

Global Pet Expo **THE ONE SHOW TO ATTEND.**
MARCH 20-22, 2019



ORANGE COUNTY CONVENTION CENTER | ORLANDO, FLORIDA



Getting Closer to Customers at Your Pet Store:

Enhancing Customer Loyalty in 2019

March 20, 2019

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3 Ways To Obtain A Copy of Today's Presentation



1. Download this QR Code



2. Email CBCG:
lynn@cbc-group.net

3. Leave Your Business Card
(Make sure your email address is included)

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Why Listen To CBCG?

We Help Pet Businesses Grow Sales And Profits




- 30 Years Retail Experience
- Experienced Retail Business Strategy, Marketing and Social Media Developer
- Experienced Brand Manager And Marketing Executive
- Contact: (617) 437 -9191
Email: lynn@cbc-group.net

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Attracting NEW Customers Isn't Just For New Businesses.... It's the KEY to Staying In Business 

THIS ISN'T JUST ABOUT DRIVING GROWTH. IT'S ABOUT STAYING IN BUSINESS.

Make It A Priority To Build Customer Loyalty For A Life Time
It's The Key To Your Long- Term Success

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Tell Your Customers "What Makes You Different" 
(Think about *Differentiating to Dominate*)



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Choose How Best To Differentiate To Give You **COMPETITIVE ADVANTAGE** In Your Market 

- No Pet Business Will Be The Same
- Review How to Best Distinguish YOUR BUSINESS Based on A Review Of Your Marketplace And Of Your Competition (Both Current AND Future)
- Anticipate How To Best Position Your Business For Long Term Growth

PRODUCT DIFFERENTIATION	Features Performance Efficacy Conformance Durability Reliability Warranty
SERVICE DIFFERENTIATION	Ordering Ease Delivery Installation Customer Training Customer Consulting Other miscellaneous services
CHANNEL DIFFERENTIATION	Coverage Expertise Performance
RELATIONSHIP DIFFERENTIATION	Competence Courtesy Credibility Reliability Responsiveness Communication
REPUTATION / IMAGE DIFFERENTIATION	Perception Communication Advertising
PRICE DIFFERENTIATION	By Customer By Quantity By Segment

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Create A Community Space For Customers To Improve And Extend Their Pet Store Experience



Share Your Community Online To Attract New Customers



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Create Numerous Ways To Make Your Customers Special.....

- Birthday Coupons
 - Pet AND Owner
- Thank You Notes – Hand written
- Anniversary
 - "You've Been A Customer For X Years"
- Social Media Take-Over Featuring Your Dog



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Connect With Your Customers WHERE THEY WANT TO – (Try Social Media First!)



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Create SM Content That Is Compelling To Insure Repeated Customer Loyalty (Online and In-Store)

Use Interactive Content To Educate Your Audience And To Increase Engagement.

<ul style="list-style-type: none"> Q&A Session Webinar Guides Dictionary "Day in the Life of" Post Infographics Interview Lists Mind Maps Meme Online Game 	<ul style="list-style-type: none"> How-to's Content Curation Case Studies Charts/Graphs Ebooks Email Newsletters / Autoresponders Cartoons / Illustrations Book Summaries Tool Reviews Giveaways FAQs 	<ul style="list-style-type: none"> Helpful Application / Tool Opinion Post White Papers Vlog Videos Templates Surveys Slideshares Resources Quotes Quizzes Polls
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Reward Customer Loyalty With Free Upgrades, Perks And Prizes....

Reward Loyal Customers – Not Just Deal-hunters
 Determine Who Your Best Customers Are And Send Them Targeted Offers
 Helps Increase Loyalty Among The Shoppers Who Matter Most
Instant Coupons And Discounts
Membership Clubs
Pick Your Discount (Value Add-On) Promotions

IT WORKS! Loyal Customer PERKS PROGRAM
 IT PAYS TO BE LOYAL!

- UPTO 40% SAVINGS** On all of your orders
- PERKS POINTS** With every order you place
- AUTO-SHIPMENT** The products you want shipped to you monthly
- NO MEMBERSHIP FEE** The \$50 membership fee is waived after a 3 month commitment as a Loyal Customer
- FREE SHIPPING** On all of your auto-shipment orders after 3 months*

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Ask Your Customers WHAT THEY Think Customer Experience Replaces Customer Service

Customer Service	Customer Experience
Happens only when there is a problem	Overall perception
A point	The line
What the organization does	What the customer thinks
An event	A feeling
Covers 3 marketing P's: people, physical evidence, process	Covers 7 marketing P's: people, physical evidence, process, product, price, distribution, promotion
Transactional and quantifiable	Subjective and experiential

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Be More Convenient Than Your Competitors – And KNOW What That Means To Your Customers

Mobile Payment Apps

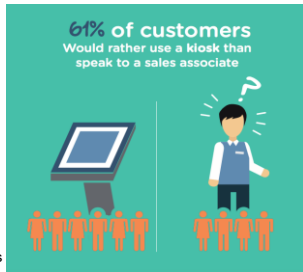
Add Mobile Wallet Payment Options, Such As [Apple Pay](#), [Android Pay](#), And [PayPal To](#) Facilitate Quicker Checkouts

Mobile Self-checkout

Add Tools To End Lengthy Lines And Bring The Register To Your Customers' Fingertips

Install A Kiosk

- Selling Products or Provide Information
- "Test" New Product Without Excess Inventory Needed



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For Some Customers LESS Interaction Is More Appealing... What About Your Customers?

