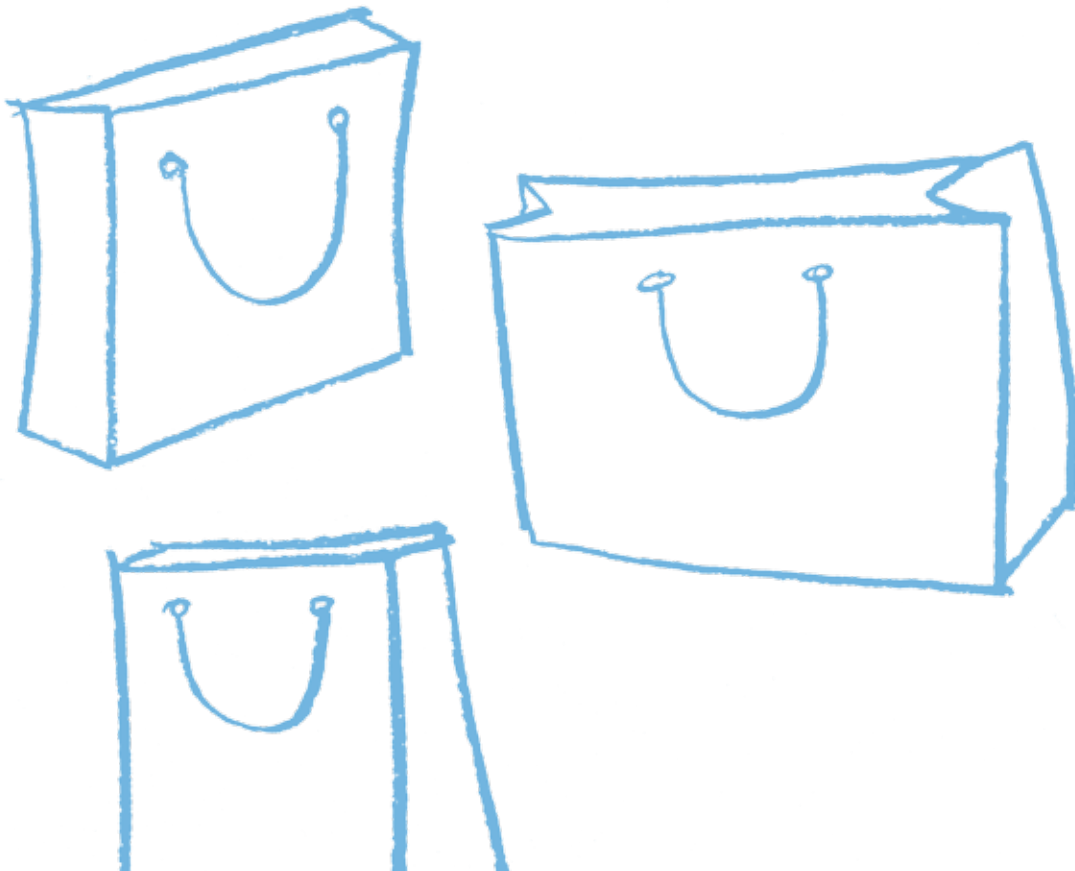


EBOOK

Retail Marketing for Small Businesses



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77,500 shoppers
can't be wrong,
can they?

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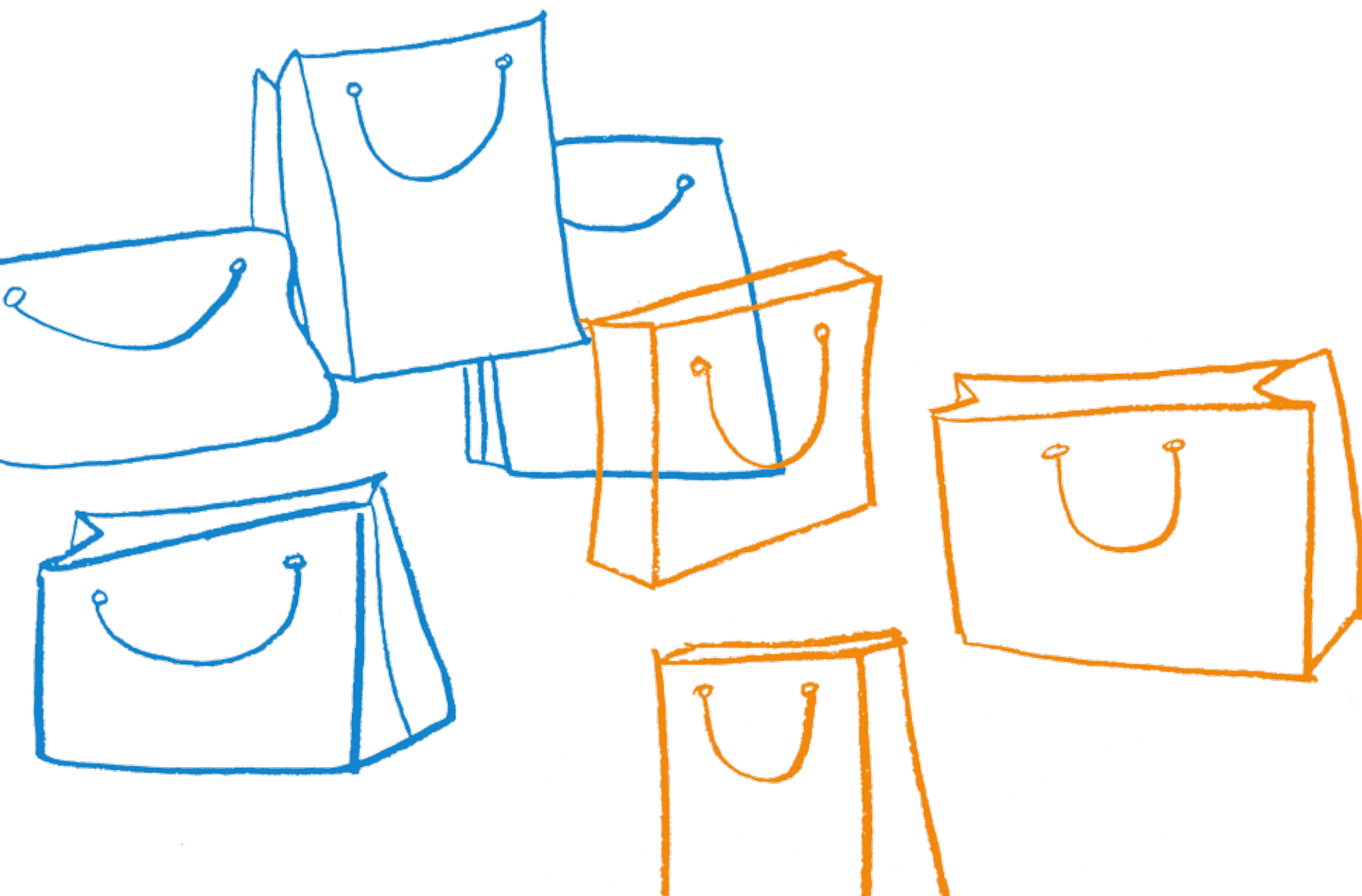
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77,500

Shoppers can't be wrong, can they?

The 2013 BrandSpark American Shopper Study of the nation's consumer trends and behavior has revealed some interesting facts that every retailer ought to check out, regardless of what type of product is your specialty. The survey questioned more than 77,500 consumers, and asked questions about a variety of topics. Here are the top five takeaways from this survey.



KEY TAKEAWAY

While private store labels have become stronger, especially in the food category, consumers still prefer to purchase brand names they recognize. 72% of consumers say they would rather search for a brand name product on sale than buy a private label product. This is especially true in the hair care and makeup categories, where 40% of shoppers indicated they would never buy a private label product. This is good news for retailers stocking brands with established reputations.

Consumers still prefer to purchase brand names they recognize.



*Product reviews,
consumer-voted awards
and other endorsements
play an important role in
decision-making.*

KEY TAKEAWAY

Consumer endorsements are important to 40% of women and 34% of men. Product reviews, consumer-voted awards and other endorsements play an important role in decision-making. Retailers can take advantage of technology to reach consumers who blog, tweet and write reviews and are willing to become evangelists for their brands.



KEY TAKEAWAY

If your organization is environmentally friendly, you are ahead of the game. However, although more than 8 in 10 shoppers will prefer to purchase a product with environmental benefits, most don't want to pay a higher price for the privilege. Only 40% report that they would buy a more expensive product if it was more ecologically sound. Retailers should make a point of advertising their products' benefits to the environment, while suppliers are expected to bear the extra cost of production without raising prices.

*8 in 10 shoppers will
prefer to purchase
a product with
environmental benefits*



*81% read food labels to
ascertain the health benefits
or detriments of the
food they buy*



KEY TAKEAWAY

Americans are very concerned with health. They are worried about obesity and illnesses such as cancer and high blood pressure. 78% of Americans are making changes in their lifestyle to become healthier, and 81% read food labels to ascertain the health benefits or detriments of the food they buy. Food sellers will want to take note of this fact and concentrate on providing healthy options for their consumers. Focusing on health benefits in in-store marketing efforts is a good bet too.

