



WHITE PAPER:

3 Simple Steps to Reach Your Customers

2012



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You have to be where your customers are, and your customers are everywhere.

- On the web
- On the phone
- On their mobile devices

In 1858 Rowland Macy opened his first retail Macy's in Haverhill, Massachusetts, a town well-known for shoe and hat making, among other industries.

More than a century later you likely thought nostalgically how back then physical location was the biggest challenge to getting customers to buy your products.

Last year your customers spoke, and told you that location is still one of the biggest challenges to getting them to buy your products. Did you hear what they said? They're everywhere, and so you must be too.

Online Retail Sales

- According to ComScore:
Online retail sales during the holiday season jumped 12% over the previous year.
- According to ForeSee:
In 2011 11% of visitors to Internet Retailers top e-retailer sites purchased using their mobile phone. While this is 11% of a small segment (10,000 visitors in this study), it represents a tremendous jump over the previous years response rate of 2%.
 - Amazon has reported over \$1 billion in sales from mobile devices.
 - eBay recently reported that their mobile shopping app jumped 134% over the holidays.
- According to CoreMetrics,:
"...less than one-tenth of 1% of web traffic came through mobile in 2009. In 2010, that increased to 5.6%."

As smart phones and mobile devices continue to penetrate the market, that will only increase in the months and years to come.



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Reach More Customers Across Multiple Channels

8.2 billion apps were downloaded in 2010.

Forecasters are projecting that more than 17.7 billion apps will be downloaded in 2011.

Mobile apps to generate \$15 billion in 2011.

Source: Gartner, Inc.

What all this means that location is still critical, and your customers really ARE everywhere. If you want to reach them, you have to reach OUT to them. In addition to your marketing initiatives and campaigns, both online and offline, you have to be where your customers are.

1. Be online

Make sure that your customers can easily find you online, and find what they are looking for quickly and easily. Continue to pay particular attention to user experiences, promotions, and content refresh. Websites are great to allow customers to access all your information.

Create Customized micro sites and online applications to allow specific audiences or initiatives to have a presence, allowing for updated, personalized content to be delivered on the fly.

2. Be mobile

More and more customers are accessing information through mobile phones. Make sure your mobile site delivers the content they're looking for in a format that they can interact with given the platform.

Develop targeted mobile applications to enable your customers and potential customers to experience your message, content and products seamlessly across smart phones and tablet devices.

3. Be social

Your customers are online researching you and your services, your products and your pricing. They are looking to their social networks for recommendations and reviews. This is the latest iteration of word of mouth. Be there for them, making their interactions seamless and robust by offering your customers what they're looking for, all in one place.



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The world is getting smaller, where your location is at once everywhere and nowhere, and it's now up to you to find your foot traffic. Don't let them walk past your storefront, your business, your solution services without seeing you.

Lorel Marketing Group has developed the Digital Catalog Suite to help engage your customers more deeply, across more channels. This product suite offers your customers a guided, interactive, content rich branded experience where the consumer spends much more time and are engaged by your merchandise, translating into increased sales, average order values and loyalty.

To learn more about the new Digital Catalog Suite visit:
www.lorel.com/digitalcatalog/

Want to jump start your marketing strategy and programs?

Lorel Marketing Group can help you get started with a no-cost discovery meeting that can align your goals with a vision for your success. Care to learn more? Contact us today at info@lorel.com

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