Your Online Shop Window…..

Using Online to Drive Footfall, Engagement & Loyalty

Richard Nowell, Lighthouse Marketing.

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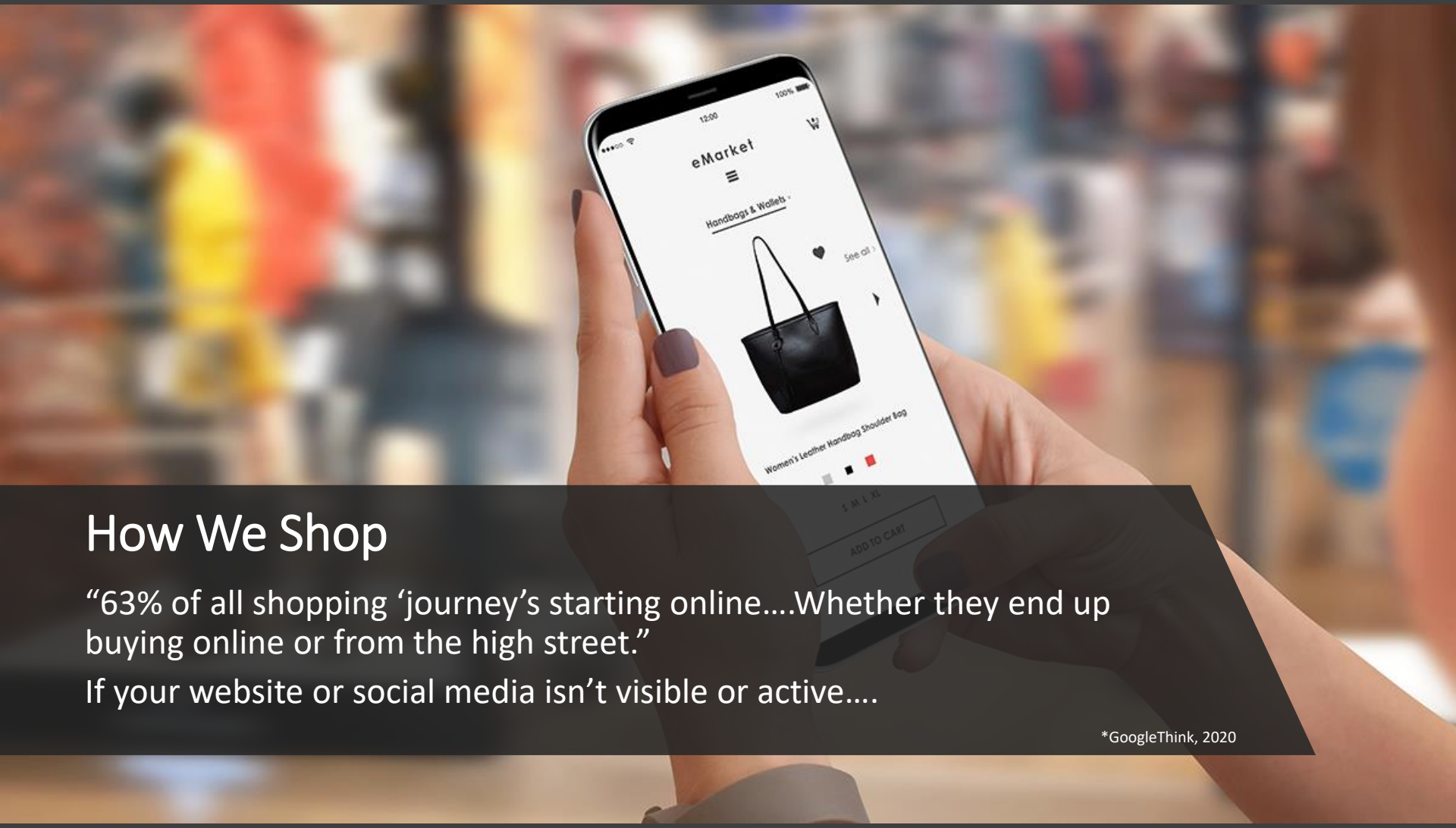

How We Shop

"63% of all shopping 'journey's starting online….Whether they end up buying online or from the high street."

If your website or social media isn't visible or active….

*GoogleThink, 2020

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It’s a bit like covering up your shop window too.

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Hello.

- Many of you will already be harnessing how ‘online’ can grow your business.
- Others taking their first steps.
- A few may still see online as the enemy, “it’s something for big businesses”, or “I don’t retail online”…..
- But being ‘match fit’ with your online presence has the ability to….

1. Make your **current customers more loyal**.
2. **Engage** with potential **new** customers.
3. Convey your **brand personality**….it’s your second shop window!

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The world's biggest businesses or retailers are different. And have one thing in common

The world's biggest media company doesn't write a single word.

The world's biggest taxi company doesn't own a vehicle.

The world's biggest hotel company doesn't own a room.

And, the world's biggest retailer doesn't own a shop.

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They are ‘data’ companies.

Data enables businesses to analyse trends, to make more informed decisions and our marketing much smarter.

This is why in 2020 business spent 72% of their marketing budgets on social & digital.

Source: Cybercrew 2021

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DIGITAL TOOLKIT

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Online Toolkit

1.

Doesn't need to cost the earth or have loads of pages. Smaller is sometimes more beautiful!
It's job is to drive engagement, consideration that generates footfall or an enquiry

2.

User Experience.
How does your website 'flow'? Is it easy to find the right information? Does it resize to mobile?
We're looking to create 'dwell time'….
Put yourself in your customers shoes.

3.

Housekeeping!
Is the key information right? Opening hours or contact info.
Where's best to park?
Signpost links to your social media or newsletter to encourage sign-up

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Online Toolkit

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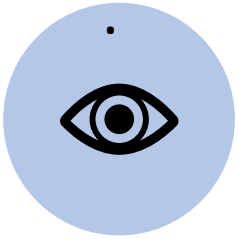

Is it visually appealing? We buy with our eyes. Consider, or invest in imagery that excites. In terms of copy, less is more.

