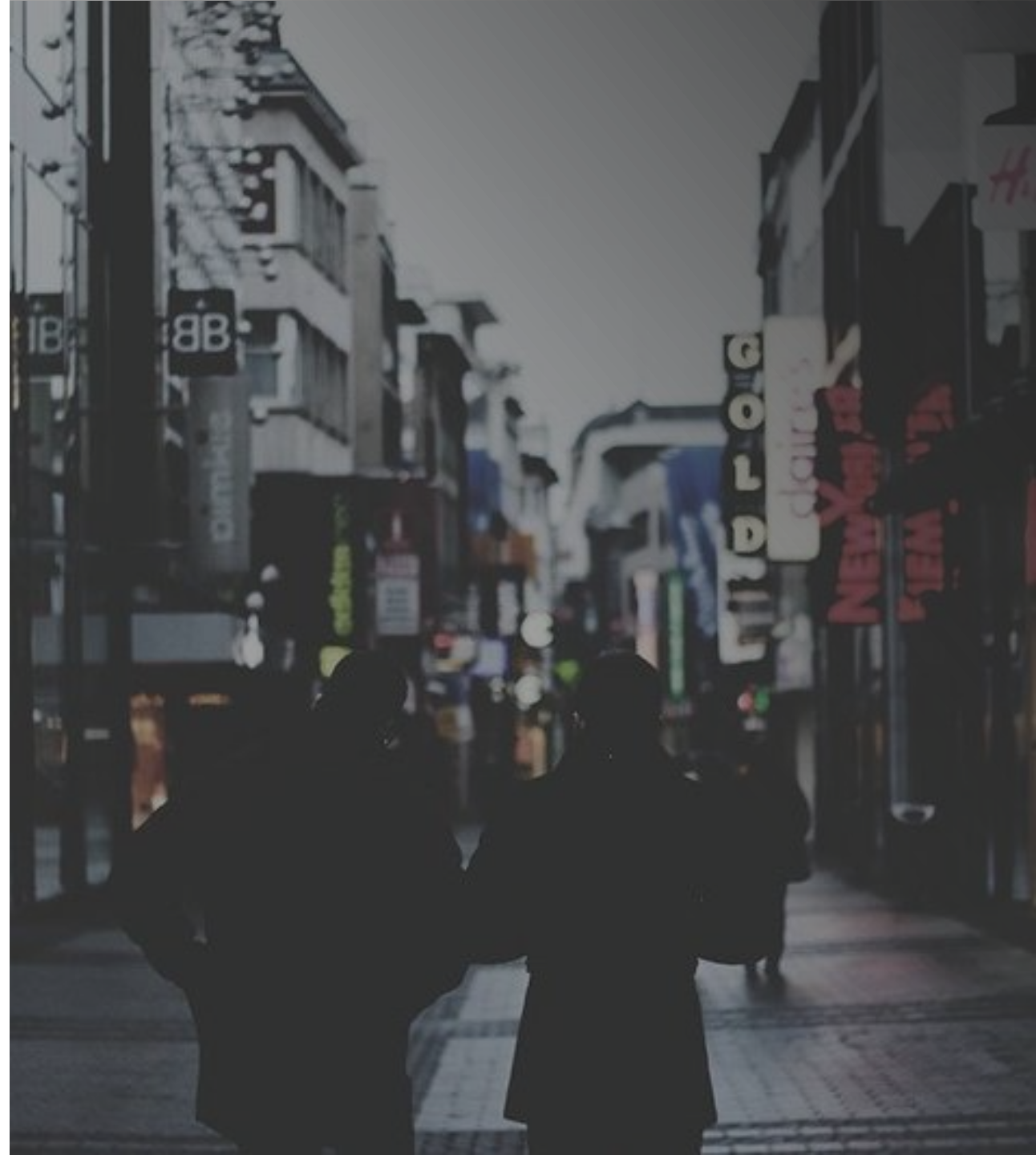
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RETAIL TRENDS

# Quiz

1. What percentage of jobs in America are retail?

- A. 25%
- B. 40%
- C. 50%



RETAIL TRENDS

# Quiz

1. What percentage of jobs in America are retail?

A. 25%

B. 10%

C. 40%

1 in 4 jobs are Retail



**United States**

3,793,621 Retail Establishments  
42 Million Jobs Supported  
\$2.6 Trillion in Total GDP Impact



