

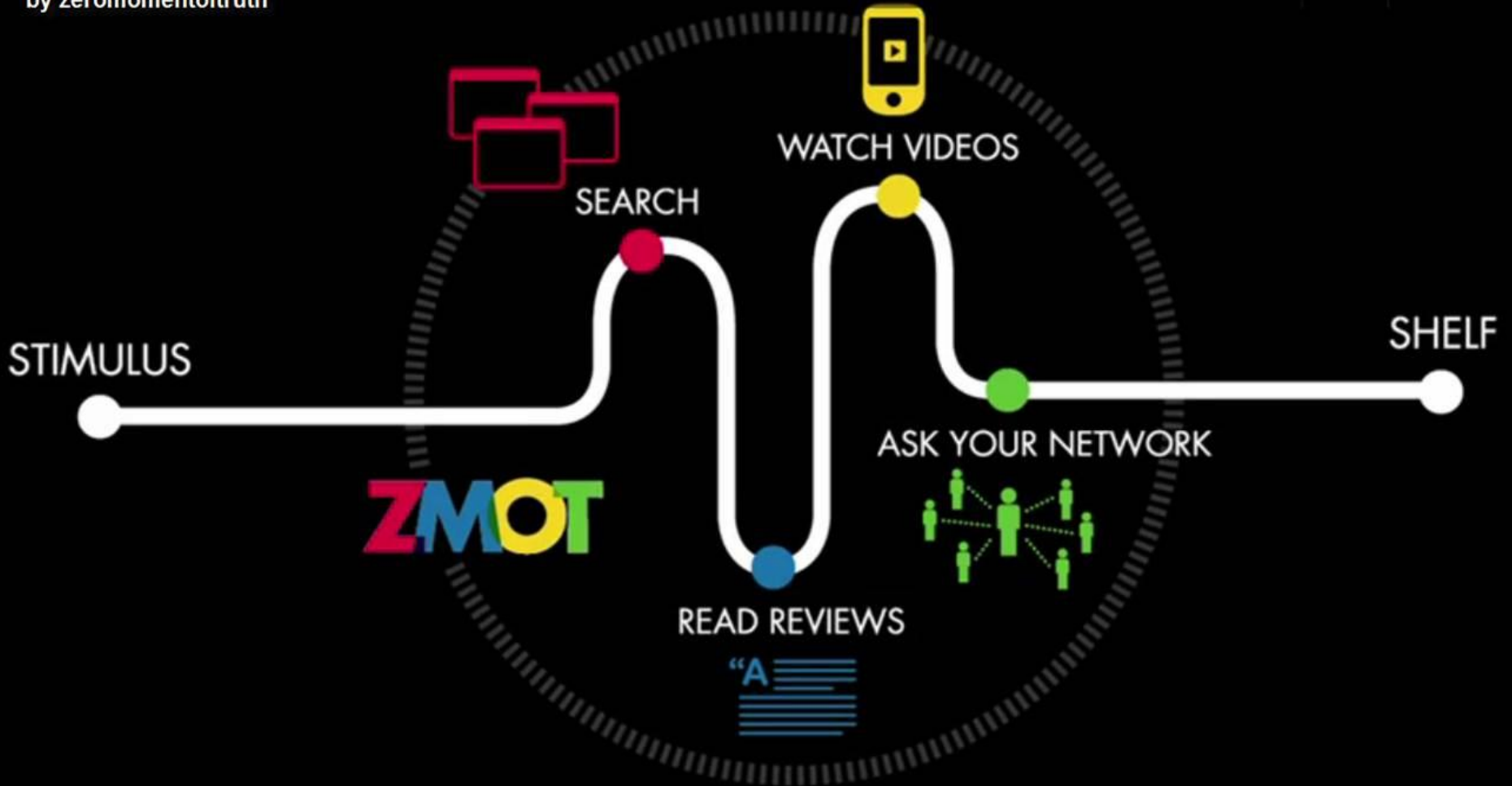
WELCOME



HOME FURNISHINGS
NETW⚙ORKING
CONFERENCE

Winning the Zero Moment of Truth - Changing the Rulebook

by zeromomentoftruth



**How furniture retailers
can engage Gen X & Y and
WIN SHOPPERS**

If you're feeling overwhelmed, maybe you'll feel better knowing the three fundamentals of marketing are still relevant:

ATTRACT

new customers to your store

ENGAGE

them with your products and your brand message

CONNECT

with them to deliver sales leads and opportunities, through conversations/interactions and transactions online or in-store



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LIVELY**

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**BILL
NAPIER**

NMCG
NAPIER MARKETING GROUP

- 1. Some Background And Statistics On How Consumers Shop.**
- 2. Tools That Can Help You Connect**
- 3. Actual Retailer Data That Shows How You Can Increase Sales Embracing Digital**

TRADITIONAL PURCHASE JOURNEY



NEW PURCHASE JOURNEY



NEW PURCHASE JOURNEY



STOP THINKING YOURSELF
INTO ACTING...

**& START ACTING
YOURSELF INTO
THINKING.**

IT'S TAKEN US 15 YEARS, BUT WE'VE FINALLY
FIGURED OUT HOW THE TEENAGERS OF THE 90S
THINK, ACT, AND CONSUME MEDIA



NMCG

NAPIER MARKETING GROUP

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NO MATTER **WHAT**
RETAIL STRATEGY ENCOMPASSES...



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TWO WORDS WILL DEFINE YOUR FUTURE.



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MOBILE & LOCAL



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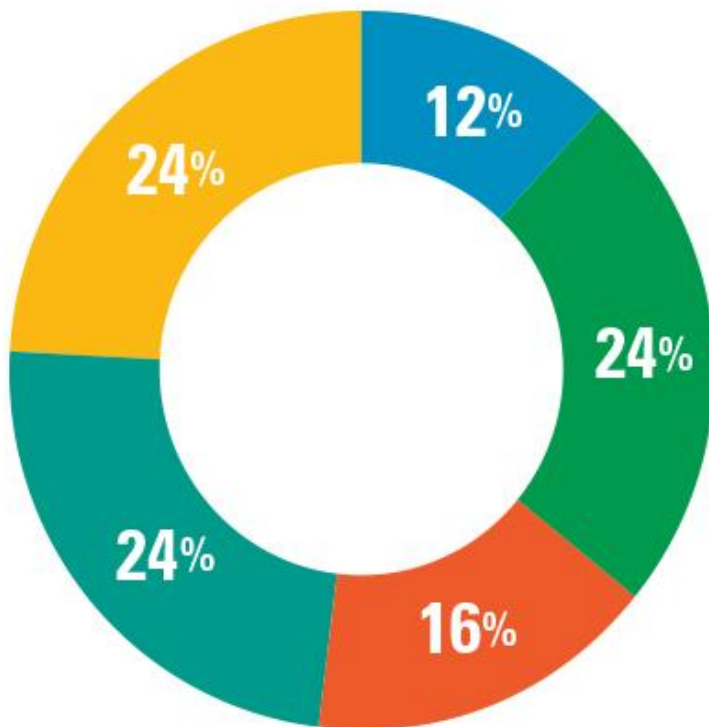
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MOBILE MARKETING
IS ALWAYS **ON**

WHY?