5

Does your website tell customers about the key products or brands? Does it bring to life and tell the story of your business, it's the USP's?

6

Your website will get more 'visits' than your shop window….but people have to be able to find it.

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SEO…..Finding You Online

- Having a beautiful website is great, but how easily can potential customers find it?
- SEO, is an ever-evolving set of algorithms that ‘rank’ your website and the pages within.
- Competing against the multinational or big brands is tough, unless you’re prepared to pay Google to sit at the top of page 1.
- Almost all businesses rank ‘organically’, which broadly comprises of 3 key pillars
    - Keywords
    - Content
    - Backlinks

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Digital Marketing

- Once your website has been given a ‘fine tune’ with fresh copy and appealing imagery its time to ramp up the marketing.
- Build a customer database and send regular communications to keep them updated on your business.
- It could be weekly, or monthly.
- Lots of great email tools such as Mailchimp or Campaign Monitor.
- Think impact! You’ve got their attention for about 13 seconds!
- Run competitions that requires people to ‘sign up’ or team up with a complimentary brand to help grow your database.
- Provide your audience with incentives and make them feel valued.
- Expect a 20-25% open rate.
- Best time to send is mid-morning, or lunchtimes…..
- Include a ‘sign up’ button on your website.

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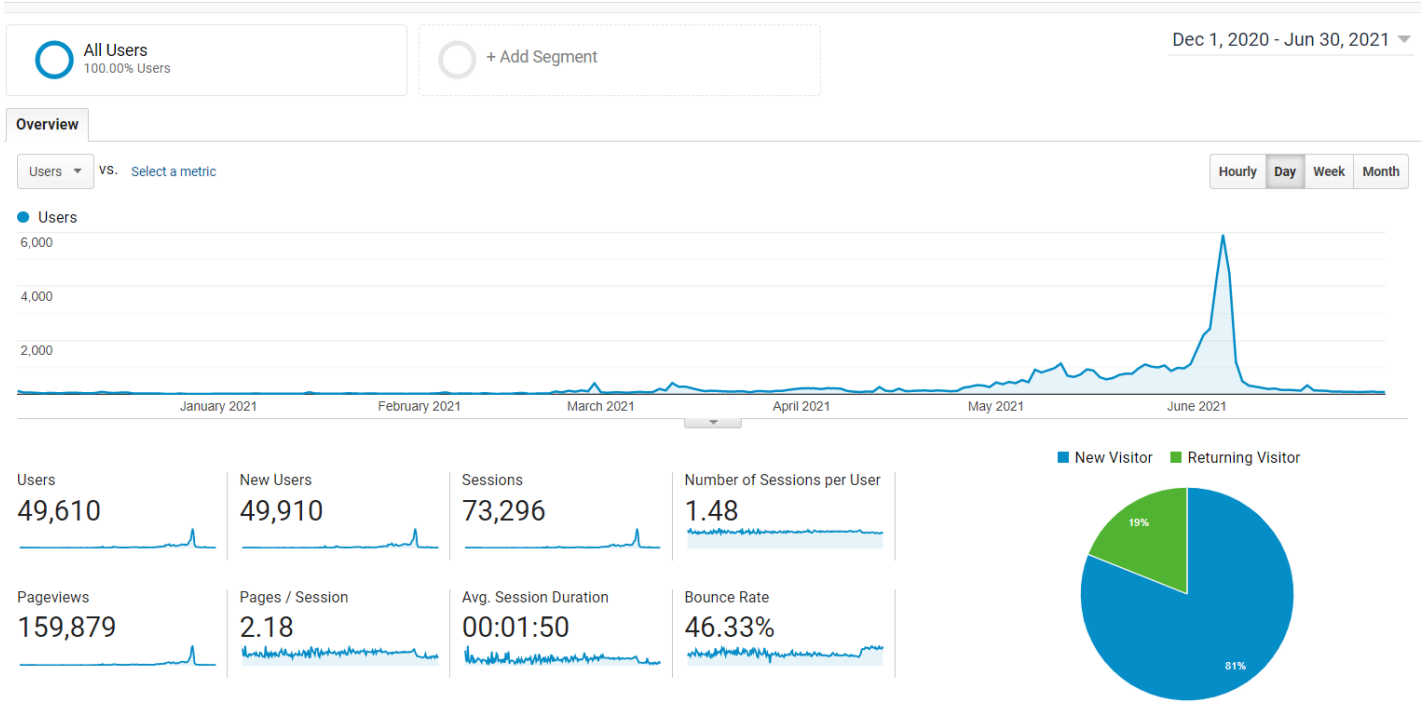
Google Analytics

- Plug into Google's analytics dashboard to open a wealth of data.
- User numbers; new versus returning visitors.
- How long do people spend on your site?



