



THE ONE SHOW TO ATTEND.
MARCH 20-22, 2019



ORANGE COUNTY CONVENTION CENTER | ORLANDO, FLORIDA



Getting Click Minded Customers Into Your Brick and Mortar Pet Store

March 19, 2019

3 Ways To Obtain A Copy of Today's Presentation



1. Download this QR Code



2. Email CBCG:
lynn@cbc-group.net

3. Leave Your Business Card
(Make sure your email address is included)

Why Listen To Creative Business Consulting Group?WE KNOW PET RETAIL



- 30 Years Retail Experience
- Experienced Retail Business Strategy, Marketing and Social Media Developer
- Experienced Brand Manager And Marketing Executive
- Contact: (617) 437 -9191
Email: lynn@cbc-group.net

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Consumers Have Changed... The Path To Purchase Occurs Everywhere

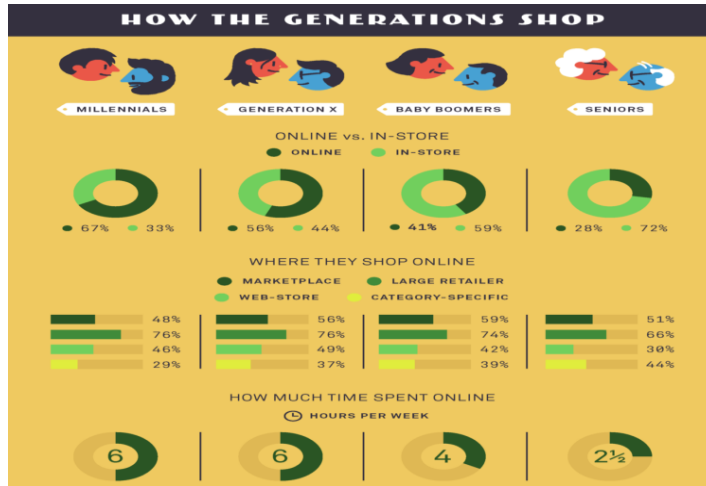


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Consumers Have Changed... What They Want from A Shopping Experience Has Changed



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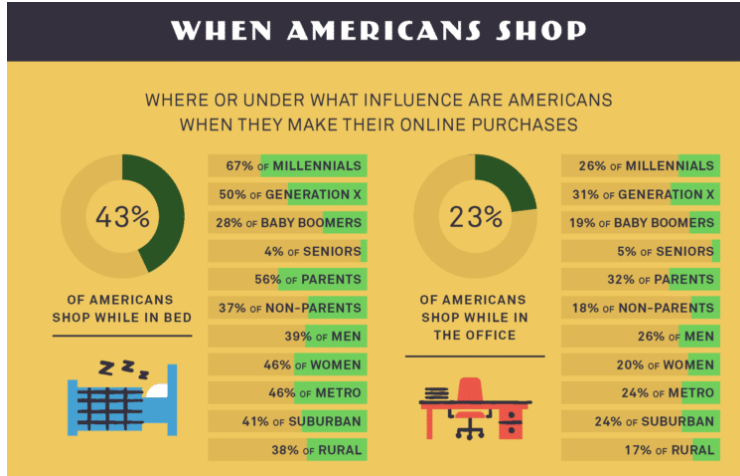
Consumers Have Changed... How A Shopping Experience Occurs Depends On Their Age



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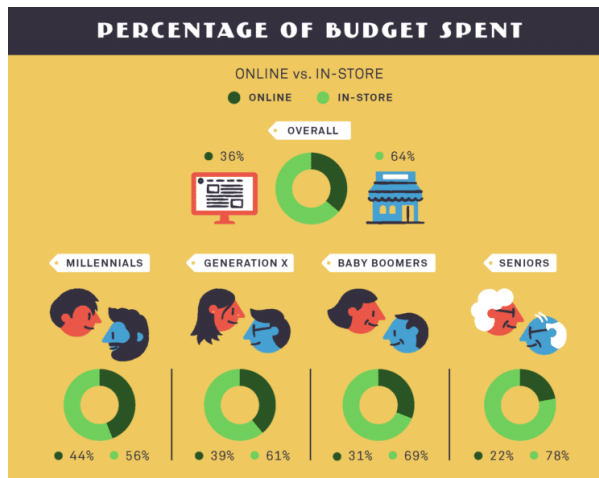
Consumers Have Changed... Shopping Isn't Always The ONLY Thing They Do At One Time



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Consumers Have Changed... Spending Money Is Based On How Convenient Retailers Make It



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Gen Y Households Currently Own 62% Of Pets– What Influences Them To Purchase?



