

Mastering Multi-channel Retail: How to Sell Everywhere Successfully

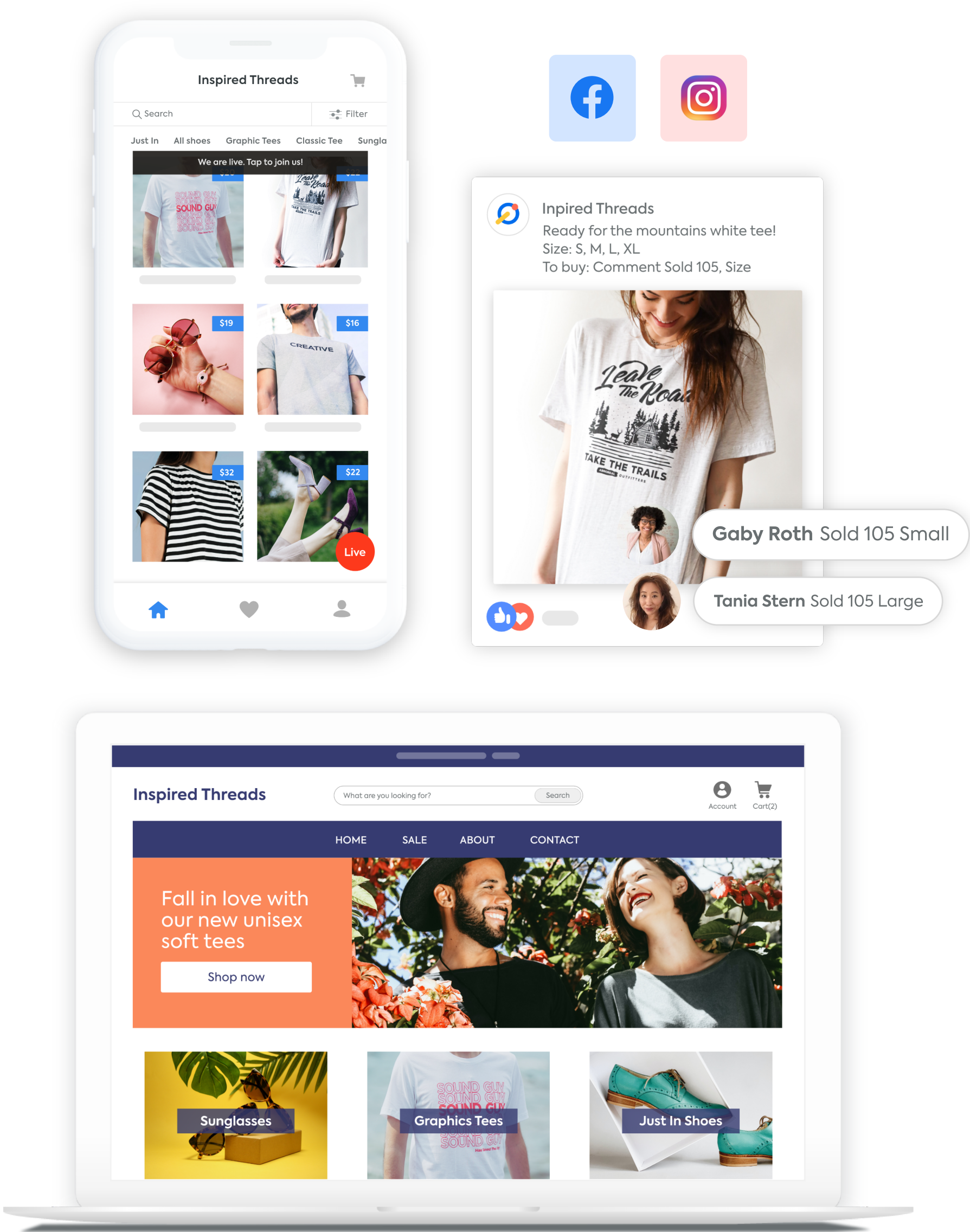
THE IMPORTANCE OF MULTI-CHANNEL RETAILING

Today’s consumer uses multiple channels to find product information, communicate with brands, and buy goods. Multi-channel retail gives online sellers additional opportunities to meet and serve them at every step of the customer journey—whenever, wherever. Mastering this strategy is critical for those who want to increase conversions, boost customer retention, and guarantee growth into the future.

Supporting statistics

- 73% of customers use multiple channels to shop. (Sopadjieva, Dholakia, Benjamin, 2017).
- Customers that shop across multiple channels have a 30% higher lifetime value. (IDC, 2015, as cited in Think with Google, 2015).
- 62% of consumers who engage their favorite brands over multiple channels make weekly purchases. (Weinberg, 2016).