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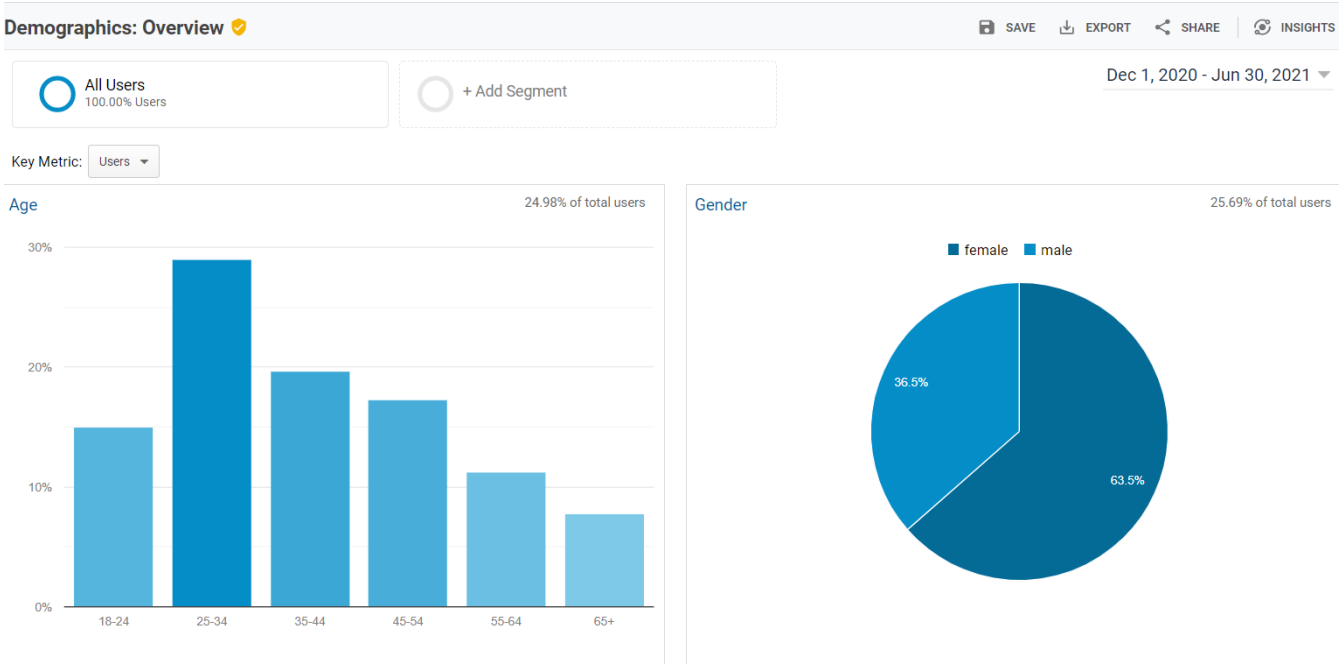
Age & Gender

- What are your demographics?
- By understanding age or gender you can tailor your websites content to appeal to your core audiences.



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How Users Interact With Your Website

- It provides a map of how users navigate your website.
- By seeing which pages have the most hits or ‘dwell time’ we can build on what’s working and fix the pages that aren’t.

		159,879 % of Total: 100.00% (159,879)	125,945 % of Total: 100.00% (125,945)	00:01:33 Avg for View: 00:01:33 (0.00%)	73,204 % of Total: 100.00% (73,204)	46.33% Avg for View: 46.33% (0.00%)	45.79% Avg for View: 45.79% (0.00%)
1.	/	**73,788** (46.15%)	55,107 (43.75%)	00:01:38	53,639 (73.27%)	40.17%	53.04%
2.	/whats-on	**17,763** (11.11%)	12,277 (9.75%)	00:01:05	3,338 (4.56%)	54.13%	30.37%
3.	/visiting/getting-here-parking	**7,943** (4.97%)	6,920 (5.49%)	00:03:00	2,735 (3.74%)	74.32%	63.80%
4.	/visiting	**6,521** (4.08%)	5,310 (4.22%)	00:00:51	1,011 (1.38%)	47.19%	25.87%
5.	/whats-on/doggy-model-competition	**5,523** (3.45%)	4,879 (3.87%)	00:02:06	1,536 (2.10%)	81.12%	52.16%
6.	/whats-on/get-your-paws-involved	**3,970** (2.48%)	3,098 (2.46%)	00:01:01	243 (0.33%)	67.90%	24.91%
7.	/whats-on/fun-dog-show	**3,834** (2.40%)	3,295 (2.62%)	00:01:40	513 (0.70%)	74.12%	37.95%
8.	/visiting/faqs	**3,737** (2.34%)	3,238 (2.57%)	00:02:42	816 (1.11%)	70.47%	51.19%
9.	/whats-on/stallholders	**3,582** (2.24%)	2,877 (2.28%)	00:02:36	573 (0.78%)	69.15%	45.90%
10.	/whats-on/main-arena	**3,422** (2.14%)	2,866 (2.28%)	00:01:16	198 (0.27%)	64.65%	23.38%
11.	/visiting/gallery	**2,662** (1.67%)	2,363 (1.88%)	00:02:29	594 (0.81%)	81.85%	53.49%
12.	/whats-on/dog-house-behavioural-stage	**1,751** (1.10%)	1,557 (1.24%)	00:01:02	98 (0.13%)	73.74%	21.87%
13.	/whats-on/food-drink	**1,738** (1.09%)	1,609 (1.28%)	00:01:21	131 (0.18%)	77.44%	35.10%
14.	/whats-on/top-dawg-show-ring	**1,696** (1.06%)	1,501 (1.19%)	00:01:30	81 (0.11%)	71.95%	20.17%
15.	/exhibiting	**1,652** (1.03%)	1,418 (1.13%)	00:01:07	233 (0.32%)	74.25%	35.77%
16.	/news	**1,088** (0.68%)	854 (0.68%)	00:01:00	78 (0.11%)	58.75%	23.81%
17.	/sponsors	**971** (0.61%)	737 (0.59%)	00:00:58	72 (0.10%)	45.83%	19.16%
18.	/whats-on/k9-aquasports-dock-dive-pool	**963** (0.60%)	851 (0.68%)	00:00:55	167 (0.23%)	65.27%	26.17%

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Source Referrals…..Where Are People Visiting From?

- Strong SEO driving organic referral.
- Social Media driving to online.
- Commercial partners.

