The Future of Shopper Marketing is Now
Marco Muzzi, Director of Marketing
Consumer behaviour is changing

We consume more media using mobile devices than any other (+21%).

Repurposed from: www.smartinsights.com/mobile-marketing/mobile-marketing-analytics/mobile-marketing-statistics/
Ad spend is shifting

Mobile advertising revenue to climb 52% this year.

Repurposed from: www.spscommerce.com/blog/the-future-of-retail-is-now
Everyone wants “omni-channel”

Omni-channel is the use of all physical channels (offline) and digital channels (online) to offer a seamless, innovative and unified customer experience.
It’s time to put the pieces together.

Only 4% of marketers are executing a true omni-channel campaign.
There are no more excuses

- Consumers are ready
- Infrastructure exists
- Proven strategies exist
Consumers Are Ready
They’re making omni-channel decisions

Before buying:
79% research online
90% pre-shop in-store

They want to engage digitally in-store

- 86% have smartphones in-store
- 61% visit interactive stores more often
- 58% prefer devices vs. speaking to employees
- 55% showroom in-store

They’re digitally influenced, in-store

- 73% influenced to buy from in-store mobile content.
- 60% buy more because of in-store mobile content.
- 33% seek promotions in-store.

The infrastructure exists
Key technologies

**BLUETOOTH [BLE]**
Signals sent out via beacons that communicate with apps on smartphones.

**DIGITAL SIGNAGE**
Signals sent out via beacons that communicate with apps on smartphones.

**NFC**
Tiny micro transmitters that use radio waves to communicate with enabled devices or cards.

**AUGMENTED REALITY**
Tiny micro transmitters that use radio waves to communicate with enabled devices or cards.

**WI-FI**
Uses a Wi-Fi signal to communicate with enabled devices once they've connected to the network.
5 ways to get started, today.
Interactive digital signage
Augmented reality
Beacons

WELCOME
...to Macy’s Handbags. Tap to see what you like here.
WI-FI marketing
NFC marketing
Here’s what you can achieve
Omni-channel is proven to

- Increase sales by 30%
- Deliver 3.2X ROI
- Increase marketing budget efficiency by 20%
In the End

• Today’s shopper marketing technology can deliver:
  • Personalized shopper experiences
  • Omni-channel analytics
  • Increased sales
Thank You

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