
THE BASICS OF ON LINE RETAILING

A Mustard-Marketing White Paper



A little mustard gives everything a lift

If you want to be a successful digital retailer then do what you do in the store!

The biggest mistake businesses make is to forget the basics of retailing when they go online.



SO WHAT ARE THE BASICS OF RETAILING?

Take a moment to think about the basics of retailing. Please Note: If you have come to this e-book via our press release or blog site – then go page three.

- ✓ **Location:** Your store needs to be in the right location, where lots of people can easily browse in your window.
- ✓ **Fit Out:**
 - Your store fit out and display needs to invite browsing customers inside.
 - Your store fit out also needs to be aligned to your brand positioning.
 - Your store fit out needs to stimulate customer demand and buying.
- ✓ **Staff:** Your staff need to be able to:
 - Build a rapport with customers.
 - Stimulate demand or interest in a customer by finding out their needs.
 - Provide solutions with good information based on those needs.
- ✓ **Trust:** You need to be able to:
 - Provide the customer the confidence and trust to conduct a financial transaction.
 - Process a financial payment from the customer.
- ✓ **Word of Mouth:** Finally leave the customer with a positive impression such that they tell others of their experience.

Did you know that according to research over 70% of the USA economy is driven by Word of Mouth?

So WHAT IS DIFFERENT ON-LINE?

Well let's look at each of the basics of Bricks and Mortar retailing from a digital perspective. Just a point of clarification, we refer to digital presence as it is more than just a website. Later we will explain why.

Location, Location, Location!!!!!!

In bricks and mortar retailing, it's all about location. That location where there are lots of prospective customers going by, so that they find it easy to find you.

So what's different on line? Nothing, it's all about your digital location. Is your online shop easy to find? Are there lots of people going past, browsing your site?

Bring them in?

Customers browsing your shop window need to be encouraged to come inside the store. This is the same with your web site, it needs to encourage prospects to go past the window (home page) and look deeper inside the store (other pages).



Fit Out?

Your store fit out does a couple of things. It creates a mental brand positioning for the customer, this is an up market store, a discounting store etc. Secondly it provides navigation through the store, designed to encourage the buying.

That's exactly the same for your digital presence. Your website image needs to be aligned with your brand and it needs stimulate demand and encouraging buying.

Rapport

Successful retailers quickly and easily build a rapport with their customers. You need to do the same with your digital presence, and it can be done.

Stimulate Demand or Interest

A well designed shop fit out plus a sales person able to build a rapport helps to elicit from the customer their needs. Needs that may have been sitting in the back of the customers mind. Stimulating these needs is the key to successful retailing. No surprise but this is exactly the same for your digital presence.

Solutions

Good sales staff once they are determined the customer's needs offer solutions to those needs. Again this is the same for your digital presence. Like in the store, the ability to provide a good solution is dependent on the knowledge that the sales person has of the product or service.

Trust and Transaction

Finally before a customer transact with your store, they need to feel confident that they can buy from you. And obviously you need the ability to take and process the payment means offered by the customer. It is the same on line; arguably it is even more so on line.

Word Of Mouth

Finally when the customer leaves having purchased or not, you want them to leave your store with a positive message to spread. Why because research has shown that over half of all sales are word of mouth. Digitally this is incredibly important, as the ability for word of mouth to spread has never been greater.

HOW TO ACHIEVE THIS ON LINE?

Well let's look at each basic element of retailing and how this can be achieved on line. The first is your location.

Digital Location

Obviously the first thing is to have an online store. This is generally your own website with a built in on-line store. But it could also be an eBay or even Facebook store. The latter two have a good native presence as they are created on existing sites (you could consider e-bay a bit like having a shop in a shopping mall).

For most business though it is best to have your own website store. The reasons will become clearer towards the end.

Having a store though is only the first part the second is you need people to be able to find you. So here are some things you can do:

- ✓ Ensure that your site is submitted to search engines, has a sitemap and is Search Engine Optimised
- ✓ Consider doing some Search Engine Marketing, you know those little ads that pop up to the side every-time you search for a keyword.

- ✓ Put your website on all of your printed material, email signatures, TV, Print and Radio ads.

