

MERGING BRICK & MORTAR AND DIGITAL

Cherie Edilson - CEO/Co-Founder of ShopWhereILive.com

The Washington Post

More retailers than ever are going bankrupt

Amazon is going to kill more American jobs than China did

MarketWatch

The retail apocalypse is far from over as analysts predict 75,000 more store closures

BUSINESS INSIDER

Analysts predict that e-commerce penetration is set to reach 25% in the next seven years, forcing retailers to shut thousands of stores.

USA TODAY



EVERY 50 YEARS OR SO, RETAIL UNDERGOES A DISRUPTION











Each wave of change doesn't eliminate what came before it...

but it reshapes the landscape and redefines consumer expectations, *often beyond recognition.*

E-COMMERCE DISRUPTION

A dream come true for the shopper:

- **Vast selection**
- **Easy price comparison**
- **Convenient**
- **Free delivery and returns**
- **Product reviews and recommendations**
- **Special offers and deals**

THE AMAZON EFFECT

The Amazon effect has introduced consumers to an almost completely frictionless shopping process, with near-immediate results.

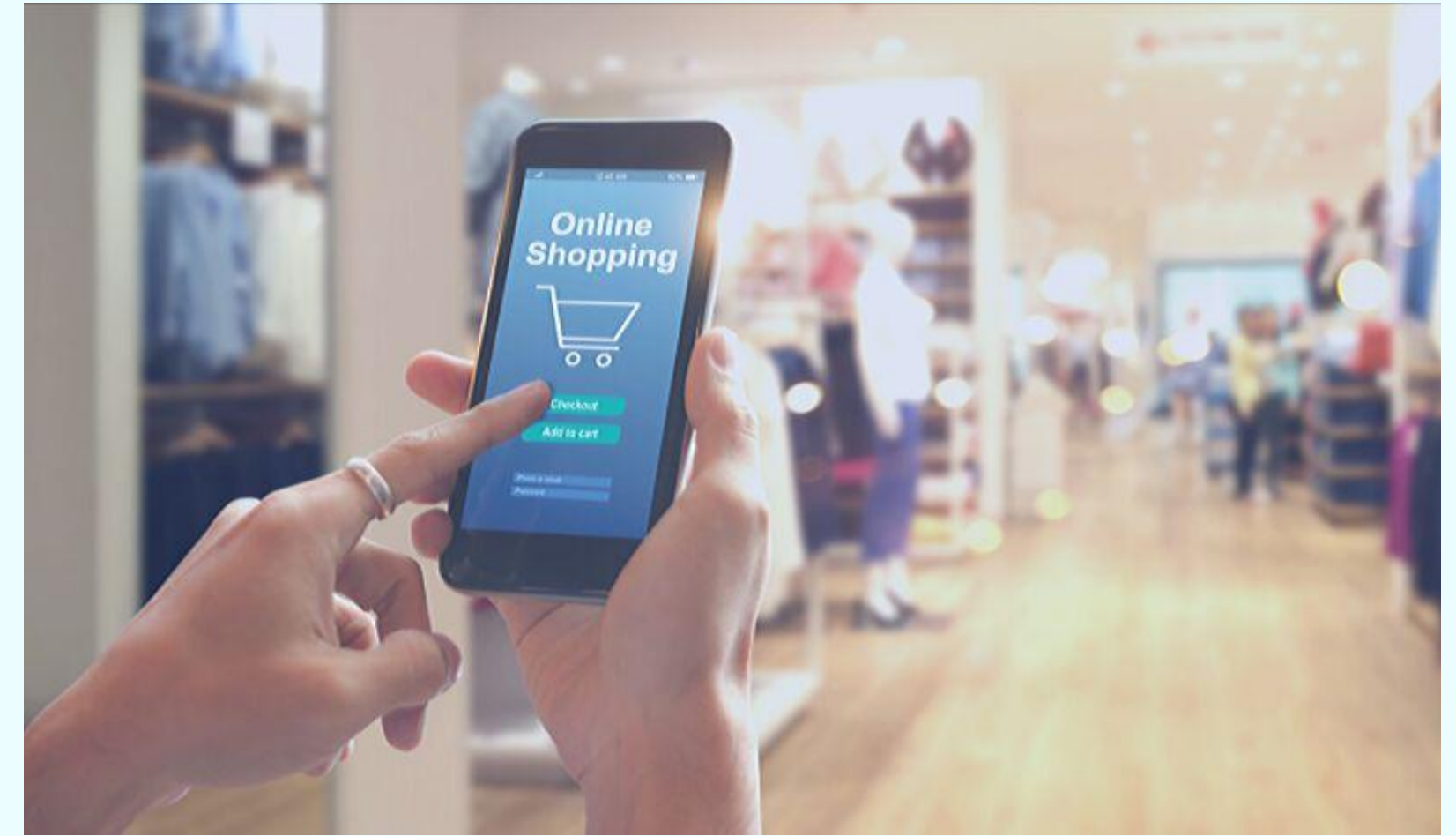
Online and offline retailers are almost forced to compete with the bar that has been set.





