OMNI-CHANNEL RETAIL

An eCommerce guide to Omni-Channel Retail.

NORTHERN × Magento

BRIDGING THE GAP

Connecting with, and selling to consumers in today's digital economy.

Today, the digital savvy customer seeks a seamless experience from brick-and-mortar retail to digital commerce. Now more than ever, it is crucial to begin revising channel-mix investments, by allocating a greater share to online mediums. Approaching eCommerce with the proper strategy and platform for scalability and personalization will only help to bridge the quality gap between offline and online experiences.

Overview

The path to purchase is filled with dynamic touchpoints that influence consumers through multiple channels. In this resource we will review core elements to consider when integrating an eCommerce platform into your omni-channel ecosystem. Factors include:

1. Rich Shopping Experiences
2. Product Search & Findability
3. Omni-Channel Integration
4. Inspiration & Awareness
5. Customer Acquisition
6. Loyalty & Retention
7. Customer Service
8. Data & Intelligence
9. Scalability

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58% percent of retail sales will be digitally impacted by 2023,

meaning those sales either will occur online or may occur in-store but be influenced by digital technologies.

- Forrester Report 2019

Based on U.S. data found here.

RICH SHOPPING EXPERIENCES

Build your digital commerce the way you built your physical retail experience.

Creating a seamless user experience for site visitors will be crucial to your omni-channel success. Consumers seek ease of navigation, rich product data, and personalization when shopping online.

Rich & Interactive Product Data

Thorough product descriptions, gallery- embedded videos, size & fitting charts, are just a few ways to provide your customers with value to help their purchase.

User-Generated Content

Product reviews with user-submitted photos and Q&A's are a great way to build trust and increase conversion rates. Take it a step further by integrating social mentions through tagged Instagram products.

RETAILER SPOTLIGHT

Tilley

Since 1981, **Tilley** has designed Canadian-made apparel which have become stylish travel essentials. Most iconic of all are Tilley's hats, which block 98% of the sun's harmful rays and endure the elements over hundreds of miles of wear.

Tilley has built a remarkable shopping experience around their brand advocates and catalogue of distinct products. Their rich product experience welcomes shoppers to explore items through highly detailed product imagery and information to help make a confident purchase decision. Layering additional personalization into their omni-channel strategy, Tilley leverages user-generated content (UGC) using in-depth ratings and reviews and social media with their campaign "Tilley In Real Life."
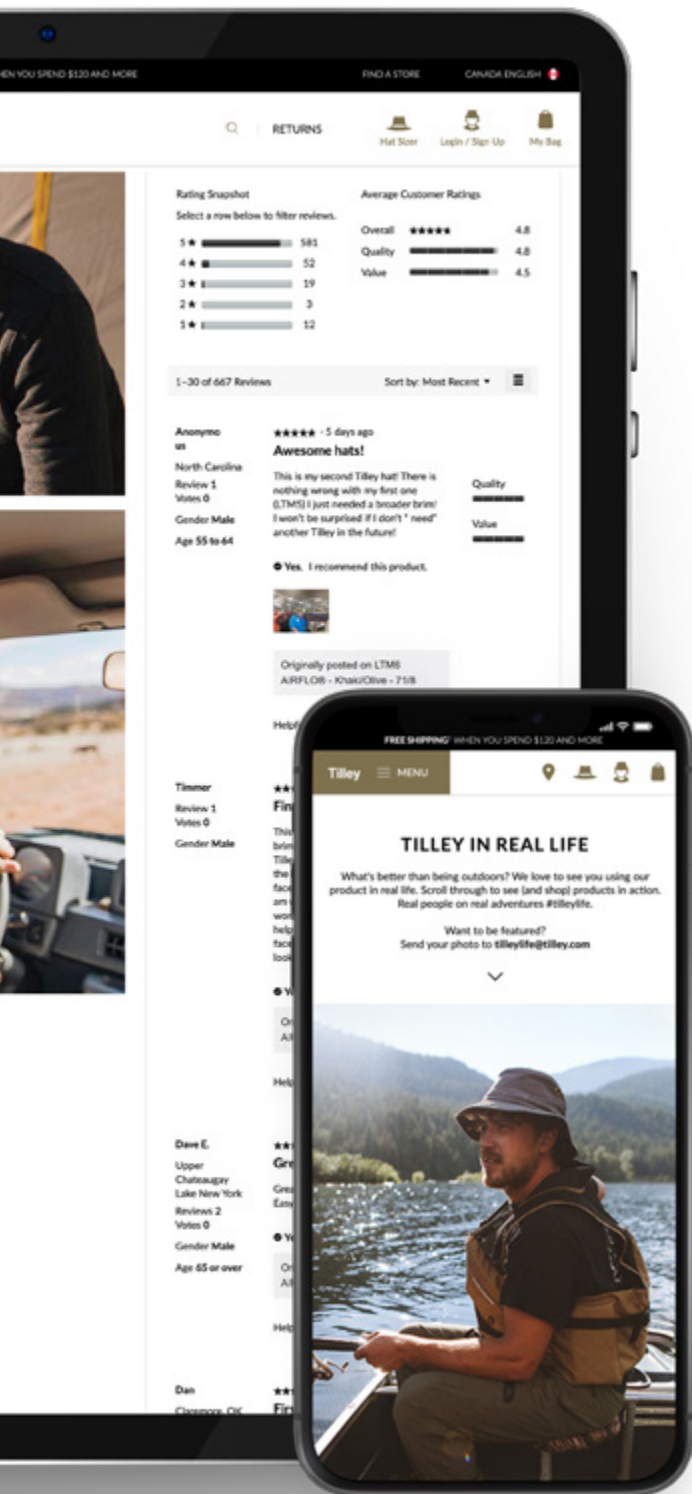
PRODUCT SEARCH & FINDABILITY

Delight customers with an intuitive search experience.

