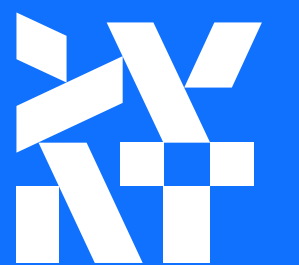


Supporting retail sales amid the COVID-19 outbreak

We're here to help. This document is a list of quick wins for business. We've collated ideas that can be implemented in 1 to 2 weeks and take into account virtually no brick-and-mortar sales for businesses.

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What's inside?

Quick wins

Onboard your offline customers with tape and paper

Build your own social media army

Onboard your offline clients to your webshop

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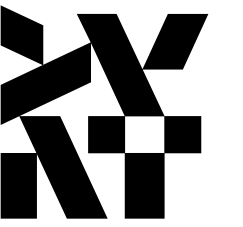
Useful Magento features

Local shops and one-day delivery

Check what others are doing



Quick win: Onboard your offline customers with tape and paper



As a first step, this is a very easy thing to do. Make sure that each of your brick-and-mortar stores has printed information on the shop doors.

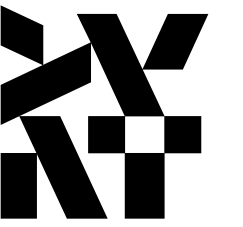
You need to let customers know that they can still buy your products online, add QR Code linking to your website, and your website address.

Other ideas:

1. Include a discount code (say, 15-20% off the first order) to encourage offline customers to buy from you online.
2. "Start with why": Donate 10-20% of the online orders to the COVID-19 responders such as hospitals. Let your clients support a higher purpose.
3. Use the QR-codes to easily access your online store.
4. Use a newspaper or radio campaign with the same information. Let as many people as possible know how they can buy from you.

How to: All you need is a printer and scotch tape. A discount code to your platform is probably 2 clicks away.

Quick win: Build your own social media army



Chinese companies, as the first to experience the disruption of COVID-19, engaged their staff (including shop assistants) to post on social media.

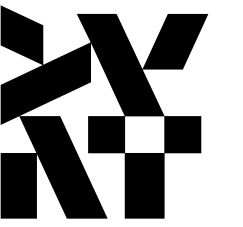
Use all these social connections to promote brands, products, and promotions. Use your people to increase webshop traffic.

Social Selling can generate as much as 15% more revenue for your webshop. Leverage your staff and their social connections to get targeted, low-cost traffic to your e-shop.

1. Your staff are all on social media. They can be your brand ambassadors amid their personal networks. Give them something unique to share such as discount codes and secret promotions.
2. Engage popular Instagrammers and YouTubers with paid campaigns.
3. Put short, personal videos on YouTube showing new products and collections.

How to: Select 2 or 3 people from your team with Social Media skills and encourage them to just start. The ideas will pop up immediately.

Quick win: Onboard your offline clients to webshop

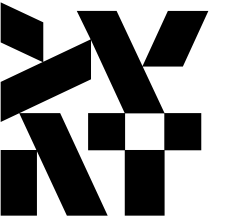


Offline shops are closed? Instead of letting your staff just sit at home worrying about the future, let them onboard new customers. You can reach them using phone numbers / sms / emails from your loyalty program or online shop database. Call people and tell them about your web shop.

1. Your online store is only used by 25% of customers? You need to onboard the missing 75% of your customers and convince them to buy online.
2. Personalized outreach (phone or SMS) can be very effective.
3. Leverage your databases with e-mail marketing to remind clients that now is a good moment to help out their favorite brand: Ask them politely to buy something ;)
4. Discount codes or donations are most often used to convince new users to open the web browser and buy.

**How to: Your staff know your collections and your clients.
Spend 1-2 days writing scenarios and training staff to do outreach.**

Quick Win: Video-chat and professional advice



You can use free tools like Google Hangouts, Meet, and Whatsapp to deliver best-in-class customer-centric online consierge services. Phone outreach to the existing customers is a great option to onboard them to the online shop and even make orders in their name.

Your staff know your products and your clients. Let them chat with them directly using Google Hangouts, Whatsapp or Zoom. There are tools at hand that don't cost a thing.

Communicate this option properly via a popup, landing page, and newsletter.

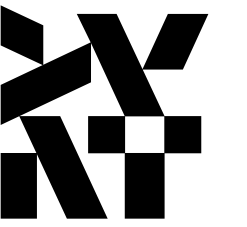
Select 2 or 3 employees and spend a couple of days training them to advise clients and upsell.

Advertise this as a "special, individual consierge" service.

How to: Select 1 or 2 team members and design the process. We have the experience to help you with this.

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Quick win: Live stream selling



The key is to onboard the offline clients to online and convince them to buy. YouTube streaming or Hangouts can help. Use your showroom to present the new collection or do a video tour-de-shop.