ANALOG RETAILERS

Live and die with changes to
in-store sales



NEW RETAILERS

Understand today's customers
and blend in-store and online
retailing methods



DIGITAL RETAILING TOOLS

Business Websites

Marketplace Websites

Social Media

Search & Directories

Email Marketing

Loyalty Programs/Text Marketing

Mobile Geo-Targeting

BUSINESS WEBSITES

- 46% of American small businesses do not have a website
 - Too Small
 - Too Expensive
 - Too Technical
- Free & DIY Website Builders
- E-Commerce Specific Builders



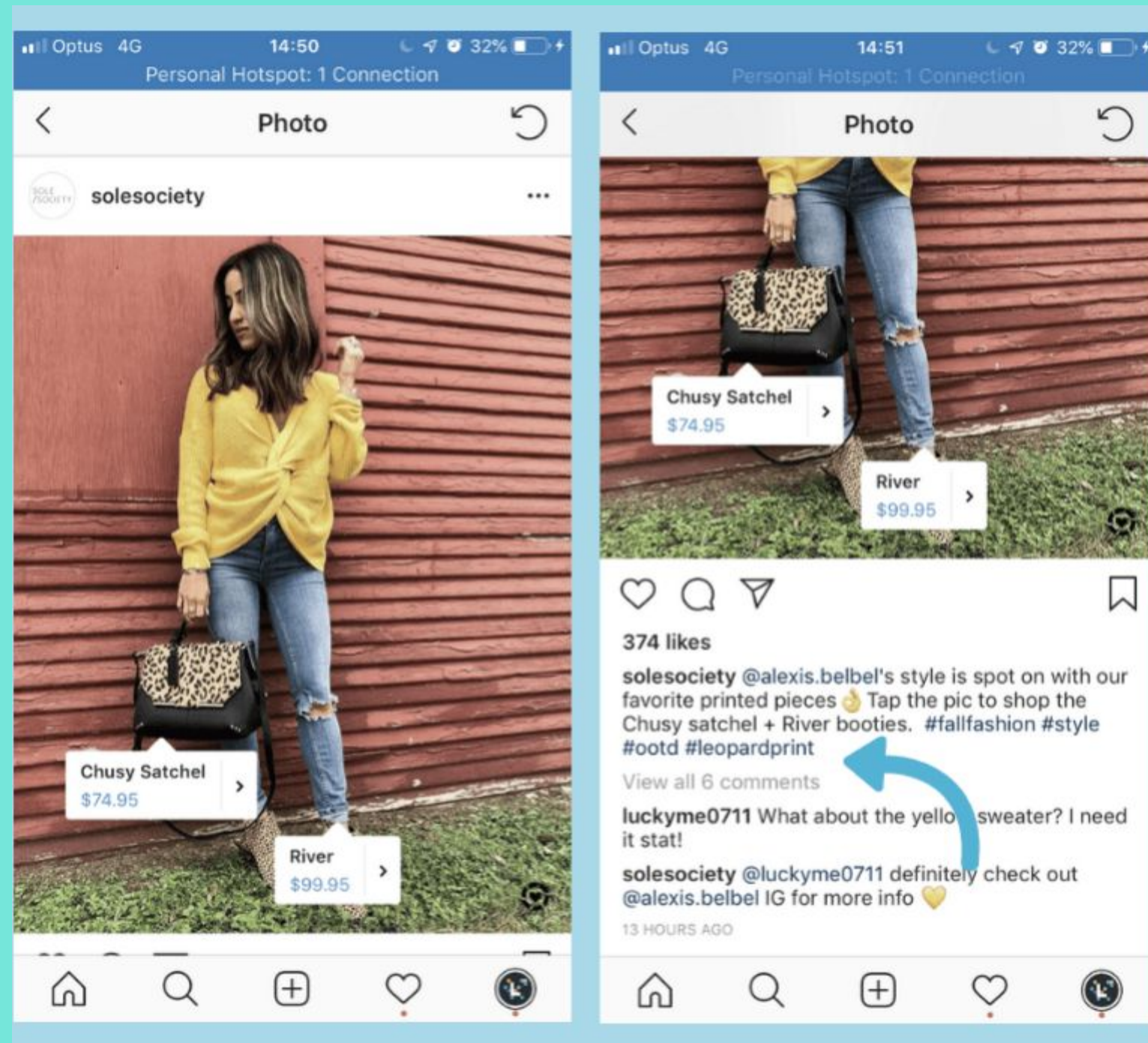
MARKETPLACE WEBSITES

Sell Goods on Other Platforms



SOCIAL MEDIA

- Meet customers where they spend time
- Link to online shop/products
- Shoppable posts
- Comment Sold
- Live video selling
- Video tours of in-store products
- Direct engagement
- Get to know what makes you special