1.	google / organic	**23,452** (45.57%)	22,587 (45.25%)	37,226 (50.79%)	42.85%	2.39	00:02:11
2.	(direct) / (none)	**16,099** (31.28%)	16,118 (32.29%)	22,371 (30.52%)	54.09%	1.85	00:01:27
3.	m.facebook.com / referral	**5,009** (9.73%)	4,869 (9.75%)	5,557 (7.58%)	49.16%	1.89	00:01:11
4.	facebook.com / referral	**1,756** (3.41%)	1,665 (3.34%)	1,870 (2.55%)	35.08%	1.77	00:00:57
5.	l.facebook.com / referral	**1,031** (2.00%)	877 (1.76%)	1,199 (1.64%)	29.61%	2.72	00:01:57
6.	l.instagram.com / referral	**870** (1.69%)	840 (1.68%)	986 (1.35%)	29.61%	2.54	00:01:54
7.	bing / organic	**645** (1.25%)	605 (1.21%)	903 (1.23%)	31.78%	3.35	00:03:31
8.	thenewforest.co.uk / referral	**454** (0.88%)	434 (0.87%)	524 (0.71%)	48.47%	2.27	00:01:39
9.	Advertiser_and_Times / MPU1	**248** (0.48%)	248 (0.50%)	258 (0.35%)	69.77%	1.58	00:00:36
10.	instagram.com / referral	**245** (0.48%)	240 (0.48%)	260 (0.35%)	45.38%	2.18	00:01:22
11.	yahoo / organic	**194** (0.38%)	184 (0.37%)	284 (0.39%)	46.48%	2.39	00:01:53
12.	Dogstival / Post	**176** (0.34%)	171 (0.34%)	183 (0.25%)	64.48%	1.52	00:00:17
13.	lm.facebook.com / referral	**171** (0.33%)	146 (0.29%)	206 (0.28%)	34.95%	2.08	00:01:19
14.	visit-hampshire.co.uk / referral	**129** (0.25%)	111 (0.22%)	169 (0.23%)	28.40%	2.73	00:01:55
15.	baidu / organic	**80** (0.16%)	79 (0.16%)	80 (0.11%)	100.00%	1.00	00:00:00
16.	thelondog.com / referral	**75** (0.15%)	70 (0.14%)	94 (0.13%)	29.79%	3.05	00:02:54

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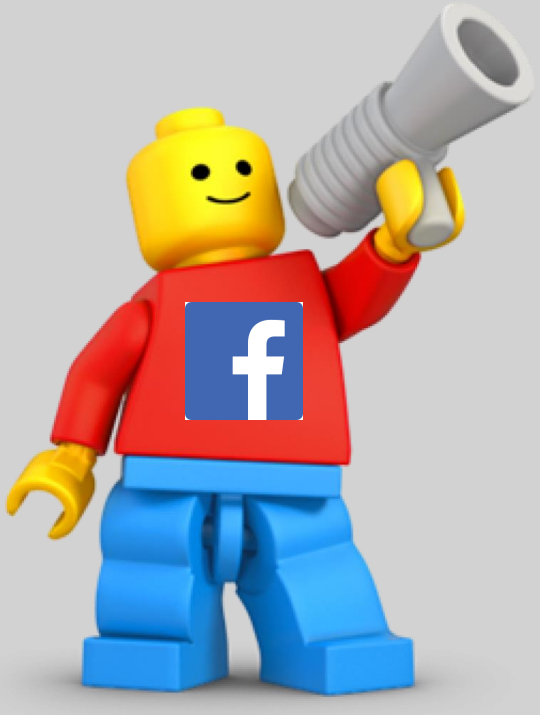
SOCIAL MEDIA TOOLKIT



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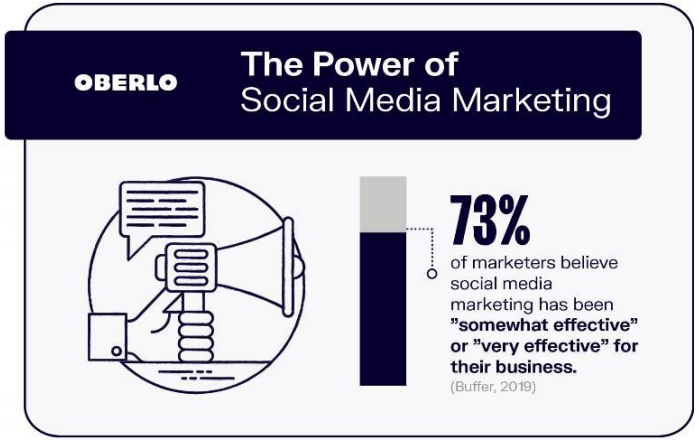
Why Invest in Social?

- Since 2004 the rise of social media has changed the global marketing landscape.
- Social media will command a 13% share of global ad spend, behind TV at 29% and paid search at 17%.
- Complex algorithms ensure social media is **highly targeted** to the right audiences.
- Analytics provide a transparent evaluation or ‘trackability’ providing businesses with information of how campaigns are performing compared to marketing investment.
- Social has an important role as an “always on” cost effective way to reach potential consumers.
- To underpin and build your brand personality and trust with clients.
- There are two core ways to use social media to your advantage;

1. General daily engagement/posts.
2. Targeted paid for campaigns.



UK Social Landscape

- Explore the social media landscape and what that means for your brand.
- Different channels appeal to different users.
- **YouTube, Tik Tok and Vimeo** are geared towards a younger audience driven by video.
- **Instagram, Pinterest, Snapchat** utilise images and shorter videos.
- **Twitter** is essentially a newsfeed.
- **LinkedIn** focuses more on B2B, especially recruitment.
- Sites like **Tumblr** are used mainly for blogging.
- **Facebook** continues to lead the market, but with an older user base.