Creating a seamless search experience increases the discoverability of products and services and drives conversions from its enhanced user experience. Advanced search features allow retailers to achieve greater results with average order value and conversion rates.

Advanced Filtering

Advanced filtering enables site visitors to narrow their search from hundreds of options to a handful of items matching their specific needs or interests. Beyond the basics of site-wide filters, using category-specific filter options can empower shoppers and speed up their purchase journey.

Curated Category Pages

Curated category pages help customers find the products they are looking for and also ones they may not realize they need. Curated commerce gives retailers an opportunity to introduce carefully chosen items designed to enhance the client experience and increase discoverability of best-selling or related products.

RETAILER SPOTLIGHT

TDot Performance is a leading Canadian retailer of automotive performance parts and accessories. They excel at providing customers with advanced filtering options for their expansive product catalogue. Using this search functionality, shoppers are able to quickly locate the parts they need and complete their checkout hassle-free.

With over 500,000 SKUs and fitment options, there are millions of combinations available from their storefront. To help customers easily locate what they need, TDot Performance offers an advanced filtering feature using custom fitment attributes for the year, make, and model of a vehicle to match with compatible products.
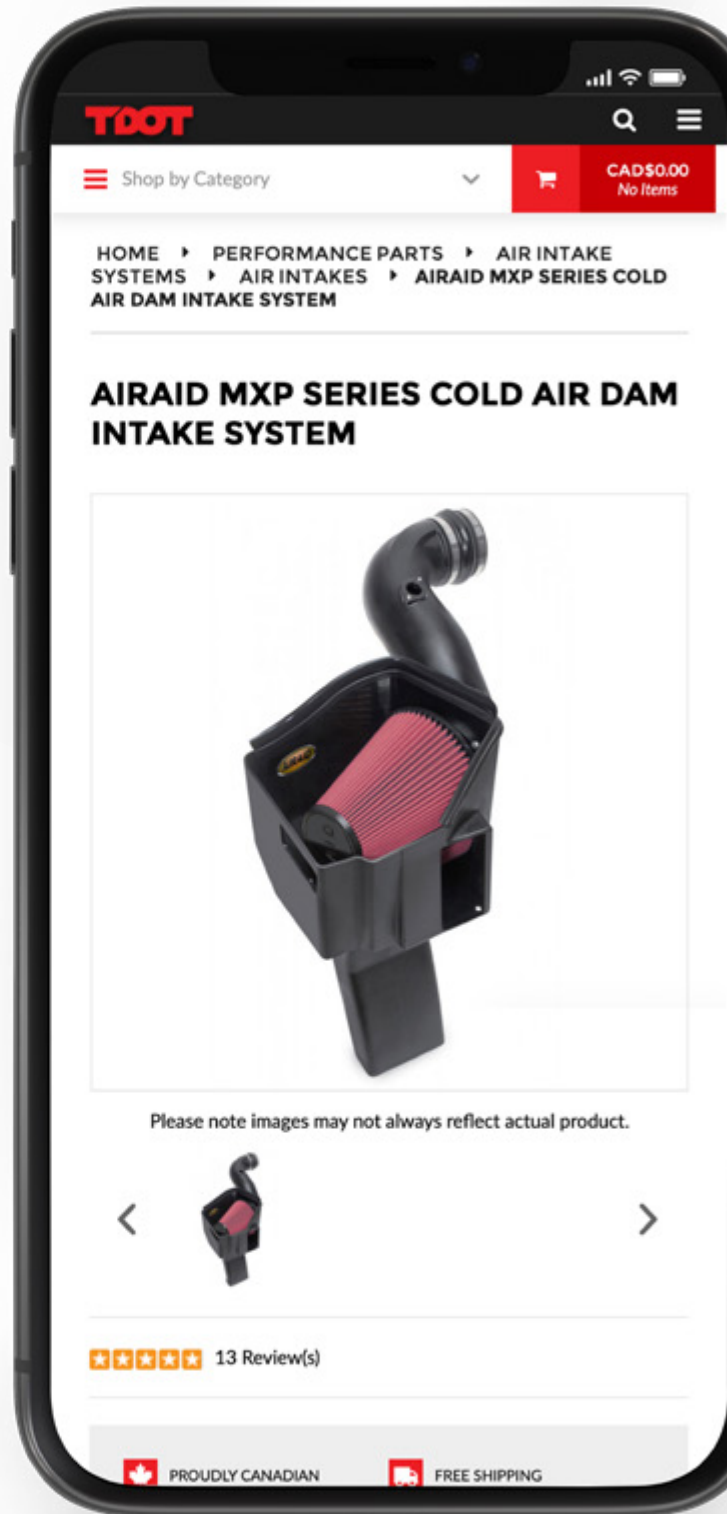
OMNI-CHANNEL INTEGRATION

Leverage brick & mortar retail to increase online performance.