## RETAIL TRENDS

# Quiz

2. What percentage of retail is categorized as Small Business?

- A. 50%
- B. 75%
- C. 98%





## RETAIL TRENDS

# Quiz

2. What percentage of retail is categorized as Small Business?

A. 50%

B. 75%

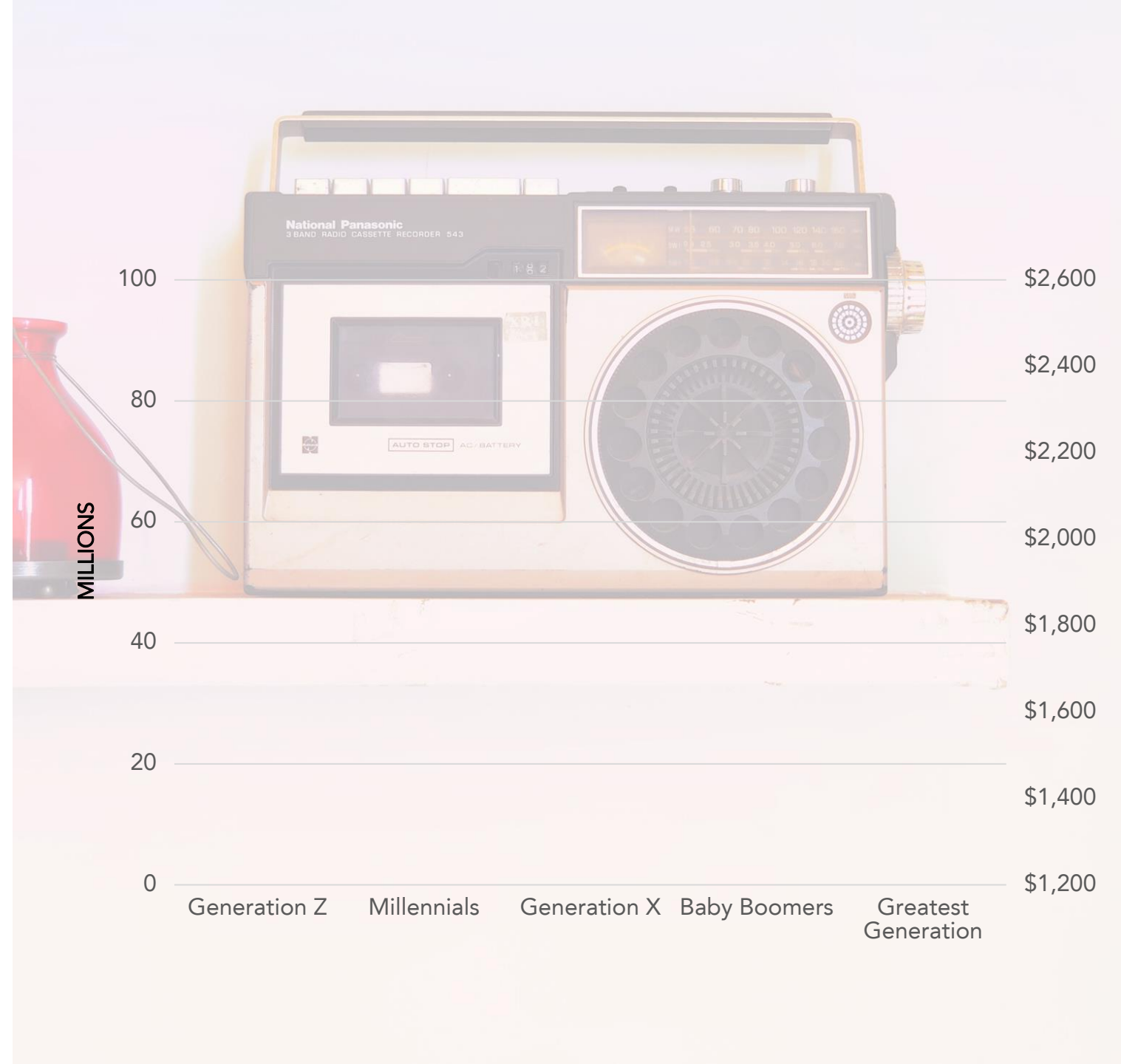
C. 98%



## RETAIL TRENDS

# Quiz

3. What is the largest consumer demographic group?

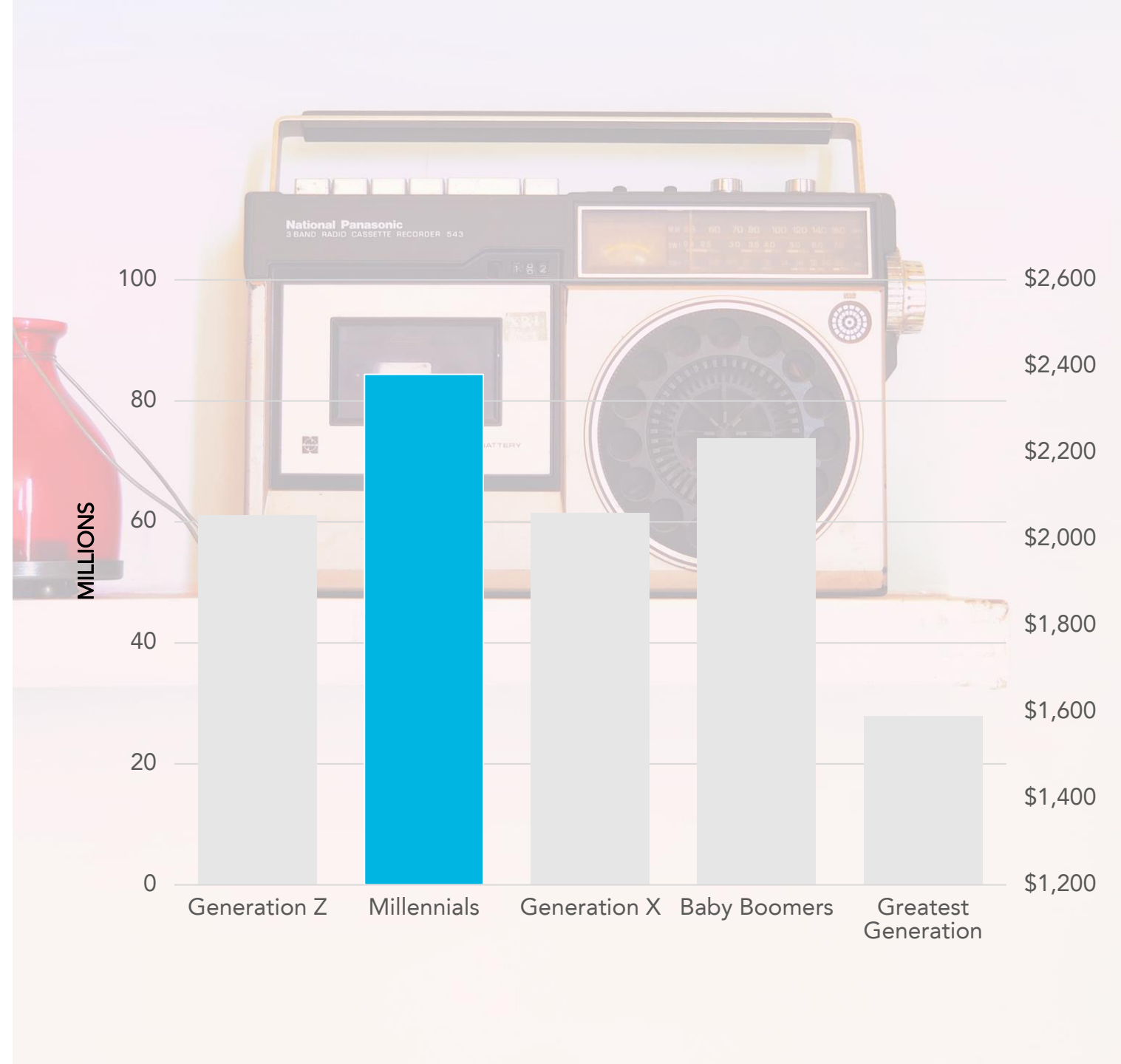




## RETAIL TRENDS

# Quiz

3. What is the largest consumer demographic group?



RETAIL TRENDS

# Quiz

4. What percentage of retail sales are online?

- A. 15 %
- B. 50 %
- C. 75 %





RETAIL TRENDS

# Quiz

4. What percentage of retail sales are online?

A. 15 %

B. 50 %

C. 75 %



RETAIL TRENDS

# Quiz

5. What percentage of consumers prefer to shop in-store?

- A. 44%
- B. 59%
- C. 78%





RETAIL TRENDS

# Quiz

5. What percentage of consumers prefer to shop in-store?

A. 44%

B. 59%

C. 78%



RETAIL TRENDS

# Quiz

6. \_\_\_\_\_ is the practice of combining a Brick and Mortar and online presence to create a seamless shopping

A. Physical Transformation

B. Omni Channeling

C. Market Maximization





## RETAIL TRENDS

# Quiz

6. \_\_\_\_\_ is the practice of combining a Brick and Mortar and online presence to create a seamless shopping.

A. Physical Transformation

B. Omni Channeling

C. Market Maximization





2

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# Retail Apocalypse?



WHAT'S UP WITH RETAIL?

# Retail Apocalypse?



WIKIPEDIA  
The Free Encyclopedia

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## Retail apocalypse

From Wikipedia, the free encyclopedia

The **retail apocalypse** refers to the closing of a large number of *American retail* stores beginning in 2016.<sup>[6]</sup> Over 4,000 physical stores are affected as American consumers shift their purchasing habits due to various factors, including the rise of e-commerce.<sup>[6]</sup> Major department stores such as J.C. Penney and Macy's have announced hundreds of store closures, and well-known apparel brands such as J. Crew and Ralph Lauren are *unprofitable*.