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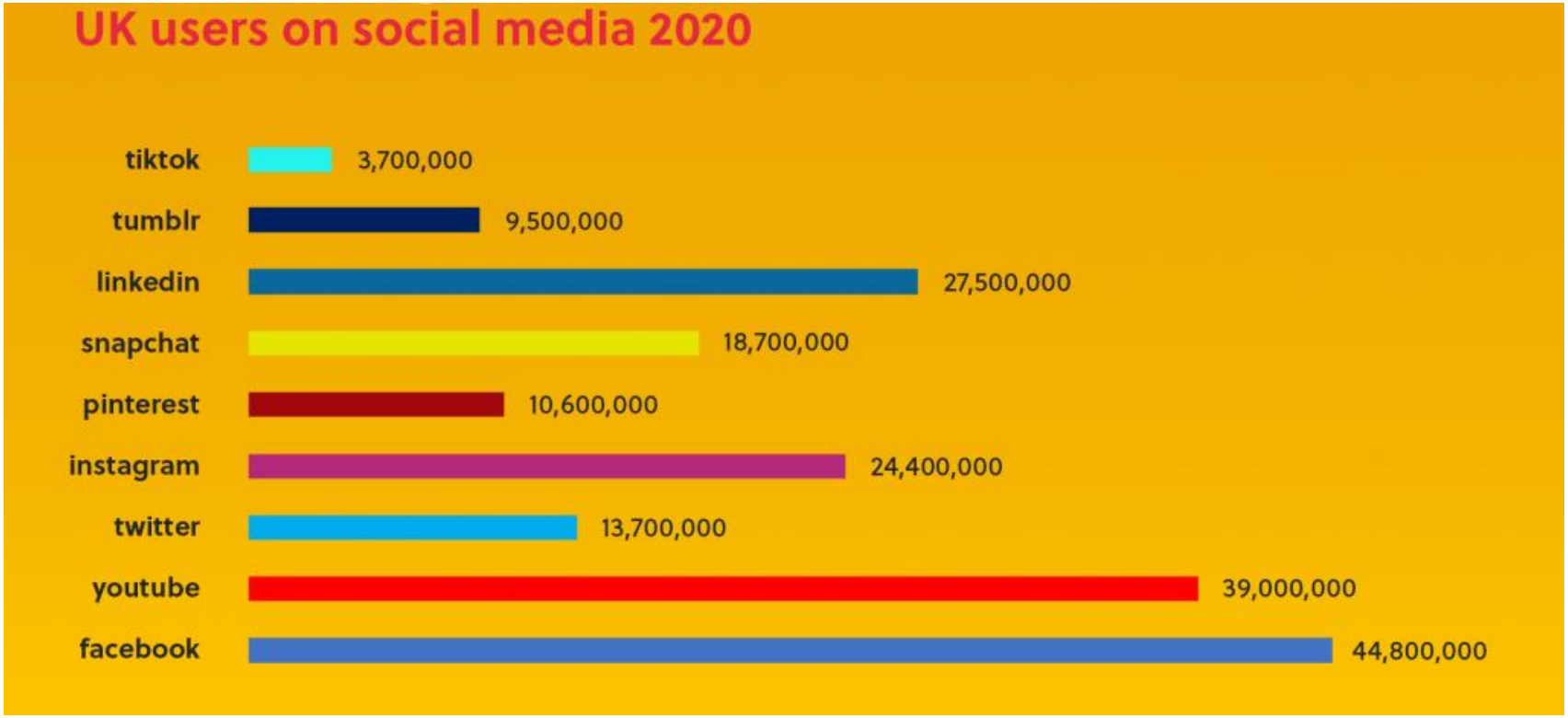
UK Users – 2020 Social Media



Source: Revive Digital 2021.

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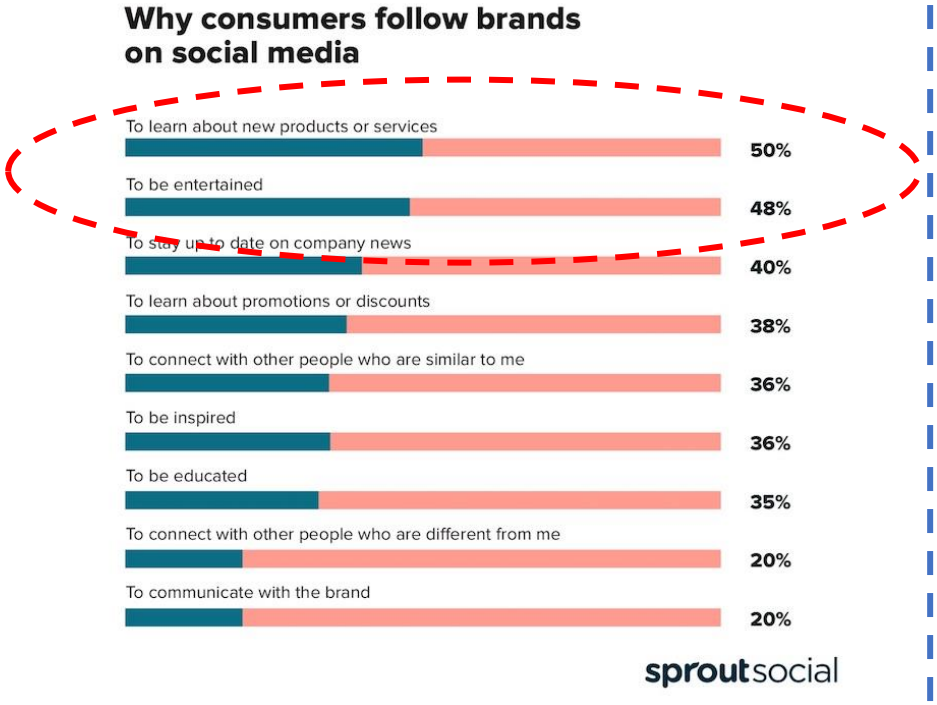
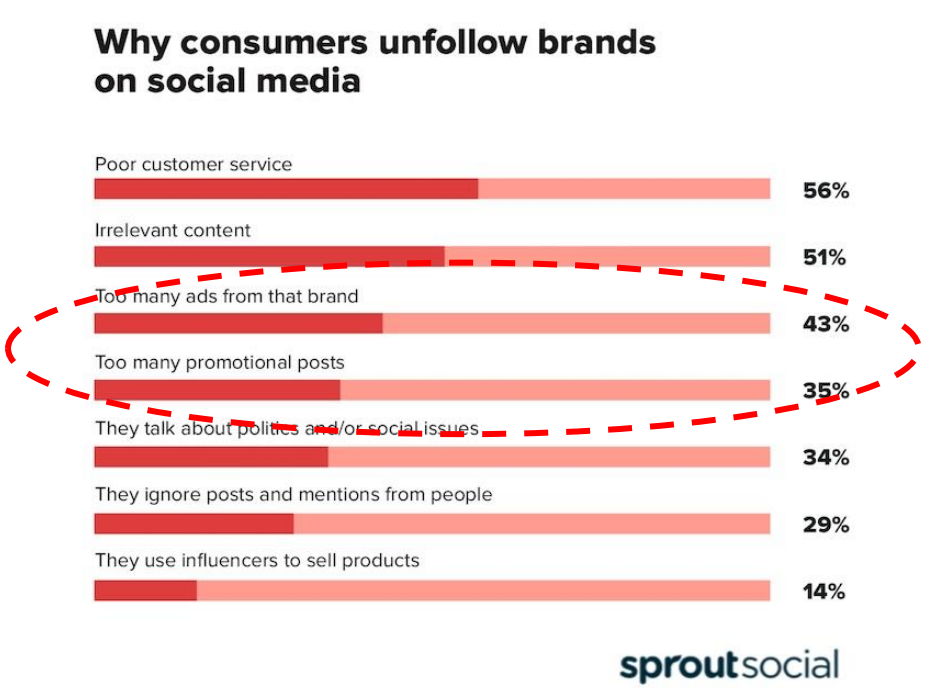
Building a Social Following…..and Losing them!