Create a seamless online and offline shopping experience by integrating layers of convenience for shoppers to make a purchase, whether it is from a brick & mortar location or from a digital storefront. By offering multiple, retailers can dramatically improve conversions and shorten the path to purchase for shoppers.

Buy Online, Pick Up In-Store

Buy online, pick up in-store enables retailers to reduce shipping costs and time by having customers pick up their items directly from a preferred store location. Retailers benefit from additional purchase potential when the customer visits in-store and browses or remembers items they may have forgotten.

Gift Registries

Gift registries provide another valuable omni-channel experience for customers. For retailers already leveraging in-store registries, this can be an immediate opportunity to capture additional online revenue by opening the shopping experience to registry recipients who may not be within range of physical store locations.

Ship-From Store

Ship-from store, on the flip-side, allows retailers with brick & mortar locations to leverage their retail locations as micro-fulfilment centers. Reducing the overall cost and time to ship by shortening the fulfilment distance.

RETAILER SPOTLIGHT

WILLIAM ♛ ASHLEY

William Ashley has a long standing tradition of staying ahead of the curve. From being one of the first stores to open on Bloor Street in Toronto, Canada's most luxurious shopping district, to offering Canada's first wedding registry, William Ashley knows how to stay on trend.

With over 25,000 items to choose from, customers can easily register for and receive the perfect gift for their special occasion. Beyond their expansive product catalogue, William Ashley delivers an extraordinary registry experience with additional features such as a loyalty program offering free gift incentives and a gift notification service to make "thank you" notes a seamless process. By combining these powerful customer-centric features, William Ashley orchestrated an exceptional omnichannel shopping experience.
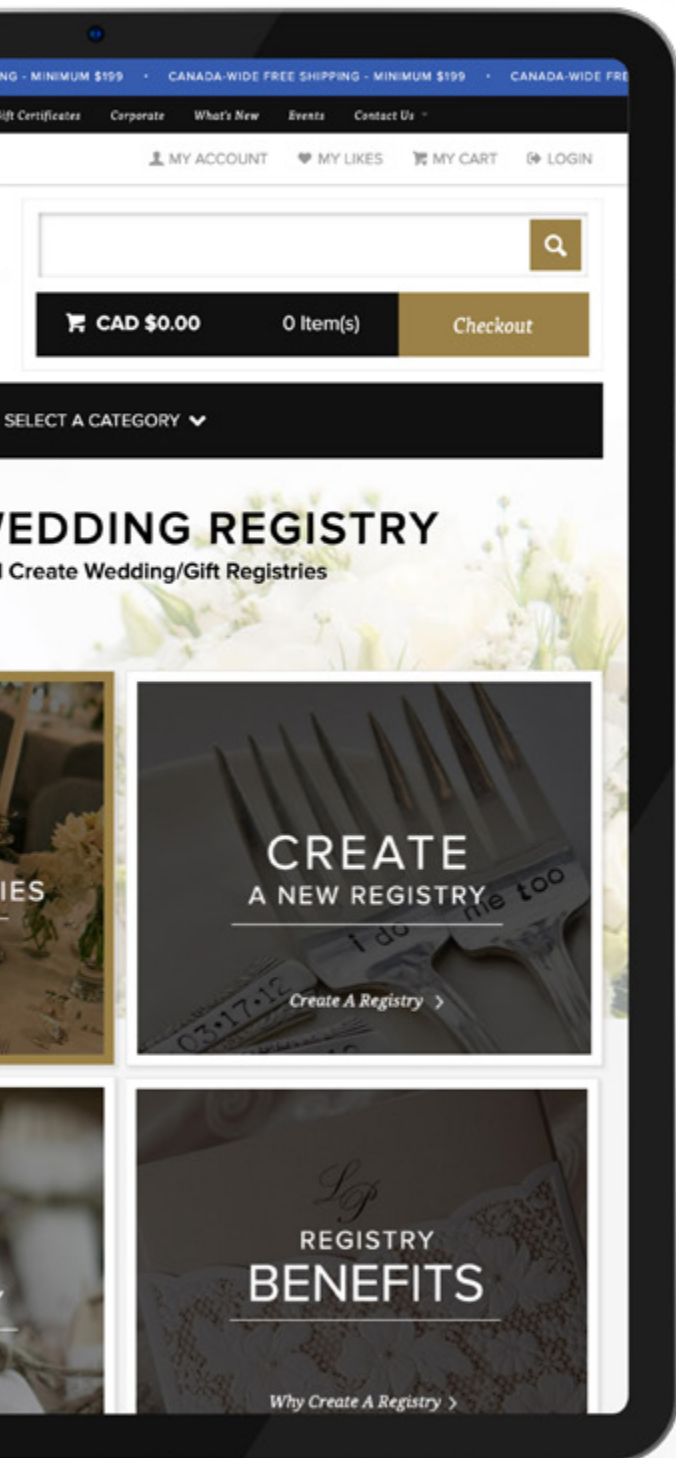
INSPIRATION & AWARENESS

Nurture customers with compelling content.