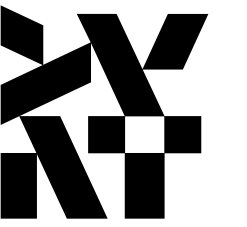
Have you ever watched teleshopping? It's an exaggeration but you get the idea.

Your staff or marketing team can start doing the video posts and streaming right away. You only need an iPhone to start, rather than a live studio.

People are under lockdown. They've got plenty of time on their hands. Give them unique content combined with discounted offers and let them just open the e-shop page.

Communicate the streams properly using Social Media, popups or your newsletter.

How to drive customers from offline to online



Use client data that you already have.

Use Open Loyalty to segment clients and understand their habits. There are no integrations and it is very fast and safe. The whole thing is powered by cloud.

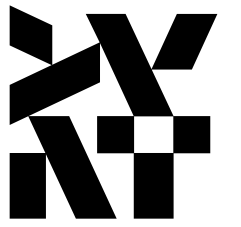
Talk to clients... actively and immediately.

Your clients don't know what's going on with your brand. They may not even know that they can still get online orders delivered in a safe way. Talk to them. Now!

Use personalized incentives in communication.

Once you understood your clients, send them incentives to buy online, based on what they have previously purchased. Offer them vouchers, discounts and access to future collections. See how your customers react to incentives and take it from there.

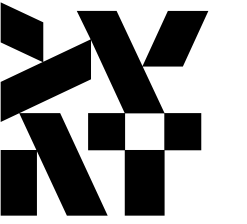
How to drive your customers online



Your offline sales have dropped off and you don't know how to increase online sales? You have to act fast but be safe at the same time? Here is how to drive customers online without a single integration, in five easy steps!

Day 1	Day 2	Day 3	Day 4	Day 5
Export data	Use Open Loyalty	Set up a campaign	Talk to customers	Measure and repeat
Export client data to any file from your eCommerce platform and other systems you have.	Use Open Loyalty Cloud version within a few minutes! Import data to Open Loyalty and start using insights immediately through advanced segmentation features.	Create a campaign with incentives for your customers. Thanks to advanced segmentation, you know exactly what your customers buy and need. Use personalized incentives to increase your online sales.	Send personalized messages to your customers via SMS, e-mail, and push notifications. Constant communication is the key ingredient here. Inform clients about your offline stores, drive them to the online store, and use incentives to convince them to buy today!	Import coupon codes for discounts to your eCommerce platform through an XML file and start a campaign. Export data from eCommerce and import to Open Loyalty. Measure effects of campaign and do it better next time around.

Customer journey



How does your customer convert to your online store?

First contact

Ongoing communication with customers is crucial. You have to actively talk to them.

A customer gets a personalized message via SMS, e-mail or push notification with information about the current situation of your business.

Free returns

You have to remind customers that they can easily return every purchased product.

A customer is reassured via message that can they purchase and return products as normal.

Free delivery

Nothing attracts more than free delivery, which reassembles an offline purchase.

The customer gets the first incentive to purchase online. Reassure the customer about returns and about the safe and free delivery of goods.

Discounts

Send personalized messages to your customers via SMS, e-mail, and push notifications with a dedicated discount.

A customer gets a personal message with dedicated discount. The discount is targeted based on previous purchases.

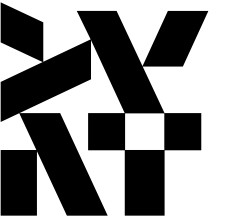
On-line visit

As soon as customer visits your online store, you have to take that chance to make a sale. Offer unique, special content and access to unreleased collections.

A customer makes a purchases using a discount.

Propose another discount and upsell offers.

Offline customer journey



The customer gets a message via sms, e-mail or push notification with information how online and offline stores operate.

Include personalized discounts and vouchers. Actively incentivize customers to go from offline to online.

Customer registers at your store, you offer shopping without registration.

Offer safe pick-up or free delivery.

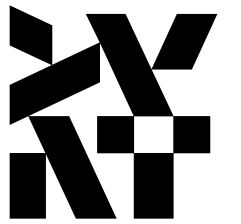
Personal advice

Completing online purchase

Prepare items in store

Store same-day delivery

Database monetization



How to monetize your customers' data

Subscription

Offer a paid subscription that includes free deliveries, returns, early access to unreleased collections, on-line consultancy, and access to special products

Lottery

Start a lottery for daily buyers.

Offer additional discounts, products or vouchers to use in future.

Recognize the winner and let the community know.

Contest

Organize a contest for your customers. Maybe the best outfit for staying home this spring?

Allow people to send photos and reward them with small incentives.

