

Mobile Strategies for Main Street Merchants

The Key to Main Street Business Success

About Me – Jeff Sloan





hometown life

BIRMINGHAM

Napier's Kennel Shop closing after 61 years



Gina Ray, owner of Napier's Kennel Shop, announced the store is closing Aug. 17.

I am Dedicated to Preserving America's Diverse Main Street Culture by Supporting Local Commerce

Local Commerce Matters

**For every \$100 spent at
local small businesses, \$68
returns to the community.**

– Civic Economics

Local Commerce Matters

- 90% of all Retailers have 50 employees or less
 - Small business in America
 - 51% GDP,
 - 75% New Jobs,
 - 99% of all employers
 - Community Support and Philanthropy
-

Key Principals of Main Street Commerce Success

- Compete on Strengths – Online and Big Box Win at Best Price, Convenience, Efficiency
 - Provide An Experience (Shopping vs. Buying)
 - Supreme Customer Service
 - Connection and Relationship w/ Customers
 - Personalization
 - Emphasis on Value vs. Best Price
 - Your “Regulars” Are Your “VIPs”
-

Mobile is Fundamental

- Mobile is Anytime, Anywhere, Everywhere
 - In 2019 Approx Half of Online Purchases Made by Mobile and Growing
 - 58% of all Webpage Visits Now on Mobile
-
-

Mobile for Main Street Local Commerce –The Fundamentals

- Get Found (Directories) (Google)
 - Reviews (Yelp)
 - Clicks to Bricks (Click and Collect, BOPIS)
 - Promotions (Coupons, Deals)
 - Communication – Social Media, Email, SMS
-

Mobile for Main Street Local Commerce –Where it's Going

- Direct Connection and Messaging (SMS, Push Notifications, Real-Time Chat)
 - Real Time Inventory Availability
 - In-Store
 - Community Online Marketplaces w/ Mobile Optimization
 - Innovative Loyalty Programs
 - Social Commerce
-

Enabling Local Mobile Commerce for Main Street Merchants

- Best in Class Apps
 - Community-Centric Platforms
-

ShopLoyal