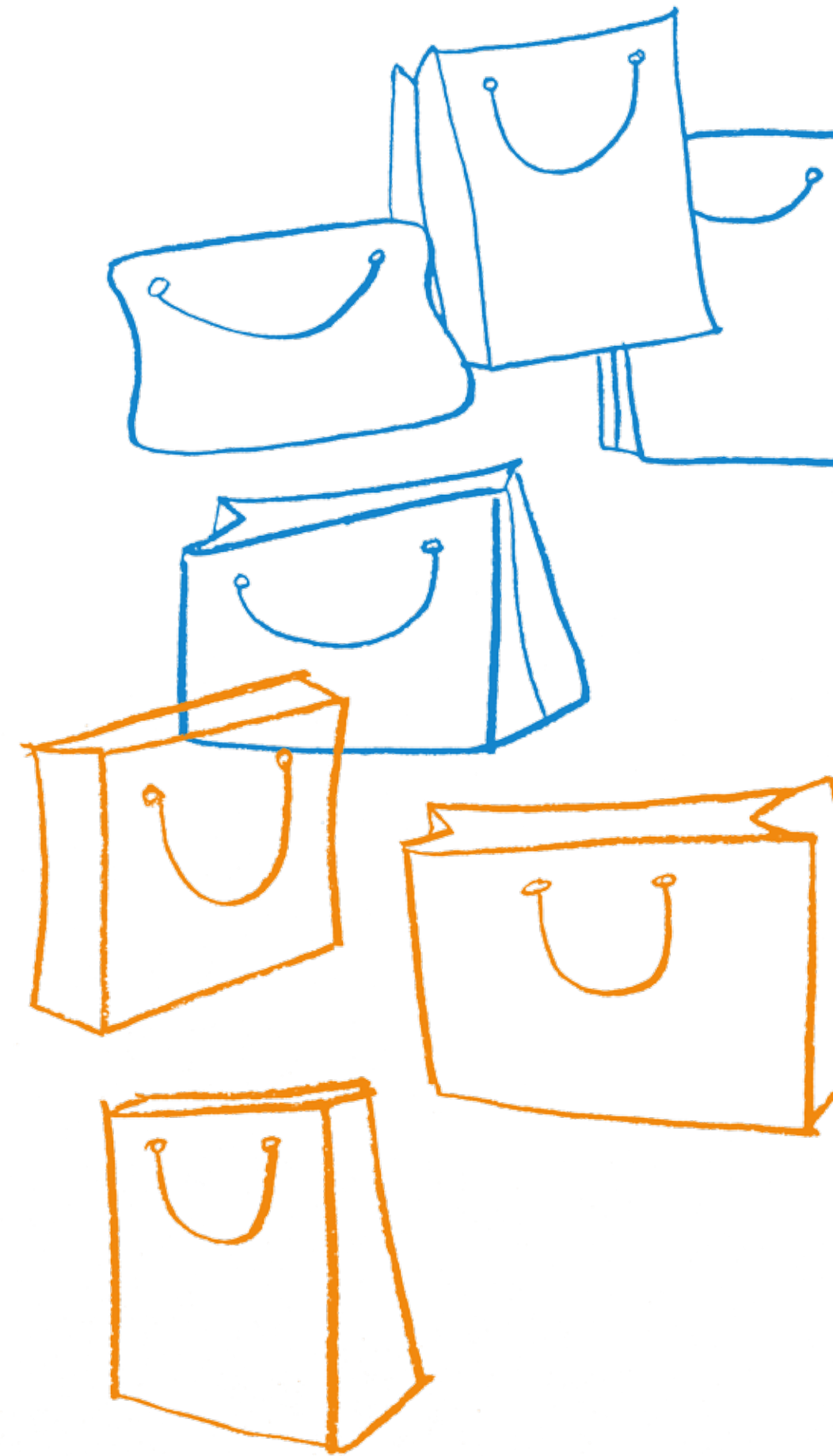
KEY TAKEAWAY

The role of smartphones in retail is growing, with over half of all shoppers expressing an interest in downloading or scanning coupons. Since 30% of young shoppers are already storing their shopping lists on their phones, digital coupons are a great way to reach the 18-34 demographic. Traditional media channels are still influencing shopping lists, though, with 67% of survey respondents citing circulars and TV, magazine and newspaper ads as influential. Retailers can take advantage of the plethora of channels to offer their coupons to the consumer in a number of formats.

Digital coupons are a great way to reach the 18-34 demographic



As you take your business deeper into 2014, these points can serve as guidelines for store displays, sales tactics and marketing efforts. Perhaps you can position your store as being healthier or more environmentally-friendly. If it already is, how can you emphasize these properties to the consumers? How can you take your pricing and marketing into the smartphone era and gain traction with a younger consumer? Can you put more emphasis on your recognized brand name products and let your customers do the talking for you? Answering some of these questions can propel you forward this year.

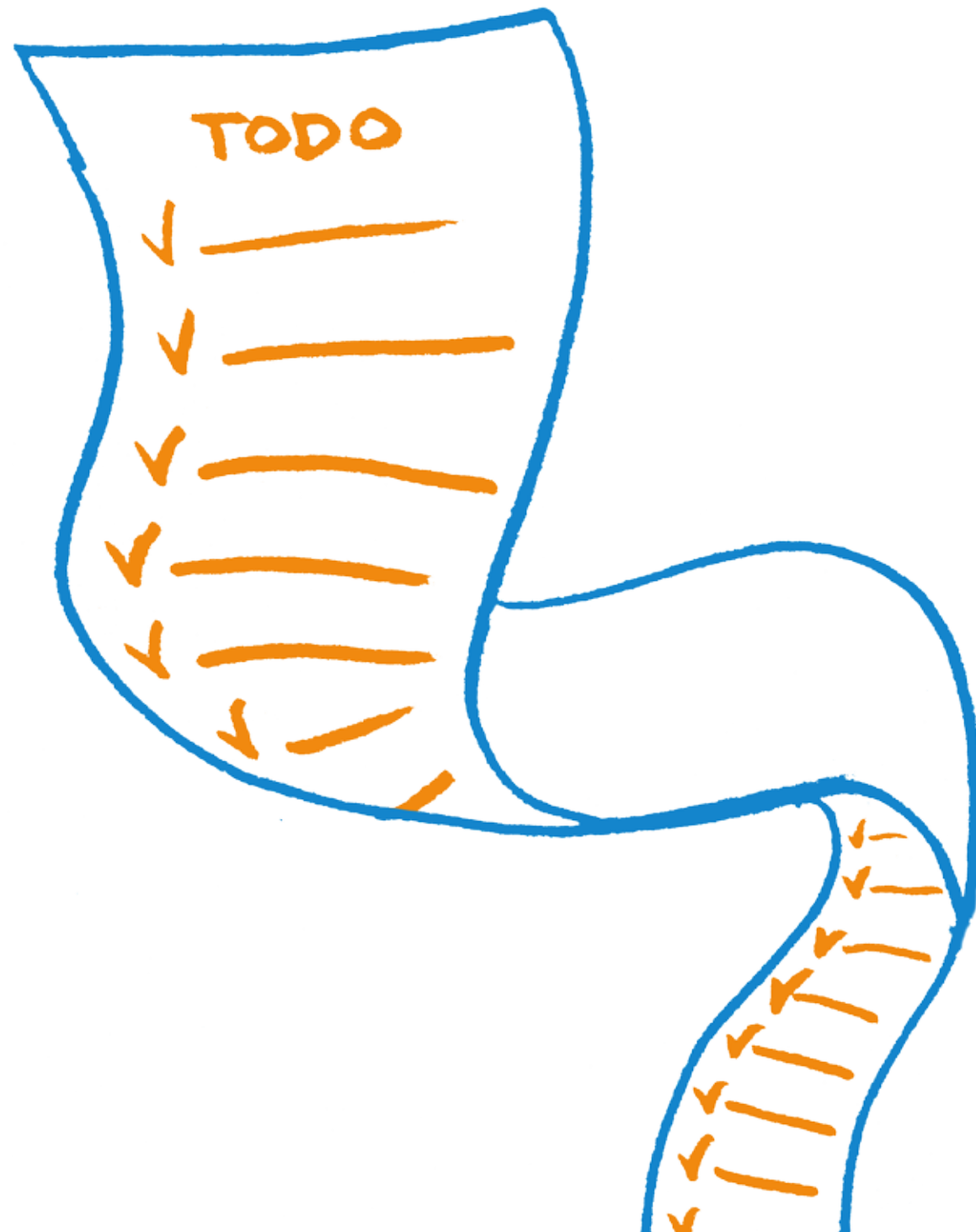




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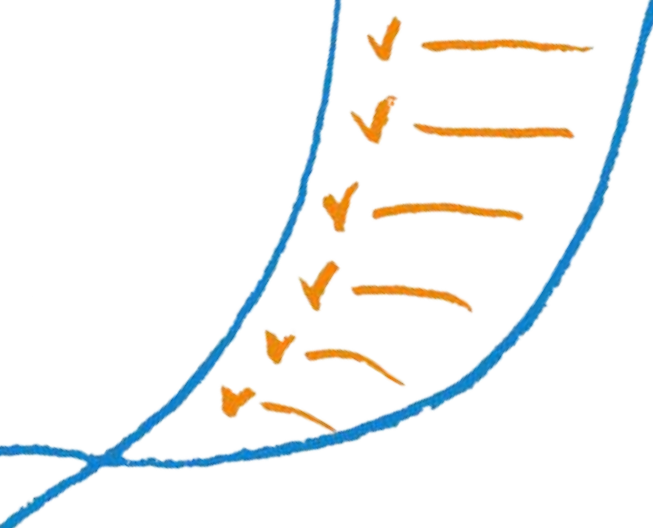


Make sure you've got the basics down



For small and medium business owners, forging the proper relationship between online and offline marketing can be a juggling act. And doing the online elements with the right priorities can be even harder.