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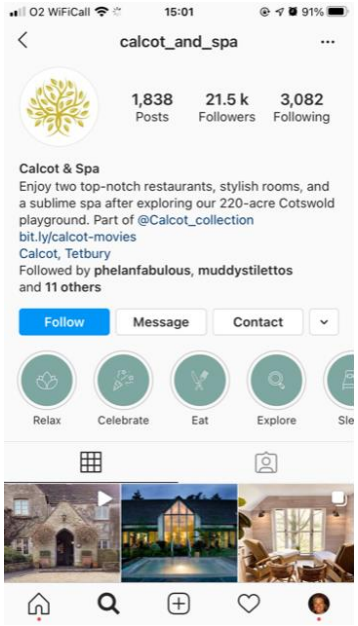
User Generated Content



A move away from more corporate glossy posts into a **more personal approach,** where potential guests are looking to relate to the product or brand.

Engagement between brands and consumers has never been higher, 1 in 3 posts on social mention a brand, and 1 in 5 Instagram stories result in a direct message.

To help make social media pages **more credible by sharing visitor content, it also gives a more human element and authentic feel**. It's also a cost efficient way of collating content.

It's true **word of mouth marketing** taken to a whole new level and breaks down 'us' and 'them'.

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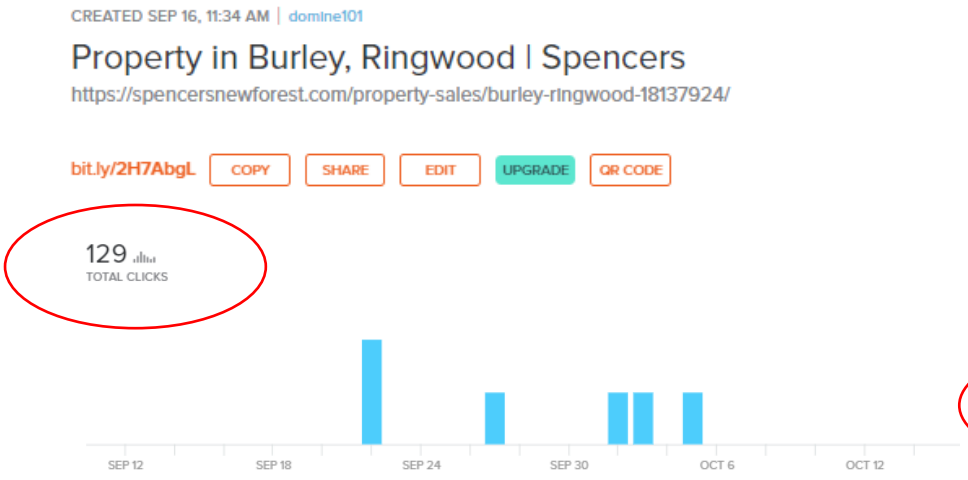
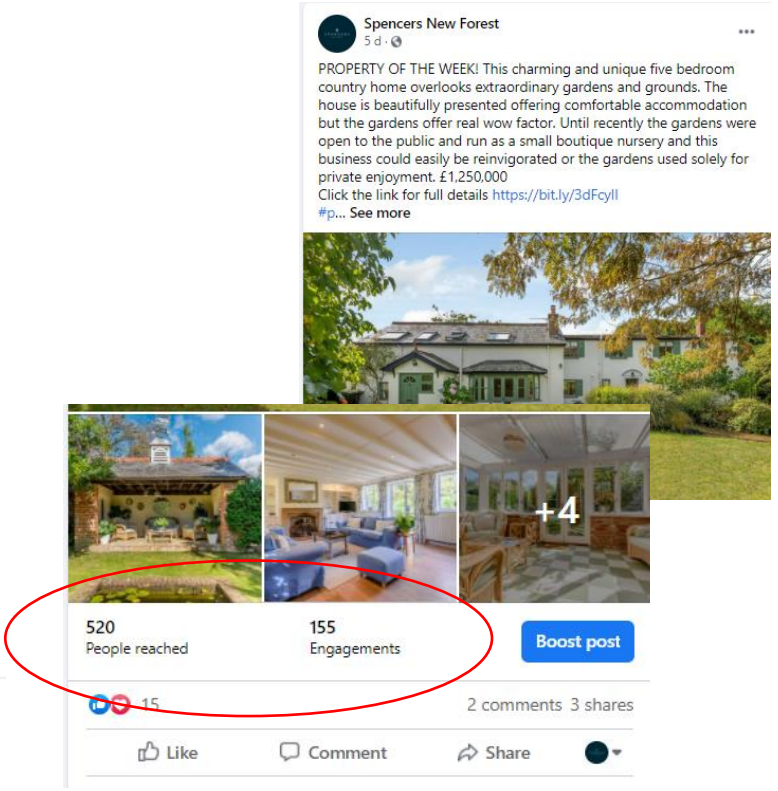
Facebook Bitly Links