BECAUSE YOUR CUSTOMER DEMANDS IT



● GREATEST/SILENT

● BOOMERS

● GEN X

● MILLENNIALS

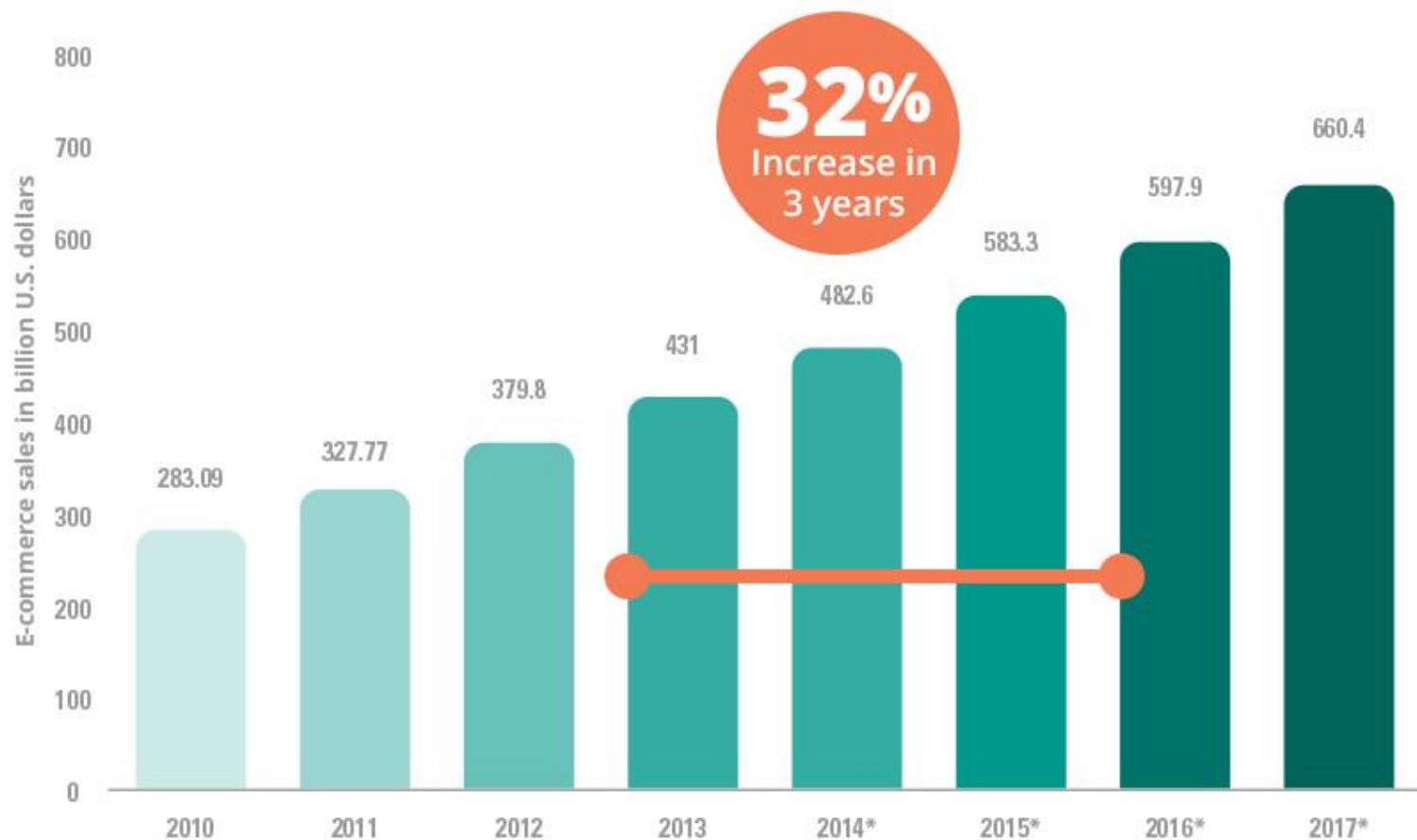
● GEN Z

= 64% Of The Population
201,562,000 Of your
customers are wired for
Mobile & Local

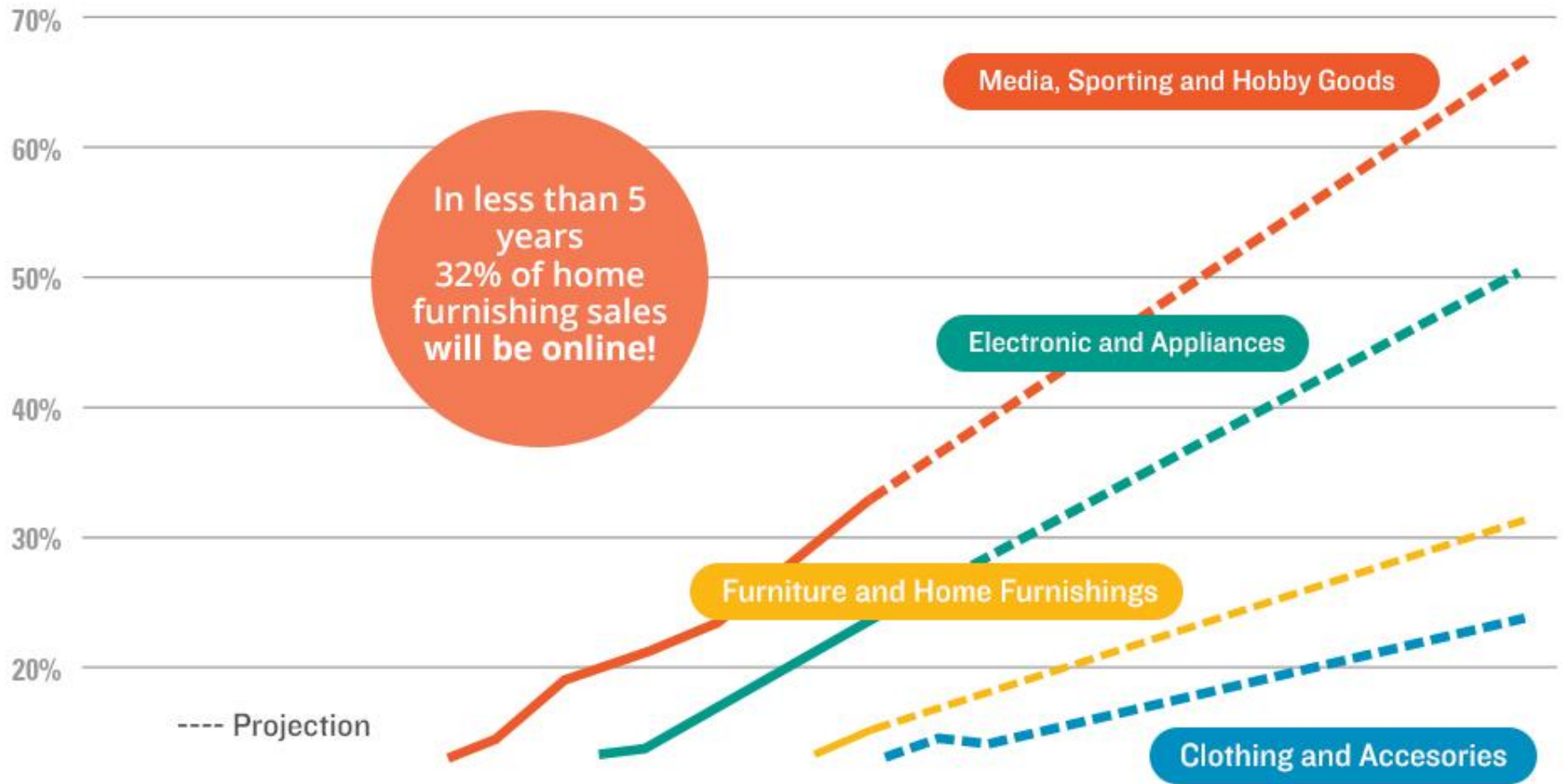
U. S Population
325,596,215

THIS IS NO LONGER A TREND, IT IS REALITY

B2C E-COMMERCE SALES IN NORTH AMERICA FROM 2010 TO 2016 (IN BILLION U.S. DOLLARS)



PERCENT OF RETAIL SALES ATTRIBUTABLE TO ONLINE IN SELECTED MERCHANDISE CATEGORIES (U.S.)



TODAY & TOMORROW'S CONSUMER

2014 when the 72 million Boomers comprised 29% of all buyers and 36% of all dollars, amounting to \$35 billion.