A few short years ago, online marketing activities like building mobile-enabled websites, investing in search engine optimization and making sure to be visible (and active) on social media were considered by many to be important for geek-ready businesses only. But with the growing feeling that everyone is online all day long, even when they're unable to use their computers, digital has become par for the course.



It's been estimated that online content sharing usership has doubled in the past two years and that well over half of today's consumers are actively interacting with their favorite brands on Facebook. No wonder businesses today are nearly four times as likely to be marketing via social networks than they are via outdoor advertising.

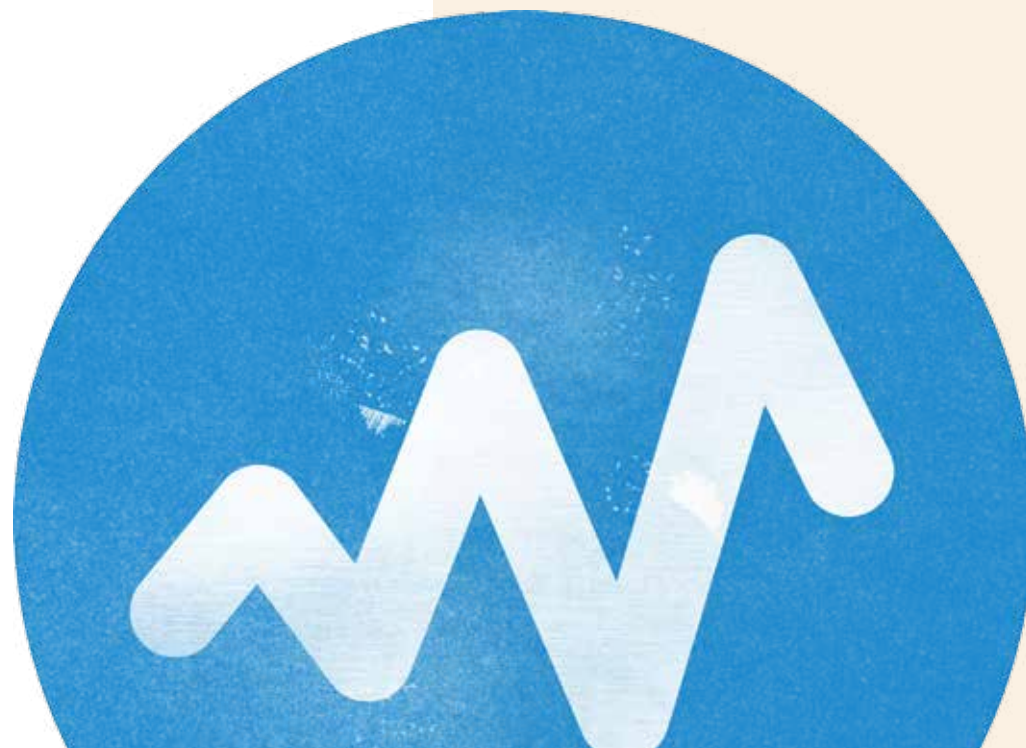
On the other hand, it can be all too easy to forget that online promotions are only as effective as one's web presence is. Why ensure that everyone searching for the relevant local search terms clicks through to your site first, if you're just going to lose them once they get there? After all, honeytraps are only as effective as the honey is gooey!

Myles Anderson, a British expert in the field of local search recently shared some eye-opening research findings on the Search Engine Land blog. Arguing for the proper balance between investing in a quality online presence and investing in exposure for that presence, Anderson points out that too many small and medium business owners are overlooking the basics, like updating their content, or including their physical street addresses on their sites.

Among the trends documented in the research:

KEY TRENDS

Over one quarter of consumers say that when a local business has a quality website, their impression of the business will be favorable.



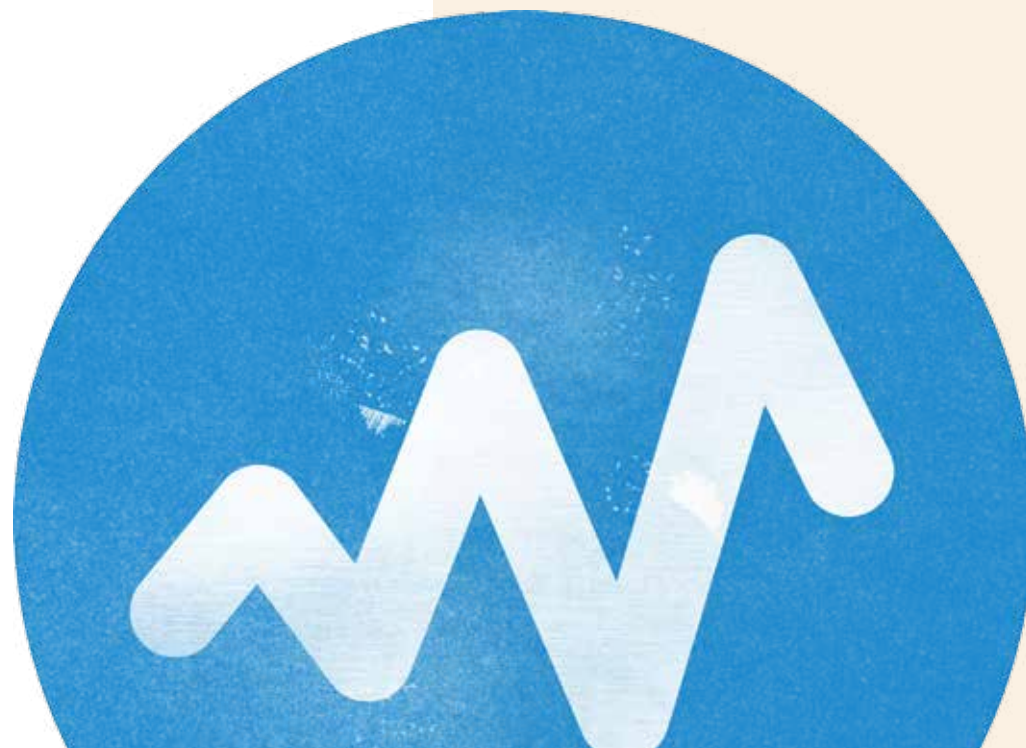
The consensus among consumers is that lists of products and services, along with pricing details and contact details, need to be easily findable on a local business website.

KEY TRENDS



KEY TRENDS

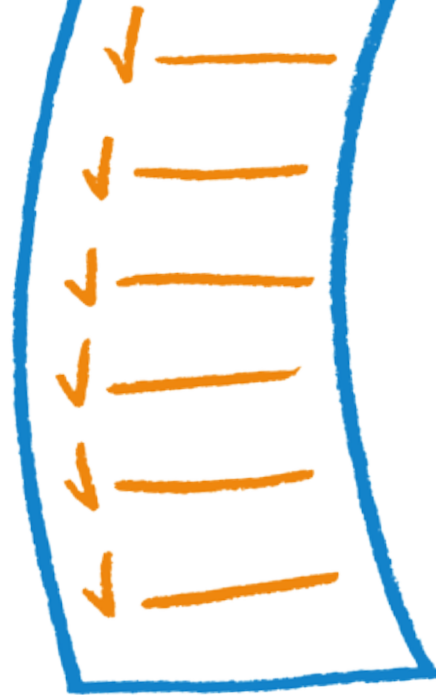
When websites do make pricing clear, prominently offering genuine value, over 40% of consumers said they're more likely to contact a local business.



While slow page loads, ugly design and other factors are key turnoffs when consumers evaluate brands online, the number one factor by a longshot is an unfindable physical address.

KEY TRENDS





Local entrepreneurs who are in tune with the way today's digital world operates are wise to invest in promoting their web presences, but the wisest of the bunch are those who emphasize both online marketing efforts and the basics of user experience optimization and dynamic content value.



3



Taking it to the streets

It started with food. For time immemorial, ice cream trucks have been cruising up and down neighborhood streets, the familiar music beckoning children to run forth with fists full of their parents' money. Lunch trucks parked outside factories or construction sites catered to workers without the time to escape their job for long enough to wander into a restaurant.

In recent years, upscale eateries are serving fusion tacos and fresh cooked vegan fare. Food trucks are congregating on downtown streets, office parks, or at summer festivals to create pop-up gourmet food courts. But why should it be only restaurants that get to shake off the brick and mortar and bring their goods directly to the people?