- Are Influenced About What's Hot (and Not)
- Will Spend More On Pets Than Themselves
- Like To Research Products (On Social Media)
- Like To Buy Products Which Has Proceeds Benefiting A Cause
- Look For Customer Reviews
- Mobile Apps For Promotions And Discounts
- Aren't Prone To Brand Loyalty (Open To Trying New Products)



American Pet Products Association

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The Path To Purchase Has Changed - Has Your Customer Outreach Strategy Done the Same?



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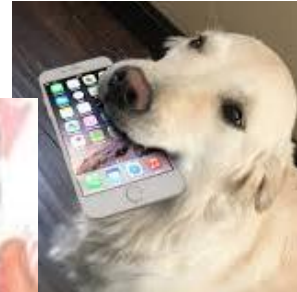
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Fastest Growing Pet Businesses' Use Technology And Services To Engage Customers More Often



Technology

- Pet Businesses Must Create Ways Customers Can Use Mobile Devices For Numerous Store Interactions?
- How Many Ways Can You Engage Customers via Hand Held Connection Points To Gain Their Loyalty?



Increased Services

- How Is Your Business Focused On Adding More Attention Being Paid To Pet Grooming, Pet Care, Pet Transportation, Pet Hotels, Training, Etc.?

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Catering to The "Needs" Of Your Tech Savvy Shoppers Will Help Your Business Grow!



Need	Online Store Advantages	Brick & Mortar Store Advantages
Convenience ▶ <i>Shopping solutions that requires less time and effort</i>	<ul style="list-style-type: none"> • No travel • Available 24 x 7 • Features like automatic replenishment • Avoid crowded stores / checkout lines 	<ul style="list-style-type: none"> • No waiting for delivery • Easy to address immediate or special needs
Value for Money ▶ <i>Higher quality for a certain price</i>	<ul style="list-style-type: none"> • Easy price comparison • Access to deals and coupons 	<ul style="list-style-type: none"> • No shipping fees or stringent return policies • Ability to inspect products for quality • Exposure to promotions, sampling and signage
Choice ▶ <i>Variety to address more consumer needs</i>	<ul style="list-style-type: none"> • Broader product range • Access to more retailers • Ease of research • Ability to seek help or give advice 	<ul style="list-style-type: none"> • Easy to interact with, evaluate and select products • Experience through tailored assortment, layout or prices • Interaction with store associates

Nielsen

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Using Technology to Improve Connections With Your Customers Where THEY Want It



Modernizing Marketing Content

- Enhanced Usage of Instagram/Facebook
 - Ads
 - Stories
 - IGTV
 - You Tube Channel
- Content Consists of More Video Than Picture
- Don't Forget- Being There Matters MOST
 - Provide Consistent "Traditional" Social Media Content via FB/IG



79%
of internet traffic will be **video** content by 2018.



- INCLUDE VIDEO ON WEBSITES**
Viewers are **85%** more likely to **purchase** a product after watching a product video.
- USE VIDEO ADS**
Online video revenue is growing at **110%** annually, **more than any other form of advertising.**
- SHARE ON SOCIAL**
Posts with videos attract **3X more inbound links** than plain text posts.

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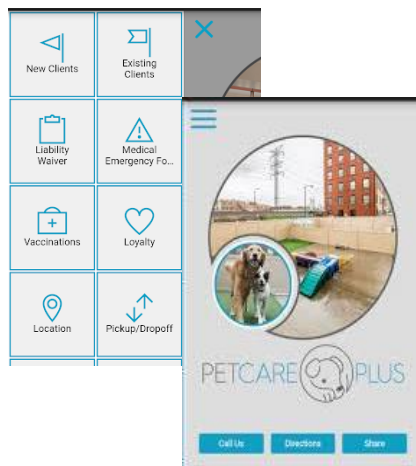
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Using Technology to Improve Connections With Your Customers Where THEY Want It



Mobile App Offering Efficiencies:

- Loyalty Tracking
- Digital Coupons
- Online Purchasing
- Online Scheduling
- Information/Alerts
- Instant Messaging



*Retail Dive

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Using Technology to Improve Connections With Your Customers Where THEY Want It



- User-generated Customer Reviews Influence Prospective Customer Purchasing Decisions While Simultaneously Capturing Top-ranking Search Engine Positions
- Helps Businesses Minimize Negative Customer Reviews
- Use Positive Reviews To:
 - Build Consumer Trust
 - Increase Brand Transparency And Credibility
 - Turn Customers Into Brand Advocates
- Use Review Aggregator To Automate Process



Solicit Customer Reviews Regularly
Auto-Post of 4/5 Star Reviews

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Pet Retailers Must Ensure that Digital Connections Occur Along The Entire Path To Purchase