Multi-Channel Customer Lifetime Value (LTV)



THE CHALLENGES EXPANDING TO MULTIPLE SALES CHANNELS

Having a presence across the web will result in increased brand visibility and sales, but only if done correctly. To be successful, retailers must overcome the common challenges of multi-channel retail.

1 Choosing the right channels

Businesses should consider their ideal customer to determine which channels make sense. A website is fundamental to online selling, but sellers must ask themselves where they'd be most likely to interact with their target audiences before they spend their money.

This may mean venturing into more unconventional marketplaces, such as Facebook and Instagram, creating business accounts and communities to capture new customers and provide additional touchpoints for existing ones.

2 Maintaining engagement

Brands need to dedicate themselves to providing value beyond a simple transactional relationship on every channel if they want to keep their customers' interest. Whether this means routine posting, engaging in real-time conversations over live video sales, or regularly messaging customers, consistent engagement on every channel is key.

Auto-scheduled posts, chatbots, behavior-based automated emails, and reward programs can help stimulate interaction whenever retailers are unavailable to engage in real-time.

3 Accommodating cross-device shopping

The widespread use of mobile devices has largely redefined the path to purchase for many consumers as many now switch between desktop and mobile to shop. Sales channels that are not optimized for mobile usage result in high abandoned cart rates and customer dissatisfaction.

Retailers may also want to consider adding a branded mobile app to their channels. Mobile apps are a powerful tool for providing the most convenient and personalized mobile shopping experience, which enhance conversion rates and boost customer retention.



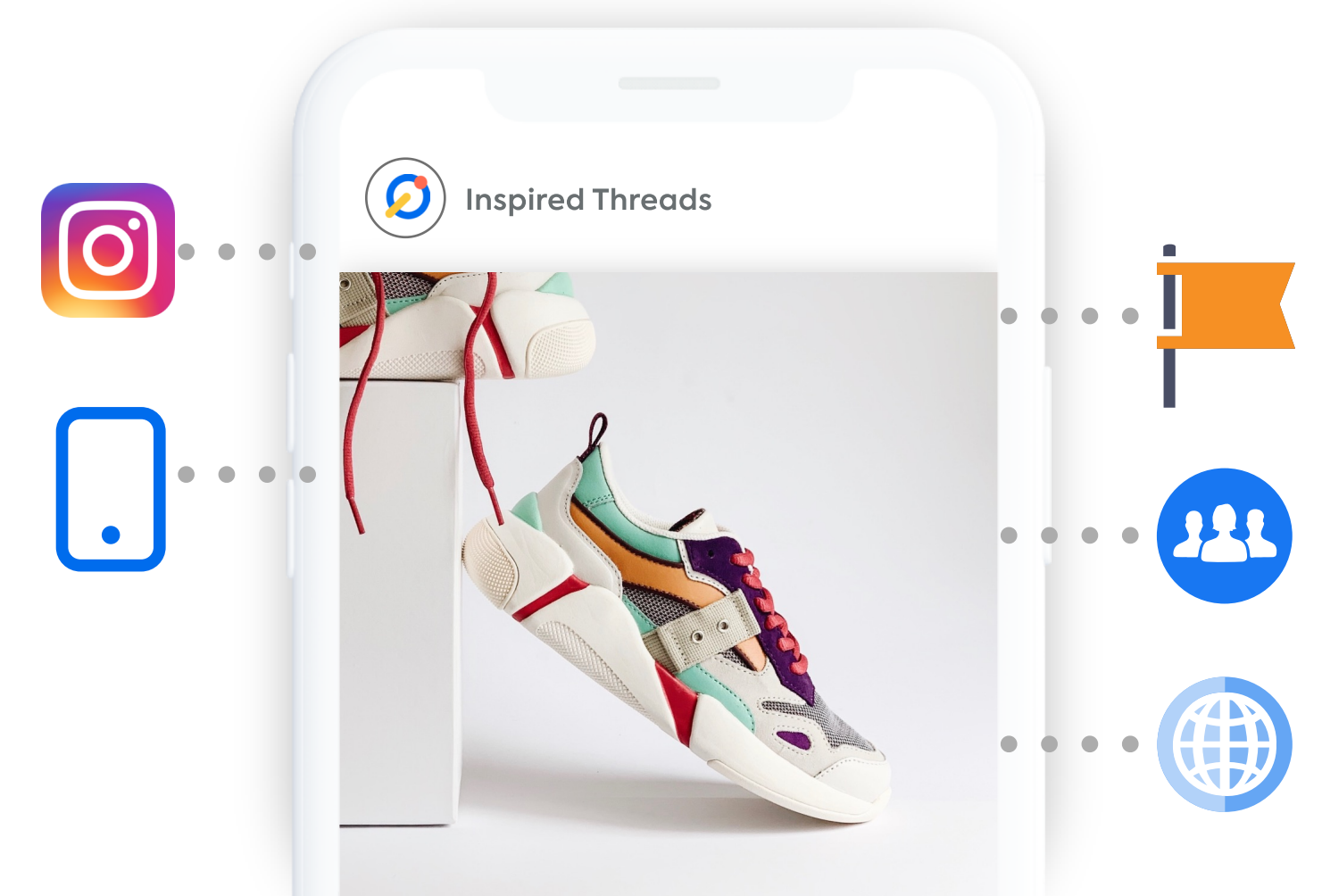
4 Fragmented inventory and order management