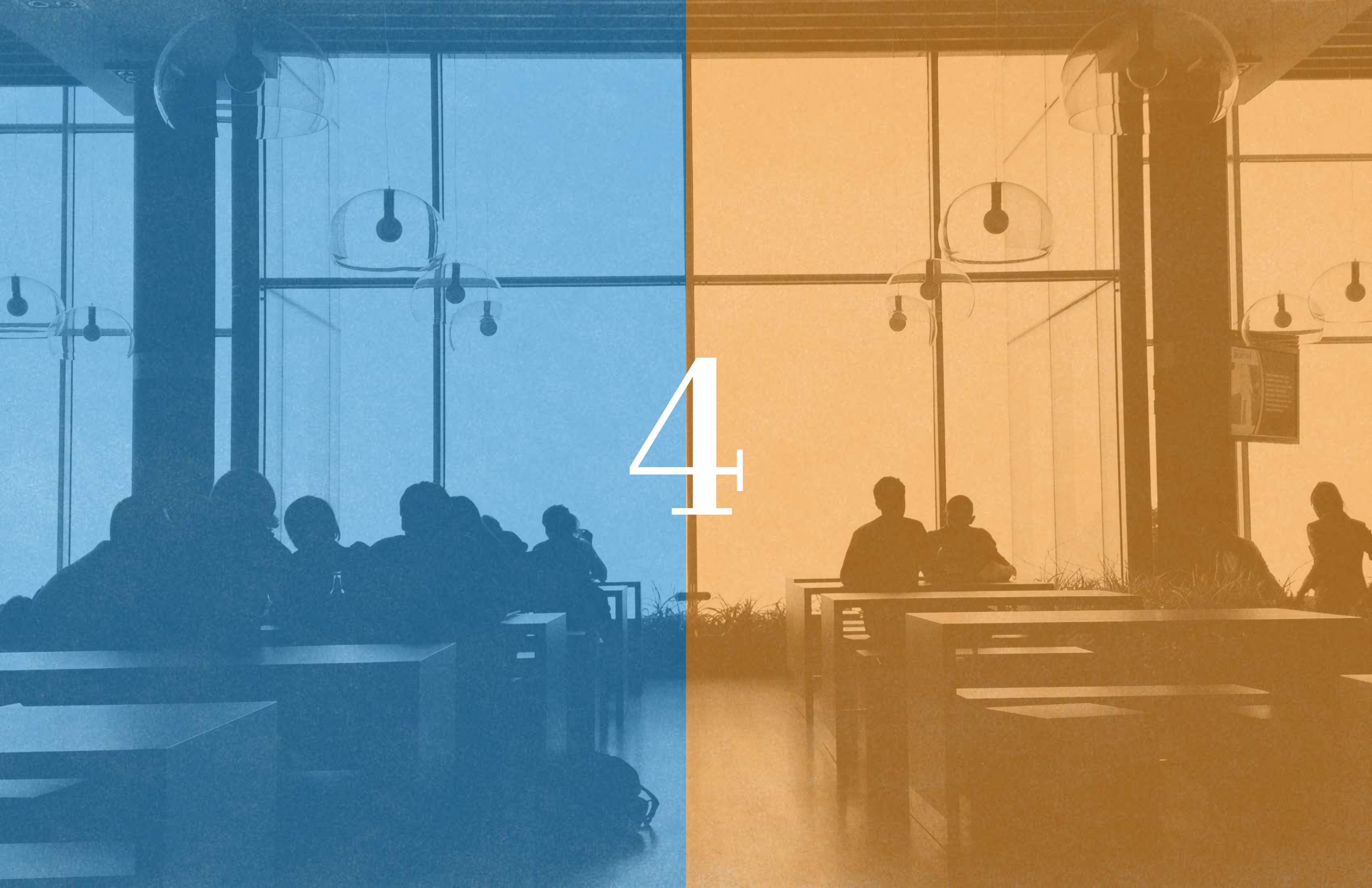


Well, it isn't anymore. The newest trend is mobile stores. For entrepreneurs who may have a capital idea but lack the capital to rent a storefront in a trendy neighborhood, a mobile enterprise is a great way to deliver your goods to your customers. Start-up costs are exponentially lower: All you need is a used delivery truck and the skills to fix it up. It could be the perfect way to earn enough money to open a storefront with a built-in customer base or maybe a way for an existing store to drum up new business.



For a mobile store, there is also the added benefit of buzz. Food trucks have long known how to harness the power of social media, building online communities of cult followers who check their Twitter or Facebook feed in the morning before they check their email. First it was pop-up food courts, now it's pop-up malls. What's next? Reportedly, there is a mobile salon franchise in the works, complete with salon chairs, sinks, and nail salon stations!

At Cashier Live, we love mobile commerce. If you are operating out of a truck, cart, or stand, our POS solutions are powerful and easy to use for conducting transactions, managing inventory, and issuing receipts - wherever you might find yourself.

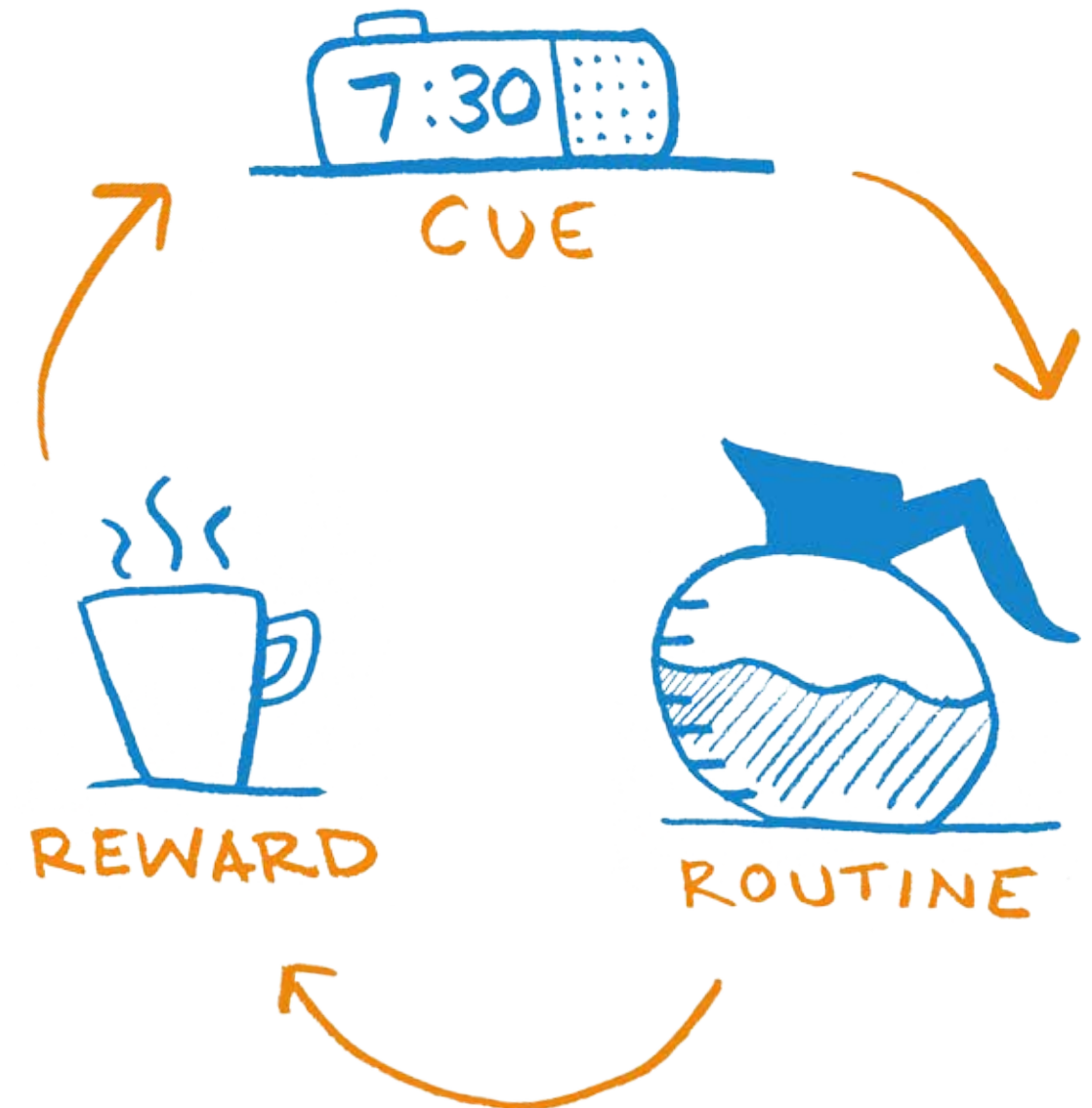


4

Make your business a habit

Your morning coffee. An afternoon jog. Kissing the kids when you come home from work. Whether we realize it or not, our days are filled with habits that we have spent years cultivating. And good or bad, our habits are not easy to change.

A habit is made up of three components: a cue, a routine, and a reward. You wake up in the morning (cue), brew your coffee and sit to drink it (routine), and enjoy the taste and the resulting wakefulness (reward). With repetition, your morning coffee has become a habit. Businesses just like yours stand to benefit greatly from the ability to understand your customers' purchasing habits.



A burgeoning science is exploring how to leverage consumer habits to affect purchasing behavior. You may have seen the recent story in the New York Times about how Target was able to analyze purchasing data to determine whether a customer is likely to be pregnant, even pinpointing the trimester with stunning accuracy. Knowing the buying habits of expectant mothers and fathers, the retailer was able to reach out to their customers with specific promotions.