<sup>[7]</sup> Of the 1,200 shopping *malls* across the US, 50% are expected to close by 2023.<sup>[8]</sup> The retail apocalypse phenomenon is related to the *middle-class squeeze*, in which consumers experience a decrease in *income* while costs increase for education, healthcare, and housing. Bloomberg stated that the cause of the retail apocalypse "isn't as simple as Amazon.com Inc. taking market share or twenty-somethings spending more on experiences than things. The root cause is that many of these long-standing chains are overloaded with debt—often from *leveraged buyouts* led by private equity firms."<sup>[9]</sup> *Forbes* has said the media coverage is exaggerated, and the sector is simply evolving.<sup>[10]</sup> The most productive retailers in the US during the retail apocalypse are the low-cost, "*fast-fashion*" brands (e.g. Zara and H&M) and dollar stores (e.g. Dollar General and Family Dollar).<sup>[11]</sup>

## BUSINESS

# Why the retail apocalypse isn't being taken seriously

By [David Brancaccio](#)

January 02, 2018 | 10:50 AM

## Who will the 'retail apocalypse' claim in 2018?

By Robin Levinson-King  
BBC News, Toronto

## Bloomberg

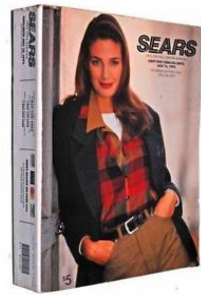
# America's 'Retail Apocalypse' Is Really Just Beginning

By Matt Townsend, Jenny Surane, Emma Orr and Christopher Cannon  
November 8, 2017



WHAT'S UP WITH RETAIL?

# Retail Apocalypse?



amazon



Catalyst

Apocalypse

OMNI-CHANNEL RETAIL STRATEGIES

# Technology



ALL REPLACED BY YOUR PHONE

# Consolidation

- GPS Navigation
- Books
- Landline
- Address Book
- Payphone
- Scanner
- Digital Camera
- Photo Album
- Camcorder
- Voice Recorder
- Alarm Clock
- Flashlight
- Digital Music Player
- Calculator
- Calendar/Planner
- Notepad
- Newspaper
- Portable Video Player
- Dial-up Internet
- ATM/Debit & Credit Card
- Leveler
- Webcam
- Light Meter
- Thermostat
- Barcode Scanner
- Measuring Tape
- Credit Card Scanner
- USB/Thumb Drive
- Remote Control
- Compass

WHAT'S UP WITH RETAIL?