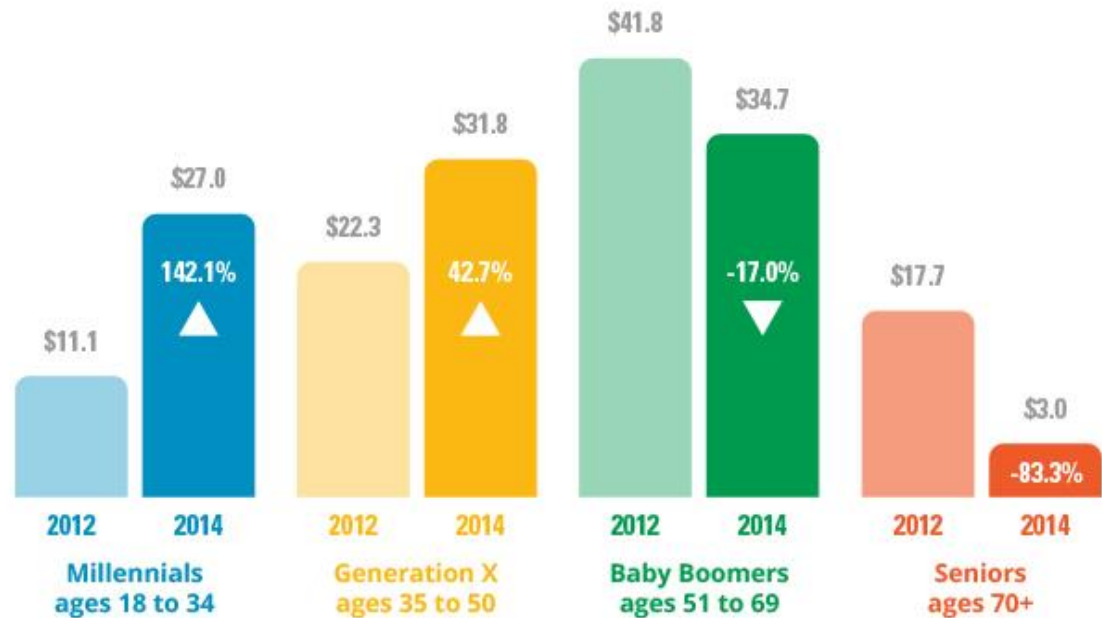
That's a 17% decline in terms of dollars spent.

Gen X'ers held a 30% share of buyers and represented 33% of dollars, spending \$32 billion.

Generation X's buying power increased 43% between 2012 and 2014

Gen Y - Millennials accounted for 28% of total dollars spent on furniture and bedding in 2014.

Per the data, the youngest generation spent a collective \$11 billion on product in 2012 and \$27 billion in 2014, a whopping 142% increase



Furniture and bedding spending in billions

Source: Furniture/Today Consumer Buying Trends Survey, 2013 and 2015

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& DON'T FORGET ABOUT...



GEN Z

They may not be buying products yet, but they will.

Gen Z makes up 25% of the U.S. Population and they're rapidly coming into their own in terms of influence, consumption and spending power.

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“MOBILE IS THE CHANNEL OF CHOICE TO KEEP
RELATIONSHIPS WITH EXISTING CUSTOMERS ALIVE
BECAUSE IT CUTS THROUGH THE CLUTTER OF EMAIL
AND SOCIAL.”

~FORBES MAGAZINE



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156 MILLION
U.S. CONSUMERS
OWN SMARTPHONES,
AND IS INCREASING BY
24% ANNUALLY.

-COMSCORE INC.



82 MILLION
U.S. CONSUMERS
OWN TABLETS,
AND IS INCREASING BY
57% ANNUALLY.

-COMSCORE INC.



USE SMARTPHONES IN-STORE TO RESEARCH AND
ACCOMPANY THEIR SHOPPING EXPERIENCE.

-FORESTER RESULTS

WHY YOU NEED CONTENT



When you don't tons of products and don't show prices, **consumers default to the on-line giants...**

BECAUSE THEY DO...And they get found!



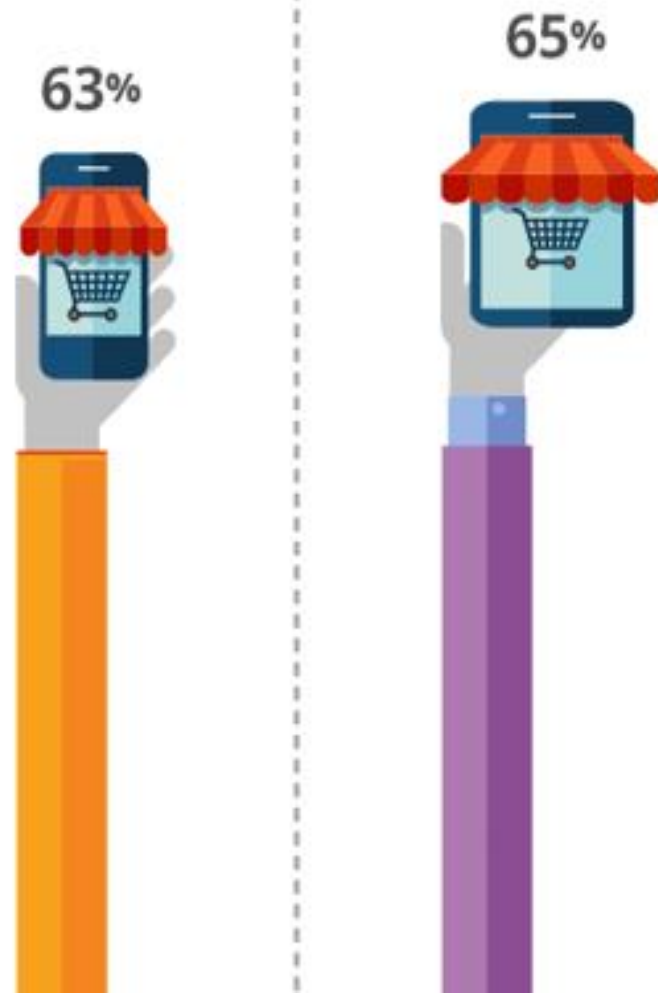
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SHOPPING

USE SMARTPHONE / TABLET
TO **PURCHASE** products or
services



SMARTPHONES HAVE CHANGED THE WAY PEOPLE SHOP- 96% HAVE RESEARCHED A PRODUCT OR SERVICE USING THEIR SMARTPHONE.

94% OF SMARTPHONE USERS LOOK FOR LOCAL INFORMATION ON THEIR PHONE AND 90% TAKE ACTION AFTER SEARCHING, INCLUDING MAKING A PURCHASE OR CONTACTING THE BUSINESS.