Take the example of an iconic product that almost ended up in the dust-bin: Febreze. Febreze was initially introduced with an ad campaign that inserted it into the routine portion of the habit: smelly dog sits on the couch (cue), homeowner sprays the couch with Febreze (routine), and the couch no longer smells (reward). As intuitive as it sounds, Febreze didn't sell.

Turns out that when someone lives with a dog or smokes cigarettes, they eventually no longer notice the odor. This desensitization effectively turns off the cue, therefore rendering the routine of using Febreze unneeded. In terms that the customer would use, if the dog doesn't smell, why do I need Febreze?

After careful research, Procter & Gamble realized they put Febreze into the wrong portion of the habit. A mild and pleasant scent was added to the product and the campaign was retooled portraying Febreze as the reward itself. Finish cleaning, and use a spray or two of Febreze. The scent is a reward for a clean house and a job well done. The product quickly became one of P&G's best sellers.

Your product or your service is the best on the market. You know who your customers are. You know their needs, and you know how to reach out to them. But do you know their habits? Do you know when to reach out to them? Does your business supply the routine or the reward? When do your customers make their purchases, or perhaps more importantly, when do they decide to make their purchases and what makes them decide? When is the best time to reach out with a targeted promotion?

Consider your customers' habits, and you might find a bigger market is already in your hand. The all-new Cashier iPhone App makes this even easier. You can create and automatically compile customer profiles with purchase history, birthdays and much more. You can check out the app here: www.cashierlive.com

CASHIER iPHONE APP

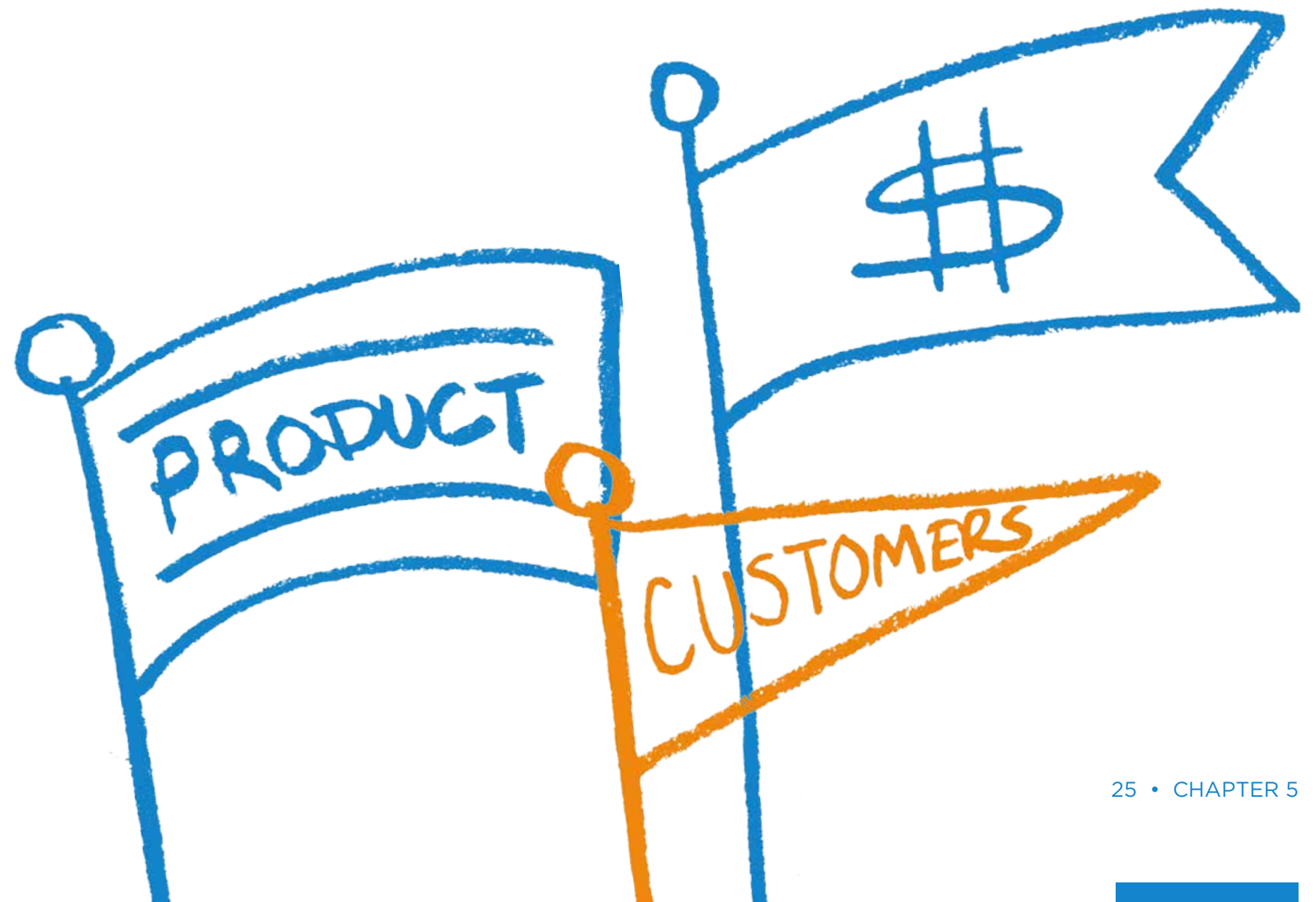


A large, white, stylized number '5' is centered over a background image. The background is a photograph of several flags flying on tall poles along a waterfront. The image is split vertically: the left half has a blue tint, and the right half has an orange tint. The flags include the Swedish flag, the US flag, the UK flag, the Canadian flag, the flag of the European Union, the flag of the United Nations, the flag of the Commonwealth of Independent States, the flag of the African Union, the flag of the Organization of American States, the flag of the Organization of Islamic Cooperation, the flag of the Organization of the Islamic Conference, the flag of the Organization of the Islamic Conference, the flag of the Organization of the Islamic Conference, and the flag of the Organization of the Islamic Conference. The flags are flying on tall poles along a waterfront, with a stone wall in the foreground and water in the background.

Amping up on value

What is the most valuable thing to a business? These days that question becomes more and more difficult to answer.

For some people product comes first, for others it's the customer and still others place the almighty dollar at priority number one. With so many big box stores seeming to work with the same priorities and focus to drive sales, it can be easy to get swept away with the tide of big box followers. But it's important to remember that focusing on more than the bottom line is the best way to feed the bottom line.



The Atlantic's recent profile of Wegmans reveals the philosophies and perspectives behind the success of a major chain. For those of you on the West Coast, this brand may be all but unheard of, but on the East Coast, Wegmans maintains an impressive 79 supermarket branches. Perhaps even more impressive than its profitable chain of stores is its core value that "Employees are the biggest priority."

Completely breaking the mold of the common big box strategy, Wegmans team members earn superior wages, benefits and training. Their suspicion of this creating a serious sales boost so far seems to be right on target! Creating \$6.2 Billion in revenue annually and seeming to laugh off any doomsayers on Wall Street, Wegmans continues to deliver profitable quarter after profitable quarter.

What's the reasoning behind the boost? Marketing. Wegmans relies on perhaps one of the most traditional forms of marketing, the referral. When most big companies see rocky times on the horizon, the first instinct is to cut jobs to make the dollars show up. Unfortunately, that creates a sea of frustrated and angry ex-employees who make sure to attack the reputation of their former employer at every turn.

Wegmans swears by creating an atmosphere where the employees not only feel appreciated but know that they are the reason the chain is succeeding, so there is a sense of joy and pride in recommending their employer to friends and family. And they'll go the extra mile to provide top-notch service.

So what are the key lessons you can learn here and apply to your business?

KEY TAKEAWAY

*Well trained employees
know their business and
take pride in their profession.*



Just because everyone else is cutting jobs to make the bottom line doesn't mean that there aren't more innovative solutions.

KEY TAKEAWAY



KEY TAKEAWAY

A team that feels invested in the business will do everything they can to ensure that the business succeeds.



The most important thing here is that Wegmans isn't saying they think everyone should do this. All that they are saying is that they know what is important to them as a company and they stick to that. They don't sacrifice the things they value when times get tough, but instead they get innovative and find a way to make their values valuable, which might be sound business advice for us all. So what makes your values valuable?



