

# best practices whitepaper: 6 ways to entice customers in-store



Advertising through various media outlets can draw a crowd to brick-and-mortar stores.

But what happens once shoppers arrive? Unless they are properly guided by in-store marketing, and intelligent sales people, your advertising efforts may be in vain.

Putting aside properly trained and engaged sales people, retailers have one last line of offense to increase sales -in-store marketing, discussed here. With such fierce retail competition – online and off, retailers should be as strategic and creative as possible to keep shoppers' interest once they enter a store. Customers should feel your brand and understand what you're offering.

Here are six ways you can entice customers in-store.



1

**MAKE A STRONG FIRST IMPRESSION**

How can you encourage shoppers to stay? Innovative fixtures have stopping power, grab attention, and draw shoppers into the store. Highlighting local artists and products is one way to engage shoppers, a strategy that turns customers' heads for one leading global retailer.

2

**LEAD SHOPPERS SOMEWHERE**

Retailers can use compelling displays at the end of aisles and throughout the store to help guide shoppers to where you want them to go. Large retail outlets can convert entire sections of the store into branded destinations that attract a specific shopper. For example, Kroger, a leading chain of grocery and multi-department stores, created a baking display that held more than 60 products from several manufacturers. The theme display spoke to shoppers, while Kroger and its partnering manufacturers saved money by sharing display costs.

3

**KEEP SHOPPERS SURPRISED**

You can encourage shoppers to explore by placing signs throughout the store that advertise new seasonal products and promotions. Absolut, for example, created displays that transformed stacks of vodka cases. In the middle of the stacks, Absolut placed a giant martini glass into which "vodka" was poured. This innovative display was hard to miss.

4

**APPEAL TO SHOPPERS' EMOTIONS**

Savvy retailers view shopping as the highest level of brand experience, not a chore. You can encourage customer experiences via in-store demonstrations, video walls, authentic displays, and local artistry. Always strive to inspire and surprise.

5

**IMPROVE CUSTOMER SERVICE**

Retailers can also deepen shoppers' experiences by properly motivating employees. If you offer employees incentives and rewards, morale will improve and remain high. If your sales people are happy, that mood will spill over to your shoppers and may boost sales.

6

**CATCH SHOPPERS ON THE WAY OUT**

Retailers should install compelling point-of-sale displays at or near the check-out line. This prompts customers to buy an extra item or two, which increases your revenue.

## shopping as an experience

Retailers who want to grab (and hold) shoppers' attention need to market their stores as brand experiences. To engage shoppers with brands, retailers need innovative displays with stopping power. The best displays let brands speak for themselves. It takes a lot of creativity and seamless execution to design and develop authentic displays that influence shoppers' behavior.

### about innerworkings, inc.

InnerWorkings, Inc. (NASDAQ: INWK) is the leading global marketing execution firm serving Fortune 500 brands across a wide range of industries. As a comprehensive outsourced enterprise solution, the company leverages proprietary technology, an extensive supplier network, and deep domain expertise to streamline the production of branded materials and retail experiences across geographies and formats. InnerWorkings is based in Chicago, Ill., employs approximately 1,500 individuals, and maintains 67 global offices in 30 countries. Among the many industries InnerWorkings serves are: retail, financial services, hospitality, consumer packaged goods, not-for-profits, healthcare, food & beverage, broadcasting & cable, and transportation. For more information visit: [www.inwk.com](http://www.inwk.com).