

Chapter 1 : Retail Marketing Strategies: Connecting The Dots - Marketing Land

*Strategic Marketing for Success in Retailing [A. Coskun Samli] on www.nxgvision.com *FREE* shipping on qualifying offers. Very little of marketing theory and knowledge has made its way into retailing practice, but its value in making profitable and effective retailing decisions is unquestioned.*

Other approaches[edit] The choice of competitive strategy often depends on a variety of factors including: Growth strategies[edit] Growth of a business is critical for business success. A firm may grow by developing the market or by developing new products. The Ansoff product and market growth matrix illustrates the two broad dimensions for achieving growth. The Ansoff matrix identifies four specific growth strategies: This is a conservative, low risk approach since the product is already on the established market. This can include modifications to an already existing market which can create a product that has more appeal. This can include new geographical markets, new distribution channels, and different pricing policies that bring the product price within the competence of new market segments. Diversification is the riskiest area for a business. This is where a new product is sold to a new market. Another benefit of using this strategy is that it leads to a larger market for merged businesses, and it is easier to build good reputations for a business when using this strategy. A larger business helps the reputation and increases the severity of the punishment. As well as the merge of information after a merge has happened, this increases the knowledge of the business and marketing area they are focused on. The last benefit is more opportunities for deviation to occur in merged businesses rather than independent businesses. An example of a vertically integrated business could be Apple. Apple owns all their own software, hardware, designs and operating systems instead of relying on other businesses to supply these. Also by decreasing outside businesses input it will increase the efficient use of inputs into the business. Another benefit of vertical integration is that it improves the exchange of information through the different stages of the production line. Also if the business is not well organised and fully equipped and prepared the business will struggle using this strategy. There are also competitive disadvantages as well, which include; creates barriers for the business, and loses access to information from suppliers and distributors. The market leader dominates the market by objective measure of market share. Their overall posture is defensive because they have more to lose. Market leaders may adopt unconventional or unexpected approaches to building growth and their tactical responses are likely to include: The market challenger holds the second highest market share in the category, following closely behind the dominant player. Their market posture is generally offensive because they have less to lose and more to gain by taking risks. They will compete head to head with the market leader in an effort to grow market share. Their overall strategy is to gain market share through product, packaging and service innovations; new market development and redefinition of the to broaden its scope and their position within it. Followers are generally content to play second fiddle. Their market posture is typically neutral. Their strategy is to maintain their market position by maintaining existing customers and capturing a fair share of any new segments. They tend to maintain profits by controlling costs. The market nicher occupies a small niche in the market in order to avoid head to head competition. Their objective is to build strong ties with the customer base and develop strong loyalty with existing customers. Their market posture is generally neutral. Their strategy is to develop and build the segment and protect it from erosion. Tactically, nichers are likely to improve the product or service offering, leverage cross-selling opportunities, offer value for money and build relationships through superior after sales service, service quality and other related value adding activities. As the speed of change in the marketing environment quickens, time horizons are becoming shorter. Nevertheless, most firms carry out strategic planning every 3- 5 years and treat the process as a means of checking whether the company is on track to achieve its vision and mission. Strategies are broad in their scope in order to enable a firm to react to unforeseen developments while trying to keep focused on a specific pathway. In addition, firms can conduct analyses of performance, customer analysis, competitor analysis , and target market analysis. Market entry strategy Marketing strategies may differ depending on the unique situation of the individual business. According to Lieberman and Montgomery, every entrant into a market “ whether it is new or not ” is classified under a Market Pioneer, Close Follower or a

Late follower [95] [not in citation given] Pioneers[edit] Market pioneers are known to often open a new market to consumers based off a major innovation. Preemption of Assets can help gain an advantage through acquiring scarce assets within a certain market, allowing the first-mover to be able to have control of existing assets rather than those that are created through new technology. By being a first entrant, it is easy to avoid higher switching costs compared to later entrants. For example, those who enter later would have to invest more expenditure in order to encourage customers away from early entrants. If there is an upside potential and the ability to have a stable market share, many businesses would start to follow in the footsteps of these pioneers. These are more commonly known as Close Followers. These entrants into the market can also be seen as challengers to the Market Pioneers and the Late Followers. This is because early followers are more than likely to invest a significant amount in Product Research and Development than later entrants. Therefore, it could also lead to customer preference, which is essential in market success. By having a different strategy, it allows the followers to create their own unique selling point and perhaps target a different audience in comparison to that of the Market Pioneers. While being a Late Entrant can seem very daunting, there are some perks to being a latecomer. For example, Late Entrants have the ability to learn from those who are already in the market or have previously entered. This allows them to create a strategy that could essentially mean gaining market share and most importantly, staying in the market. In addition to this, markets evolve, leading to consumers wanting improvements and advancements on products. Customer value means taking into account the investment of customers as well as the brand or product. Late Entry into a market does not necessarily mean there is a disadvantage when it comes to market share, it depends on how the marketing mix is adopted and the performance of the business.

