The Digital Marketing Guide for Retailers

In an era of mass customization and commoditization, great product is simply not enough within many sectors, including retail. Catering to today's consumer requires an understanding of their unique wants, needs, objectives, and circumstances. The more you impact people's experience, the more you impact perception and, ultimately, profit.

What's more, digital-first retailers give others a run for their money. Retail businesses that primarily focus on online marketing continue to build a loyal and engaged customer base, as digital influences almost every step of the decision-making and buying process. There is an urgency to transform marketing and connect with more digitally-savvy consumers. So, are your digital marketing strategies keeping up?

This guide lays out the most common challenges and accompanying strategies for retailers.

> "**Retail today isn't an establishment,** *it's an experience.*"

Creating the ultimate retail experience comes with unique challenges:

CHALLENGE #1
The savvy shopper expects more

66% of shoppers say they always use vouchers or coupons when shopping

STRATEGY
Understand shoppers' behavior by capturing all online and offline data so you can have a comprehensive customer view and leverage this knowledge to cater to their wants and needs.

CHALLENGE #2
Positive experiences at every touch point

57% of consumers are okay with providing personal information as long as it's for their benefit

STRATEGY
Enhance the customer journey with AI-powered personalization, so you can tailor offerings as customers shop, optimize their journey with your brand, and better predict what they want next.

CHALLENGE #3
Future-proofing your business

Smartphone conversion rates are up **64%** compared to desktop conversion rates

STRATEGY
Incorporate the mobile storefront into your business by optimizing for mobile, catering to unique online-offline behaviors, and engaging through mobile marketing.

CHALLENGE #4
Balancing marketing channels

For every **$1** spent, email marketing generates **$38** in return on investment

STRATEGY
Focus on retail-specific growth channels, such as email marketing with event-based and mass emails working hand-in-hand.

According to Engage Employee: 64% of UK shoppers are actively using reward programs; 66% always use vouchers or coupons when shopping; and 77% are more careful with money than they used to be.

CHALLENGE 1: MANAGING THE RISE OF THE SAVVY SHOPPER

Consumers are more savvy than ever before, always hunting for the best deal out there (the best price, the best coupon, the best loyalty program etc.). There is no guarantee that retailers will make the first, second, or even third, sale. Marketers are finding it difficult to navigate the route to true loyalty, recognizing that today's consumer has raised their standards.

STRATEGY: UNDERSTAND AND LEVERAGE CUSTOMER BEHAVIOR

Retailers need to change the way they foster loyalty for these savvy consumers, leveraging shopper data and insights to build lasting relationships. Online data (both first- and third-party data) is often underused and isolated from in-store purchase history, loyalty cards, and an offline CRM - each of these individually only providing a glimpse of the whole story.

With the right technology, retailers can now connect the dots between a customer's online activity and their in-store and other offline data to create a comprehensive customer view. With a clear picture of each individual, hosted on a customer data platform (CDP), you can retarget specific users through multiple channels - no matter where they sit in the funnel.

Are you using data to answer these questions:

- **How can we attract more high-value customers?**

- **How can we increase the value and loyalty of a customer?**

- **How can I increase retention?**

- **When and where does the customer journey break down?**

Consumers continually move from device to device to brick-and-mortar stores and back again. They want to move seamlessly between these online and offline experiences and are open to retailers who can best facilitate these transitions. The path to purchase has never been more complex and many marketers are struggling to keep up. Your retail experience needs to cater to brick-and-mortar, desktop computers, and mobile devices, as well as each individual person. If at any point during this journey the content and messaging isn't "optimized" accordingly, shoppers will abandon it in favor of a retailer who can deliver a more positive experience.

Only 8% of retailers use full cross-channel personalization

STRATEGY: ADOPT AI-POWERED PERSONALIZATION

Smart businesses know that personalization makes people pay attention and increases the positive interactions they have with your brand. It's most commonly implemented as message personalization, such as inserting first names in emails and sending out birthday promotions. However, savvy consumers have become immune to this type of basic personalization. According to Forbes, "the next-level form of engagement ushers in an era of what's referred to as extreme personalization. Extreme personalization (EP) requires engagement for context, content and behavioral data."

With AI-powered technology, you are able to predict not only *what* you should be communicating, but *when, where* and *how*. If your marketing platform can understand individual preferences, marketers are freed-up to personalize offerings as customers shop, optimize their journey with your brand, and better predict what they want next.