Tip: Putting your website on all your material is important as many customers or prospects often try to guess your web address. If they get it wrong then your smart competitors can hijack them to their own website.

Traffic, Traffic and oh did I mention Traffic

Obviously like your store you want lots of traffic coming to your site. More traffic also helps your search engine rankings. Being on the first page of a search engine, usually Google means it is more likely the searcher will click on the link to your site.

This is where understanding your customer becomes really important. If you understand your customer then you know what they are searching for or are interested in. So what you do is write articles about these things and post them to your web site (you can also share them on social media and other sites).

Think about when a customer comes in to the store. They are often browsing or just searching for inspiration or for information. When they are on line searching they are doing the same thing. So help them and if so doing help them find you by writing articles on that topic. So when they search for it, ideally up comes your information on your site. Guess what you have brought them through the door and you have started the first stage of building a rapport via showing your understanding of their issues.

Now if you want to be really clever, create a video. Keyword optimised **videos are cited to be 50 times** more likely to put you on the front page of Google! Video is exceptionally affordable to make – we do high quality professional ones for clients for less than a thousand dollars.

Get Found and Stimulate Demand

The articles, video or even images are collectively referred to as content and in internet parlance “Content is King”. Not only does content help you get found and start the process of building rapport it can also help stimulate interest and demand. Think the types of questions customers ask you and then write or produce video about it.

At the end of your article you can create a link to your solutions page on your website. You are now bringing them in the door towards the counter! Just make sure at the end of your solution or product page they can buy it on line.

Trust

Remember the trust component of retailing basics. If your web site looks well tacky and your online store is not a secure transaction site, we don't expect people to proceed to sale. Setting up a professional looking website and online store is not expensive. We do it for numerous clients with a range of budgets.

DON'T FORGET MOBILES

While we are on the subject of traffic in the door, are you using the free mobile tools to bring customers into your actual store? There are lots of free apps that you can use to help promote your store even specials to people in the vicinity of your store. They are brilliant and best of all most are free.

Or get even more with it, by having **your video broadcast direct to mobile phones**. That one is really up there with the latest – if you want to know more about that simply email us. [Email Us](#)

FINALLY DIGITAL WORD OF MOUTH – SOCIAL MEDIA

Rather topically as I was working writing this article, the office was being painted. On one of our social media accounts someone actually asked if they knew of good painter? So I was able to reply that I did, the one painting the office now. The painter was able to generate a sales lead through nothing more than word of mouth.

Much is said and hyped about social networking and social media. Amongst all of this the real purpose of social media is lost. Pre-internet, such a time did exist; we networked knowing our customers, attending business forums, trade shows etc. Whether because of the internet or not, people no longer have the time to casually chat or attend networking functions. What people now do, of all ages, is to network via social media.

“Make it easy for people
to talk about you.”

— Andy Sernovitz



So how to use Social Media, well think of the ways you use to network. Remember actually talking to people getting to know them. Remember providing general advice to people that they found useful rather than blatantly selling to them. Think about going to a party, if the person you meet is a real estate sales person. Most likely you would ask them, “what are the real estate trends in my area” not give me a sales

pitch on every property they have.

If the real estate person gives you an insightful overview of the area, you are impressed, and most likely if the topic arises later on, to say “oh I met a Jamie other day at a party – he really knew his stuff, you should give him a call”

The key to social media is not to blatantly sell, but to engage and provide useful information, such as the articles or video’s we discussed above. Your Social Media accounts should be done properly with the same care and attention you have given to your store fit out and website branding.

If you don’t know where to start or unsure how to go about things, then please [contact us](#).

ABOUT MUSTARD MARKETING

About Mustard Marketing

Mustard Marketing blends traditional and new digital marketing techniques to create effective marketing campaigns for business.

- ✓ Our hyper-local solution uses multiple channels traditional and new digital to create fantastic local marketing campaigns.
- ✓ Our new market solutions drive business into new markets such as North America, South America, Asia, Australia and Europe.

You can have a mustard marketing blend that suits your taste!

Simply contact us to discuss your needs – we would be happy to help!