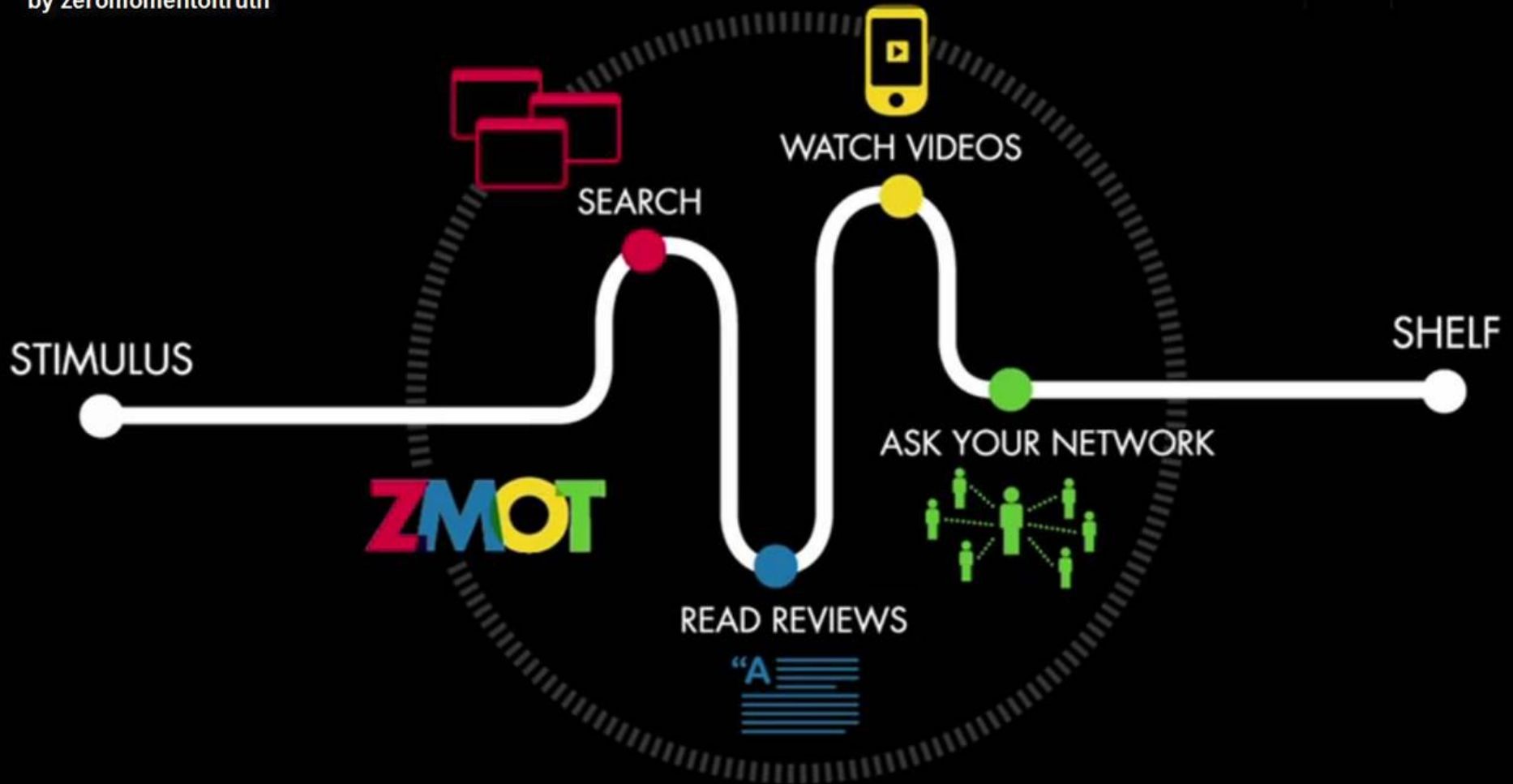
76% OF IN-STORE BUYERS RELY ON THEIR SMARTPHONE **WHILE SHOPPING IN YOUR STORE!**

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by zeromomentoftruth



THE COMMON DENOMINATORS

94% of mobile users have searched locally on their smartphones.
70% of searches have connected with a business after searching it.

More Active Mobile Phones
than People

70% connected with
the business

Mobile Users Searching for
You - LOCALLY -

66% visited the
business

96% of smartphone owners
have researched a product or
service on their device

23% told others
about it

Mobile Searching VS. PC
Searching - smartphone
search volumes are growing
faster than searches on the PC
[by a staggering 3.4 billion in
the past year]

36% made
a purchase

Called the business or service

52%

Looked the business up on a map or got
directions to the business or service

50%

Visited a business (e.g. store or restaurant)

50%

Visited the website of the business or
service

48%

Read or wrote a review about a business or
a service

15%

Recommended a business or service to
someone else

13%

Made a purchase from a business in-store

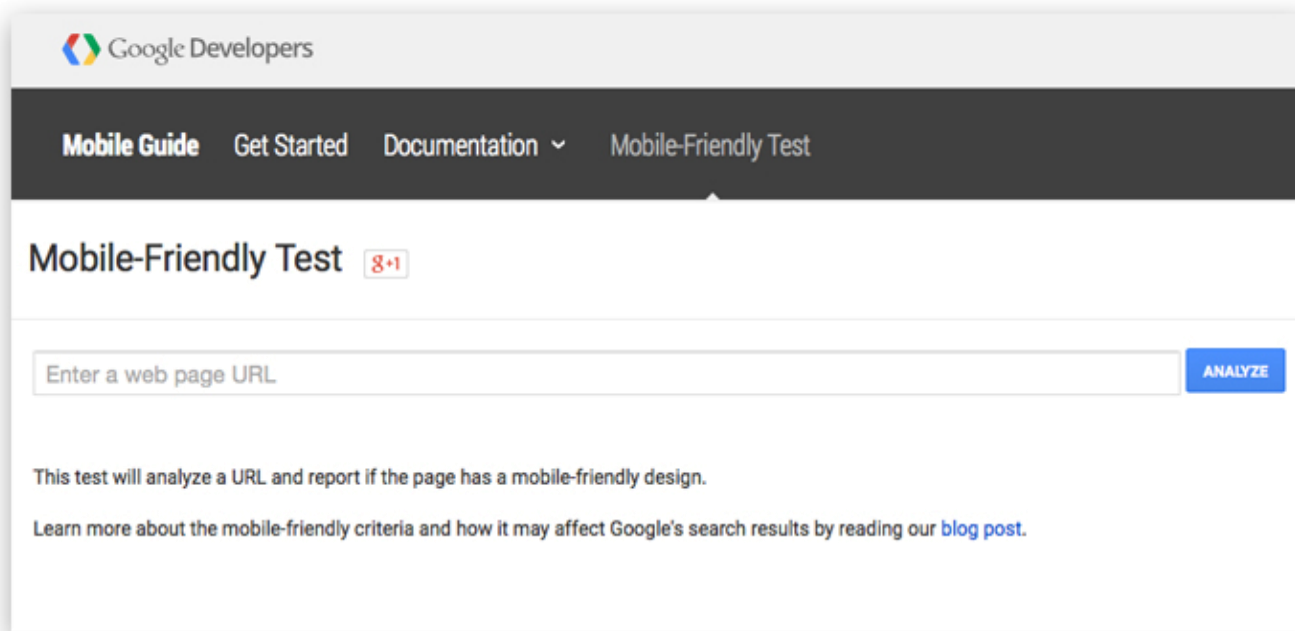
26%

Made a purchase from business online

21%

DIGITAL MARKETING PLATFORMS MOBILE RESPONSIVE?

Adobe Mobile Experience Survey, **potential customers would not recommend a business with a bad mobile site, and 40% would then visit a competitor site after a bad mobile visit.**



www.google.com/webmasters/tools/mobile-friendly/

If your website provider has no plans to make your platform mobile compliant....

FIRE THEM NOW!



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MOBILE MARKETING ISN'T AN OPTION; IT'S AN IMPERATIVE

Shoppers are looking for product information and they're turning to their mobile device to find it.

The mobile device, always on and always with shoppers, is one of the biggest influencers in the store today;

it presents tremendous opportunities for marketers across industries to connect with potential customers--wherever they are.



MOBILE CAN BE USED TO GET CUSTOMERS TO THE STORE AND CAN HELP KEEP THEM THERE

Allow customers to find your business on mobile

In addition to having a mobile website, businesses should use it to prominently display retail locations and phone numbers.

Own the digital shelf

Make it easy for shoppers to find product information, promotional offers, or other information about your business on their smartphones when in-store.

Adapt your marketing message to the consumer's context

Taking into account things like location, time of day and device allow you to reach people with more relevant messages.



MEET THE **SHOWROOMING** CHALLENGE HEAD-ON

Embrace mobile use in-store

It's going to happen, so find a way to take advantage of it. Having a wide inventory of ecommerce products, store maps, and product information QR codes are just some of the ways to connect with mobile users.

Improve the in-store experience

Offering expert service from salespeople or interactive product demos can help distinguish your in-store experience from online shopping.

Have a strategy to address price comparisons

Raise the value of your store by identifying non-price, value-added differentiators.



RECOGNIZE THE PIVOTAL ROLE OF MOBILE TO YOUR OVERALL MARKETING STRATEGY

Grow in-store sales by allowing consumers to research and purchase your products with a mobile device.