Content marketing presents an excellent opportunity to nurture customers into making a purchase from retailers. By using a mix of brand awareness, thumb-stopping promotions, and timely execution, brands can make content marketing an integral part of their omni-channel commerce strategy.

Social Media

Social media is an excellent way to inspire your target audience and integrate product tags. By linking your products on social media to your eCommerce platform, it will create a seamless online experience that reduces the friction to purchase. In addition, leveraging user generated content on your product and category pages via platform integrations, helps to increase brand trust through social proofing.

Look Books And Catalogues

Look books and catalogues are a visually intriguing way to showcase products in aspirational settings, giving customers inspiration to purchase items that fit their needs. Take digital catalogues a step further by implementing clickable integration with your eCommerce storefront and curate the look book into specific sections similar to your category pages.

For over 25 years, **Royal Distributing** has been a retail leader in the Canadian powersports industry carrying the best brand name products for snowmobiles, ATVs, Watersports and everything in between.

Royal Distributing's customers have been accustomed to receiving their catalogues for over a decade, so when it came time to approaching eCommerce, it was imperative for them to bridge the gap between their offline and online experience. By building a catalogue search functionality into their digital experience, it allows traditional offline shoppers to easily find and purchase products within their eCommerce storefront.
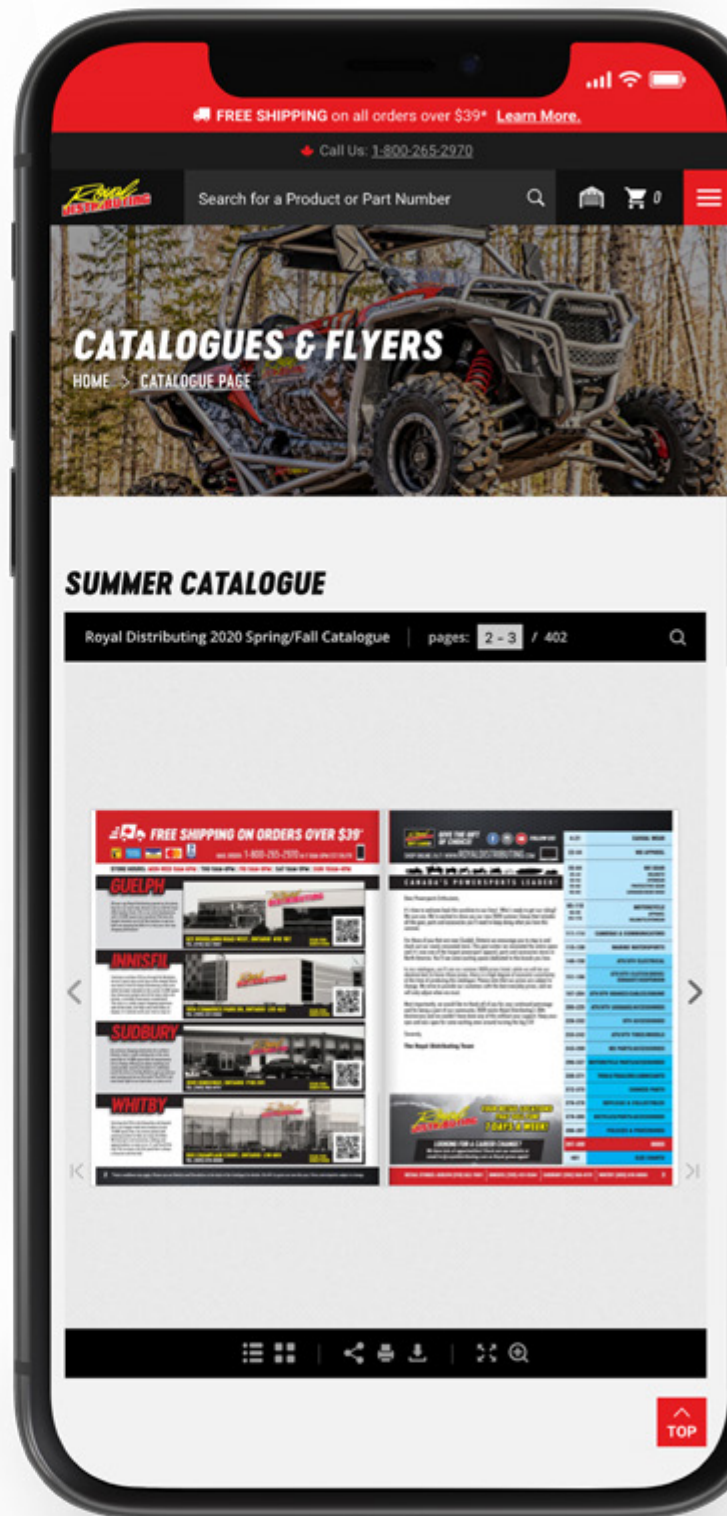
CUSTOMER ACQUISITION

Build scalable performance campaigns by leveraging advanced targeting features.