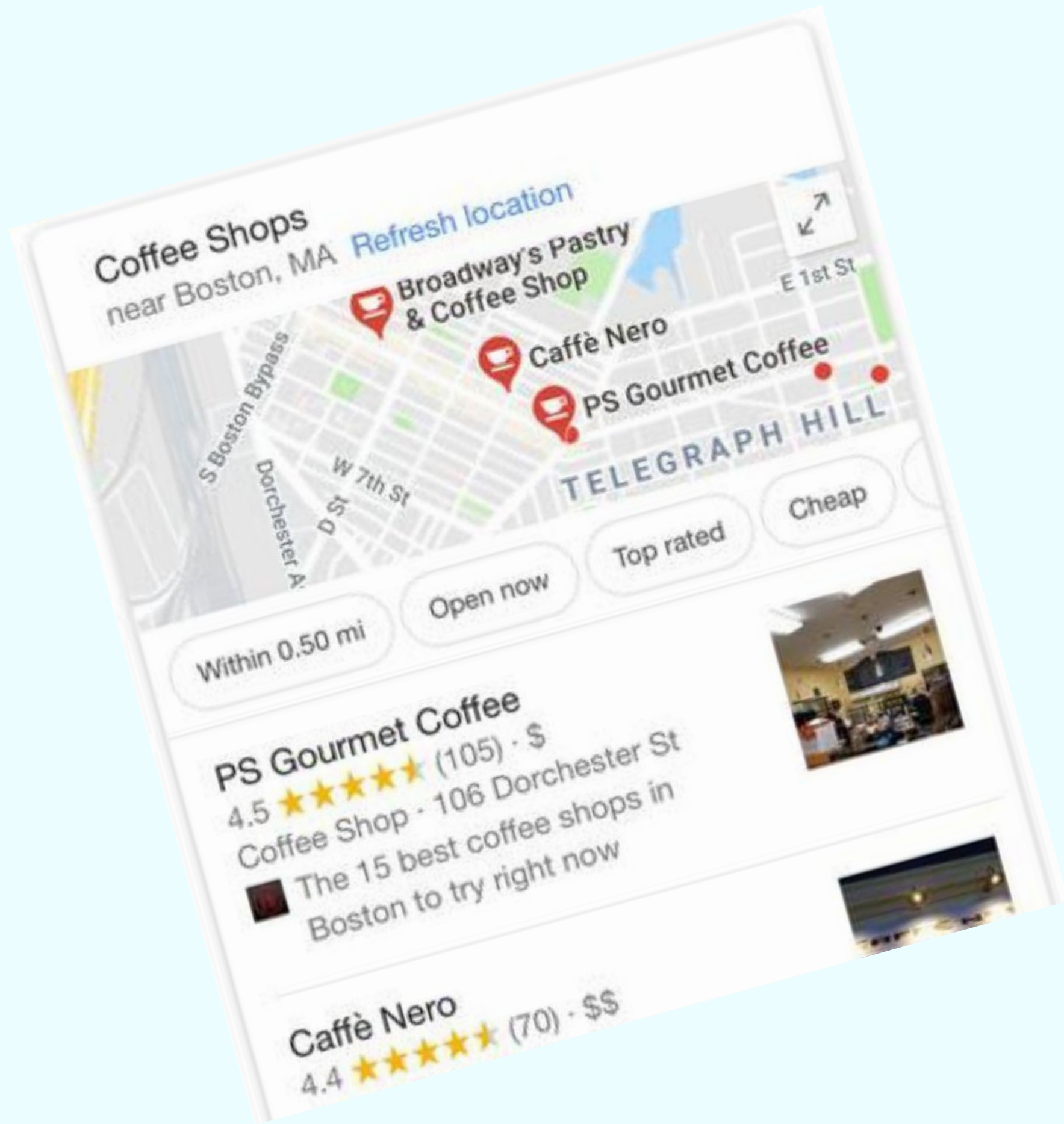


CHEESY SUCCESS

THE BUSINESS
OF GOING VIRAL

E





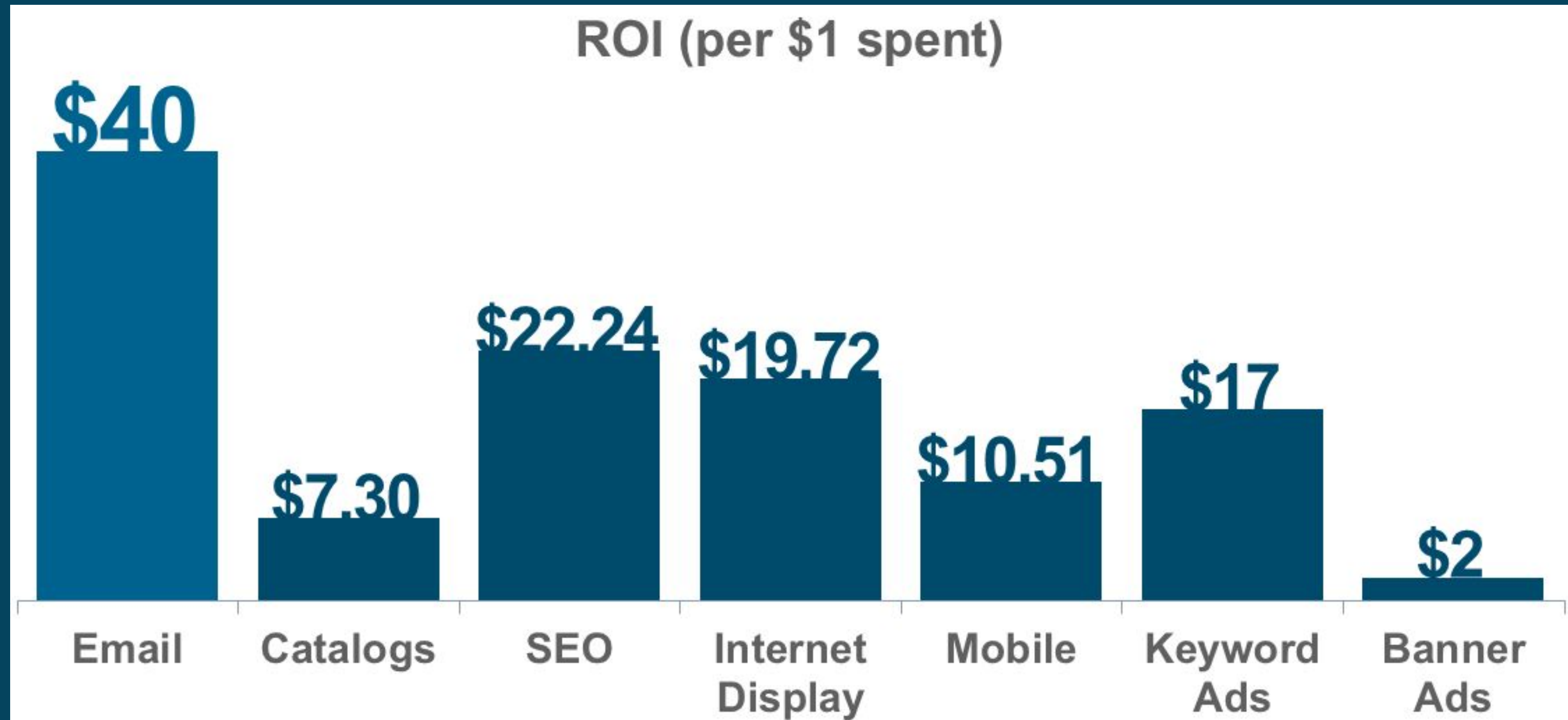
SEARCH & DIRECTORIES

Create or update a Google My Business page with details like address, phone numbers and store hours.

Ensure your customers leave good reviews to rank higher in Google business pages.

Yelp, Bing Maps, Yellow Pages, etc.

EMAIL MARKETING





LOYALTY PROGRAMS & TEXT MARKETING

Capture (and keep) the attention of both new and existing customers through text and mobile rewards.

LOCAL & GEOTARGETING

Delivering content to a user based on his or her geographic location.

Today's consumer will script their own journeys across the multiple channels and touchpoints, and every one of them matters.