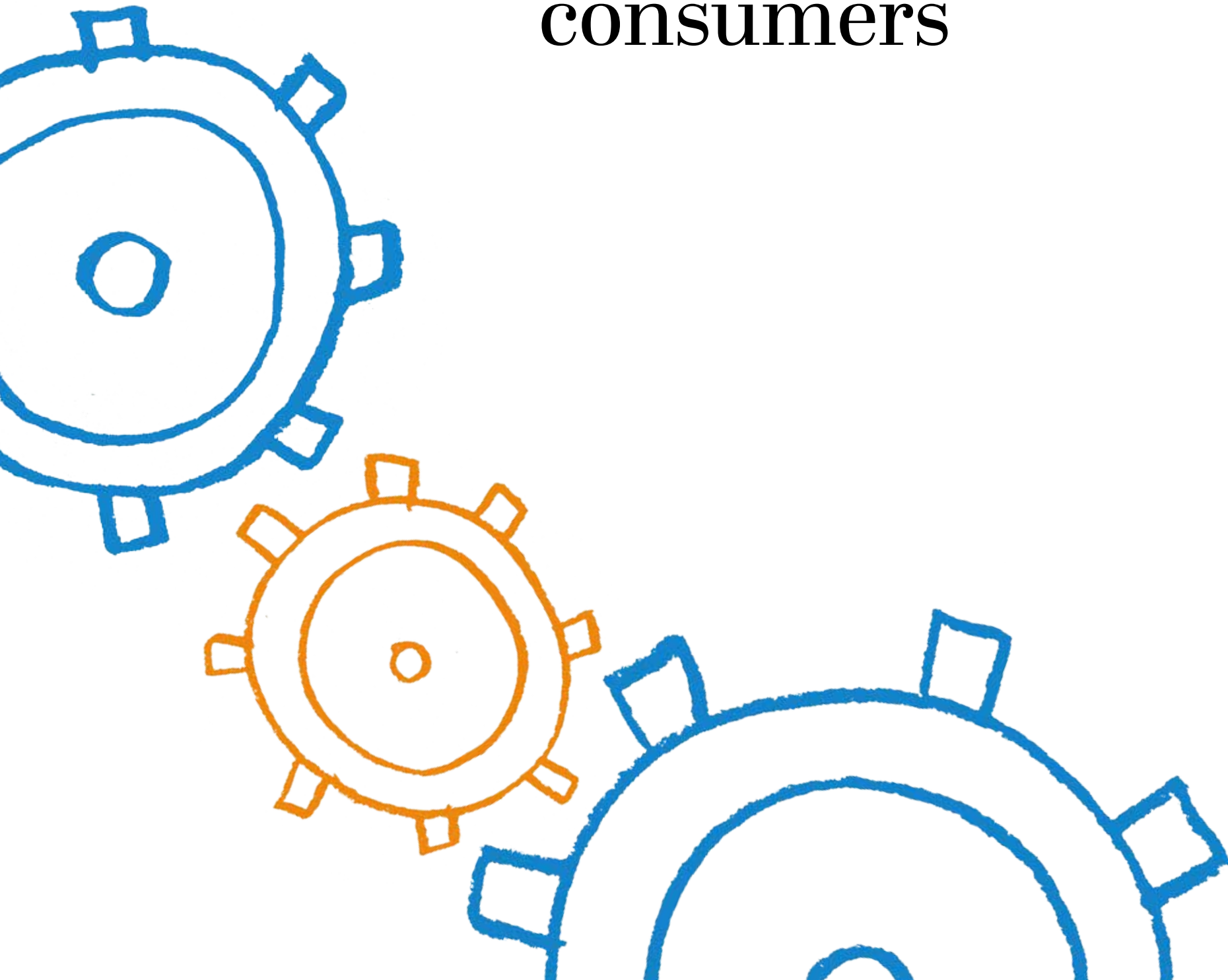


6

Manufacturers are increasingly keen on selling directly to consumers

If you want to buy new pair of Levi's, you can go practically anywhere. As always, you can buy the original work pants at Sears. You could go to a high-end department store like Bloomingdale's. You could stop by your local independent clothing boutique that keeps some in stock. You might even sell them at your own store!

Another option that hardly existed a decade ago is booming in popularity: you can also buy directly from the manufacturer itself. You can go to the Levi's store at the mall or if you live near an outlet mall (or don't mind taking a drive) at a Levi's outlet store. You can even go to the Levi's website and buy them directly from the company online.

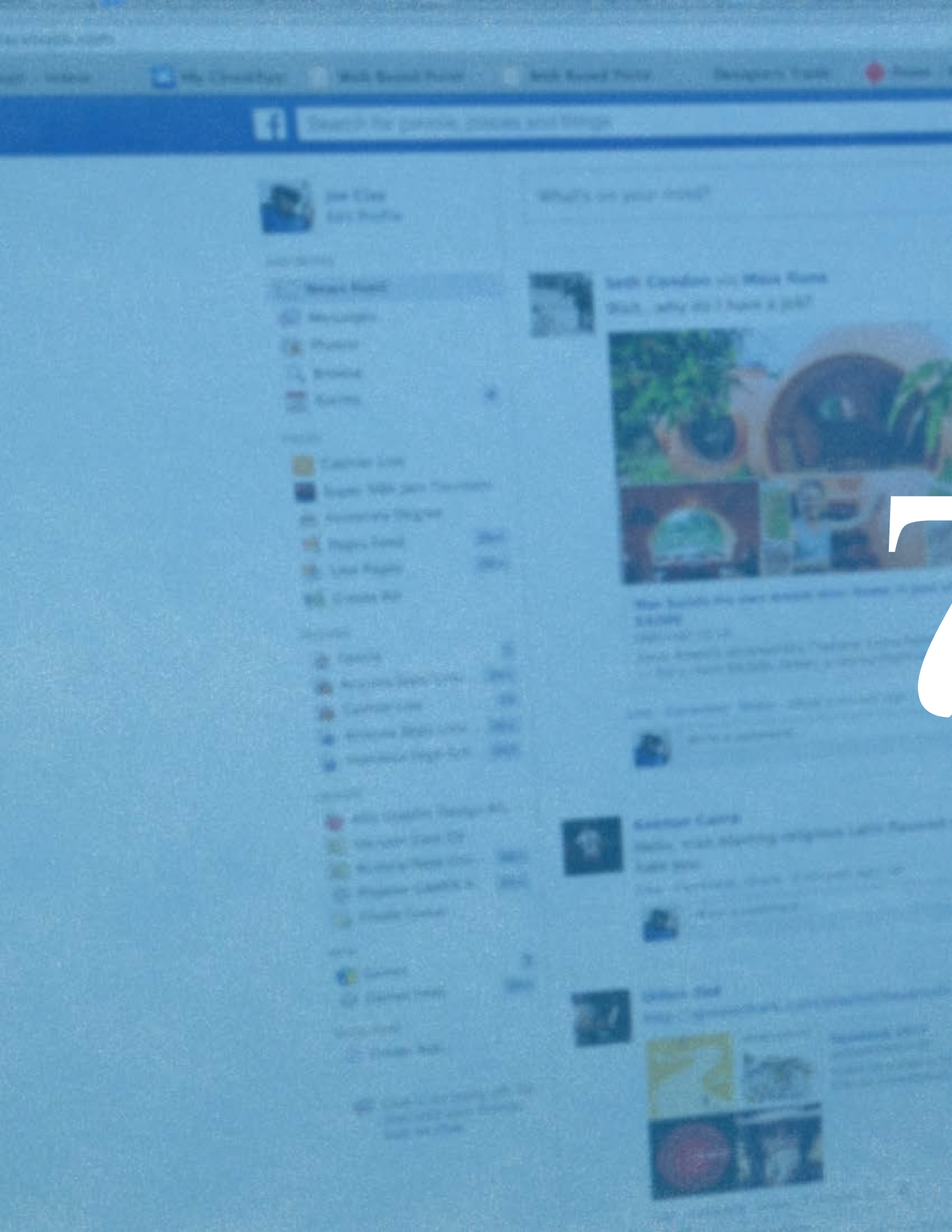


Of course it isn't just Levi's that is using the direct-to-customer strategy. After watching for years as people lined up on release day at the Apple store for the newest gadget, Microsoft finally opened their own stores. A recent study conducted by the Economist Intelligence Unit examined what is driving the trend of consumer goods manufacturers selling directly to consumers, skipping traditional retailers.

Currently, 24 percent of manufacturers sell their products directly to consumers, and that number is expected to jump to 41 percent in the next year. Nearly three-fourths of CEOs surveyed said that social media would play a prominent role in increasing customer loyalty this year. The number of respondents that said that social media would be a priority during the next year doubled from 17 percent to 33 percent. It is interesting to note that the executives emphasized that e-commerce efforts are complementary to existing retail channels - not competitive.

Potential customers are checking their email, Twitter feeds and Facebook pages throughout the day. The ability of retailers and manufacturers to connect with customers at any time, combined with the ability of customers to make purchases at any time, is a tremendous opportunity.