It's going to happen, so find a way to take advantage of it. Having a wide inventory of ecommerce products, store maps, and product information QR codes are just some of the ways to connect with mobile users.

Start to measure new conversion types.

Offering expert service from salespeople or interactive product demos can help distinguish your in-store experience from online shopping.



IMPLICATIONS FOR BUSINESSES

- 1** Mobile marketing isn't an option; **it's an imperative**
- 2** Mobile can be used to get customers to the store and can help **keep them there**
- 3** Meet the **showrooming** challenge head-on
- 4** **Recognize the pivotal role of mobile** to your overall marketing strategy





Be where your customers are researching—online! That’s with a website, social media platforms and blogs. Blogs are the number one way to increase inbound web traffic to your website.

Eighty percent of Americans have smartphones. Is your website mobile optimized? Find out by typing your website address here: <http://tinyurl.com/qyyhwkp>.

Make sure you have a ton of products for the consumer to engage with on your site. If you have 50,000 SKUs to sell, show them. You can always label your items On-Display or Special Order. Remember, websites like Overstock.com are all Special Order.



Napier Mkt. Group

@MinnesotaMktGuy

Creating, guiding and deploying successful marketing B2B/B2C solutions

TWEETS	FOLLOWING	FOLLOWERS	FAVORITES
527	1,959	1,229	3

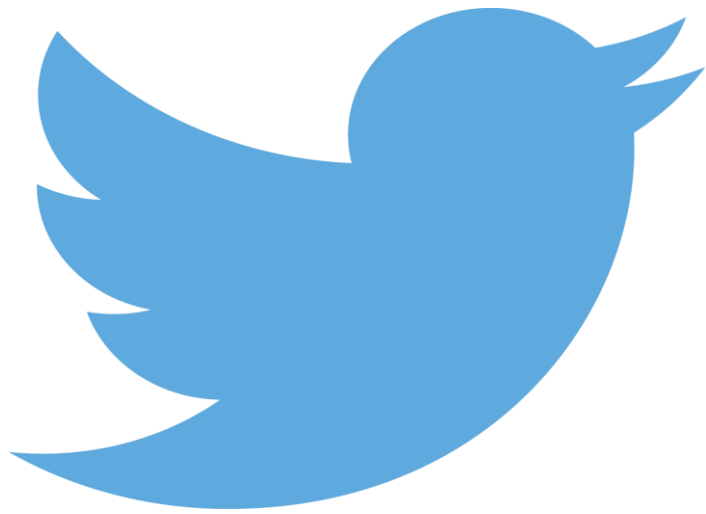
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Tweets Tweets & replies Photos & videos



Napier Mkt. Group @MinnesotaMktGuy · May 17

Off to Orlando to speak at thehfnc.com...hope to see good friends there



@MinnesotaMktGuy



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Search for people, jobs, companies, and more...



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Premium Resource



Internet Strategic Marketing Group For Retail & Manufacturers

1,292 members

Owner



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Bill Napier

PREMIUM

Home Furnishings Marketing Agency & Industry
Consultant For Retailers & Brands

Winona, Minnesota | Marketing and Advertising

Current Napier Marketing Group, Inc., IMAGINE ADVERTISING & RM INNOVATION, Industry Recognition

Previous Home Line Furniture, Robinson & Robinson, Inc., Ashley Furniture Industries, Inc.

Education Kents Hill School, Kents Hill Maine - University of Minnesota -

View profile as



500+
connections

<https://www.linkedin.com/in/wfnapier>



Contact Info



NAPIER MARKETING GROUP

www.napiermkt.com

A woman with long brown hair and glasses, wearing a light blue button-down shirt, is smiling and holding a tablet. The tablet screen shows the IMAGINE Retailer sign-in page with fields for Email, Password, and a SIGN IN button. The background is a bright, modern living room with a white sofa and a lamp.

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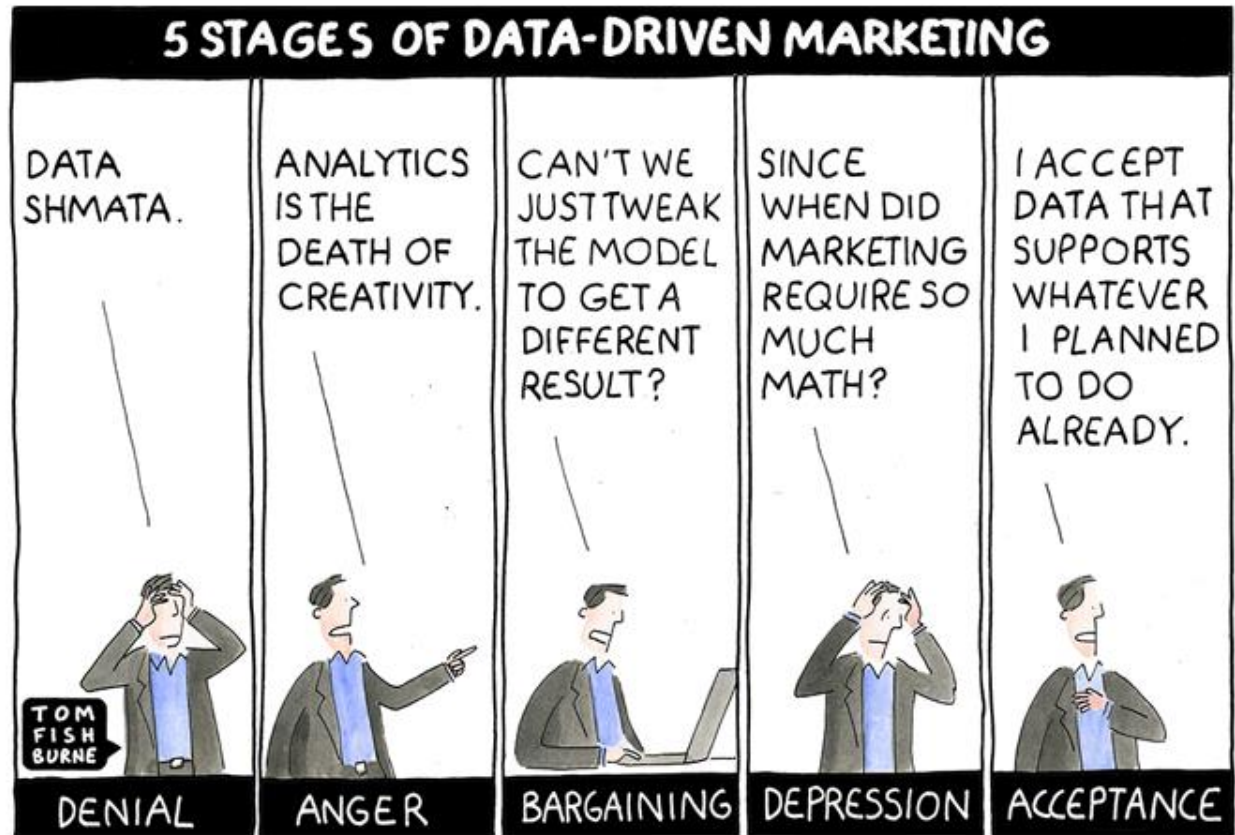


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DON'T
BE
THIS
GUY



Embrace technological solutions to organize and push product data elements onto all platforms, the most vital part of maintaining a fully integrated omnichannel

INFORMATION
MANAGEMENT



Embrace technological solutions to organize and push product data elements onto all platforms, the most vital part of maintaining a fully integrated omnichannel

Google places

yelp

bing
LOCAL

YAHOO! LOCAL



merchantcircle.com



-Google/Compete Retail Furniture Study, U.S

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REGISTER YOUR
BUSINESS
EVERYWHERE