Chapter 2 : strategic marketing for success in retailing | Download eBook PDF/EPUB

The Retail Doctor's FREE Retail Assessment Tool. Where does your store excel and what do you need to fix? Find out where you stand against best practices in retail sales training, marketing, social media and more with The Retail Doctor's Retail Assessment Tool.

Get the most important digital marketing news each day. We respect your privacy. Connecting The Dots As more shoppers turn to their smartphones to do product research, retailers need an all-inclusive mobile marketing strategy to reach consumers at just the right time, says columnist Allan Haims. Allan Haims on August 28, at 9: Often, store level teams do not receive timely communication from corporate regarding important new pricing strategies and promotions, and social, digital and mobile efforts may not be consistent with what is happening in the field in real time. Omni-channel retailing , or multi-channel retailing, which uses a variety of methods to reach the consumer, is becoming a reality. Many marketing teams are stretched thin, and communication can be challenging between those who are monitoring retail sales and those who are promoting the sales. Corporate marketing, merchandising and planning and allocation teams typically do not work on the weekends, even though weekends are the busiest time in the field. Though these meetings are valuable, they miss the real-time flexibility offered by digital technology, which can be harnessed to reach consumers at the exact moment of opportunity. There must be a delicate balance between the marketing department, which develops marketing promotions based on a calendar including floor sets, printed in-store signs and other marketing collateral – a process that takes time and is carefully and thoughtfully planned at corporate headquarters – and digital departments, which are designed to react quickly to current trends or inventory. In order to operate effectively in the modern retail world, successful retail campaigns need both kinds of departments, so they have both regular planning and flexibility to act. In examining marketing priorities, what it comes down to is this: Considering all of the elements that contribute to transactions, a successful company will require the integration of the teams who manage merchandising, planning and allocation, digital marketing and store operations. Companies need to designate a team at corporate headquarters to monitor retail results in real time, so that if something happens over the weekend, the store can capitalize on a novel opportunity instead of missing it. Traditionally, planning and allocation teams would not be tied to marketing, so if there was excess inventory, nothing could be done at a local level. However, integration of these teams and close communication allow digital technology to notify customers of these events and bring consumers in at a local level. And close communication also means that the brick-and-mortar stores will be ready for consumers when they do come in. The different silos of the retail teams have to be broken down, so to speak. Promotions being sent to and accessed by the consumer need to be relevant, personalized and localized. Consumers do not want to receive a push message regarding shoes when they are out shopping for towels. They use their phones like they would a sales floor associate, to ask questions but not to actually complete a purchase. In order to increase brick-and-mortar sales, stores will need to offer more of an incentive to buyers to get them in the door, and utilizing the incredible flexibility that digital offers can certainly facilitate that process. Opinions expressed in this article are those of the guest author and not necessarily Marketing Land. Staff authors are listed here. He was a member of the Board of Advisors of Motionbox, Inc.

Chapter 3 : The Amazon Business Strategy in Impact on the Retail Industry - CCG

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Jan 9, Does your business have a strong marketing strategy? The key is developing a marketing strategy that forms a solid foundation for your promotional efforts. Implementing promotional activities such as advertising, direct mail or even networking and one-to-one sales efforts without a marketing strategy is like buying curtains for a house you are building before you have an architectural plan. How would you even know how many curtains to buy or what size they needed to be? You can develop a strong marketing foundation by:

Defining your product or service: How is your product or service packaged? What is it that your customers are really buying? You may be selling web-based software tools but your clients are buying increased productivity, improved efficiency and cost savings. And if you offer several products or services which ones are the most viable to promote?