Other Digital Connection Points Could Include:

- Location Based Apps To Find Stores
- Digital Coupons
- Use Of Online List Apps To Create Digital Engagement
- Price Checking Apps
- Online Loyalty Program Management

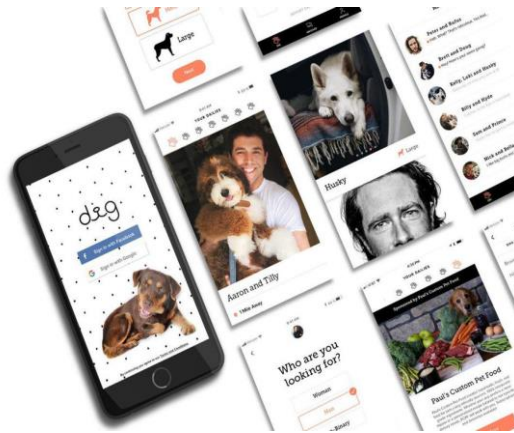
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Case Study: **Dig** – Dating App For Dog Owners



- “The Dog Person’s Dating App.” Online Dating Is Niche-focused (Users Are Usually Active On Several Apps)
- The App Helps Plan Dog-friendly Dates.
- Users Are 65% Women Which Is The Opposite Proportion From Most Dating Apps. The App (Ios And Android) Is Usable Anywhere And Dig’s Target Markets Of Austin, Boston, Chicago, Detroit, New Orleans, New York And San Francisco Have Had 154,000 Unique Users So Far.



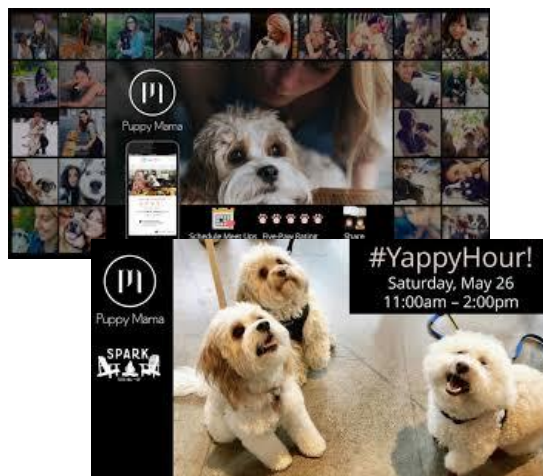
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Case Study: **Puppy Mama** Connects With Online Women Pet Owners To Create Community



- An Online Community Platform For Women To Connect With Each Other And Share How Their Dogs Help Them And Bring Joy To Their Lives. Online For Women Who Love Their Dogs
- Drives Revenue Through Digital Advertising And Sales Of Branded Apparel And Other Products In The Puppy Mama Ecommerce Store



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Offering Services That Enhance CUSTOMERS Shopping Experience – Be Social In-store



- Digital Consumers Can Be Drawn To A Pet Stores That Offer Social Perks
- Make Pet Shopping A Place For A Social Experience (Breed Events to Gather Like Minded Shoppers)
- Create “Shopping Environments That Garner Attention In-Store AND Sharable Via Social Media
 - Think Social Shopping
 - Offer Creative Owner/Pet Photo Spaces To Create #Social Media Selfies



Bookingbug

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Offering Services That Enhance CUSTOMERS Shopping Experience



- Improved Store Check-Out Process
 - Anywhere in Store
 - Via Mobile Device
 - Self-Checkout
- Digitally Inspired Shopping Environment (Free Wi Fi)
- Home Delivery
- Auto-Replenishment Programs
- Curbside Pick-up
- Mobile Marketing/Customer Service

SELF-SERVICE KIOSKS

Improve choice and streamline transactions at the point-of-sale—allowing customers to decide when, where, and how they buy

INTERACTIVE POINT-OF-SALE

Deploy remote-management kiosks to streamline operations, cut costs, and reduce customer wait times

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Offer Services (In-Store AND Online) That Enhance CUSTOMERS' Shopping Experience



- Environment (Free Wi Fi)
- Home Delivery Programs
- Auto-Replenishment Programs
- Curbside Pick-up
- Online Education
- Online Training/Help
- Mobile Marketing/Customer Service



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Create Personalized Recommendations Online- AND In-Store



- Customers Shop At Your Pet Business For Real-life Sales Personnel (Satisfaction Is 2X As High In Person vs. Chatbots Online)
- Over 75% Of Consumers Are More Likely To Purchase From A Retailer Who Knows Their Name As Well As Their Purchase History And Can Recommend Preferred Products*



