

How retailers can reopen safely



1. Rework your floorplan to facilitate proper social distancing.

One of the most important steps to reducing the risk of spreading disease is maintaining proper social distancing. Do your best to create a new floorplan that takes this into account. Use wayfinders like floor stickers or digital signage to create one-way paths that keep customers safely separated.

2. Let people know you're open!

Once you've created a safer shopping environment, you'll need to go above and beyond to let people know you're open. This is especially true for retailers who rely on lots of foot traffic like those located in shopping malls. Consider a robust online advertising campaign or high-visibility signs that make customers well aware that you're open and ready for business.

3. Enhance your shopping experience to draw customers back in.

Give people a reason to spend time, and not just money, at your store. Especially as people begin to get more eager to get out and about, creating a fulfilling shopping experience for your customers will get more people through the door. With Raydiant, not only can you create dazzling HD displays, you can also play videos and provide license-free background music. Make your store a place people want to be.

4. Make your online and in-person presences work together.

Your retail locations are one of the best places to promote your website, app, or social media accounts. Raydiant gives you tools to create engaging social walls that show off your social media efforts and encourage shoppers to like, add, and share. With a sizable following, you can utilize those outlets to let people learn about products and drive them to your physical locations with in-store-only discounts, new products, or restocks of popular items.

5. Focus on what brick-and-mortar stores do best.

This part is important. People, by and large, **still love shopping in person**. Physical stores still have a tremendous amount of advantages over online shopping. A change of pace from sitting at home. Personal "live" help. The ability to reach out and touch items, or try them on. The ease of returns. But most importantly, the instant gratification of getting a product immediately after you pay for it. Make sure to play to your strengths.

Take a deep breath. Raydiant is here to help you create a "new normal" that works better for you and your customers.

Request a demo or try Raydiant risk-free today.