Identifying your target market: Everyone or anybody might be potential clients for your product. Who is your ideal customer? Who does it make sense for you to spend your time and money promoting your service to? You might define your ideal customer in terms of income, age, geographic area, number of employees, revenues, industry, etc. Even if there are no direct competitors for your service, there is always competition of some kind. What is it and why should the potential customer spend his or her money with you instead? What is your competitive advantage or unique selling proposition? Is there a market segment that is not currently being served or is not being served well? A niche strategy allows you to focus your marketing efforts and dominate your market, even if you are a small player. Generally a potential customer will have to be exposed to your product 5 to 15 times before they are likely to think of your product when the need arises. Needs often arise unexpectedly. You must stay in front of your clients consistently if they are going to remember your product when that need arises. Not only must clients be aware of your product or service, they also must have a positive disposition toward it. Potential customers must trust that you will deliver what you say you will. Be consistent in every way and in everything you do. This includes the look of your collateral materials, the message you deliver, the level of customer service, and the quality of the product. This in part is the reason for the success of chains. Focus allows for more effective utilization of the scarce resources of time and money. Your promotional budget will bring you greater return if you use it to promote a single product to a narrowly defined target market and if you promote that same product to that same target market over a continuous period of time. Before you ever consider developing a brochure, running an ad, implementing a direct mail campaign, joining an organization for networking or even conducting a sales call, begin by mapping a path to success through the development of a consistent, focused marketing strategy.

Strategies-by-DESIGN is a Dallas, Texas based firm that helps small and medium sized businesses Map A Path to Success by providing consulting, training and skills based coaching in the area of marketing strategy development. For more information go to www. Julie Chance is the President of Strategies-by-Design. She has over 18 years of professional experience in training, marketing, management and operations. Visit her web site at www.

Chapter 4 : Marketing strategy - Wikipedia

To accurately identify the four W's, retailers need to define a product strategy (call that Merchandising), a cross-channel strategy (Merchandising), and a customer strategy. Having all three strategies, and planning for them, is Merchandising

Marketing strategies for retail businesses need to employ expertise that is specifically designed to move companies toward success and growth. For example, using a professionally crafted business plan assists in keeping retailers on an efficient marketing track and helps address the competitive aspects of retail businesses effectively. Improved retail profits are within reach with a purposeful retail marketing strategy. Research your particular product or service niche. Check with the local library and visit websites for information about the products and services you provide. Study the advertising of other community businesses to design your own retail marketing strategy. Look especially at your competition. See what is working for them and what is not. Consult with relevant industry associations and leaders. Make notes on all of the information found to incorporate into a written marketing plan. Industry and market analyses feature valuable data concerning product and service growth and decline. Trends in the industry incorporate major and minor participants and customary distribution patterns, which is critical information for devising an accurate strength and weakness assessment. Small retail shops might overlook the value of a formal plan, but a plan can keep you on target and focus your marketing efforts. Review the information found during the research and strength and weakness assessment phases for use in designing a retail marketing strategy plan. Factors to include are the location and targeted customer group, competition for the product or service being sold, pricing, positioning, promotion and advertising. Advertising Your business in a traditional brick and mortar setting should be visible enough to attract customers. The shop window should make a bold statement with updated and imaginative displays. Changing the display seasonally keeps it current and fresh. Display window clings that advertise the brands you carry, if applicable. Without changing the character of the chosen branding elements, your business remains recognizable by customers. Design a website by studying those of similar businesses so customers can review and buy your services and merchandise. Make it as interactive as possible. Even if you do not to sell online, the website effectively advertises your business to expand your client base. Marketing Techniques Offer promotions that motivate involvement from customers. Use seasons and holidays as markers to send out printed material and emails that remind customers to visit your store and website. Offer coupons, free gift incentives and showcase products. Display signs and distribute fliers in your area. Network with local businesses and reciprocate printed advertising. Consider joining the Chamber of Commerce, the National Retail Federation and its Retail Advertising Marketing Association for numerous benefits through networking with leading retailers, trading partners and manufacturers. These organizations also offer membership discounts and complimentary services with access to pertinent business discussions and advice. Survey Customers Survey local consumers and encourage customers to use feedback forms. Offer coupon incentives if needed. Use local market research companies for an in-depth customer perspective. Visit online forums that offer data about your products and services. Incorporate the data found into a continually updated retail marketing strategy.