One of the largest benefits of incorporating eCommerce into your omni-channel sales strategy is that it can be easily scaled with little overhead cost. Utilizing performance advertising and third party marketplaces, are near-instant ways to increase scale and reach.

Digital Advertising

Digital advertising allows merchants to utilize channels like Google, Facebook and Instagram to reach audiences that are in various stages of the purchase funnel. Whether creating brand awareness, or capturing purchasers who are searching for the products you offer, these channels provide scalable options for customer acquisition.

### Search Engine Optimization (SEO)

Search Engine Optimization (SEO) should also be at the root of your eCommerce strategy. Organic search is still one of the largest drivers of sales for digital commerce. Investing in a platform that allows for easy optimization and site-speed enhancements is imperative to long-term organic growth.

Amazon Integration

Amazon integration allows merchants to expand their reach overnight and tap into a high-demand marketplace. This channel is particularly useful for brands who offer low-price or consumable products that might be better purchased as part of a larger shopping list.
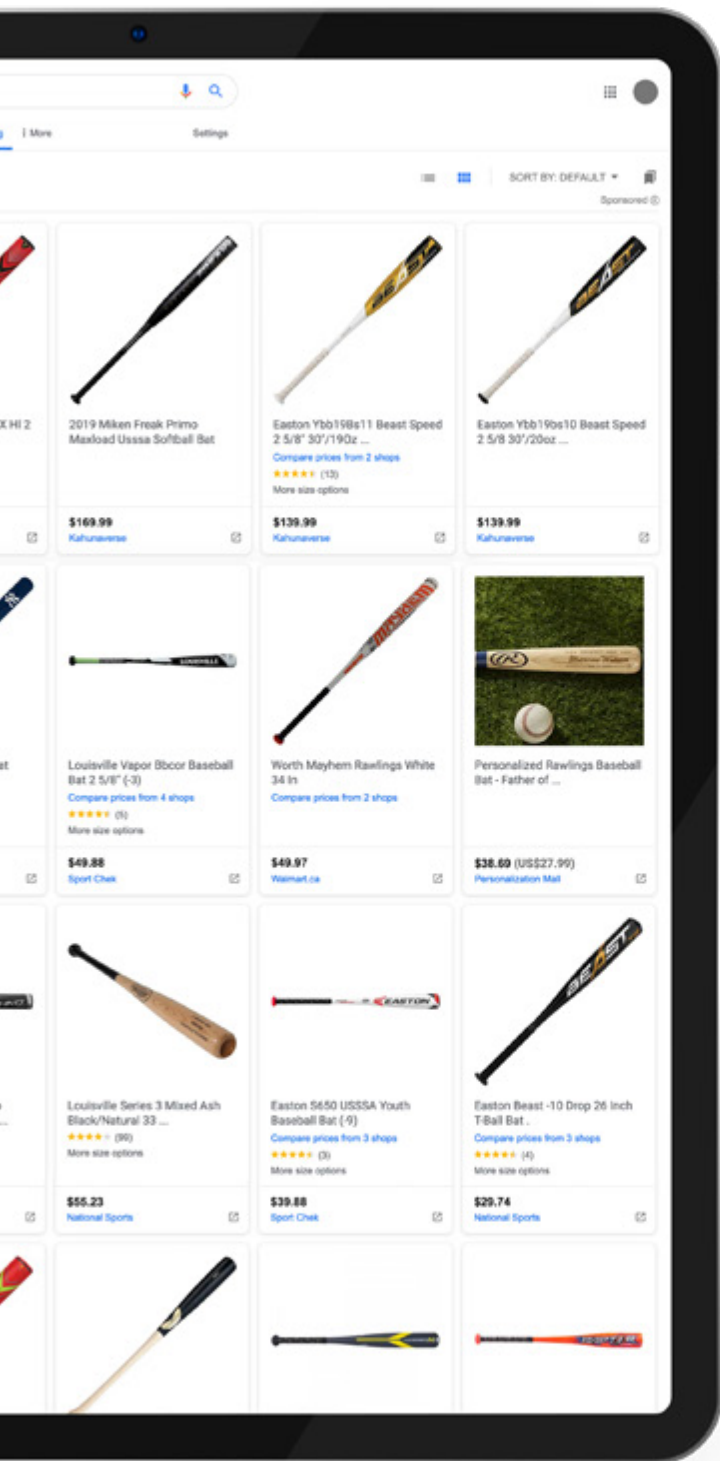
KAHUNAVERSE
★ SPORTS GROUP ★

Kahunaverse is Canada's largest go-to source for sport-specific player or team needs. Their mission is to outfit and inspire the athlete in all of us and create a lifetime of memories through the journey of sport, from prospect to pro.

Kahunaverse implemented a series of highly effective campaigns by leveraging a dynamic product feed to power their Google Shopping ads. This allows them to run highly scalable customer acquisition campaigns which produce over 10x returns. These dynamic ads achieve these incredible results by creating thousands of ads for customers based on product details from Kahunaverse's storefront, which mitigates the need to manually manage ad creation and performance.

REWARD & LOYALTY PROGRAMS

Create an allegiance of brand enthusiasts.