# Innovation





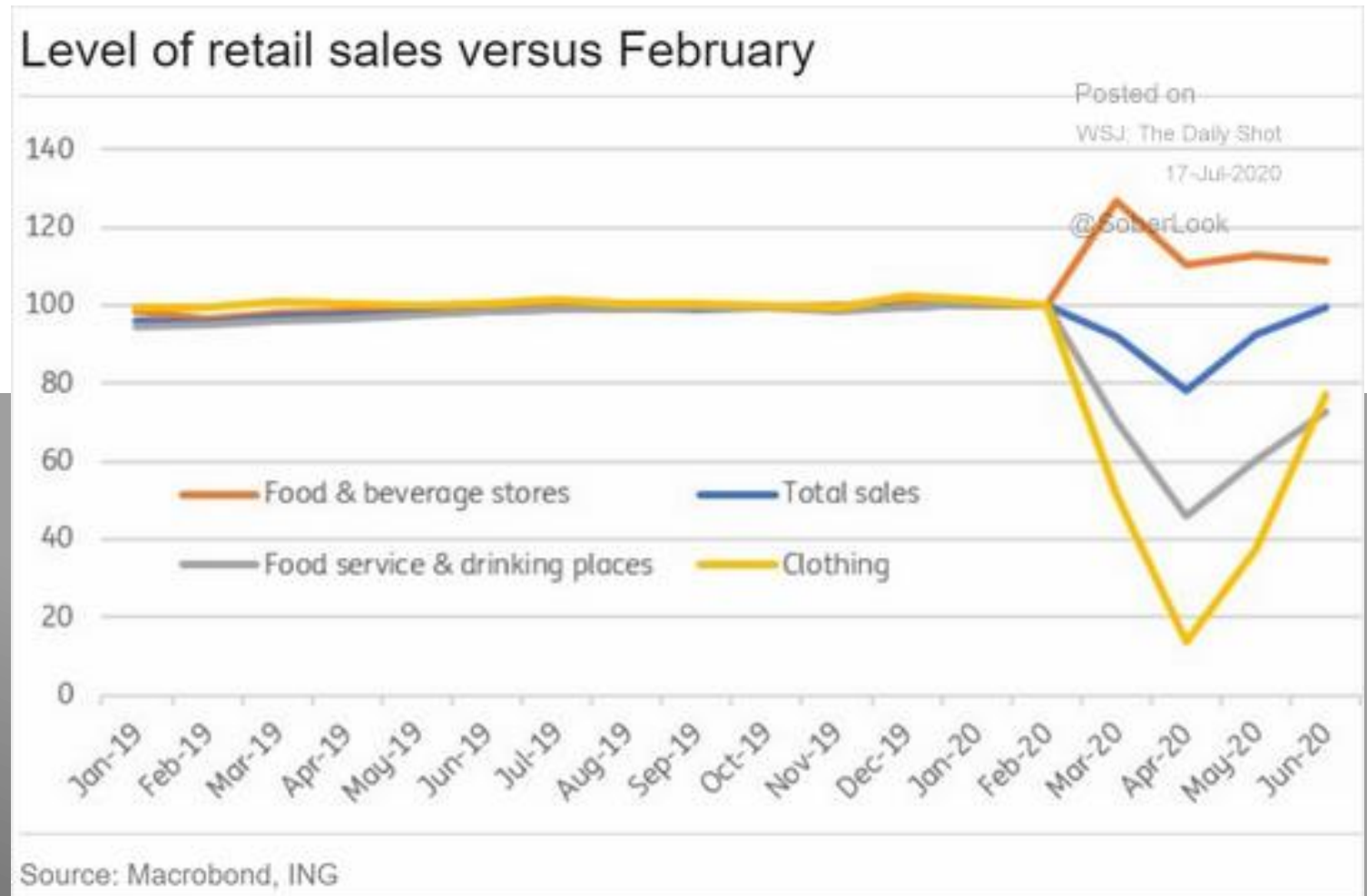


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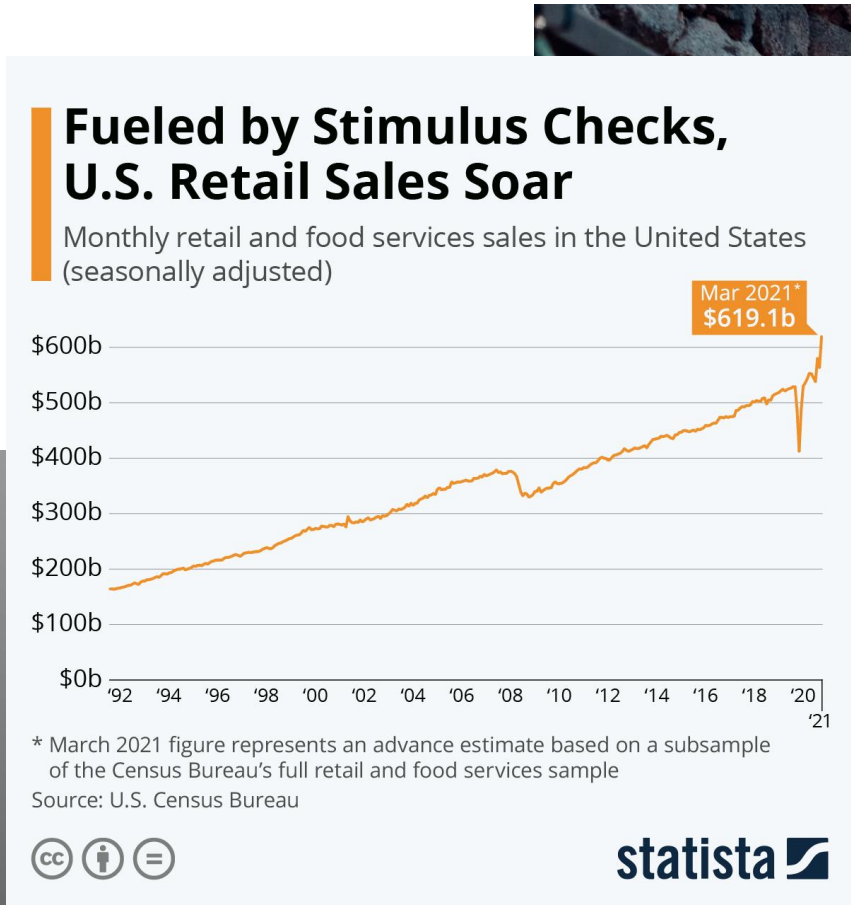
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# COVID-19 Retail Update