- Bitly shortlinks should be used in posts where possible
- These make web links shorter and more user friendly
- Most importantly we can track direct clicks back to your website



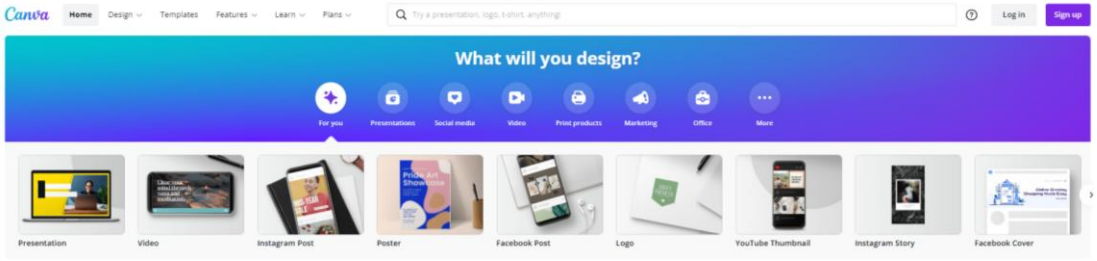


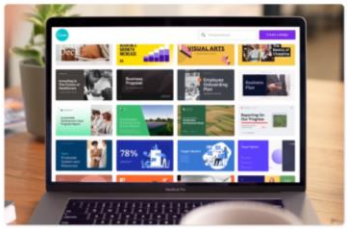
Paid For Boosted Posts

- Boosted posts are a low-cost way of reaching more people.
- Guaranteed visibility as it appears higher in a user's news feed.
- Increased engagement
- Exposure to new audiences as you can choose who to target by gender, age, location and interests
- Boost costs start as low as £5 per post
- On average Facebook users will click on 18 ads per month.

Elevate Your Social Presence

- There are lots of free or low cost tools that can help transform what your posting.
- Canva is a great little tool that easily helps you design social posts that look professional.
- Tools that create posters, flyers, social media headers or website banners.





Start inspired

With thousands of professional templates, images and quality content to choose from, get a headstart on bringing your best ideas and work to life.

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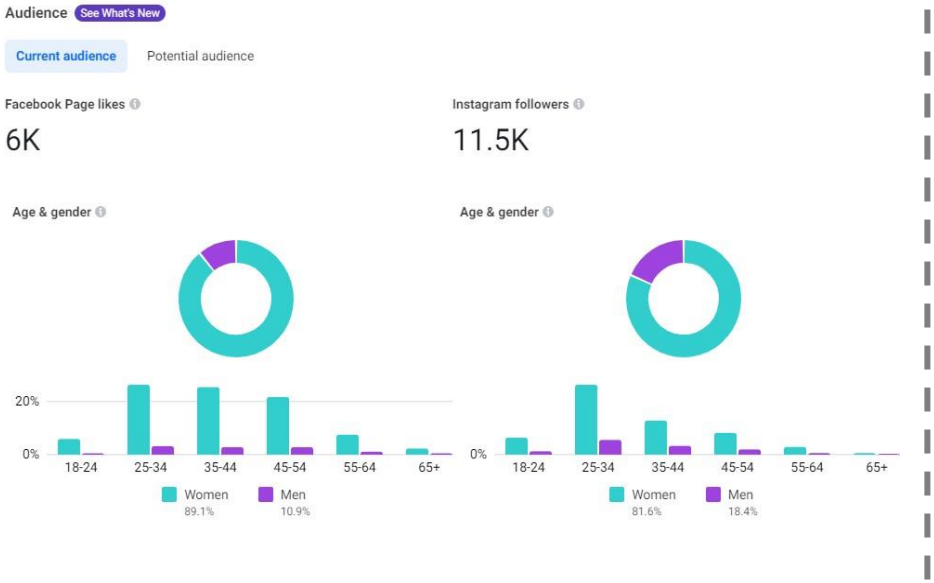
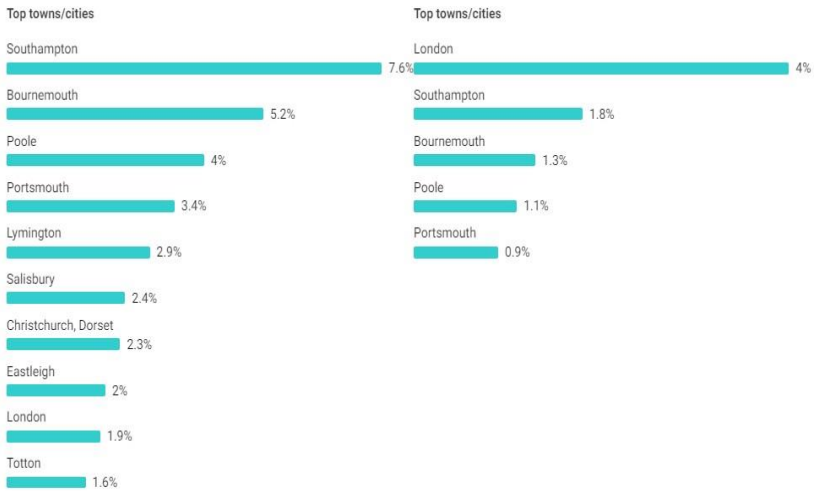
Social Analytics

Using & analysing data that informs your marketing: by age, demographic, gender and location.