Garnering brand loyalty ensures retailers are consistently turning first-time customers into repeat purchasers. By establishing a relationship with customers, brands can significantly increase performance through higher average order value and greater customer lifetime value. Retailers can achieve this growth by integrating in-store loyalty programs with their online experience with seamless automations to help drive both online and offline purchases.

Reward Or Loyalty Programs

Reward or loyalty programs give consumers another reason to make repeat purchases from retailers. Earning points or in-store coupons for making a purchase gives customers a compelling incentive to buy from a brand again.

Marketing Automation

Marketing automation using email workflows is a fantastic way to nurture customer loyalty. Automating email workflows has proven to be highly effective in increasing customer engagement and retention while also improving productivity and ROI of marketing campaigns.

SIGMA®

Founded in 2009 by a molecular bacteriologist and civil engineer, **Sigma Beauty** began with a single beauty brush set that sold out instantly and kick-started a passionate follower base. Since then, Sigma Beauty has expanded their product line to a collection of makeup, brushes, and brush care which are revered by millions of social followers.

With a cult-like following behind their brand, Sigma Beauty leverages their loyalty through their "Beauty Squad" program. Points are earned for a variety of activities on Sigma Beauty's storefront, including making a purchase, subscribing to their newsletter, and inviting friends to join the group which can be redeemed for product purchases. The Beauty Squad program excels at building a community around Sigma Beauty while simultaneously increasing sales to improve the lifetime value of their customers.
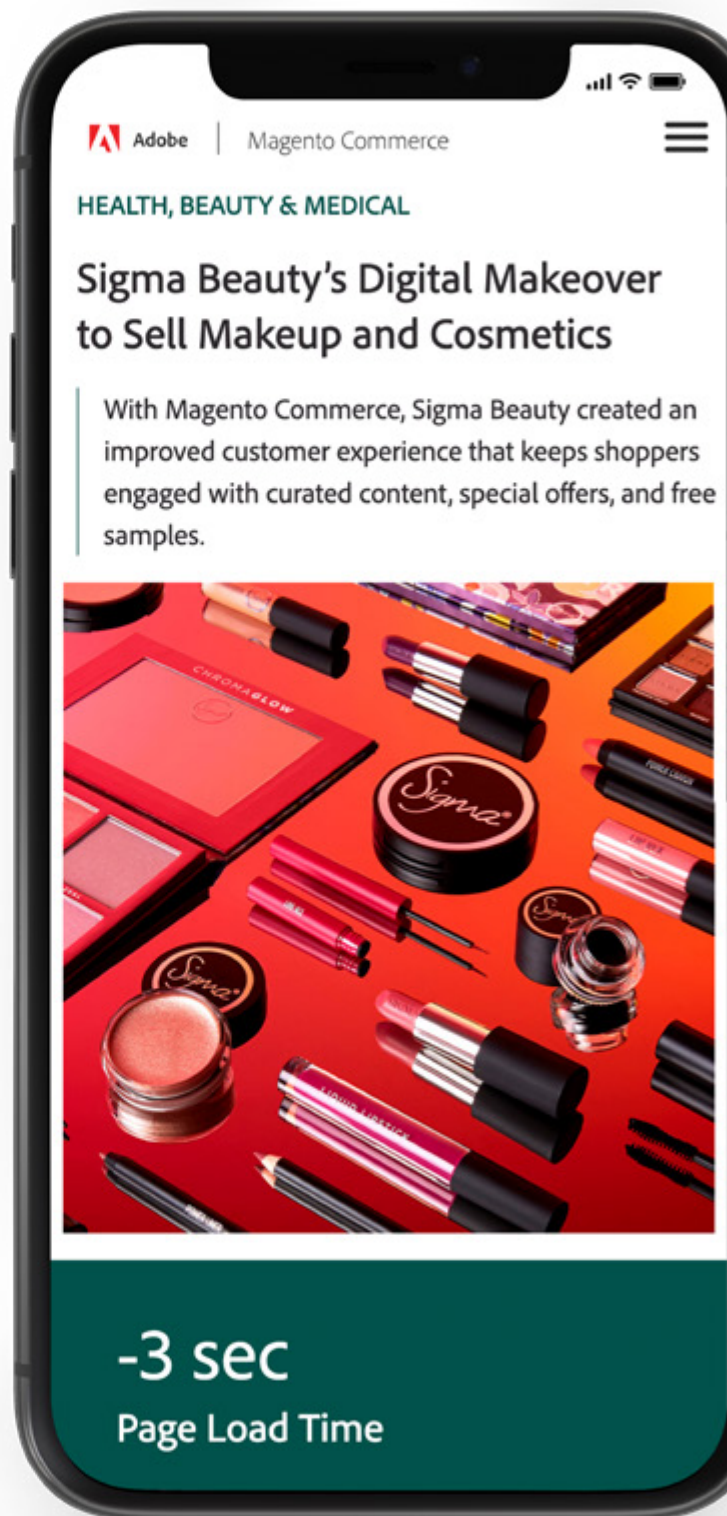
CUSTOMER SERVICE

Stand out amongst the crowd.

Meeting customer expectations even when a product does not meet their needs is when many retailers truly stand out among the crowd. By offering an omni-channel approach to customer service, merchants can still maintain customer relationships when things do not go as planned. A merchant's online customer service should match their in-store experience, and they can do so by leveraging technologies like return merchandise automation, customer support systems, and live chats.