Note: Only 34 Percent Of Companies Are Able To Identify Their Customers At The Moment Of Interaction

*Accenture

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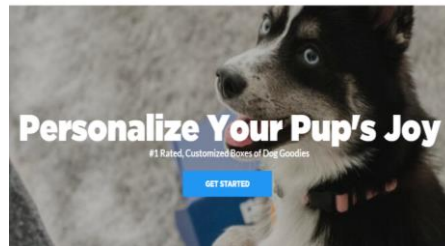
Case Study: Pupjoy Creates Customized Care Packages For Pet Owners



- Pupjoy Uses Technology And Data To Offer Customization Of Pet Products
- Subscription Box That Is Highly Customizable Based On Users' Preferences And Dogs' Sensitivities And Include Treats, Chews, Toys, Supplements, Accessories As Well As Products For Preventive Care.
- Pupjoy Sells Customized Boxes And Products Wholesale For Corporate Gifts And Loyalty Programs And Eventually Plans To Offer Customized Pet Food



BOXES SHOP GIFTS ABOUT REVIEWS BLOG SIZE CART (0)



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Case Study: KitNipBox Creates Customized Care Packages For Cat Owners



Subscription Box That Comes Monthly To Cat Owners' Homes

- Finding Niche In Underserved Customized Products For Cats (And Their Owners)



Note: Finding Need And Filling It Creates Long-term Loyalty That Exceeds Normal Brands

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Along The Way.....Provide Expert Product Knowledge – Online- Across All Your Platforms



- Nearly 65% Of U.S. Shoppers Searching Online Before Visiting Stores Are Ready To Purchase
- When Consumers Know More About Products Than Store Personnel it Should Be Seen As a Problem for the Retailer!
- Offer Online Product Knowledge Sessions Via Live Video to Showcase Expertise
- Connect With Tech Savvy Customers BEFORE They Shop In-Store



(Retail Dive)

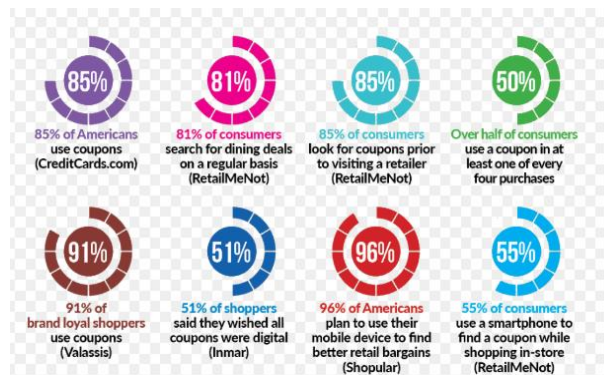
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Along the Way....Offer Deals To Generation Full Of Coupon Crazy Customers



- Customers Are Now Conditioned To Hunt For The Best Prices Before Purchasing
- 64% Of Shoppers Suggest “Available Deals” As Biggest Factor Affecting Decision (Criteria)
- 44% Of Consumers Would Repeat A Store Visit After A Personalized Shopping Experience (Segment)



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Along the Way...Share Local Online (Create Additional Motivation) To Shop At Your Pet Store



Shoppers would find this information very/extremely helpful in search results:



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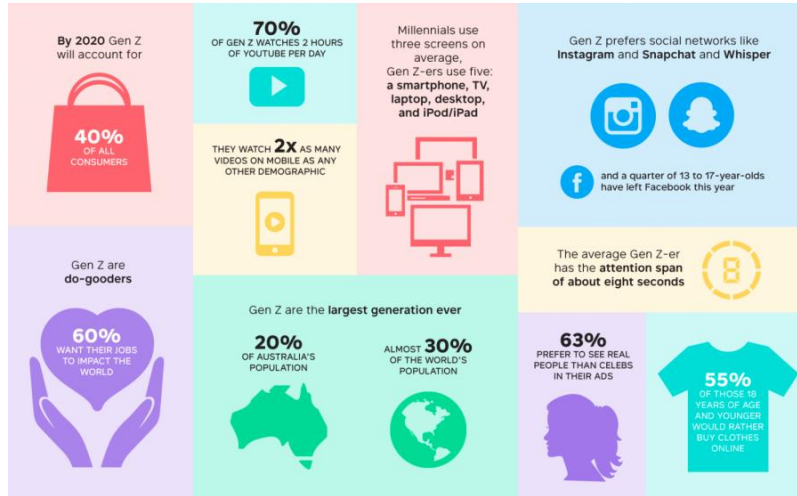
Engagement 2019 Is Collaborative – Successful Retailers Must Get Pet Consumers To Interact



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Behind Gen Y Comes Gen Z – Here's What You Need To Know.....



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