

HOW TO MEET CUSTOMER NEEDS AMONG CHANGING MINDSETS

Creating Experience-Based Ecommerce



After years of compiling data and seeing underwhelming experiences delivered by countless brands, we have conferred with our teams and partners. Together, we have compiled a plethora of tactics from a variety of resources, that you may very well be able to employ this week.

To start, here are a couple of questions to consider. Did you get a chance to capture the new buying habits of your customers in the past few months? If so, have you figured out how to connect to them to see what else they need? The goal of this article is to help you learn ways to convince customers to come back, make new purchases, and spend more money each time they return.



THERE ARE AN ESTIMATED
2.05 BILLION
GLOBAL DIGITAL BUYERS
AS OF 2020

Statistic provided by Statistica.com.

There are new rules for in-store habits and an increase in online improvements amongst your competition. Another change is the shift in customer mindsets. In the past year's flurry of isolation, customer habits have changed creating more complex habits and expectations. You not only have to bring them what they need, but you also must ensure their safety and well-being. We see it as a huge opportunity to compound the level of trust they have with your brand or store.

THE CELLPHONE ADDICT

Let's start with the first group of people that are more reliant on social channels than generations before. They are a "golden child" since they are used to being online all waking hours and will post on social media anywhere from 1 to 15 times a day. The challenge with connecting to this group is managing to stand out from the crowd considering the barrage of media to which they are exposed.





So how do you know what are the optimal ads to reach this group? How do you know what ad to use and when to show it? The answer lies in the consumer data you have collected. Digging into Google Analytics and setting up eCommerce Segments will help you understand your consumers' search history and preferences. Narrow your results by demographics and psychographics to accurately analyze your customer and product details.

Another way to make your efforts more efficient is to use an automated marketing platform that helps isolate each type of visitor. [Listrak](#) is one provider amongst a host of options to make your marketing efforts easier. Once you have them identified you will need to pay attention to what drove traffic to your site and what they are looking for. The campaigns you create will establish some places to set up data capture to see who your customers are and where they come from.



LOCALS-ONLY

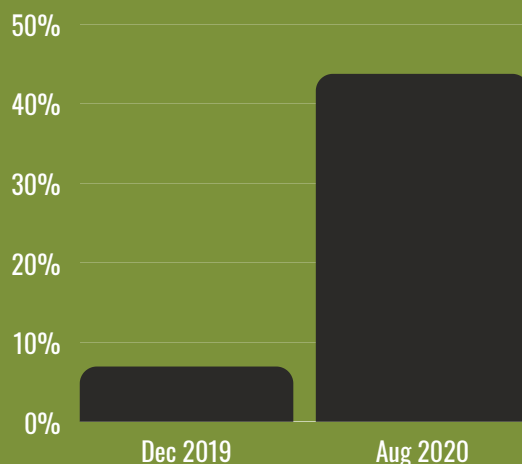
Now let's look a little further into the fray to find another group worth paying close attention to, this group is also big into social media but also needs to get outside a little bit, they prioritize ease of access and local store availability.

This group is a locals-only shopper that prefers to shop within the local stores for necessities. They trust Google search results for answers and frequently share ideas on Facebook and Pinterest. Good tools to use would be ones that enable them to shop in-store or BOPIS (buy online pick up in stores), for a quick stop and go. Also, subscriptions, if they are going to the same place's chances are, they may be making repeat purchases of the same items.

KEEPING UP WITH THE JONES'

Then you have the people that cannot live without other people, so they created pods for gathering where the interactions may be minimal, but very social. They know where the other families have been and what they do in their daily routines before taking the risk of hanging out. This group is “keeping up with the Jones’”; they buy based on the opinions and preferences of those around them. Another dynamic that this group share is that they occasionally buy in bulk. Most likely, these are the families that grew up borrowing butter from the neighbor and check-in with one another. In any case, this is a close-knit community with extensive buying power.

GROWTH IN CURBSIDE PICKUP



**% OF TOP 500* RETAILERS WITH STORES
OFFERING CURBSIDE PICKUP**

Statistics provided by Digital Commerce 360.



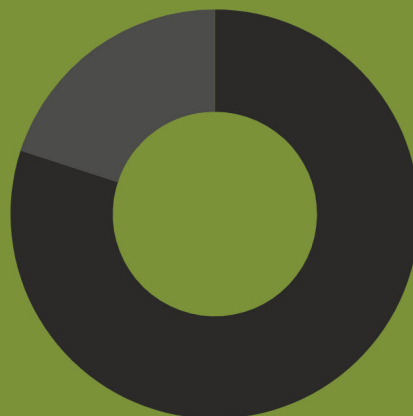


The tactics that might work here include incentives that will help your customers spread the word. Consider creating offers such as referral incentives, BOGOs, and other quantity discounts such as tiered discounts, where you buy more you save more. Direct print marketing is a strong tool to use with this group that allows them to easily share and influence others in their circle. [HPB](#) is one such print company that has a wealth of strategies to deliver various direct print collateral.