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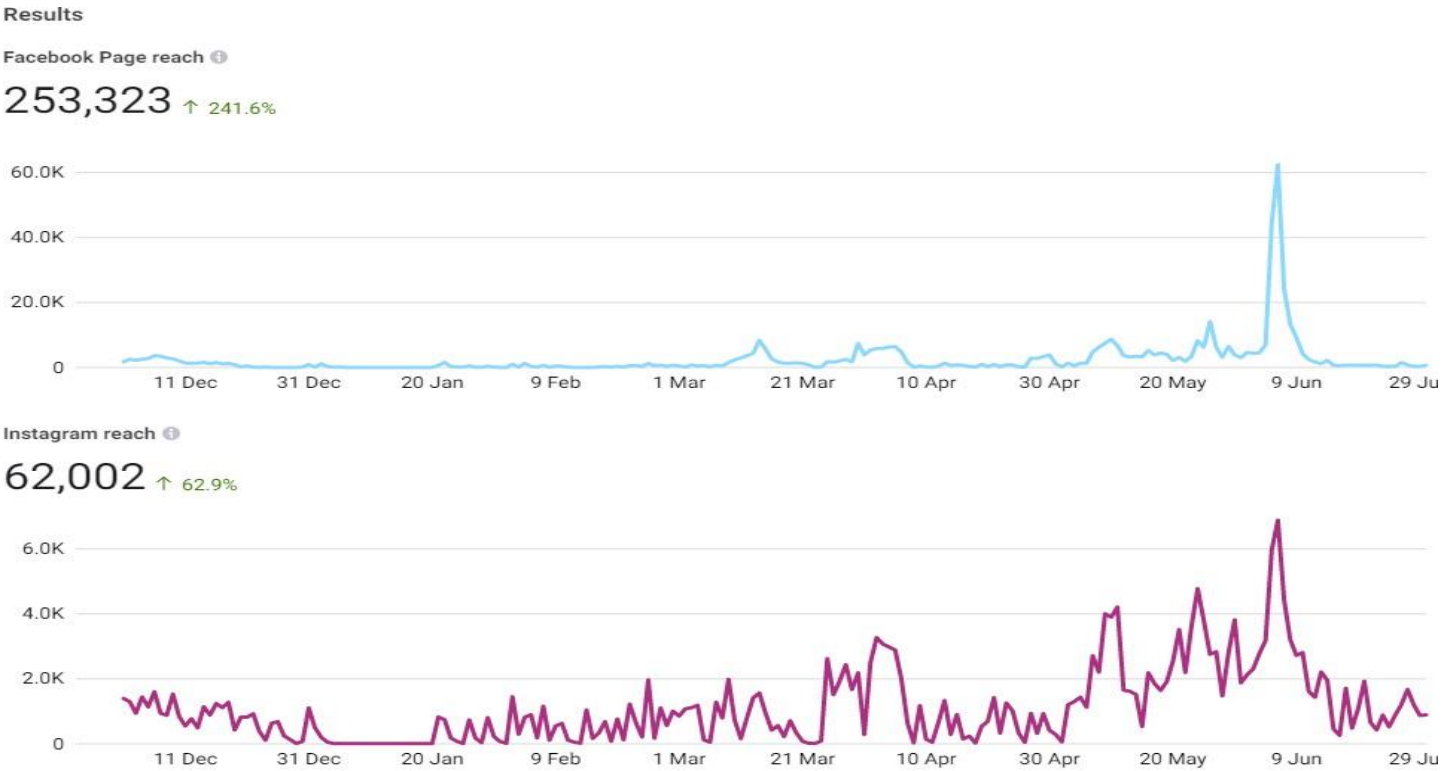
Channel Reach & Engagement

The ability to see how posts are performing & numbers you're reaching.



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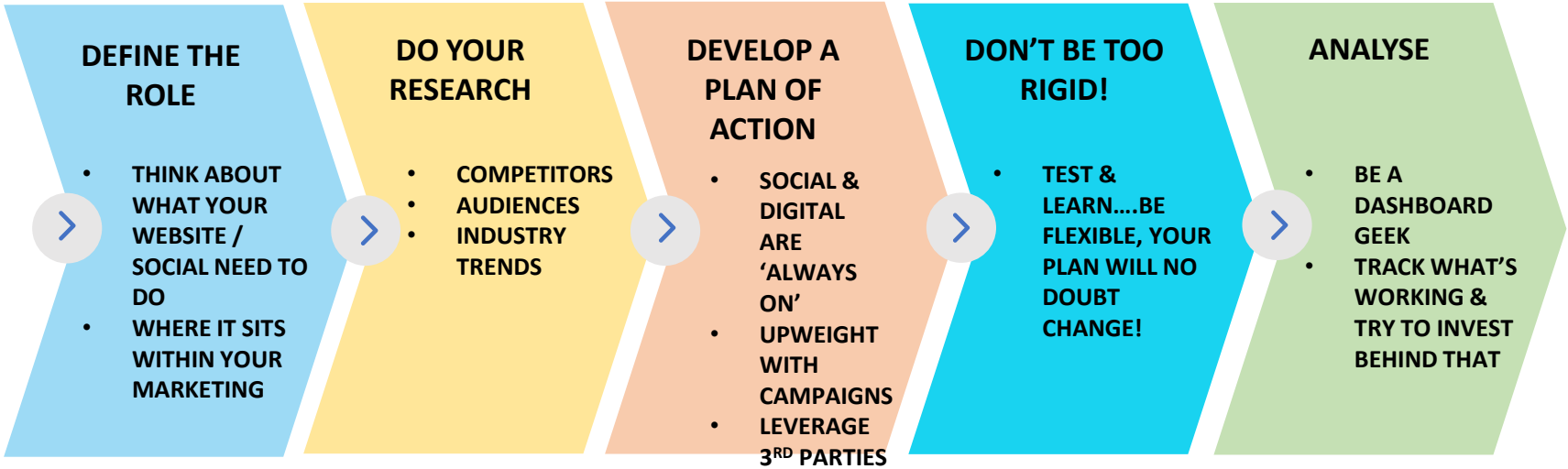
In Summary….A Simple Digital Strategy



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Thank You……Look Forward To Any Questions!

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