In-store Pickup:

• Create A Process (Even If You Don't Sell Directly Online) For In-store Pick Up (With No Sales Interaction) For Some Of Your Key Products (Perhaps Food, etc.)

• Customers Want The Ability To Pick Up Orders As A Convenience That Many Retailers Are Missing Today

• In-store Pickup Is Also Beneficial To The Retailer – 44% Of Customers Make Additional Purchases When They Come In-store To Pick Up*

BUY ONLINE
PICK UP IN STORE



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Go Digital Where You Can To Meet Your Next Customers Where They Are (Already)

Offer Digital Receipts

- Sixty Percent Of Customers Like The Option Of Getting A Digital Receipt,
- Digital Receipts Make A Customer's Life Easier
- Use Digital Receipts To Engage With Their Customers To:
 - Offer Coupons And Rewards
 - Push Relevant Information
 - Receive Real-time Customer Feedback To Make The Experience Better



Research Some Of These Options:
[Shopify POS](#) or [Proximant](#)
Or [Transactiontree](#)

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Give Your Pet Shoppers Something To Share



- Create Content And Images That People Want To Share With Friends On A Regularly
- Make It Easy To Purchase Directly (E.G., Adding "Buy Now" Buttons)
- The More Content You Have, The More Likely It Is That Your Target Will See A Brand Message That Is Highly Motivating And Relevant To Them Personally

Consumers Prefer Customized Experiences

Shoppers would be more likely to shop in stores that offer:



85%

Personalized coupons and exclusive offers provided in-store



64%

Recommendations for specific products to purchase



54%

Recommendations based on what friends/family have purchased

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Tell Your Customers What They Think, Do And Say Matters (And When You're Wrong, Admit It)



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Constantly Think About New Products and Ideas (And Tell Your Customers What You're Doing)



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Create Review Process – Chance for Old Customers To Brag And New Customers To View



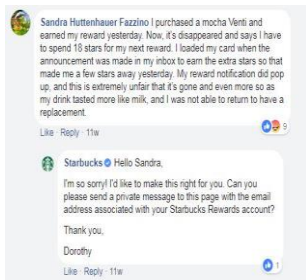
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Support Your Customers Before, During AND After The Sale.. It's a Relationship, NOT a Transaction

Use SM As Customer Service Tool

- 90% Of Consumers Have Used Social Media To Directly Talk To Brands (Also Their Preferred Medium For Customer Care)
- Responding Promptly And Resolving Your Customers' Queries Can Help Increase Their Trust In You
- Providing Good Customer Support On Social Media Is Another Great Way To Drum Up Business Through Word-of-mouth Marketing



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Make Your Store Interconnected- And TELL Your Customers About It

Embrace- And Accommodate Showrooming

- Fuse Physical And Digital To Create Powerful And Lasting Memories For Consumer **And Your Store**
- Create Partnerships with Non-competing Retailers To Build Memorable Moments For Consumers And Cross-pollinate Store Audiences



Start By Establishing An In-store Wi-fi Connection For Customers- Make it EASY To Research While They Shop

- Put Reviews Next To Product Displays
- Offer Complimentary Overnight Shipping To Accommodates That "I-want-it-now" Feeling

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Build Numerous Ways For Your Customers To Engage With Your Store To Purchase



Create An Opportunity For Interaction At Every Point Along The Path To Purchase Including:

- Offer Location Based Apps To Find Stores
- Coupon Apps for In-Store Check-Ins and/or Promotions
- Use Of Online List Apps To Create Digital Engagement
- Price Checking Apps
- Creating Methods To Share Content With Friends and Family
- Offering Online Loyalty Program Management

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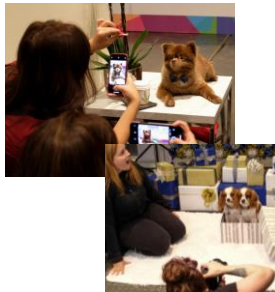
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Next Generation Loyalty Can Be “Gained” By Using Social Influencers – Is Your Pet Biz Ready?



Collaborate With Influencers

- 30% Of Consumers Are More Likely To Make A Purchase Based On A Non-celebrity Influencer's Opinion – Including Pet Consumers
- Influencers Provide Social Proof About The Usefulness Of Your Pet Business And The Services You Provide
- Influencers Have Sway Over The Purchase Decisions Of Their Followers Because They Establish Themselves As Experts In Their Niches)



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One Is NO Longer The Magic Number- Create Numerous Methods for Building Loyalty



Connecting consumer and shopper behavior

The "path to purchase" is actually a cyclical decision-making process that connects consumer demand to what shoppers buy



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Engage, Inspire And Retain Clients– Are You Ready?



FOLLOW THE SOCIAL MEDIA "RULES OF ENGAGEMENT"



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LET CBCG HELP IMPROVE YOUR RETAIL SALES AND PROFITS!

- Help you take your social media to next level
- Provide consistent delivery to your customers – you're too busy, it's our job!
- Deliver up to date information and strategies implemented for your business – keep up with what your customers want

TAKE
15% OFF
All Projects Started Before May 30, 2019

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