# Retail Sales vs February 2020



# Sales Back to Pre-Crisis Levels

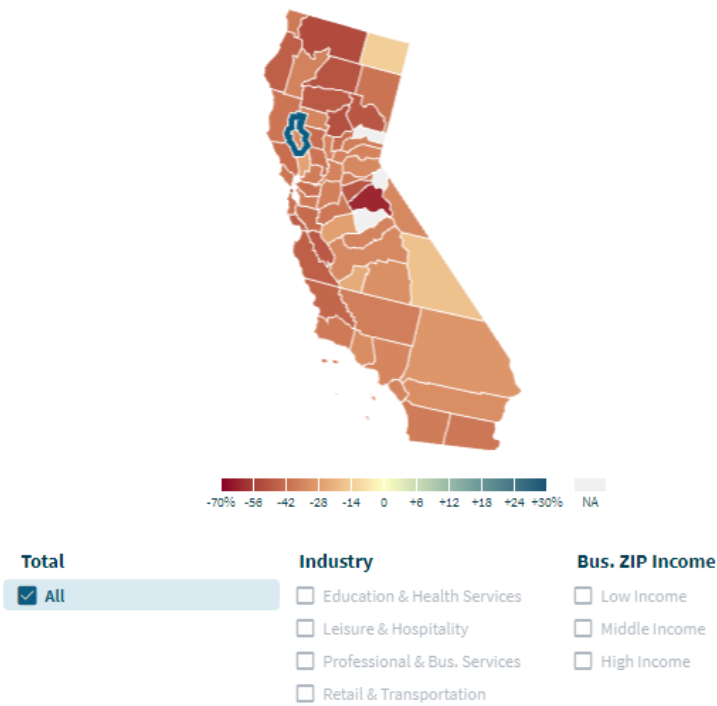




# Small Businesses in Lake County, CA

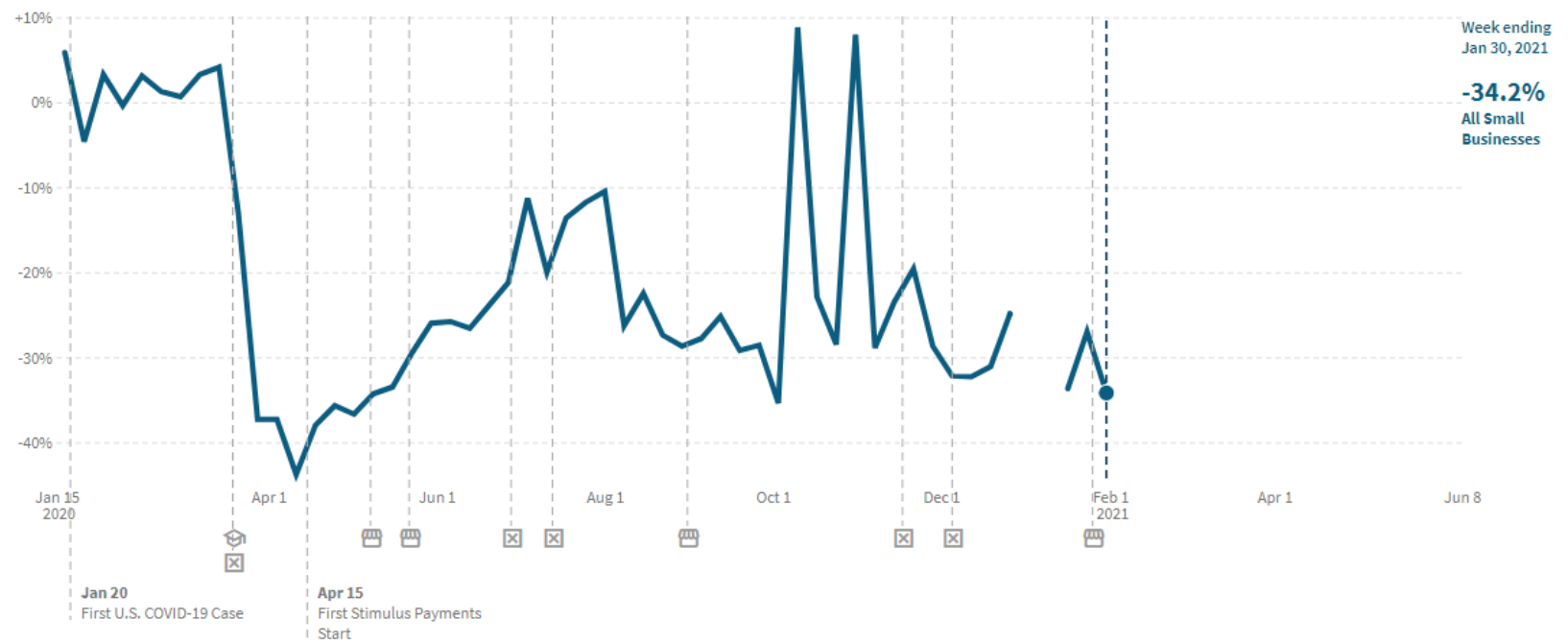
## Percent Change in Number of Small Businesses Open ⓘ

California ▾ All Small Businesses



In **Lake**, as of January 30, 2021, the number of small businesses open decreased by **34.2%** compared to January 2020.