Chapter 5 : Retail Center | Warrington

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Fall The 4 Best Retail Business Strategies In this excerpt from her new book, marketing professor Barbara Kahn takes a closer look at what sets companies like Amazon and Walmart apart. How did Amazon become the retailer of choice for a large portion of the U. How did Walmart beat out other grocers in the late s to become the leader in food retailing? How did Sephora draw customers away from the department stores and into its stores for beauty products? Amazon zeroed in on convenience, Walmart focused on low cost, Warby Parker offered hip branded eyewear to millennials, and Sephora provided a superior in-store customer experience. Each, then, became the market leader to targeted segments of customers by offering them value better than any competitor. But in retail, keeping this leadership position in only one aspect of customer value is not sufficient. Each of these retailers also leveraged its inherent advantage on its leadership value dimension to offer excellence on a second dimension. Today, Amazon not only offers convenience in shopping; it also guarantees very low prices. Warby eliminated the middleman to offer glasses directly to the end user and thus was able to provide significant cost savings. Sephora built a huge loyalty program that merged its in-store and online experiences to build a personalized, convenient experience for each customer. What can the approach of these successful companies teach us about how to win customers in an era of endless disruption? Most frameworks that attempt to explain retail are missing a critical dimension: Mapping Successful Retail Strategies Ironically, most classic frameworks that attempt to explain retail are missing a critical dimension: When customers go shopping, what is it they want? What is the retail proposition? Customers want to buy something they value product benefits from someone they trust customer experience. Whether customers buy it offline or online is a function of where they are, who they are with, and how much time they have. The second dimension that most classic frameworks of retail are missing is that customers have lots of choices, and they gravitate to the retailers who offer them the best value on the dimensions they care about. In other words, retailers have to provide some kind of superior competitive advantage to what is offered by the competition. This superior value can be delivered either by providing more pleasure and benefits or by removing more pain and inconvenience. The Kahn Retailing Success Matrix offers a method for categorizing the most successful retailing strategies today, and it also offers a tool for organizations to use in plotting their own strategies. Customers want to buy something they want product benefits from someone they trust customer experience. In order to win customers, retailers must offer products and experiences that are better than the competition. Offer Branded Product Superiority. Retailers in the top left quadrant offer branded products that provide more differentiation, more value, and more pleasure and ultimately provide more confidence to a particular customer segment compared to other products on the market. Good examples include Nordstrom, Saks Fifth Avenue, Best Buy, and Kroger, which all carry nationally well-known and well-respected brands. Offer Enhanced Customer Experience. Retailers in the top right quadrant offer a physical store customer experience that provides more pleasure, more excitement, and more fun than other retailers can provide. Here, the customer journey is seen as a lifestyle choice, not a chore. This is a high-touch, social experience. Lead on Low Price: Providing reliable products or services at the lowest prices and therefore offering customers the best savings is the priority. Retailers in the lower left quadrant consistently offer the lowest prices and have developed operating models that can efficiently manage inventory, keep overhead costs down, eliminate unnecessary intermediary steps, and reduce transaction costs at every step. These retailers provide a frictionless customer experience that eliminates all pain points and offers the customer the easiest and most convenient way to shop. The key deliverable in the lower right quadrant is a seamless integration of the shopping experience across all touchpoints. This requires the collection, capture, and analysis of all customer data. Constantly analyzing the data allows for customization and personalization as well. The best example here is Amazon’s first through its online platform and subsequently with its integration of physical store pickups, lockers, and its own stores, and eventually incorporating data from its Amazon Echo platform.

Ever-Changing Customer Expectations To survive, retailers have to aim to be at least at fair value in all of the quadrants. But to be a market leader, and thus the retailer of choice for specific customer segments, retailers must provide superior value above fair value – must literally be the best, if possible – in at least one quadrant and, more often, be the best in two of the quadrants. As each retailer strives to win and offers something of value to the customer, over time this advantage becomes the new fair value, the new expected requirement to compete effectively. For example, when one retailer starts offering two-day delivery – or even same-day delivery – the expectations as to what constitutes fair value in delivery timing ratchet up. Sephora has proven that customers want to interact with and sample its beauty products and are no longer content to wait for a sales associate to pull the product out from behind the counter. Therefore, to be competitive in the market, retailers have to constantly keep track of customer expectations and make sure they are at least delivering value up to what is needed. Kahn is the Patty and Jay H. Baker professor of marketing.