Piecemealing plug-ins, platforms, or spreadsheet data to manage inventory can burden your team and existing technology. The result can lead to overstocking, overselling, and an overwhelmingly negative customer experience. The only way to avoid these costly

avoid these costly mistakes is to synchronize inventory and order management between each channel. Cloud-based multi-channel inventory and order management systems will help with this.

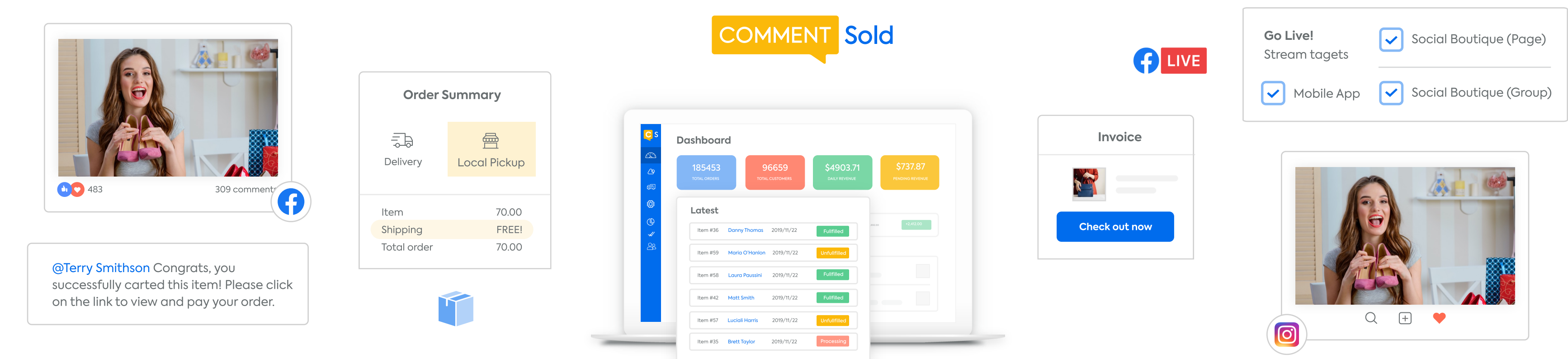
5 Disjointed customer experiences

Customers don’t think in terms of channels or devices. To them, it’s all shopping. That’s why consistency is an all-important part of multichannel retail. Customers don’t want to create new profiles every time they switch channels or devices. Delivering a truly seamless experience requires uniting customer data across channels for better ease of use and satisfaction.




SELL ACROSS THE WEB WITH EASE WITH COMMENTSOLD


Whether it’s your website, mobile app, or social media accounts, CommentSold helps you market, sell, and streamline activities across multiple channels for the ultimate brand experience. Unite your channels with a single, centralized inventory and hub for cross-channel marketing tools.




Allow customers to browse and buy anywhere, anytime




Create a branded website with convenient navigation and checkout



Sell on your Facebook Page and Groups and Instagram Business Account




Put your store in customers’ pockets with a feature-rich, branded mobile app




Blend your online and in-store experience with buy online and pick up in-store options


Provide an immersive and captivating brand experience



Keep customer profiles and carts synced across all channels for easy checkout




Drive loyalty and advocacy with loyalty and referral programs that work across channels




Build trust and familiarity with interactive live video sales streamed to your Facebook Page, Groups, and your mobile app


Unite all your data and streamline backend operations



Sell with a centralized inventory that updates in real-time across selling channels




Get end-to-end order order management and visibility from a single dashboard




View top-performing channels, best selling products, and top customers at a glance


Automate tasks so you can focus on growing



Schedule inventory to post on certain channels or to all channels in advance



Instantly send invoices for social sales via comments, Facebook Messenger, or email



Incentivize repeat purchasing with personalized and behavior-based automated emails



“What really appealed to me about CommentSold was being able to use one system for our app, for our website, and our social media selling as well.”

Allison Albritton
INSTYLE AUCTIONS



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