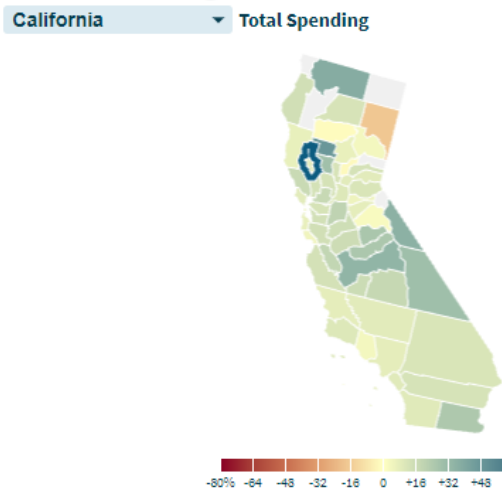
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data source: Womply

# Consumer Spending in Lake County, CA

## Percent Change in All Consumer Spending ⓘ




- Total

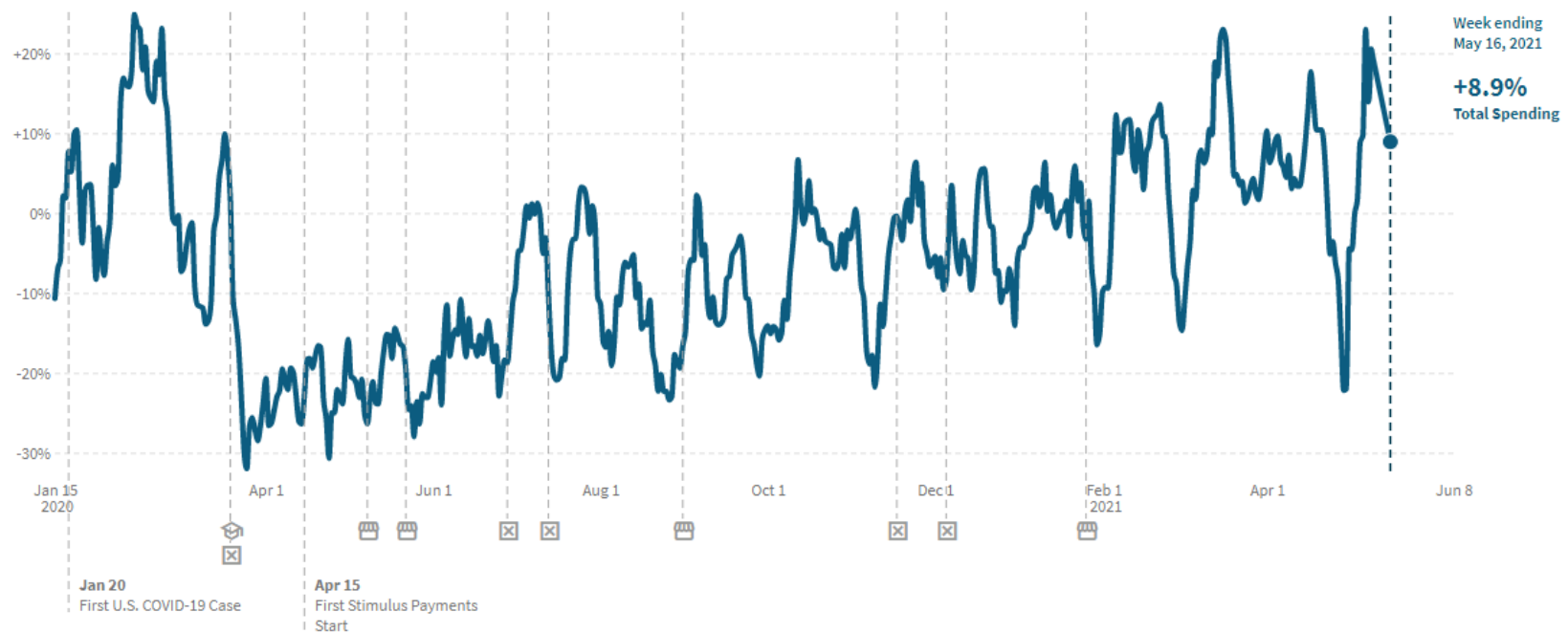
☒ Total
- Industry

  - ☐ Entertainment & Rec.
  - ☐ Grocery
  - ☐ Health Care
  - ☐ Restaurants & Hotels
  - ☐ Retail
  - ☐ Transportation
- Consumer ZIP Income

  - ☐ Low Income
  - ☐ Middle Income
  - ☐ High Income

In **Lake**, as of May 16 2021, total spending by all consumers increased by **8.9%** compared to January 2020.

DOWNLOAD CHART 

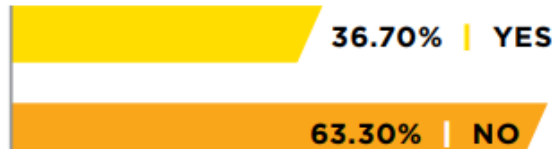


data source: Affinity

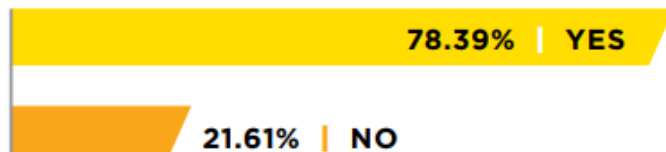
# Impact of COVID-19 on Small Business

Findings from Main Street America Small Business Survey Released April 2020

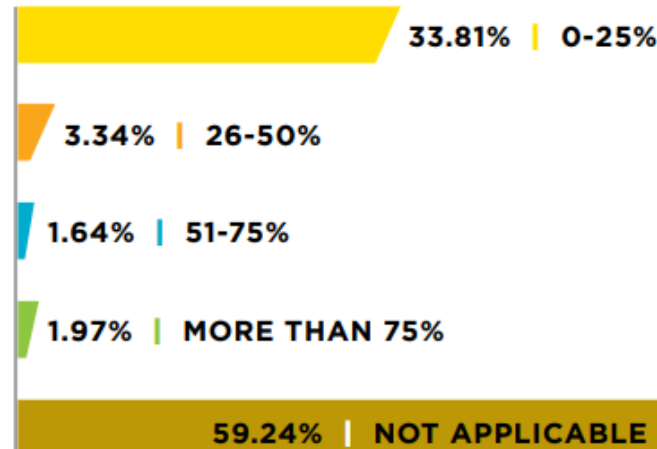
Q. Does your business have an online sales component?



Q. Has your business suspended storefront operations as a result of the COVID-19 public health emergency?



Q. If your business has an online sales component, approximately what portion of your overall revenue comes from online sales?