Consumers expect to be able to do everything they once did in-store (and more) online. They want to research products, conduct price checks, make purchases, review products, and contact customer service from their preferred device. The ultimate retail experience combines all the separate touch points so customers can interact with you in store, on the web, or via mobile in a seamless way. It isn't about *competing* with online, but about *incorporating* it into your business.

"**The world of retail is now overwhelmingly characterized by change. The need for retailers to evolve in order to stay competitive is greater than ever.**"

STRATEGY: ESTABLISH THE MOBILE STOREFRONT
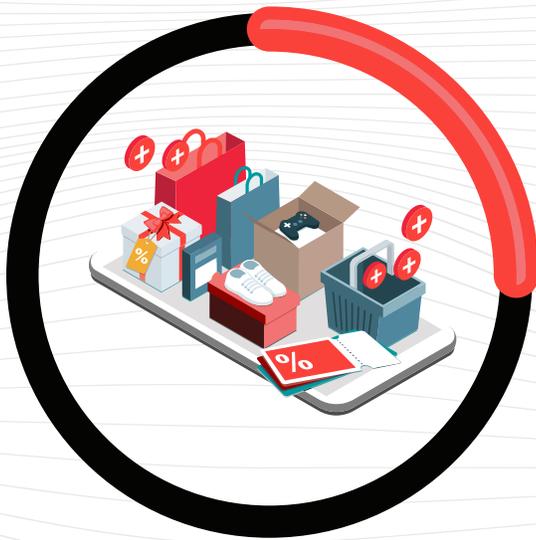
M-commerce (i.e. mobile e-commerce) has become a key aspect of the retailer's customer journey, accounting for 24% of all digital e-commerce spending in the US.

Embrace the future by incorporating the mobile storefront into your business. This new storefront can bring about a whole new revenue stream, as the average smartphone conversion rates are up 64% compared to the average desktop conversion rates.

Catering to mobile users goes beyond building a mobile-friendly version of your website - but it is a good place to start. As a retailer, you should also be catering to more complex online-offline behaviors, such as paying with mobile wallets in-store, redeeming mobile coupons at the cash register, and picking up online purchases in person. Once you've optimized for mobile behaviors, embrace mobile marketing by engaging with on-the-go customers through SMS messages, push notifications, and in-app messages.

How you decide to invest in marketing channels can make or break your business. Marketers often feel the need to be everywhere at once, which is both ineffective and stressful. However, deciding which marketing channels to focus on can be difficult - especially considering that the average customer uses 10 different channels to communicate with a company.

STRATEGY: DON'T NEGLECT TRADITIONAL MARKETING METHODS

In this digital age, it's easy to forget that traditional methods still hold power. Although email has been around for 20+ years, it continues to be one of the most successful strategies for retail marketers. For every $1 spent, email marketing generates an average of $38 in return on investment.

First, send out event-based emails that are triggered by a customer's interactions with your brand (shown on the right). As you already know, a more personalized experience results in higher conversions.

Second, the mass email should still find its way into your email strategies, as they provide the opportunity to push product and share what's trending (e.g. newsletters, blog posts, promotional notification). A Marketing Sherpa survey shows that customers would like to receive promotional emails "at least monthly" (97%) or "at least weekly" (61%), depending on the business.

For both email types, deliverability is critical for success, so make sure your ESP is highly reputable in that regard.

The most popular types of data for email personalization include:

Email activity
(e.g. opens, clicks)

Purchase behavior
(e.g. product purchased)

Demographic data
(e.g. gender, age)

Browsing behavior
(e.g. time spent on product listings)