### Return Management Automation

Return management automation allows customers to request a return online and receive a package with the necessary materials and shipping labeling to send the item back to the retailer. The convenience of this method makes the return process simple and hassle-free for customers.

Customer Support Platforms

Service side portal empowers brands with the ability to turn customer service into a revenue generator. Leveraging powerful customer service platforms such as Gorgias and Zendesk gives brands the ability to respond to customer questions in minutes and improve their overall shopping experience.
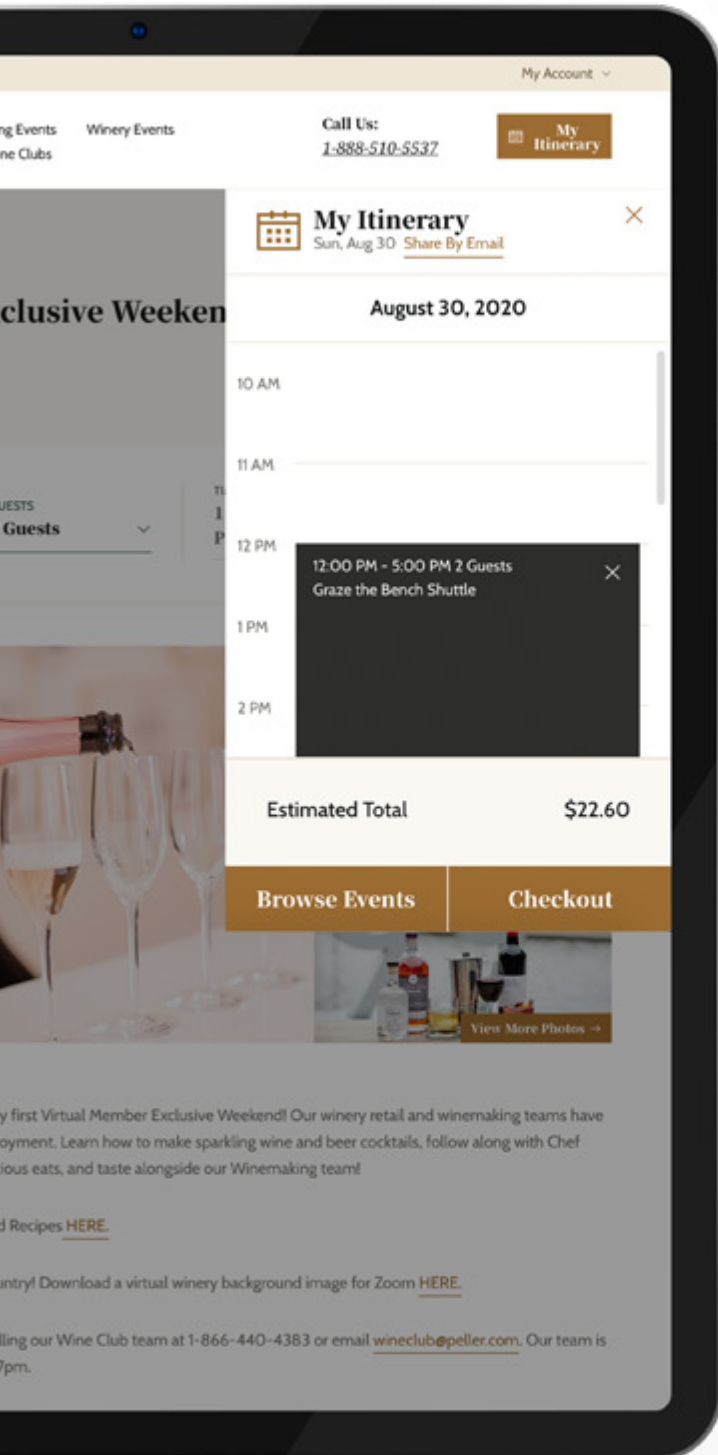
ANDREW PELLER
— LIMITED —

Andrew Peller Limited is one of the most recognizable names in the winery industry. They offer award-winning premium wines, tours and tastings, dining, and events at their multiple wineries across Canada through their event booking service My Wine Country.

My Wine Country made their customer experience seamless so the customer's tour, tasting, and dining events are as enjoyable as possible. By integrating their customer service and point-of-sale systems, they enabled their team with the ability to create and manage package events which could be added to a customer's itinerary all at once, provide visibility on trip reservations to the guest services team, and develop an intuitive calendar itinerary so guests could plan out a full day's worth of events. This has resulted in a remarkable user experience for both their customers and reservation representatives.

DATA & INTELLIGENCE

Make better decisions based on user data and insights.

Data is invaluable to merchants making actionable decisions that drive growth and performance of their brand. One of the largest benefits of integrating eCommerce into your omni-channel mix is the ability to leverage data to gain insight on customer behaviour and ultimately increase sales performance.

Customer Data

Online shoppers expect personalization and personalization begins with customer data. Using a collection of customer data, retailers can leverage valuable insights to create a highly personal experience with their brand. Insights about your customers can be used to create compelling shopping experiences through tailored email marketing and advertising messaging that suits their behaviour.