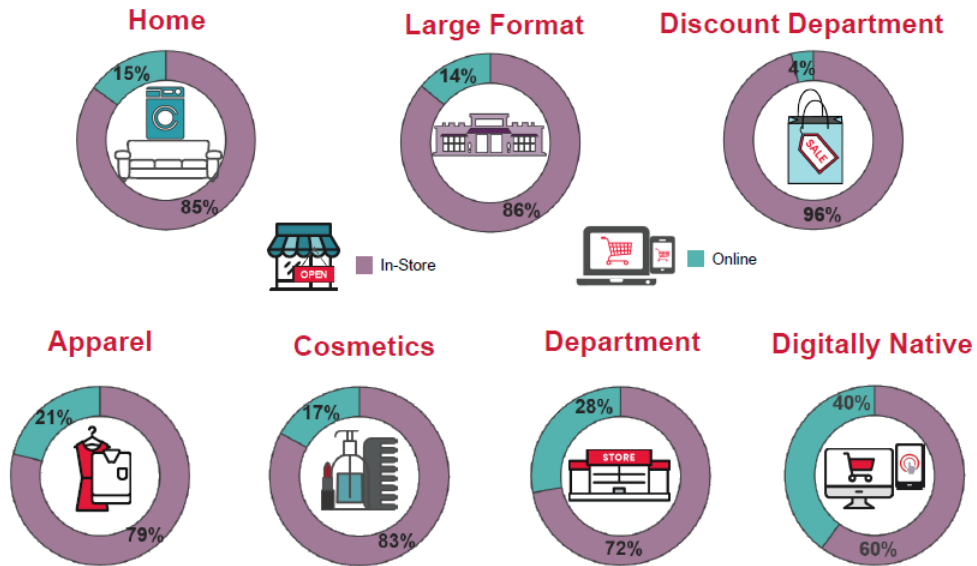


PANDEMIC IMPACT

# Halo Effect

Despite online sales projected growth to 25% of retail by 2021, 81% of all retail sales will go through stores.

Average In-Store Versus Online Spending by Retail Category  
( 2016-2018)



“

At The Container Store, we create a bridge between the online experience and the store experience for our customers – offering design and customized solution services through multiple touch points. We leverage online and digital technology with the power of human experience and relationships offered in our stores – that’s where the magic happens!

”

–Valerie Richardson, vice president of real estate, The Container Store



3

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# Omni-Channel Retail



PUTTING IT ALL TOGETHER

# What is Omni-Channel Retail?

## TRADITIONAL

The good, old-fashioned bricks and mortar store



## E-COMMERCE

Online shopping has skyrocketed in recent years



## MULTICHANNEL

Various, disconnected channels for customers to use independently



## OMNICHANNEL

An integrated, seamless experience across multiple devices and touchpoints





PUTTING IT ALL TOGETHER

# What is Omni-Channel Retail?

Omnichannel is a cross-channel content strategy that organizations use to improve their user experience and drive better relationships with their audience across points of contact. Rather than working in parallel, communication channels and their supporting resources are designed and orchestrated to cooperate.

It is a modern approach to commerce that focuses on designing a cohesive user experience for customers at every touchpoint. This differs from traditional marketing, where individual channels were optimized without necessarily taking the whole experience into mind.

The purpose is to keep customers moving around within the brand ecosystem, with each channel working in harmony to nurture more sales and engagement.







- New Arrivals
- Outdoor
- Vintage
- Furniture
- Rugs
- Pillows & Decor
- Artwork & Mirrors
- Lighting
- Bed & Bath
- Kitchen
- Sale

- McGEE MERCH
- SHOP THE LOOK
- STYLING GUIDES



PURPOSEFUL BEAUTY

# New Arrivals

Create a space that is purposeful and imperfect with our new products that lend aesthetic function

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06/04 LIFESTYLE

# Our 2021 Father's Day Gift Guide

Our team's Father's Day picks



Father's Day is right around the corner...

& if you're in need of some gifting ideas for the men in your life, you've come to the right place!

We've put together a few of our favorite, foolproof and gift-worthy items for all of your shopping needs. Keep scrolling to shop them all!

## Closet staples

You can't go wrong with these wardrobe staples to gift together or alone!





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Message



1,588 posts

1.2m followers

307 following

McGee &amp; Co.

Shopping &amp; Retail

Designer furnishings &amp; homewares

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In Your Ho...



Outdoor



Costa Mesa

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## About

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Designer furnishings & homewares

Home Decor

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Create Post

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Tag Friends



**McGee & Co** tagged products from their shop.

June 1 at 9:40 AM ·

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Our Summer Catalogue is here! Follow this link to view the explore the new collection: <https://www.mcgeeandco.com/pages/summer-catalogue-2021>





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# Implementing an Omni-Channel Strategy

HOW TO IMPLEMENT OMNI-CHANNELING

# Implementing an Omni-Channel Strategy



## Customer Personas

Capture data, track conversions & target messaging for multichannel



## Customer Experience

User experience and customer experience are priority #1



## Automation

Automate to save your sanity



## Multiple Channels

Different channels means different devices



## Allocate Resources

Allocate the resources, and use helpful technology



## Deliver Promises

Conversion is only the first step; now you must deliver

1

2

3

4

5

6

# 1. Create Customer Personas



## Customer Personas

Capture data, track conversions & target messaging for multichannel



1

- You can grow your business by strategically integrating multiple channels. **The key is identifying the right audience.**
- **It's helpful to focus heavily on users who represent high revenue potential for your company.** One audience integration profile is customers who have purchased a specific product. If you have two thousand people who have purchased this very specific product, why not build a lookalike from that? And then re-market to them?
- **These people are going to be qualified.** And that specific product is really going to push towards finding other people who are going to also be interested in it.
- Once those buyers experience what makes you special, repeat buyers will come directly to you for expanded inventory options and a **customized buying experience.**



## 2. Customer Experience



### Customer Experience

User experience and customer experience are priority #1

2

- Omni-channeling is not just having things work technically across channels – **it's about providing an incredible experience across channels.** Just because customers are functionally able to do what they need to do doesn't mean that you're providing an amazing customer experience across channels.
- Make sure you're **emotionally connecting** with customers at every opportunity.
- Regardless of channel, customer experience has to be a top priority. You can have the best website or the fanciest retail location, but **if the service is lacking, you'll lose customers.** Expectations are higher than ever, and modern consumers won't tolerate less than stellar experiences.
- **Also, make content for buyers at all stages of the journey—customers need it!** One-size-fits all doesn't always work. Think about what materials you can deliver that will help nudge shoppers closer to the point of purchase through email, blog posts, case studies, etc.