RETAILERS **CAN NOT** CHOOSE THE DESTINATION

DESTINATION < JOURNEY

RETAILERS **CAN** IMPROVE THE JOURNEY

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2014 SALES OF HOME FURNISHING ECOMMERCE GIANTS



200 MILLION



350 MILLION



2 BILLION



10 TOOLS TO HELP YOU CRACK THE ONLINE SELLING CODE

RESPONSIVE SITE DESIGN



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POPULAR ITEMS



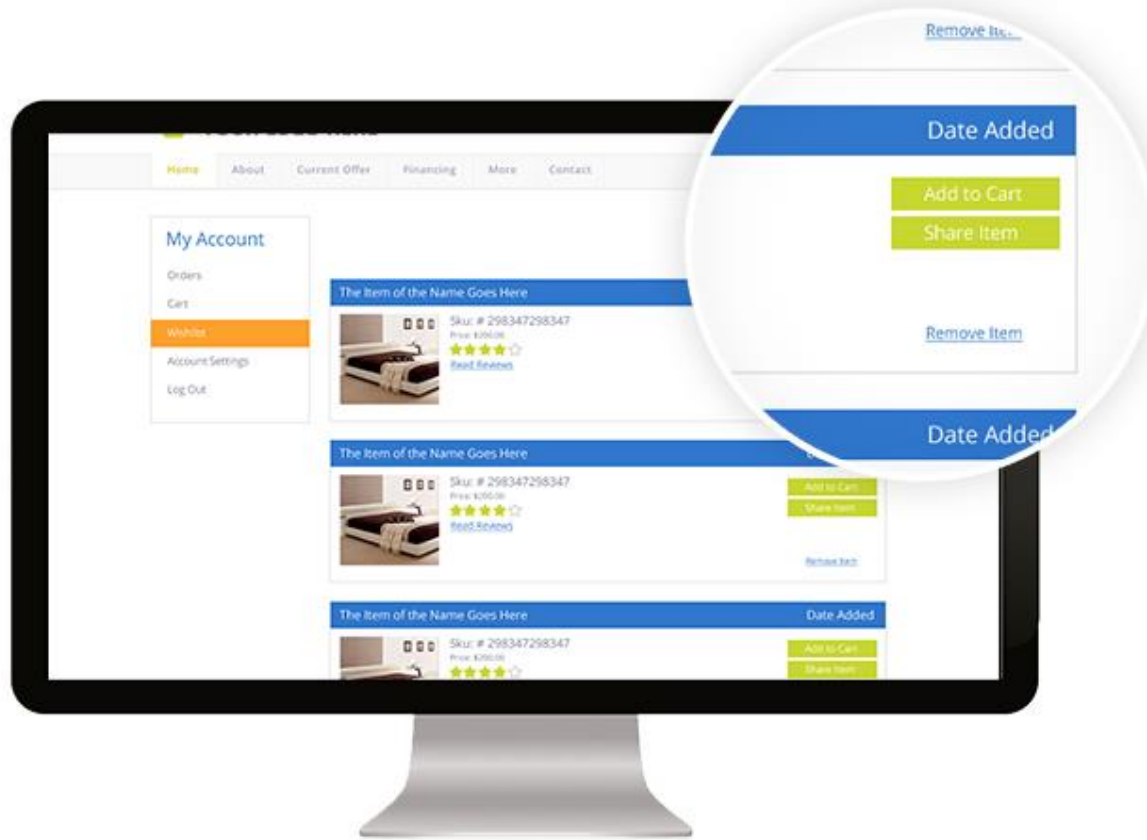
RECENTLY VIEWED



BEST SELLERS



WISHLIST, REACHES, AND CHAT



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WISHLIST, REACHES, AND CHAT

The image shows a computer monitor displaying a web application interface for managing customer leads. The main window is titled 'Reaches' and contains a search bar and a table of leads. A magnifying glass is positioned over the table, highlighting a specific row.

Name	Email	Assigned To	Waiting
Sudarsana Devireddy	dsreddy77@live.com	Unassigned	Requires Response
Sudarsana Devireddy	dsreddy77@live.com	Unassigned	Requires Response
nikia Thames	nikia1104nikia@aol.com	Unassigned	Requires Response
Christopher Atkinson	Catkinson@verizon.net	Unassigned	Requires Response
Assetou Traore	tras08@yahoo.fr	Unassigned	Requires Response
Tenille Warren	Everythingcre@tv@yahoo.com	Unassigned	Requires Response
ernest caldwell	ernest.caldwell@rocketmail.com	Unassigned	Requires Response
Antoinette Robinson	tonirobinson2011@gmail.com	Unassigned	Requires Response

The magnifying glass highlights a row with the following data:

Waiting	Requires Response	Normal
Requires Response	Requires Response	Requires Response