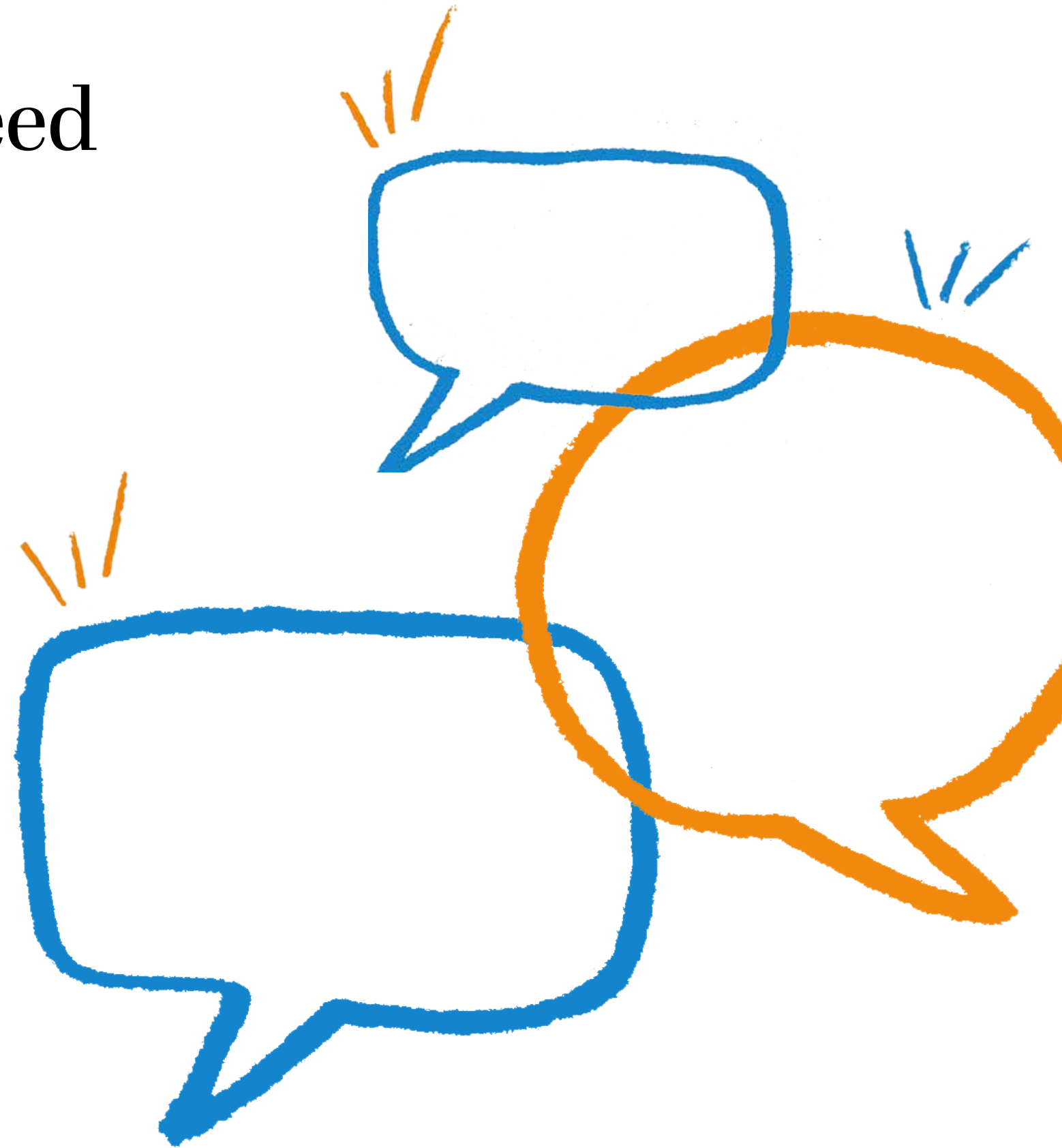
So yes, we can now add manufacturers to the growing list of threats to the livelihood of small businesses. Does your business have a social media marketing strategy? Aside from reading this message, how do you use email marketing? With more opportunities than ever for your customers to make purchases, your business cannot afford to fall behind the big guys in the connected landscape. While many have touted the rise of the social web as the great equalizer, enabling business Davids to compete with business Goliaths, aggressive entry into retail by big guys makes social marketing all the more essential.



7

Does your store really need to be on social media?

New research shows that 41% of customers make their purchases offline after researching the product online. Today's ecommerce brands are finding it hard to beat the hands-on experience of entering a non-virtual store, speaking with a salesperson and looking at and touching the product before purchase. Interestingly, however, customers are increasingly turning to their social media friends to recommend and review products, even when the final purchase eventually takes place in a brick and mortar shop.



KEY TAKEAWAY

Facebook is the leading social media platform for motivating consumers to purchase products. Since people are connected via Facebook to real-life friends whom they trust, these friends have influence over their decision-making process. Facebook is especially successful at alerting customers to sales.

*Facebook is especially
successful at alerting
customers to sales.*



One in three people who bought products they had pinned on Pinterest reported that they had not been aware of the existence of the item beforehand.



KEY TAKEAWAY

According to the recently published Vision Critical study, Pinterest has some key advantages when it comes to introducing customers to products they had not heard of before. One in three people who bought products they had pinned on Pinterest reported that they had not been aware of the existence of the item beforehand.

KEY TAKEAWAY

Twitter is useful for helping consumers find out where to buy an item. When it comes to non-virtual retail, Twitter's strong point is its ability to influence people to purchase technology products. 34% of Twitter-influenced purchases were made after sharing or favoring a technology item.

34% of Twitter-influenced purchases were made after sharing or favoring a technology item.



Offline retail is as important to today's commerce landscape as ever, but this doesn't mean we should be ignoring new media altogether. The evidence is demonstrating that purchases are often made indirectly through social media.

Even if you never sell anything online, experimenting with multiple channels of social media presences can help with branding and with bringing costumers to your stores. Announcing sales on Facebook, tweeting about new or unusual products and pinning aesthetically pleasing items can all help build a buzz. And all those pins, shares and follows can go a long way towards getting people in the door.





8

Craft your store's atmosphere using all five senses

Stores do sell products, but retailers who are at the top of their game craft shopping experiences that convey specific lifestyle experiences. When a potential customer enters a store, he or she is immediately surrounded by a specific set of sights, sounds and scents that evoke emotions and conjure visions of a certain mode for living.

Your playlist is arguably one of the most important elements. For instance, when a customer hears loud, fast music, he immediately thinks young and hip, but classical music evokes elegance and maturity.



Colors can also set a mood. Red signifies action and savings, while black symbolizes luxury and higher prices.

Items placed near each other encourage the consumer to picture them together, so that he or she is inspired to purchase an entire outfit instead of just a shirt, for example. The same pair of jeans might attract a young girl if placed next to a cell phone cover, or a more mature woman when placed next to a high-end bag. An interior design boutique can showcase an entire room instead of just one piece of furniture, to create an atmosphere and encourage the customer to buy more than one item (after all, that's how IKEA manages to up-sell so effectively).

Many retailers use scents piped through their vents to affect a mood. Baby powder encourages a warm fuzzy feeling toward babies, and coconut makes everyone think of the beach. Male clothing can be accented with cologne, while female clothing benefits from a light perfume.

The smell of fresh-cut grass makes people think of DIY projects and makes them more likely to purchase home-improvement products. (On the other hand, the wrong scent can discourage purchases. In a store where both food and clothing are sold, it is important to keep the food smells away from the clothing!)

The first step toward marketing a lifestyle is identifying your ideal customer. Think age, spending power, hobbies and role models. Craft your displays to evoke this customer's ultimate fantasy, using all five senses. This doesn't have to be expensive. A simple rearranging of products, an open bottle of perfume or a new playlist can make a big impact on purchases while barely making a dent in your budget.

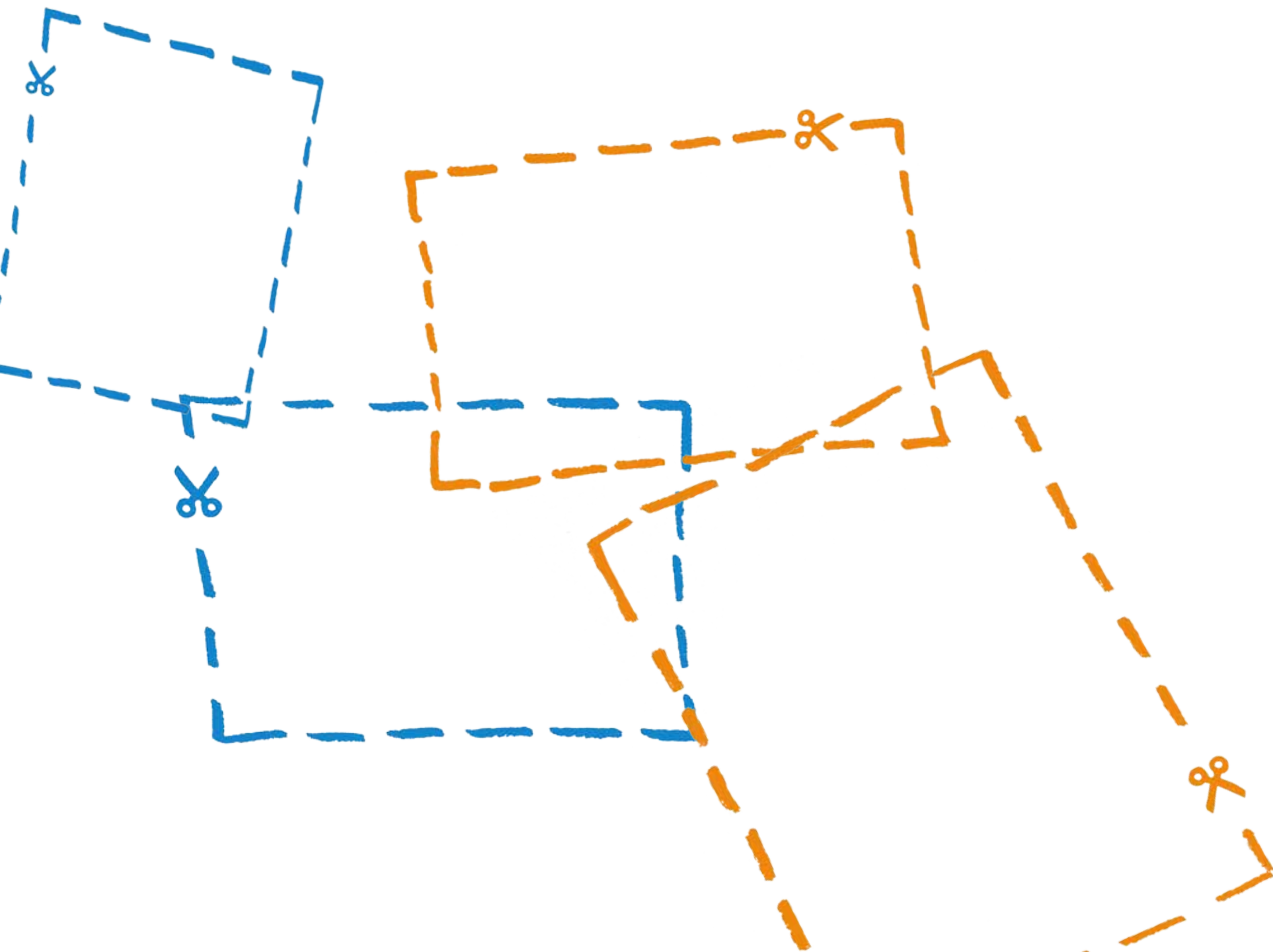
Inexpensive changes also don't require a lot of prior research; try out a few different displays until you find one that works.