Chapter 6 : 5 Keys to a Great Small Business Marketing Strategy - Small Business Trends

As a retail entrepreneur, it can be easy to hit a slump and feel frustrated when sales are down or if you're just not getting enough foot traffic. It's time like these when it'd be great to consult with a retail marketing expert and get help turning things around – even if it's just for a.

What is Retail Marketing? Definition of Retail Marketing Retail is the sale of goods and services from businesses to an end user called a customer. Retail marketing is the process by which retailers promote awareness and interest of their goods and services in an effort to generate sales from their consumers. There are many different approaches and strategies retailers can use to market their goods and services see below.

The Four Ps of Retail Marketing Retailers use various advertising and communication tools to grow awareness and considerations with future customers. Finding the right marketing mix can lead to a profitable growth and a higher return on investment. By considering the right advertising strategy retailers can persuade consumers to choose to do business with their retail brand. The fundamental approach used by modern retailers in marketing their products is the Four Ps of Retail Marketing. There are two primary types of merchandise. Hard or durable goods like appliances, electronics, and sporting equipment. And soft goods like clothing, household items, cosmetics, and paper products. Some retailers carry a range of hard and soft items like a supermarket or a major retail chain while many smaller retailers only carry one category of goods, like a boutique clothing store. Pricing is a key element to any retail strategy. The retail price needs to cover the cost of goods as well as additional overhead costs. There are four primary pricing strategies used by retailers: The retailer operates in thin margins and attracts customers interested in the lowest possible price. This strategy is used by big box retailers like Wal-Mart and Target. This strategy is mainly used by small to mid-sized retailers. The retailer bases the price on what their competition is charging. The retailer sets the price of items with odd numbers that consumers perceive as being lower than they actually are. This strategy is also called pricing ending or charm pricing. The place is where the retailer conducts business with its customers. The place can be a physical retail location or a non-physical space like a catalog company or an e-store. Promotion is the final marketing mix elements. Promotions include personal selling, advertising, sales promotion, direct marketing, and publicity. A promotional mix specifies how much attention to pay to each tactic, and how much money to budget for each. A promotion can have a wide range of objectives, including increasing sales, new product acceptance, creation of brand equity, positioning, competitive retaliations, or the creation of a corporate image.

The Four Ps Revisited: Customer-Oriented Retail Marketing In recent years, to address the need of taking a more customer-oriented approach to marketing, the 4 Ps of Retail Marketing have been revised and replaced by the 4 Cs: Consumer, Cost, Communication, and Convenience. Instead of focusing on the product the retailer wants to sell, a smart retailer studies the wants and needs of its consumers before going to market. The more clearly a retailer understand the wants and needs of its customer base, the greater chance it will have of attracting customers and increasing sales. In retail a cost is the value of money that has been used up to produce something. The Internet has made Place less of a factor in consumer purchasing decisions. Convenience addresses the ease of completing a transaction including the ease of finding information about a product, finding the right product, and purchasing a product. Communications including a range of efforts including advertising, public relations, grassroots efforts, social media, and any other form of communication between the company and the consumer. Becoming aware of the fundamentals of retail marketing the four Ps and the four Cs is critical to becoming a best-in-class retailer. The Top 20 Retailers in In some parts of the world, the retail industry is still dominated by small family-run stores, but this market is increasingly being taken over by large retail chains. Below is a list of the 20 top retailers in listed by volume of sales.

Chapter 7 : The 4 Best Retail Business Strategies

The successful new retail strategies are almost always accompanied by extraordinarily strong culture and values that provide energy and direction in the early years and support the vision and its.