Business Intelligence

Selecting an eCommerce platform with built-in business intelligence fuels merchants with powerful insights through data analytics and visualization from a centralized system. Collecting and analyzing customer data becomes more efficient and meaningful without the added step of navigating multiple platforms, giving retailers the fast-track to actionable insights.

SCALABILITY

Choose an eCommerce platform that grows with your emerging brands as you expand into larger markets.

Select an eCommerce platform capable of building a digital storefront that provides you with industry-leading security and reliability. Keeping scalability in mind ensures brands are positioned for success as they reach new audiences and expand into emerging markets.

Brand Management

Brand management enables multi-brand retailers to manage their different storefronts from a centralized location. This flexible solution allows an administrator to configure settings and display stores based on each brand's unique offering.

Multi-Language & Multi-Currency

Brands can go beyond borders with multi-language and multi-currency capabilities built into their eCommerce experience. Localizing the language and currency of your storefront opens up the possibility of international shoppers buying from your brand and effectively enables retailers to expand to global markets.

THE Wine SHOP

Andrew Peller Limited offers award-winning premium wines, beers, ciders, and spirits from their multiple winery and brewery locations and through their digital storefront **The Wine Shop**.

Andrew Peller uses Magento to manage their main eCommerce experience from The Wine Shop as well as multiple brand sites on a single platform. The platform enables Andrew Peller to deliver a unified storefront by allowing customers to navigate between different brands and access products sold across each of Andrew Peller's locations, all from one central digital storefront. By creating an "endless aisle" with multi-brand options to explore, Andrew Peller has orchestrated an omni-channel experience spanning all of their different products.
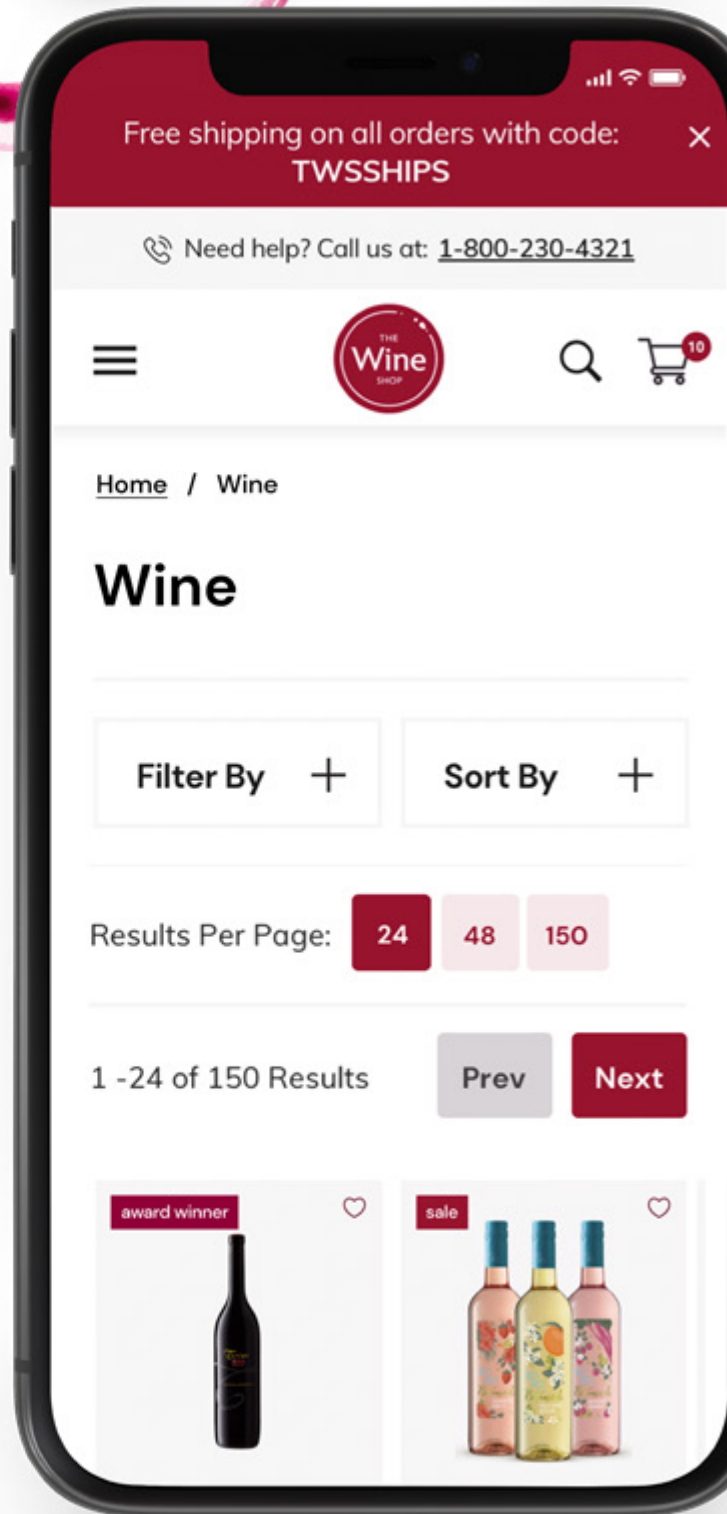
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