Preference center data
(e.g. birthday, mailing frequency)
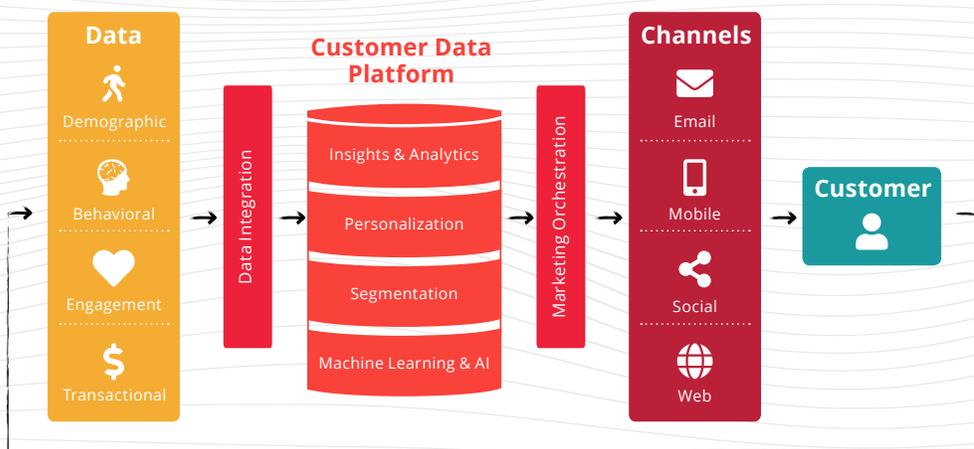
How Can Mapp Help Retail Businesses?

Retailers can solve for one or all of the above challenges by partnering with the right digital marketing vendor. As Peter Scholzuk, Email Marketing Manager at Witt Weiden said: *"We needed a sparring partner, somebody to proactively engage with us and understand our business well. We found Mapp to be exactly like that."*

With Mapp's platform, you'll be able to enhance the traditional purchasing path by adding value at every stage with personalized, relevant, and automated engagement. Mapp Cloud is the unique combination of a marketing cloud, a data management platform (DMP), and CDP, helping you consolidate many technologies into one platform. With an execution layer on top of the CDP, you can launch cross-channel campaigns from a unified data set.

Mapp's all-in one solution will help you:

→ Collect and analyze data from every digital touch point and operationalize that data across marketing execution channels, including email, mobile, social, and web

→ Target your audience with a greater degree of accuracy by combining known and unknown prospect data with the DMP and connect with highly-converting audience segments

→ Gain a comprehensive, real-time, single customer profile with demographic, behavioral, and transactional data inputs by integrating all first second-, and third-party data into a customer data platform (CDP)

→ Influence the path to purchase through personalized, cross-channel messages to delive exceptional customer experiences

→ Optimize media buy and advertising creative with real-time campaign performance metrics.

MAPP CLOUD ENCOMPASSES:

Data
- Demographic
- Behavioral
- Engagement
- Transactional

Data Integration

Customer Data Platform
- Insights & Analytics
- Personalization
- Segmentation
- Machine Learning & AI

Marketing Orchestration

Channels
- Email
- Mobile
- Social
- Web

Customer

MAPP SERVICES INCLUDE:

Cross-channel Campaign Management

Lead Generation

Programmatic Advertising

Strategy Consulting

Data Analysis

The Digital Checklist for Retailers

- ☐ **Leverage a DMP to capture behavioral data**
- ☐ **Run behavioral retargeting campaigns**
- ☐ **Run acquisition and engagement campaigns**
- ☐ **Build cross-channel campaigns for better reach**
- ☐ **Use a customer journey campaign builder**
- ☐ **Nurture customers with personalization**
- ☐ **Trigger messages based on brand interactions**
- ☐ **Integrate your eCommerce & marketing platforms**
- ☐ **Unify all your customer data in a CDP**
- ☐ **Send automated, behavior-triggered emails**
- ☐ **Send scheduled mass emails & newsletters**

- ☐ **Optimize your eCommerce store for mobile**
- ☐ **Use SMS to engage with customers on the go**
- ☐ **If you have an app – send push notifications**
- ☐ **Offer in-store services online**
- ☐ **Provide a loyalty program for special discounts**
- ☐ **Balance pushing product with personalization**
- ☐ **Build lookalike audiences off customer attributes**
- ☐ **Test! What works for one brand might not for yours**
- ☐ **Use a digital marketing platform to market smarter**

Need help with this list? You don't need an army of digital experts – just the right technology partner.

About Mapp Cloud

Mapp Cloud brings customer acquisition and customer engagement together in one simple marketing cloud infused with data intelligence.

Mapp Acquire: Hunt down and convert your ideal customer online with Mapp's data management platform (DMP)

Mapp Engage: Create campaigns that blow your customers' minds with Mapp's cross-channel execution engine

Mapp Intelligence: Be one step ahead of your customers with Mapp's customer data platform (CDP) and predictive insights

Mapp Helps Retailers Become Digital-First