Since its inception in , Amazon has redefined the way people shop, forcing other retailers to rethink their marketing strategies in order to stay competitive and maintain their share of wallet. Did their approach to improve the customer experience by leveraging online and offline data work? Amazon Bookstores The physical store format appears to be a success for Amazon, having grown to 15 bookstores nationwide. While shoppers can still purchase nearly any book on amazon. For example, no prices are displayed. Instead, shoppers use their phones or in-store kiosks to check prices, further enabling Amazon to learn more about shopper browsing habits to improve its product selection. Another unique Amazon business strategy: Inventory varies by location, based on customer data and reading habits. Amazon Go This much anticipated brick-and-mortar store without cashiers or checkout lines opened earlier this year after extensive testing with Amazon employees. Offering ultra-convenience, the store sells grocery items and prepared foods. Future plans for more stores are unknown. Grocery Shopping Options Amazon continues their test, learn and pivot strategy with grocery delivery and drive-thru service options. Plus, with the addition of Whole Foods, the future of Amazon grocery shopping remains to be seen! Each truck contains new, trending and local hand-picked items, stirring up excitement and anticipation as it cruises through cities. Marketing Takeaway Retailers that embrace a test-and-learn approach to improving the customer experience will not only learn more about what their customers want, but will better position themselves for success in the ever-changing retail environment. If budget or staff resources are a concern, start small, testing a single campaign at a time, for example. In both their online and physical locations, the focus is on selection, price and convenience. In addition to the anticipated announcement of a second headquarters location, below are areas of focus for Amazon in Promoting products on Alexa. Nearly one in five U. The concept of shopping by voice brings new challenges to advertisers who must find new ways to get in front of these shoppers. Amazon is reportedly exploring the idea of helping consumers discover new products through ads as well as allowing companies to target Alexa users based on past shopping behavior. Amazon is reportedly considering a product that would appeal to younger customers and those without bank accounts. Partnering with a financial company to offer these co-branded products versus creating their own may enable Amazon to avoid burdensome regulation. Leverage advanced personalization to increase retail sales. A new site on Amazon lets shoppers purchase a variety of live plants online and receive care tips. In a push to become the largest seller of apparel in the U. Future plans may include interactive shopping experiences, pop-up shops and fitting rooms with Alexa-controlled lighting. The Whole Foods acquisition. More importantly for Amazon, the strategy further embeds their brand into our daily routines. It will be interesting to see if Amazon combines physical grocery stores with their online delivery service. While they recently raised the price of Amazon Prime, the focus appears to be more on retention versus acquisition. Recent products and services added to Prime memberships include free e-books, photo storage, discounts at Whole Foods, and Amazon Key, a service which enables delivery inside your home. Being able to take action on these insights can improve your customer relationships and your profits. The report asked consumers to list retailers they tended to exclusively shop for particular needs. Watch your email inbox for an announcement when our first report from the study is available for download! For example, consumers who favored Amazon cited a convenient and positive shopping experience and trust among the top factors driving their loyalty. On the bright side, the study also uncovered factors that can help any retailer drive greater customer loyalty. For instance, price is, not surprisingly, an important factor but receiving a good value and ease in making purchases actually have greater impact for the majority of consumers. In fact, if access, price and products were equal, consumers say that a convenient shopping experience and ease of making purchases are the top two factors that would encourage them to shop at one retailer over another. Try these strategies to help turn one-time buyers into loyal customers. Marketing Takeaway Staying competitive starts with understanding what compels people to buy from Amazon in the first

place, as well as understanding who your own customers are. Use your data from transactions, surveys and employee feedback to create a more seamless shopping experience for your customers. Five Tips for Success Both brick-and-mortar and online retailers face competition from Amazon, but that competition also invites opportunity. To survive and thrive in , retailers will need to adapt to changes in consumer behavior and develop customer-focused strategies that integrate data and technology to deliver more personalized customer experiences. Take that knowledge and put it into action. Learn how to create a customer profile and persona system with examples. Take advantage of every touchpoint to create a more personalized customer experience. Reach out to other departments in your organization for additional customer feedback and data. Get obsessive with customer service. Start by building a customer-centric culture from the top all the way down. Empower your line associates. Stronger customer connections will lead to more useful feedback that helps keep retailers focused on delivering what matters to customers. For example, update design and merchandise to attract customers or embrace technology to provide better service. Try these 10 best practices to increase customer retention. Create a comprehensive CRM strategy. Integrate transactional, demographic and behavioral data with the right systems and technology to develop actionable customer profiles. Use data and technology to add value to the customer experience by offering more personalized experiences. Marketing Takeaway Understanding consumer behavior is key to successful long-term relationships and healthy bottom lines. This presents challenges as well as opportunities for retailers who stay focused on current trends, embrace a customer-centric culture and turn their data into action. Are you leveraging your data to provide a better customer experience? CCG is a full-service retail marketing agency with a multi-functional team of customer relationship marketing CRM and loyalty strategists, analysts and creatives. As pioneers in the field of retail loyalty marketing, we have developed, launched and managed innovative CRM initiatives for retail clients across the country. Spend five minutes with our interactive assessment tool to find out “ and identify strengths and opportunities for improvement. Get Started Retail Case Studies.