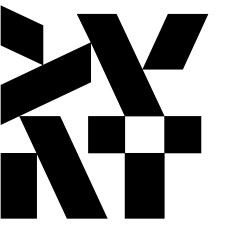
Recognize winners and publish their outfits in social media.

Up-sell

Use your database for segmentation, understand your customers.

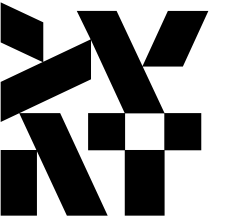
Offer well-targeted promotions and discounts based on real customer data.

Use UX best practices to improve conversion rates



- Checkout as “Guest”
- Make sure search is visible
- Put a value prop at every point in the funnel, including category and product pages
- Place a value prop (typically free shipping) in the cart
- Add secondary CTAs that facilitate x-device, like wishlists, emails or a call
- Put a clear benefit-oriented value prop above the fold
- Include post-sales activities in the menu
- Show that checkout is secure
- Communicate about contactless delivery
- Disable cash-on-delivery payment method to make all parties safe

Move your business online in 7 Days



Use Shopware 6 as quick eCommerce PWA solution.

You don't need to cost full integration and customizations to start selling online.

Shopware 6 offers you all the features needed for taking retail operations online, including management of inventory, products, orders, and CMS.

You can start by taking pictures of your products. Add descriptions and prices, and you have an eCommerce shop!

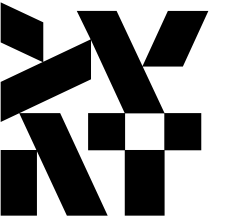
What you will need:

1. A couple of employees to enter product data. Depending on your range, this can take from one to seven days.
2. One or two employees to process the orders.
3. Your offline staff can fulfill these roles, as well as becoming your contact and advice center for clients.
4. You can use your existing loyalty program or customer database to try to onboard offline clients to your new shop.

How to: We can help you install your store and train you to run it. All within 7 days.

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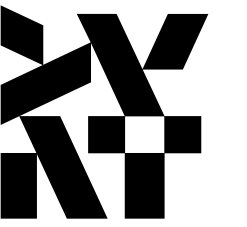
Make sure your e-store can handle the traffic



**All quick wins implemented?
Make sure your e-store will handle
the converted offline customers
properly at high speed.**

1. Make sure you're using the proper Content Delivery Network.
2. Enable auto-scaler if you are on *AWS/Azure/GC*.
3. Enable all the caching mechanisms your platform has.
4. Consult your SI/Divante for further advice (especially regarding *Magento, Shopware or Vue Storefront*).

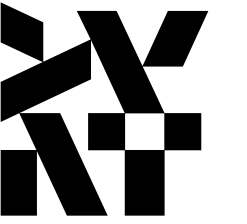
Useful Magento features



If you're on Magento, there are some features that can be helpful for managing rapid campaigns without additional development.

1. Individual discount codes import/export - you can match it with loyalty platform or e-mail marketing.
2. Adding virtual categories (each product can be in many categories) instead of investing in individual landing pages.
3. Managing the information / CMS pages - e.g. embedding videos.
4. You can modify the shipping methods descriptions to inform about contactless delivery.
5. You can give free delivery via discount codes or based on any other conditions.
6. Exporting the XML/CSV files for creating the dedicated landing pages, etc.

Local shops and one-day delivery

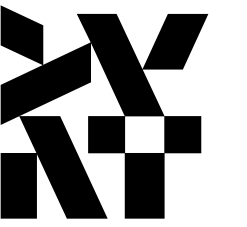


Chinese companies have converted shop assistants to delivery drivers - a key value add to customers during lockdown.

1. Staff who are capable of delivering (owning a car, etc.) might be interested but it can be challenging logistically.
2. The other option is to leverage 'from-store delivery' (especially when your e-shop supported this feature before). Let them just send packages instead of supporting the clients.
3. If you need to sell the local-shop inventory, think of launching a quick online outlet store.

An outlet online store can be launched as a subcategory of your e-shop in days or as a simple PWA e-shop within two weeks.

Check what others are doing



The continuing and dynamic situation surrounding coronavirus is a threat to people and the economy. Industry by industry, starting with fashion retail, we are taking a look at the disruption that is taking place and some of the biggest threats to business. We've also collected ideas and inspiration that might help fashion retailers get through this hard period.

Methods to help fashion retailers move offline users online:

1. Information flow
2. Live streaming
3. Online influencers
4. More basic products
5. More local products
6. Flash sales
7. Direct 2 Consumer (D2C)
8. Brands
9. Virtual try-on

Read here in more detail:

<https://divante.com/blog/fashion-retailers-and-coronavirus-tips-for-offsetting-the-loss-of-in-store-trading/>

What next?



Contact us for free online workshop to choose the best ideas for your business.

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Clutch



Forbes



Deloitte.