



High Street

VS

Online

by Steffi Stern



Google images





HELLO!

I am Steffi Stern

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The Shopper



Walk in Shop

- Social
- Local
- See it, feel it
- Pay cash
- Support people in your community
- Easy returns
- Trusted
- Get more information about a product
- Gets you out and about
- Last minute

Online Store

- Convenient if no shops near you
- Specialist products
- More choice
- Last minute
- Cheaper
- Delivered to your doorstep
- Easy returns
- Don't need to talk to anybody
- Cost comparison

“Online Shopping gives the Shopper freedom and puts them in control”

- No pressure to decide or buy
- No uninvited small talk or opinions
- Anonymity
- ‘Walk’ away any time without appearing to be rude (abandon shopping)
- 24 hour shopping
- Financial protection and more choice



The freedom of a click of a button



Tough competiton!

What do shop owners have
that Online businesses just
don't? (other than high rents,
business rates, footfall
restrictions, shop space)



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Personal Rapport

Use your senses, use your charm!



First impressions really matter!

How do you make them?

- Shop Window
- Smells
- Light
- Music or 'happy' noises
- Visual: colours, order, display
- You!





Keep it simple!

Eye catching!

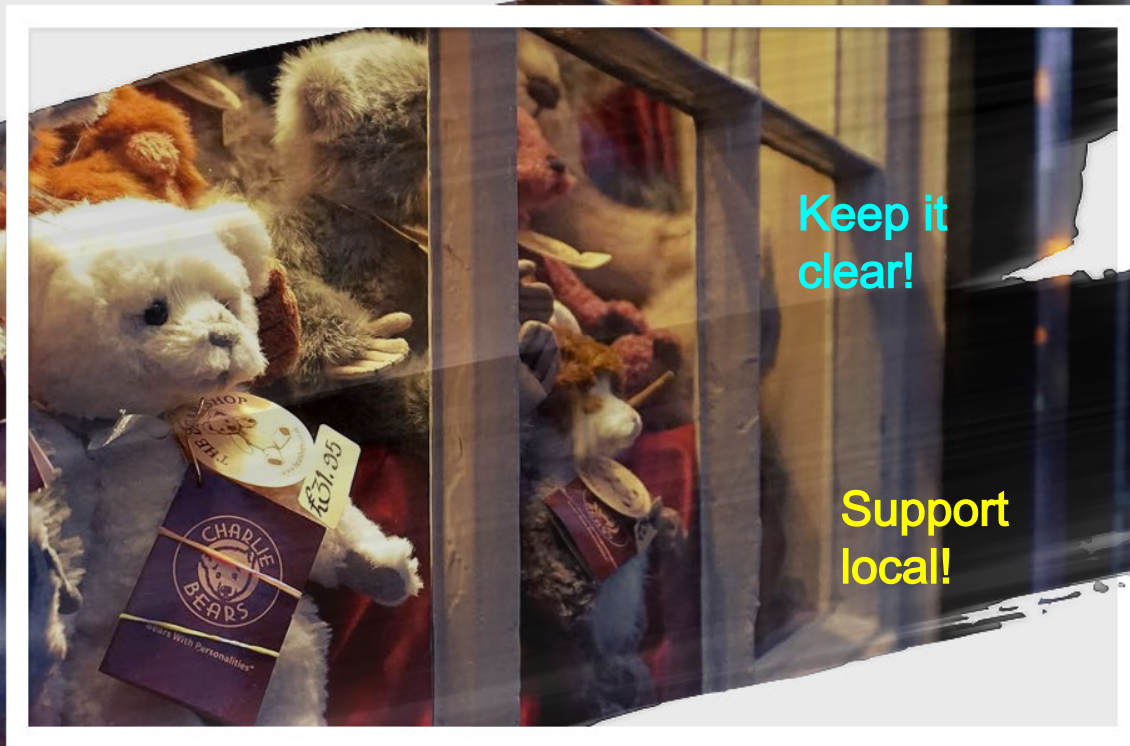
Change regularly

Stick to a colour theme!

Keep it clear!

Show who you are!

Support local!



YOUR 'FACE' IN THE STREET

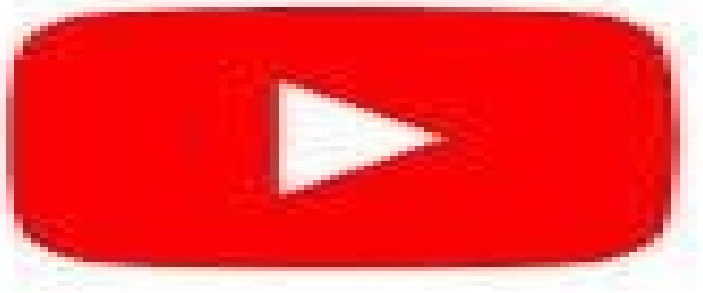
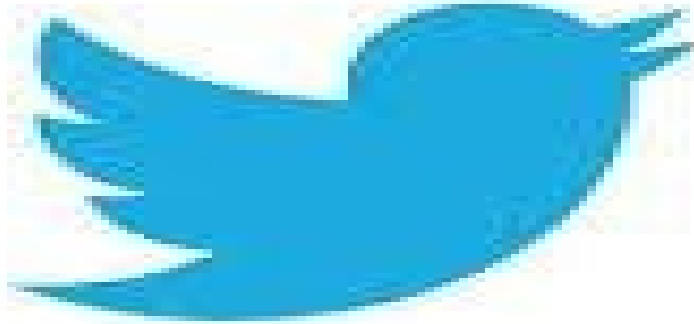
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How to get people to....

GO
LOCAL



- + Research your local community and/or what stands out nationally that can link to what you do!
- + Make an annual plan
- + Start advertising through fliers, emails, social media, word of mouth
- + Keep the chosen themes and 'thread' in your day to day activities
- + Get the local press on your side. These days you often have to write your own copy
- + Turn activity into money: special offers, products....
- + Deliver EXCELLENT customer service to everybody every time
- + Be predictable (dependable) and yet full of surprises!



Don't forget about Social Media!



What's

got to do with it?

A stack of gold coins, likely 2000 Euro coins, is shown. The coins are stacked and slightly offset, with some showing the reverse side. A white border frames the central text. The background is a light, neutral color.

What's in it for you?

Money in your till

Fun meeting people

Feedback

Know your audience

DON'T BE THE SAME.

BE BETTER!



Thank you!