Retail Marketing Strategies: Connecting The Dots As more shoppers turn to their smartphones to do product research, retailers need an all-inclusive mobile marketing strategy to reach consumers at.

Innovative offerings from a variety of industries have attempted to create niches that were protected from competition. Are there any common characteristics that these brands share? Although each is different with respect to strategy and context, it is possible to observe some factors that are associated with successful new retail concepts. Not all are always present but there are cases in which the absence of even one can be fatal. The resulting eight guidelines are meant to be provocative. They have a clear vision Firms with successful new retailing concepts tend to have a strong vision that connects to a core customer group. There is clarity around the offering, the identity of the target group, and the value proposition. All the brands noted above certainly have this quality. Enterprise-Rent-A-Car, for example, focused on the need to support the car repair industry with rental cars, which implies outlets spread throughout a city rather than having an airport focus, a system tied to insurance companies and repair shops, and an ability to deliver cars to users. Tokyo Hands is a one-stop store for the hands-on customer who wants the stimulation of a puzzle, a wood working product, or a decorating challenge. There is a theory in marketing that if you connect with a core segment, as long as it is of reasonable size, you will tend to have not only a sales base but a clear message and a set of nodes that can communicate and advocate for your concept. A clear vision makes that connection. They evolve the offering Most successful new retail concepts evolve over time, especially during the early days. They do not arrive out-of-the-box but benefit from changes which can be refinements or major changes in the vision. Bean, Whole Foods Market all started small in scope and ambition and expanded the vision as they got traction and found things that worked. IKEA discovered outsourcing assembly to customers when an employee had to remove the legs for a table to get it in a car. Pret-A-Manger, the enormously successful U. Retailers have a unique ability to experiment, try out many concepts with modest investments, and wait until one hits. The Limited tried out many concepts within an existing store and created chains such as Bath and Body Works and Structure out of those that showed promise. With different locations, experiments are doable not only to refine the concept but to tweak it, keeping it fresh and ahead of competition. They execute The main reason that new retailing concepts fail may be execution. The successful ones have been able to execute. That means they have been able to deliver the value proposition consistently and profitably. Whole Foods Markets has the ability to source and handle organic foods. IKEA has footprints, a presentation system, and a customer-assembly offering they can deliver behind that would be almost impossible to duplicate. Excellence in execution means that needed resources in the form of people and capital have been accessed and that capabilities and process have been put in place. The result is formidable barriers to competitors. They develop a strong culture and set of values In part because retail execution involves service and unique offerings, it is hard to maintain excellence over time. It is too easy to see the offering decline or become fuzzy. The successful new retail concepts are almost always accompanied by extraordinarily strong culture and values that provide energy and direction in the early years and support the vision and its execution as the business matures. A vision-driven organizational culture has enormous power to make the strategy succeed. Because the culture involves values, programs and leadership, it is hard to copy. They deliver emotional and self-expressive benefits Most of these successful new retail concepts have gone beyond functional benefits to deliver emotional or self-expressive benefits. Muji is anti-glitz and delivers self-expressive benefit to those that are beyond buying badge brands and have the right values about sustainability. Whole Foods Market is a way to express a love of food using natural and organic ingredients. They address a real unmet need Developing a new concept is hard enough with wind at your back. Many of the new retain concepts benefited from a market force often based on a visible and meaningful unmet need. There was an opportunity. The Geek Squad and the Apple Store captured the unmet need to avoid the frustration of installing, using and maintaining computer and entertainment systems. Tokyo Hands addressed the need for a do-it-yourself segment to have a one-stop store that supports that desire. Many firms saw a trend emerge after they had gotten traction and were poised to grow. Whole