9

People don't want a fair price - they want a great deal



It may seem counter-intuitive, but marketing experts have proven it to be fact. Customers don't usually focus on how much a product "should" cost, so they use the original price tag as an anchor. When they see that the price has been marked down a certain amount, they assume that this is a good deal. They are not aware that the original price was inflated so that the item could later be sold on sale.

Many consumers also enjoy the thrill of searching for a bargain. They like the fun of finding a coupon, buying the last item at a cut-throat price or planning meals based on grocery sales. Take away that thrill, and they will shop elsewhere.



The entire process of marking up merchandise, then marking it down and then even further down, is an expensive one for retailers. That's why some chains prefer to start out with low prices and not offer sales.

This system only works if the retailer earns a narrow profit margin. If volume of customers make up for the narrow profit, or the store has other means of revenue (like Costco's membership cards), this can be a successful strategy. But for most businesses, offering sales and discounts is the way to go.

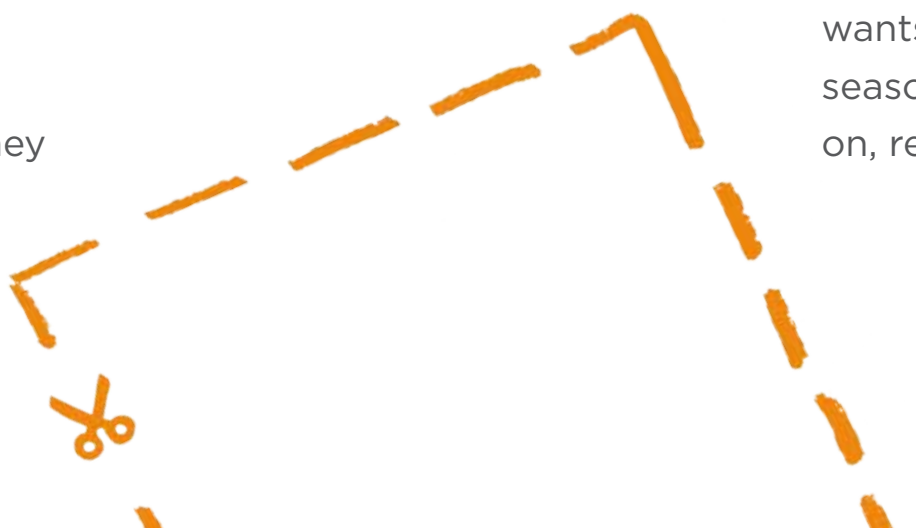
That's a lesson J.C. Penney recently learned the hard way. The department store stopped offering sales and emphasized its everyday low prices. It quickly lost a lot of customers and has recently backtracked and gone back to the old system.

According to the shrewd analysis of the New York Times, consumers were told they were getting low prices, but they

didn't see an advantage to shopping at J.C. Penney instead of another store. The chain didn't guarantee the lowest prices or demonstrate that their prices were lower than other stores, so purchasers had no anchor price to compare against.

J.C. Penney's attempt at an overhaul may have failed for other reasons as well. Fox Business cites the attempt to make huge changes in too short a time and an embarrassing public spat with Macy's. American Apparel CEO Dov Charney was quoted by Business Insider, blaming the failure of the overhaul on the fact that the chain didn't stay loyal to its core brand.

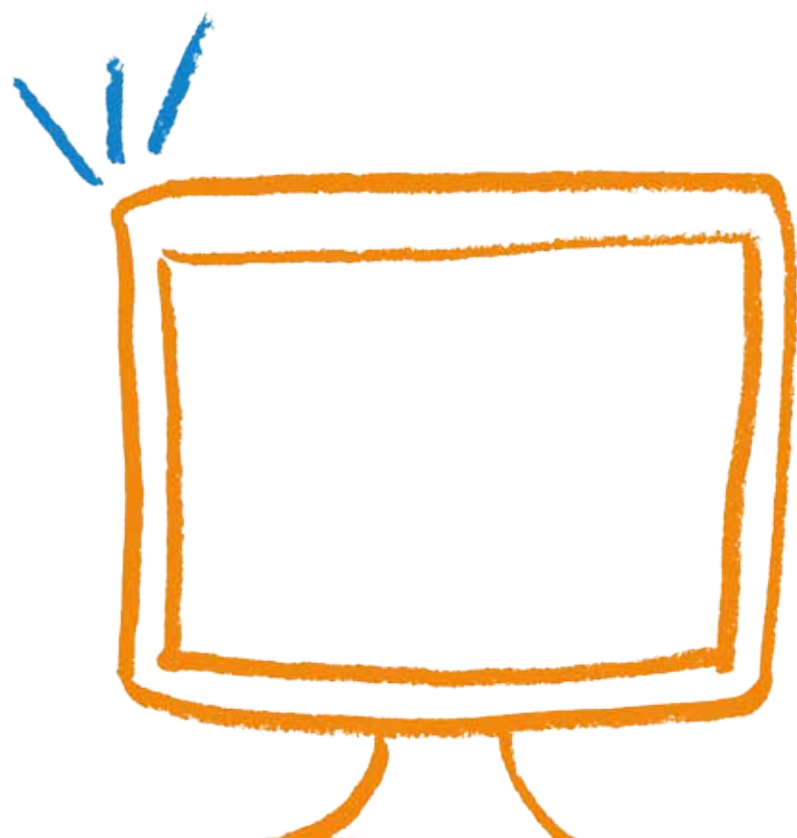
The cancellation of sales may not have been the only reason that J.C. Penney started hemorrhaging money, but it was clearly a major contributing factor. The customer is always right, so if the customer wants to overpay at the beginning of the season and enjoy the thrill of a sale later on, retailers would be wise to play along.





How to sell to Generation X

Labeled “slackers” in their youth, considered to be the first kids with “media savvy,” and having weathered multiple recessions, today’s primary bread winning adults were born between the 1960s and 1980s, which places them squarely in Generation X. Figuring out how to motivate Gen-X-ers to spend on food, consumer products and services has long eluded business owners, but new research is helping.



Generation X has been found to be even more frugal than seniors and baby boomers. Their behavior shaped by an uncertain economy, this generation graduated college and entered the workplace in the years that followed the 1987 stock market crash. The extent to which Gen-X-ers are interested in pinching pennies is highlighted by a new SymphonyIRI survey, which goes a long way towards helping retail and food marketers understand and play to Generation X’s habits.



KEY TAKEAWAY

At the supermarket, nearly one third of Gen-X-ers are looking to create their meals at the lowest possible cost, the study reveals. 69% make shopping lists to avoid unplanned purchases, and 20% stay away from certain aisles to make it even harder to buy unnecessary items.

In retail stores in general, 37% look for brands that are on sale, and 33% use loyalty card discounts.



Generation X shoppers like using technology to satisfy their frugal natures, looking for the best deals and discounts via digital media.



KEY TAKEAWAY

Generation X shoppers like using technology to satisfy their frugal natures, looking for the best deals and discounts via digital media. Coupon sites and manufacturer and retailer websites are the most popular ways to find discounts. Some 31% use social media tools such as Twitter and Facebook to download coupons, and 35% visit deal sites like Groupon. A full 23% are interested in receiving updates on deals via emails and texts. And 18% research products on blogs before purchasing.

Proprietors of small businesses would be wise to build upon this knowledge to market correctly to Gen-X-ers. Help them find deals where they are already looking for them. Create social media presences which offer discounts only to followers; build a strong newsletter list, and send coupons exclusively to members. Post deals on websites that specialize in discounts, and make sure there are deals listed on your own website as well. Consider sending free products to influential bloggers in exchange for an honest review of your product.

Help Gen-X-ers save money on their purchases, and they are more likely to buy from you on a regular basis.



The image is a horizontal split-screen composition. The left half is tinted with a solid blue color, and the right half is tinted with a solid orange color. In the background, a desk setup is visible, including a laptop, a pair of glasses, and a computer mouse. The text "Want More?" is centered across the middle of the image in a white, serif font.

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Thanks for reading!