

# OMNICHANNEL STRATEGIES

to Increase Traffic and Sales In-Store



1

## GO LOCAL EVERYWHERE

Hyper-personalised in-store shopping experiences begin with local web-based touchpoints. Showcase your products, prices, and proximity to local customers searching online.

- Display store locations, hours, directions, and inventory availability (including aisle location) at locations nearest the searcher's home or office on your website
- Promote in-store events and promotions across digital channels and encourage associates to invite preferred customers personally
- Encourage online shoppers to collect their purchases in-store with fulfilment promotions
- Ship goods from local stores as opposed to distribution centres for online purchases

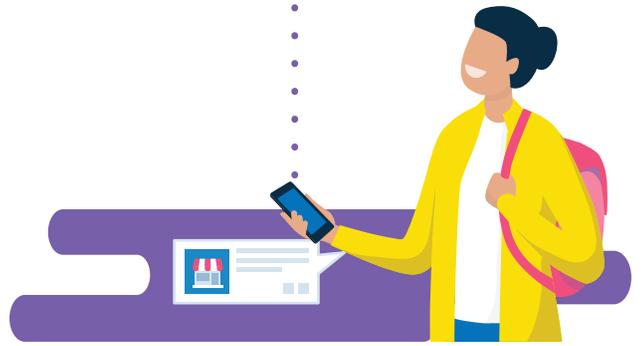


2

## NURTURE OMNICHANNEL ENGAGEMENT

Foster a sense of community across channels and invite customers to experience your brand via channels they don't frequently visit.

- Provide each store location a Wi-Fi guest network for customers to connect to while shopping in-store
- Analysis of customer's overall purchase preferences (store; web) for communication purposes
- Targeted promotions via those preferred channels
- Provide associates with unique promotional codes to share with customers via email, SMS, or WhatsApp to use shopping for their favourite products in-store.
- Exclusive offers to omnichannel engagers



3

## PERSONALIZING THE IN-STORE OMNICHANNEL EXPERIENCE

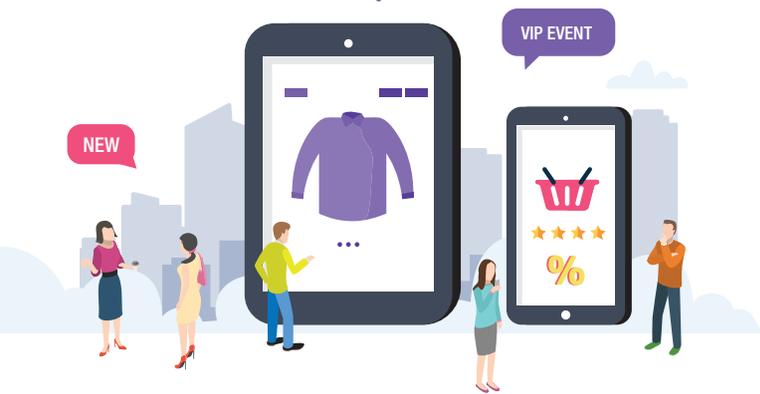
Make stores more inviting and engaging through hyper-personalisation, interactivity, and a constantly evolving store environment

### Turn Shopping into Dynamic Events

- Stream live, in-store product demonstrations, celebrity appearances or special sales events
- Invest in in-store augmented reality applications
- Communicate with online customers via text, social media, and video from the sales floor
- Browse customization options with sales associate at endless aisle kiosks
- Provide sales associates with training, tools, and incentives to get excited about interacting with customers in digital channels as well as in-store.

### Personal Shopping at Its Finest

- Encourage associates to reach out to customers with personal invitations to in-store events and product recommendations
- Hyper targeted offers based on individual and specific purchase history
- Leverage consumer traffic and sales data to better tailor in-store inventory to the buying behaviors of local customers
- Provide a multitude of ways for online customers to connect with associates in-store who can act like virtual personal shoppers



Salesfloor equips stores with the tools they need to implement successful omnichannel strategies that increase sales and enhance customer experience in every shopping channel.

[Speak with Salesfloor](#)