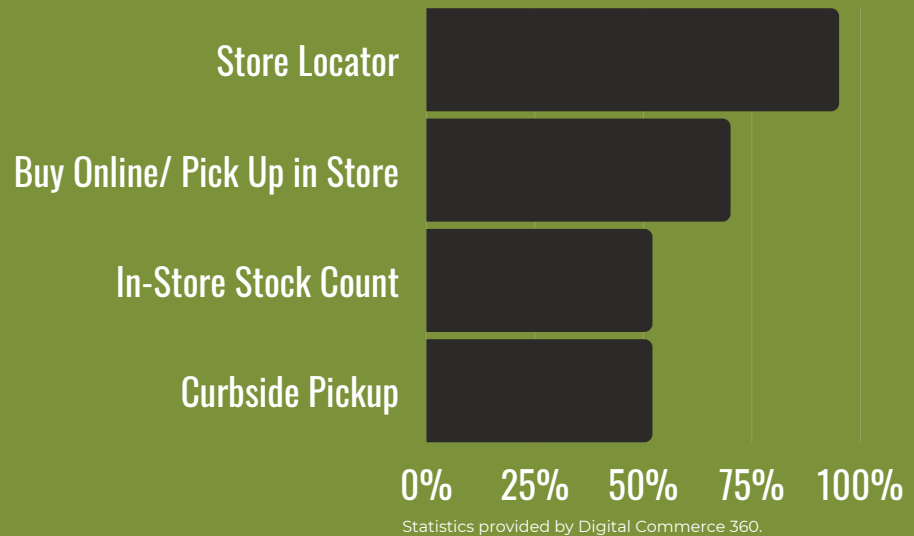
80%

OF CONSUMERS FEEL MORE OR AS CONNECTED TO THEIR COMMUNITIES THAN THEY DID BEFORE THE PANDEMIC.

Statistic provided by Accenture.



OMNICHANNEL FEATURES USED BY RETAILERS



BUSINESS AS USUAL

Then there are the nostalgic, who would like routines to remain as close to normal as possible. Just remember this group does not want their shopping experience to change and want the ability to shop whichever channel as they see fit.

Ensure a satisfying customer experience by making sure the cross-channel experience is consistent and offers an elevated customer experience. For this group, consider more curbside pick-up services to keep them safe. You also have the option to combine services, such as adding SMS marketing to highlight new item drops and unique customer events.



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HOMEBOODIES

There are also the classic homebodies, this group started off with the home shopping network and have evolved into eCommerce shoppers. They are more comfortable buying goods and services online and are willing to adopt newly available services. This is also the group of customers that will value ship from store, contactless delivery, and options like PrimeNow or incentives to offset shipping expenses.

As primarily digital shoppers, they respond well to abandoned cart emails and accurate, updated order tracking email capabilities. With a platform, such as Zembula or other personalization services, retailers can easily implement these. They can provide location status and update each time the email is opened. Homebodies would also respond to purchase minimums to increase their AOV (average order value).



79%

OF CONSUMERS SAY
CONTACTLESS STORE
PICKUP IS VERY
IMPORTANT TO THEM.

Statistic provided by Incisiv.



VIRID



So, what does this mean for how retailers aim their ecommerce strategies? In short amongst the original shoppers and the new bunch, there needs to be even more awareness of who these customers are and how to meet them on their preferred shopping medium.

Customers' buying habits have changed and retailers know the last year has been a trial in adapting your business. What keeps customers coming back to retailers is the experience offered. Customer needs and preferences are more segmented than ever before. Consumers expect to be treated with individualized service that meets their specific needs. Understanding what customers you serve, and how to best provide for them, will lead to a higher customer satisfaction level, increased sales, and a loyal customer base that will keep coming back for more.

BY 2040
95% OF ALL
PURCHASES
WILL BE DONE
VIA ECOMMERCE.

Statistic provided by NASDAQ.





WHY VIRID

As the experts in ecommerce for more than 20 years, Virid understands how it is a field that is always evolving. Here at Virid we have partnered with only the best expert-certified service providers for their diverse perspectives and powerful tools better support the growth of sales for our clients. We understand that retailers are facing immense challenges, but with that comes an opportunity to rise to the occasion and continue to delight your customers.