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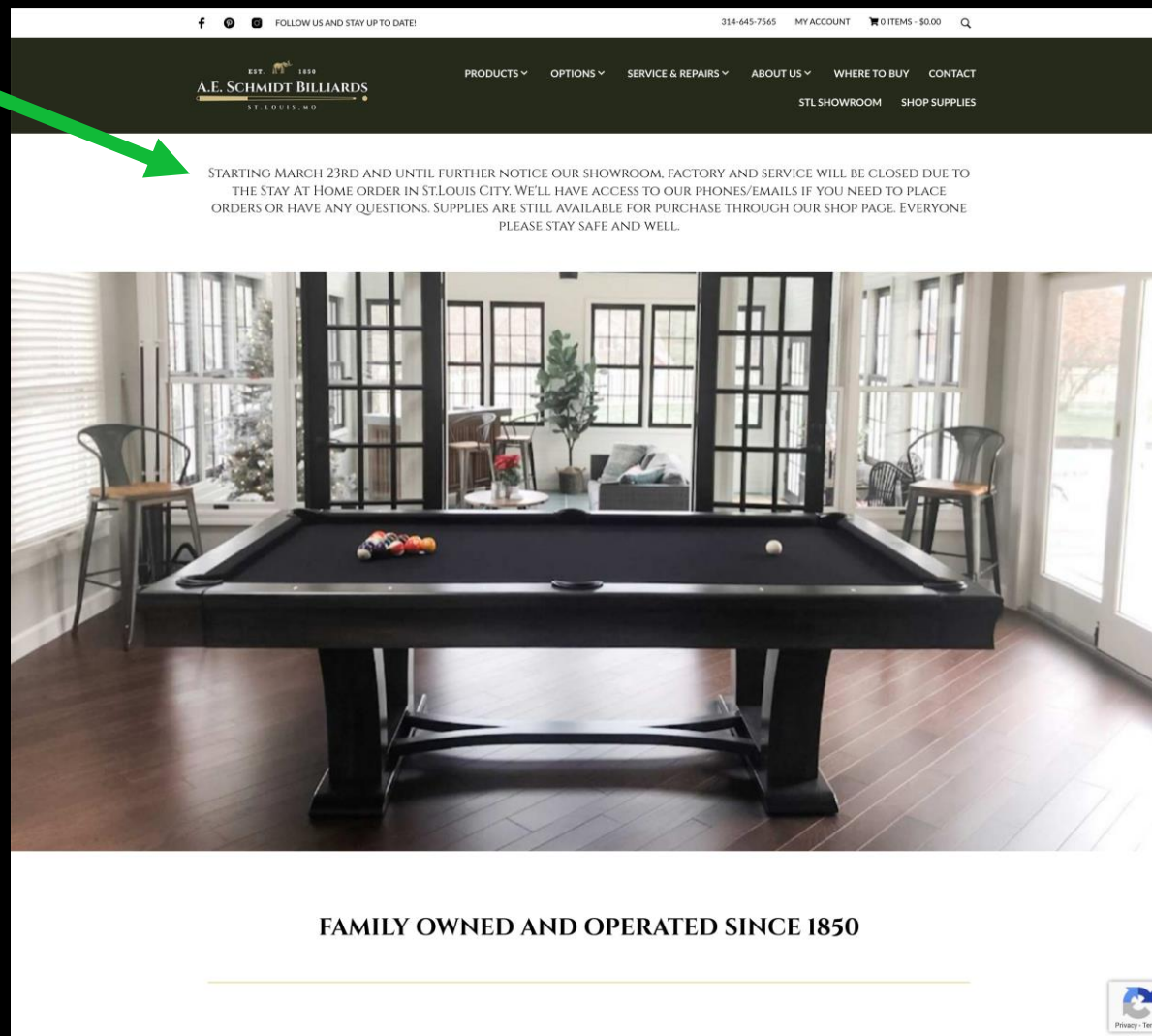
Blayzer

**Ecommerce & COVID**

[www.blayzer.com](http://www.blayzer.com)