MULTI-CHANNEL
VS.
OMNI-CHANNEL RETAILING

HOW TO SURVIVE THIS RETAIL DISRUPTION



**TELLING YOUR STORY
IS AS IMPORTANT AS
THE PRODUCTS YOU
SELL**



**KNOW YOUR
CUSTOMERS AND GO
WHERE THEY ARE
SHOPPING**



**ENGAGE YOUR
CUSTOMERS TO HELP
TELL YOUR STORY**



**WHEN YOU CAN'T
COMPETE ON PRICE,
COMPETE ON VALUE**

HOW TO THRIVE



Find a Niche



Leverage Technology



Have a Social Mission



Become a Destination



Work Together

A cardboard box robot, known as a 'Doritos' robot, is the central focus of the image. It is constructed from several yellow cardboard boxes of various sizes, with a large box forming its head. The head box features two circular cutouts for eyes, a triangular cutout for a mouth, and the Amazon logo (a curved arrow) on its right side. The robot stands in a brightly lit, empty mall hallway. In the background, there are glass storefronts, one of which has a sign that reads 'THE SUIT DEPOT'. A wooden bench is visible on the left side of the hallway. The floor is made of light-colored tiles with a diamond pattern. The overall atmosphere is one of a quiet, deserted retail space.

Retail Apocalypse?

There is no apocalypse ... retail is transforming

Retail stores that are no longer relevant die.

Innovators who transform replace them.

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