

Case study – Retail #23

Our client is an historic retailer under new ownership approximately three years ago. They have a well established and loyal clientele, primarily acquired by geographical proximity and otherwise acquired by referrals, using minimal traditional marketing means. Ownership is currently seeking to propel their operation's marketing efforts into the virtual arena. Without an online presence, they feel as though they could be losing out on many of the competitive advantages utilized by their local competitors. They have expressed to us that it is not necessarily their goal to attract new customers through this online strategy, but to establish a new forum of communications with the customer base they have already built. This is essentially a tandem request for an in-house CRM system that can be subsequently used to define and facilitate ongoing market strategy and product strategy.

We have helped their team to define a set of useful goals for an online strategy that incorporate the following action steps:

- (1) Design and host an eye-catching & content-rich website designed incorporate relevant SEO and to bring repeat visitors back.**
- (2) Connect the newly formed site to traffic analytics & social media.**
- (3) Create a form for visitors to submit demographic & other pertinent info about themselves, along with an incentive for them to do so.**
- (4) Implement a marketing campaign to attract current clientele to visit the new website and its social media affiliate.**
- (5) Begin to compile newly submitted customer info into a CRM-type database.**

A retail entity that is interested to establish their online presence without explicitly doing online sales has an additional challenge to face: the average website visitor only stays at a given site for about 23 seconds. It is noteworthy that, to achieve these goals, that which is created must be at once appealing and informative as well as up-to-date. Once these steps are complete, however, the client will be able to use this data to more specifically define its customer base. "Our in-house web/graphic design team is more than ready for this challenge..."