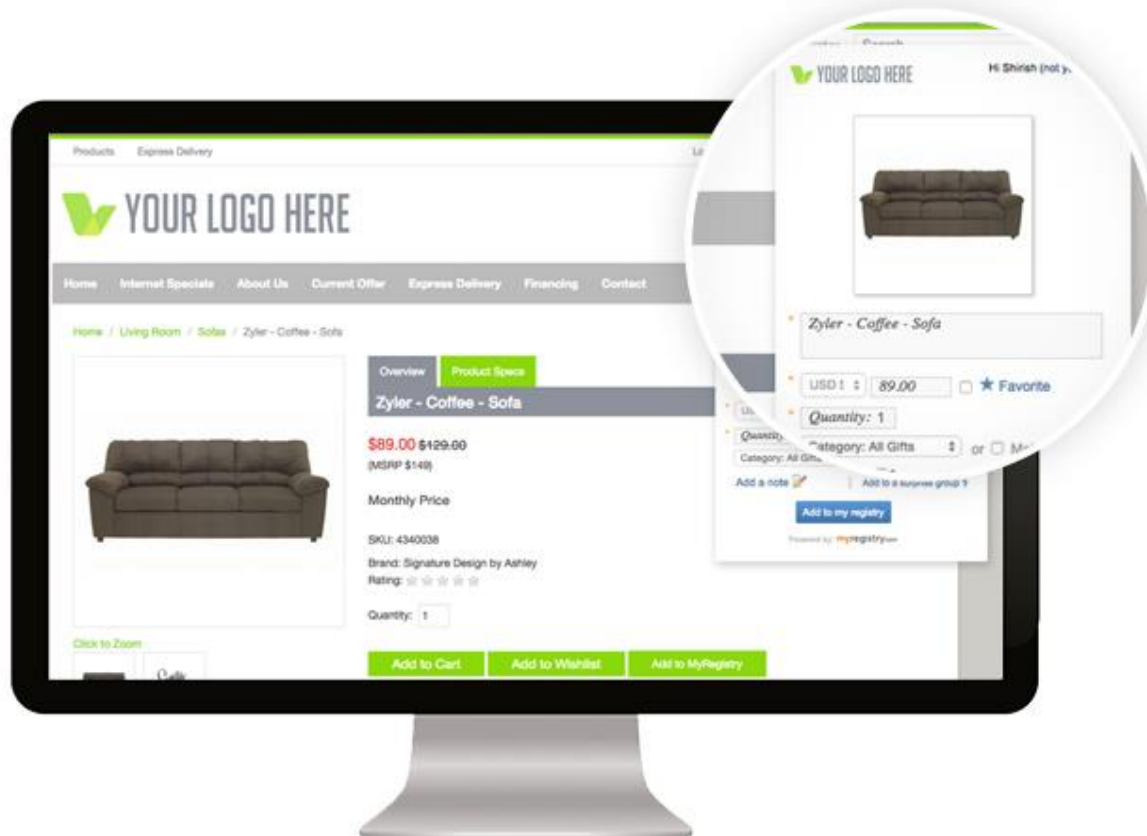
WISHLIST, REACHES, AND CHAT



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MYREGISTRY.COM INTEGRATION



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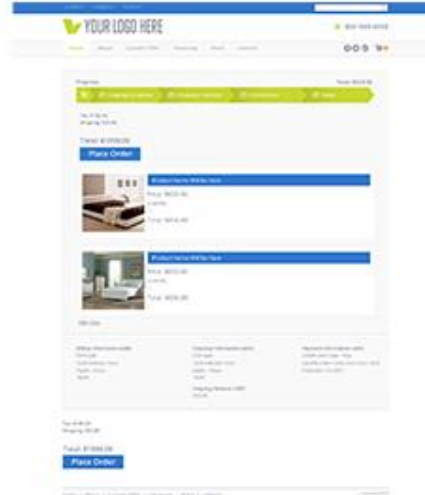
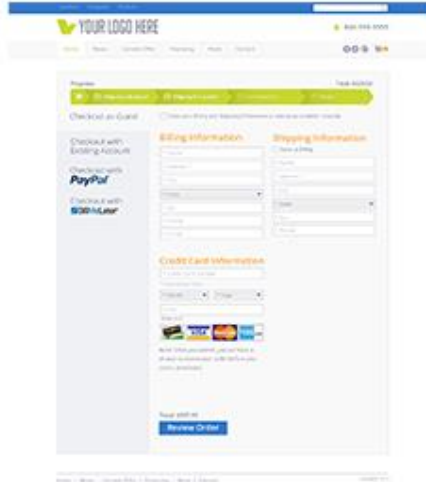
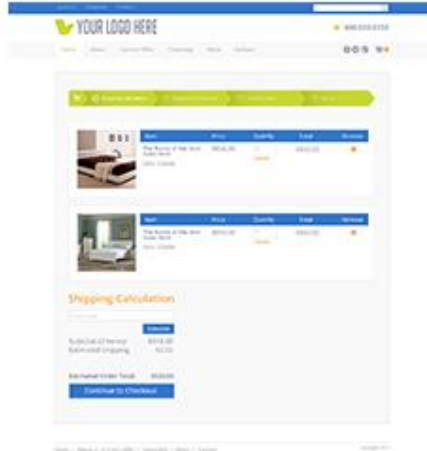
SIMPLE INTEGRATED CHECKOUT

1

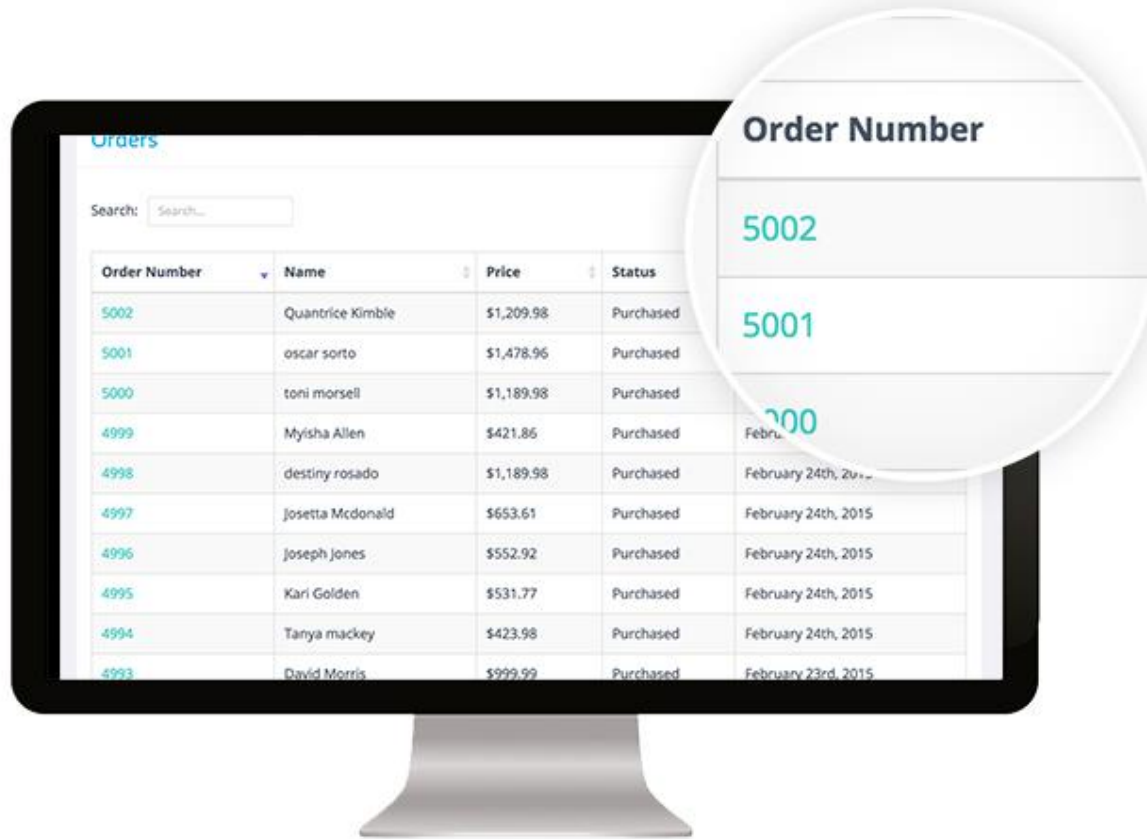
2

3

4



INSTANT ACCURATE REPORTING OF ONLINE SALES



Orders

Search:

Order Number	Name	Price	Status	
5002	Quantrice Kimble	\$1,209.98	Purchased	
5001	oscar sorto	\$1,478.96	Purchased	
5000	toni morsell	\$1,189.98	Purchased	
4999	Myisha Allen	\$421.86	Purchased	Febru...
4998	destiny rosado	\$1,189.98	Purchased	February 24th, 2015
4997	Josetta McDonald	\$653.61	Purchased	February 24th, 2015
4996	Joseph Jones	\$552.92	Purchased	February 24th, 2015
4995	Kari Golden	\$531.77	Purchased	February 24th, 2015
4994	Tanya mackey	\$423.98	Purchased	February 24th, 2015
4993	David Morris	\$999.99	Purchased	February 23rd, 2015