Foods Market saw a growing interest in organic and natural foods when they were established and it was late for others to climb on the bandwagon from a brand and capabilities view. Muji benefited from an interest in sustainability and a withdrawal by some from the glitz of designer brands. They scale A successful retail concept needs to scale. Expanding the footprint is difficult because it is costly, because it can involve adapting to a business with added complexity, and because a good concept is visible and others can run with it in different geographies. Several, such as Whole Foods Market, have scaled by buying like-minded companies with local strength. Others, such a Subway, have used a franchising model. Most have used a combination of cash flow streams and external financing to expand. In any case, there has to be a proven model to scale. They integrate social and environmental programs into the brand It is remarkable how many of the successful new concepts incorporate social or environmental programs into their offering. They, of course, have the advantage of creating a brand rather than adapting an established brand and thus can credibly build this dimension into it. Whole Foods and Muji have broken through with visible substance and are seen as sharing the values, interests, and even the lifestyles of an important customer segment. Muji is all about environmental sensitivity in their offerings and, in addition, they developed a set of three large campgrounds that allow people to enjoy nature that is undisturbed. The tagline "Whole Foods, Whole People, Whole Planet" reflects the many programs at Whole Foods Market such as using farmed seafood standards, wind power for an energy source, and reusable grocery bags. Many of these factors, while not unique to retailing, have a higher incidence in this category. Few other categories have as many opportunities to test, learn and evolve as retail. Further, retailers have so many variables with which to work, including location, ambiance, selection, visible policies and customer interaction. Making Competitors Irrelevant," and has based his research on dozens of case studies. Photo by That Other Paper.

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Like with any marketing strategy, success comes down to targeted creativity. You can't just spam people and expect a return on your investment. Just like you need to compel people to click your blog post headline, you need to compel mail recipients to open your letters.

It all comes down to this: All successful businesses have a clear marketing strategy that makes everything they do more effective. Strategy is simply the decisions you need to make so your tactics work better. Your marketing strategy is the foundation for creating awareness, generating interest, closing new sales and continuing customer engagement. Your marketing strategy guides your company culture, your products and services mix and your pricing. The 5 Keys of Marketing Strategy Who is your narrowly defined target customer? In which category does your business exist? What is your unique benefit? Who is your real competition? How are you clearly different from your competitors? To make your tactics work better, to grow your business and bring sanity to your world, you have to decide on the single, simple answer to each of these questions and commit to not changing it for a year or two. And focus is almost always the difference between a business that grows profitably and one that never seems to gain any momentum. Who is Your Target Customer? The first decision in any marketing strategy is to define your target customer. Focusing on a well-defined target may make you uncomfortable at first, but stay the course and follow through. He made this change over a period of two years and tripled his business, narrowed his service offerings and strengthened his pitch. The narrower you define your market so you can focus on those that you can best serve and those that can best service you, the more effective your entire business will be. What is Your Category? Your category is simply the short description of what business you are in. What few words would someone say to describe your business? This leaves people unsure of what you actually do, which weakens your marketing effectiveness. Clearly defining your category helps amplify your marketing and sales efforts. Think of what it would take to be the best “the leader” in your category. Then narrow your category definition or your target market focus until you are the leader. A focused laser can melt steel at a distance, but the same light undirected has no effect. Be laser-like in your focus. What is Your Unique Benefit? Your unique benefit should highlight the one or two main things your product or service actually delivers benefits that your target customer really wants, not a long list of all the things your product does features. They want to grow sales and save time. And the simpler we describe it, the better our marketing works. When someone is looking to buy a solution to a problem, they will quickly make sense of the alternatives to compare against “your competition. This frustrates the buying decision process and makes your marketing efforts weaker. You need to be clear in your own mind about what your biggest competition is. If you are a tax accountant, is your competition really the other tax accountants in town? Other CPAs or financial planners? National tax accounting chains? Each competitor type would create different comparisons, so you need to narrow it down to one or two main competitor types. Then rank each of them by how important these factors are to your target customer. Pick the top one or two and put them on your homepage and include them in your elevator pitch. People just want to know one or two things to move their decision along. Do you have faster delivery? Are you the only accountant who exclusively serves physicians in Phoenix? Your company name is the leading category for target customers that provides unique benefit. Unlike competitors, your company does unique differentiator. Try it for yourself: Fill in the blanks to create the marketing strategy statement for your own business. Get some perspective from employees, friends and best customers. List all the possibilities and then make some decisions. Say it out loud a few times. You should feel clarity and power coming through. It will also show you a few things you could stop doing in your business that would create more focus. Can you see why it makes no sense to Tweet, to send a broadcast email or build a new website if you are not clear about your marketing strategy that has laser-like focus? Doing these tactics without a road map “your marketing strategy” will not deliver the right customers and will give you fewer sales than if you had invested the time to implement a focused marketing strategy. Strategy Photo via Shutterstock.