# 3. Automation



Automation  
Automate to save your  
sanity

3

- **Automate as much as possible.** Keeping up with social media, your website, and any other channels you're a part of can quickly get overwhelming. Automation will help things run smoothly without sucking all your time.
- The things that can't be automated **should be delegated** as much as possible, unless it's something that only you can do. Hiring & training the right people is crucial to scaling your business without working 80-hour weeks.
- Elements that can be automated include: **pre-planning social media posts and content, confirmation emails, pop-up windows** to collect email addresses, and e-newsletters.

## 4. Multiple Channels



Multiple Channels  
Different channels means  
different devices



4

- Brands that succeed in omni-channel don't just think about how to sell on different devices, they're also **thinking about how consumers use different devices and channels to inform a purchasing journey.**
- **Work both OFF and ONline.** Checkout the locations you ship out to the most and then experiment with a pop-up shop at high foot traffic areas within the locations. Connect this with social, email, direct mail and other customer touch-points at your disposal.
- **Remember that still over 75% of purchase are made physically in store.** Do not discount a retail approach to compliment your online approach or risk alienating 75% of your potential revenue.



# 5. Allocate Resources



## Allocate Resources

Allocate the resources,  
and use helpful  
technology

5

- A lot of secondary channels don't get the attention or resources they deserve. Instead of viewing the landscape as your website and a Facebook page and a YouTube channel, **think of it as having a primary website and multiple microsites.**
- The goal should be **bringing as much of your brand experience to these microsites.** You can then engage with your customers in their world and still reinforce what makes your brand unique, but not try to force them into your world (primary website).
- It can seem daunting, but a lot businesses spend too much time trying to generate new ideas for each channel when they should instead **take a single idea and translate it in to as many different mediums and channels as possible.**
- People are going to consume content how they want, so by spreading an idea across multiple formats, your providing **valuable flexibility** that works across channels.

## 6. Deliver Promises



**Deliver Promises**  
Conversion is only the first  
step; now you must  
deliver

6

- Remember that the buyer's journey doesn't end when the customer places their order, it continues to the point they've happily received their order on time and in good condition.
- Make sure you offer delivery services that meet, or exceed, your customers' expectations including speed and cost, of course, but consider other options like in-store pickup, same day delivery, or alternate delivery locations to really stand out. You also must make sure that you can literally deliver on your promises!
- Think about the message your packaging sends, the customer experience provided by the shipping services you offer, and make sure your customer success team has the resources to help customers at every step of fulfillment.

A hand holding a compass over a mountain landscape. The background is a vast, hazy mountain range under a cloudy sky. The foreground shows a hand holding a silver compass, with a dark jacket sleeve visible. The entire scene is overlaid with a semi-transparent white rectangle containing text.

4

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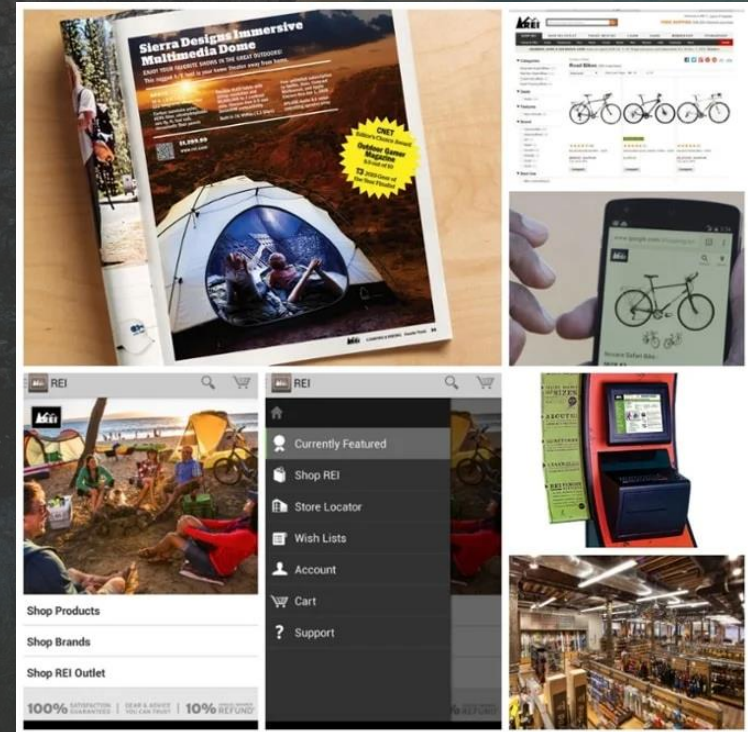
What now?



HOW TO IMPLEMENT OMNI-CHANNELING

# Model After Retail Winners

- 75% of REI customers visit their website or mobile app to check out items before making an in-store purchase.
- REI understood that mobile offered a great marketing opportunity.
- The co-op decided to equip their sales associates with mobile devices to help customers with their purchasing decisions and provide free in-store Wi-Fi for customers to access information as they shop.





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# Questions?

Jenn Gregory, Downtown Strategies

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