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CONSTANTLY COMMUNICATE



geomarketing

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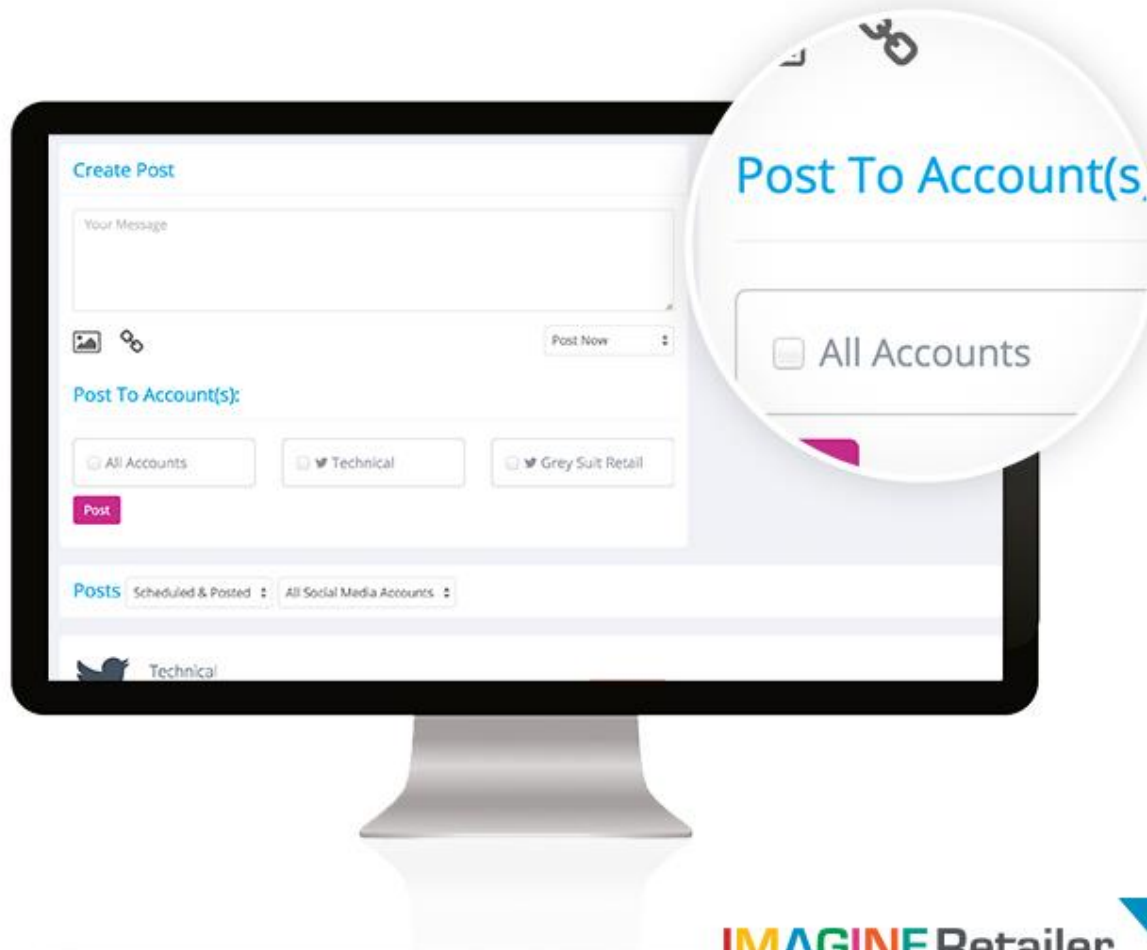
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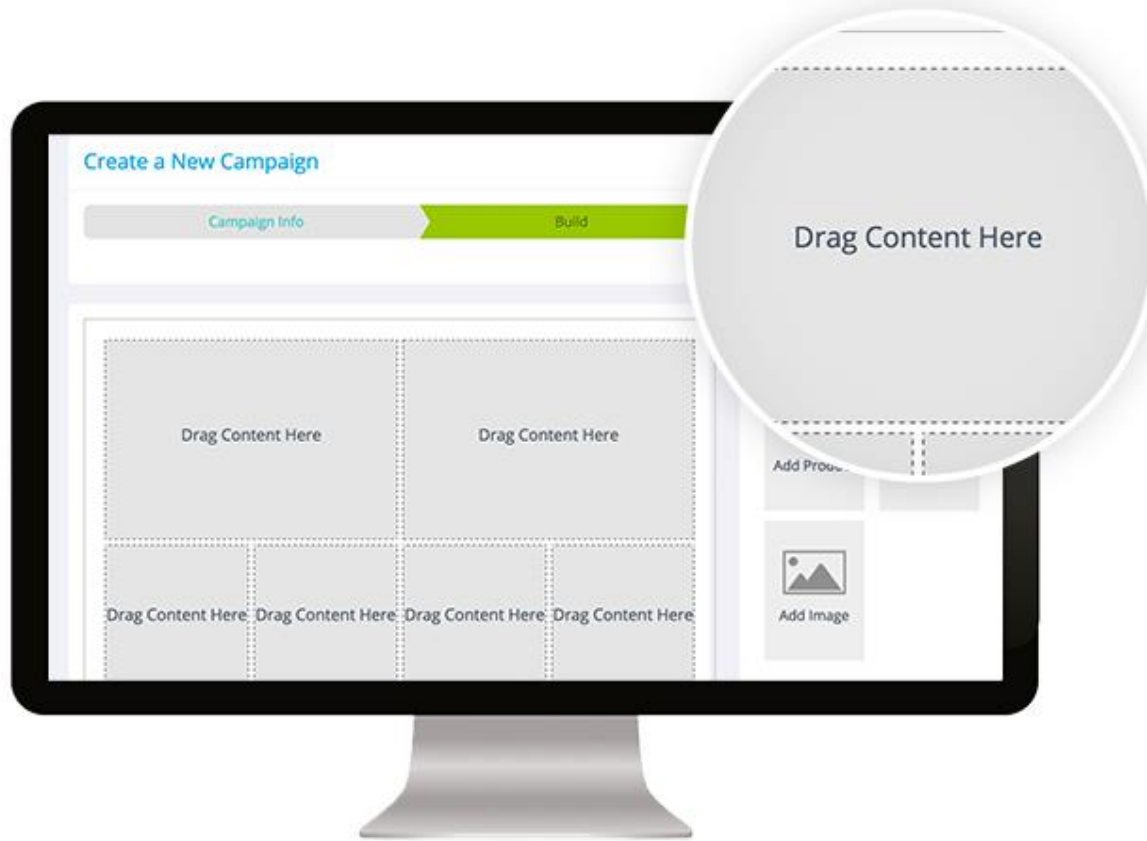
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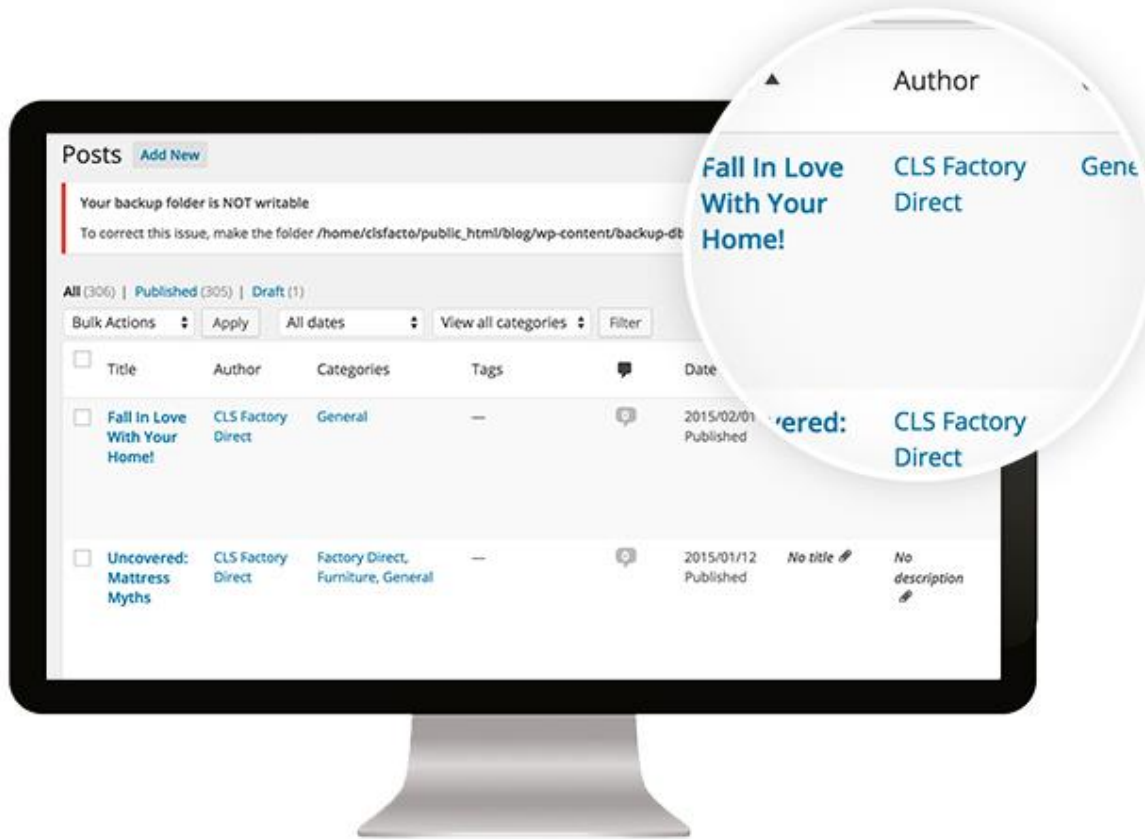
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Jeff Bennett
Online Specialist - 5 yrs

You don't have to be an expert to get rolling. Our team works all day everyday in this world. We have the answer or we will get them for you.

**IF YOU DON'T UNDERSTAND THE ANSWER FROM
OUR STAFF CALL ME PERSONALLY @ 740-415-3192**



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THANK YOU