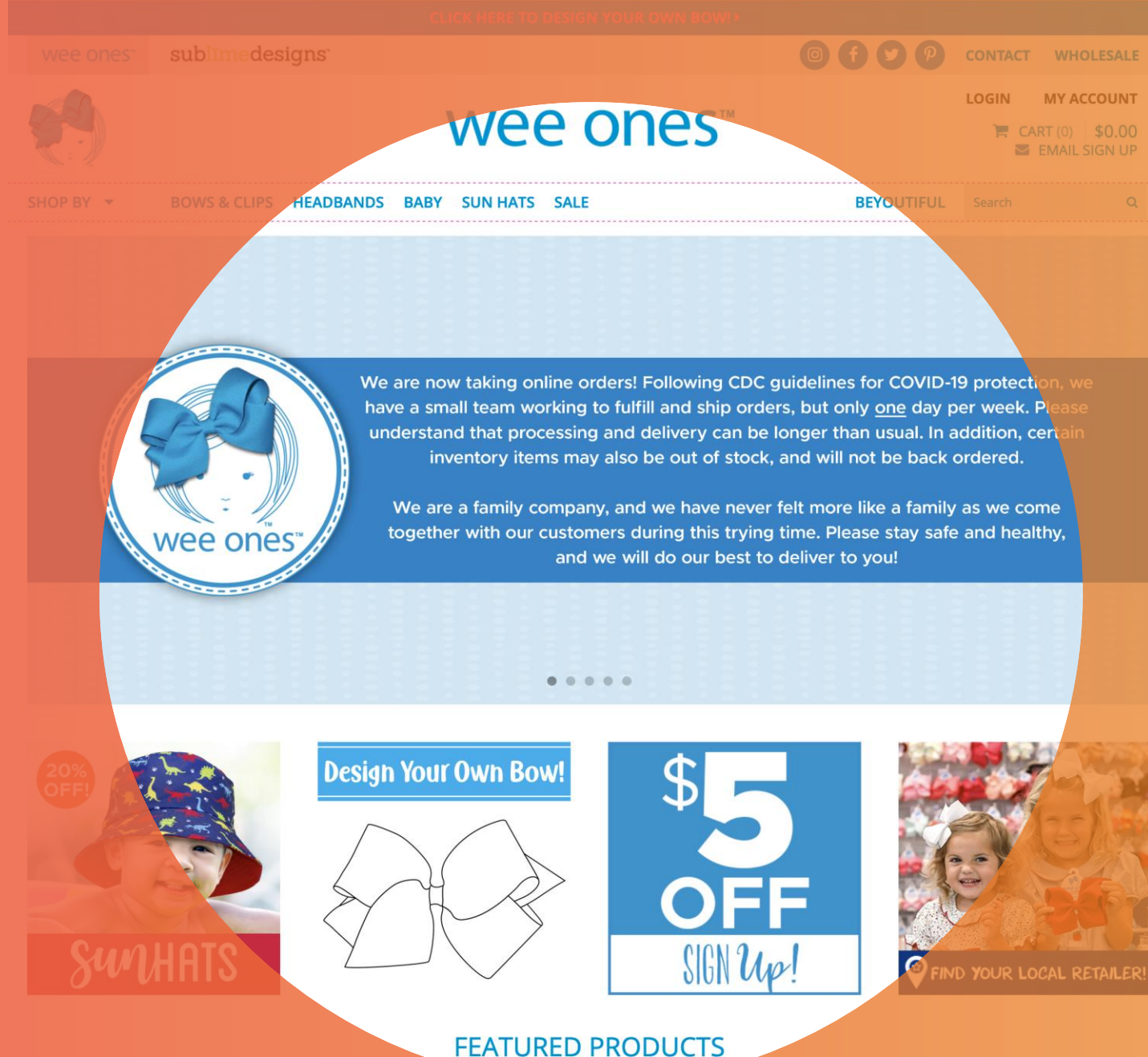
# Is the retail industry facing a post COVID-19 apocalypse?

Consumer behavior has changed short term, as brick and mortar stores are currently on pause as the country faces stay at home orders, resulting in less foot traffic or a reduction of hours for shopping. After seeing a dramatic drop in retail transactions at the start of COVID, as of April, transactions were at 65% compared to what is normal.



Blayzer Client: [A.E. Schmidt Billiards](https://www.aeschmidt.com/)

Many retailers have turned to focus on ecommerce during this time to continue to drive revenue, and if you are not prioritizing online sales your missing out on a captive audience. This time more than others, consumers are online ordering groceries, and other essential items while also searching and buying non-essentials. It is important to ensure your ecommerce stores can handle this increase in traffic, and in some cases, you may need to boost your store/warehouse capacities.



# A Change to Digital

- ❖ Many of the shifted consumer behaviors we experienced during COVID-19 may become more permanent following the pandemic.
- ❖ Even before the retail climate was forced to change, retailers have been seeing a shift to digital shopping. Ecommerce has seen significant growth in the last two decades with the move starting from apparel companies and more recently grocery started to enter the digital space.
- ❖ In 2019 just 4% of grocery sales were online, according to Forbes. COVID has accelerated that change by driving an increase in the use of grocery apps.
- ❖ In January 2020, eMarketer stats charted a predicted 80% rise in the use of grocery apps in 2020. In March 2020, online order volume grew by 210% as consumers relied on delivery and curbside pickup.

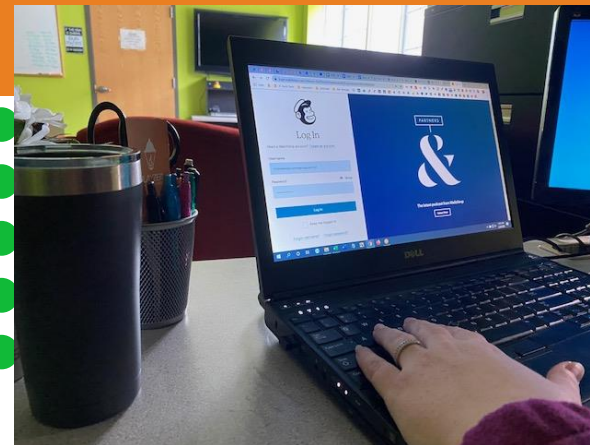
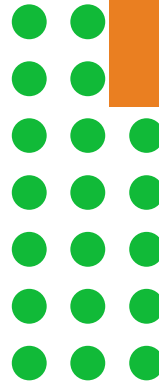




# What can your business do to take advantage of ecommerce and push your brand into the digital space?

- 🔥 Maintain an Aura of Newness
- 🔥 Get Your Future Assortment Right
- 🔥 Reconsider Your Discount Strategy
- 🔥 Consumer Engagement Is Essential
- 🔥 Evolve Your Marketing Strategy:
  - Content Marketing
  - Search Engine Marketing
  - Email Marketing
  - Social Media Marketing
  - Instagram business account

Evolving your marketing strategy to engage with your audience in a digital space is critical. If you maintain an aura of newness, get your future assortment right, and reconsider your discounting strategy, but fail at consumer engagement and marketing, your efforts will not be effective.



## Evolve Your Marketing Strategy:

**Equipped with a winning business plan and a well-defined brand, the next step on the road to online success is to map out your digital marketing strategy. The purpose of a marketing strategy is to provide crucial information about your target market, competitors, and customers, while outlining the tools and tactics you will use to go-to-market and grow your business.**

The digital marketing strategy should include key information about the business, buyer, and competitive landscape. Some good areas to explore in your marketing strategy include:

- 🔥 Identity & Brand
- 🔥 Products & Services
- 🔥 Features & Advantages
- 🔥 Competitors
- 🔥 Target Market
- 🔥 Buyer Personas
- 🔥 Market Trends
- 🔥 Benchmarks, Goals & KPIs

The marketing strategy should also include thorough exploration of all the marketing channels and tactics that are relevant to the brand. A thorough strategy will include best practices, potential opportunities, and recommended implementation plans for the following areas:

- 🔥 Content Marketing
- 🔥 Search Engine Marketing
- 🔥 Email Marketing
- 🔥 Social Media Marketing



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# Blayzer's Winning Digital Marketing Strategy

- 🔥 Digital marketing strategies can be used to help assess potential customers or clients, determine budgets, and set goals. The strategy can also be used to determine the best platforms and content to get the best traction for a budget that has already been set. A thorough and comprehensive strategy should serve as a highly adaptable long-term playbook for your marketing programs.
- 🔥 If you are considering building or re-doing a new website, app, or ecommerce store without also planning your marketing strategy, we encourage you to stop and assess your marketing needs. Knowing what is needed for your marketing campaigns to be successful, plus having an in-depth assessment of your marketing competitors, could have a big impact on the how you can attract new customers or clients.



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