

**Turn Browsers into Buyers  
and Skyrocket Your In-Store Sales**

# **ULTIMATE GUIDE TO INCREASING CONVERSION**





## Introduction

Brick-and-mortar stores have the potential to enhance their conversion rates through the use of technology. Strategies to increase retail sales play a crucial role in this process. Providing personalised customer experiences is another key factor in capturing customers' attention and encouraging them to make purchases. A well-designed in-store layout and visual merchandising can significantly impact conversion rates by creating an inviting and visually appealing environment that guides customers through the store.

By leveraging technology, retailers can boost their conversion rates. Performance analytics can provide valuable insights to identify areas of improvement, optimize inventory management, and improve product placement for increased sales. Tailored interactions and personalized recommendations have a strong impact on customer engagement and conversion rates. Understanding customers' preferences and needs enables retailers to establish stronger connections and foster brand loyalty.

In summary, a combination of technology, personalized experiences, and attractive store designs can unlock the power of brick-and-mortar stores. With the right strategies in place, retailers can turn browsers into buyers and skyrocket their in-store conversion and sales.

## Leveraging Technology to Enhance Conversion Rates



Brick-and-mortar stores have a powerful tool at their disposal: technology. By harnessing its capabilities, retailers can significantly enhance their conversion rates.

One way to achieve this is through the use of performance analytics. By analysing data, retailers can identify areas of improvement within their stores, such as high-traffic areas or underperforming product categories.

Armed with these insights, retailers can optimize their inventory management and determine the most effective product placement strategies.

Furthermore, technology enables retailers to better understand their customers' behaviours and preferences. Through the use of data-driven insights, retailers can tailor their in-store experiences to meet the individual needs of their shoppers.

Personalised recommendations, targeted promotions, and tailored interactions can all contribute to increased customer engagement and higher conversion rates.

By leveraging technology, brick-and-mortar stores can not only stay competitive in the evolving retail landscape but also provide a seamless and personalised shopping experience that converts browsers into buyers.

# Creating Personalised Customer Experiences

In today's competitive retail landscape, delivering personalised customer experiences is key to driving in-store sales. Tailored interactions and personalised recommendations can significantly enhance customer engagement and increase conversion rates. By understanding their customers' preferences and needs, retailers can establish stronger connections and foster brand loyalty.

One effective way to create personalised experiences is through the use of customer data. By analysing purchase history, browsing behaviour, and demographic information, retailers can gain insights into individual preferences and tailor their recommendations accordingly. For example, sending personalised offers or product recommendations based on a customer's previous purchases can make their shopping experience more relevant and enjoyable.

Furthermore, incorporating technologies like RFID tags and beacons allows retailers to track customer movements and preferences within the store. This enables them to provide real-time assistance and personalised recommendations based on the customer's location and browsing behaviour.

Overall, by prioritising personalised customer experiences, retailers can not only increase their in-store conversion rates but also cultivate repeat business and brand advocacy.



# Designing an Effective In-Store Layout and Visual Merchandising

Designing an effective in-store layout and visual merchandising is crucial for retailers looking to improve their conversion rates. A well-designed layout creates an inviting and visually appealing environment that guides customers through the store and encourages them to make purchases. By strategically placing products and creating attractive displays, retailers can capture the attention of shoppers and increase their chances of making a sale.

An effective in-store layout takes into consideration factors such as traffic flow, product placement, and signage. By understanding how customers move through the store, retailers can optimize the layout to ensure that high-demand products are prominently displayed and easily accessible. Additionally, clear and informative signage can help customers navigate the store and find what they are looking for.

Visual merchandising plays a crucial role in capturing customers' attention and influencing their purchasing decisions. Eye-catching displays, attractive product arrangements, and creative use of lighting can all contribute to creating a visually appealing environment. By showcasing products in an enticing way, retailers can stimulate interest and encourage customers to explore further.

Overall, designing an effective in-store layout and visual merchandising is a powerful strategy for turning browsers into buyers. By creating an inviting and visually appealing environment, retailers can enhance the customer experience and increase their chances of making sales.

# Measuring In-Store Performance with Accurate People Counting

Accurate people counting plays a crucial role in measuring in-store performance and making informed decisions to optimize store operations. By leveraging sophisticated people counting technologies, retailers can obtain reliable footfall data and gain valuable insights into customer behaviour.

These technologies use advanced sensors and algorithms to accurately count the number of people entering and exiting the store, providing retailers with real-time data on foot traffic patterns. This data can help identify peak hours, popular store sections, and areas of high customer engagement.

By analysing footfall data alongside sales data, retailers can determine the effectiveness of their marketing campaigns, promotions, and product placements. They can also identify bottlenecks or areas where customers may be abandoning their purchases. Armed with this information, retailers can make data-driven decisions to improve store layout, staffing, and customer service, ultimately increasing conversion rates and sales.

Accurate people counting is an essential tool for retailers looking to unlock the power of their brick-and-mortar stores. By harnessing the insights provided by these technologies, retailers can optimise their operations, enhance the customer experience, and drive in-store sales.





## Engaging and Interactive In-Store Experiences

Focusing on the significance of engaging and interactive in-store experiences, this section explores strategies to captivate customers and increase conversion rates. By implementing augmented reality, virtual reality, and interactive displays, retailers can create memorable and immersive experiences that encourage customers to make purchases.

Augmented reality (AR) allows customers to visualize products in their own environment, enhancing their shopping experience and reducing uncertainty. For example, a furniture retailer can use AR to enable customers to see how a sofa would look in their living room before making a purchase. Virtual reality (VR) takes it a step further by transporting customers to a virtual world where they can explore products and environments in a fully immersive way.

Interactive displays, such as touchscreens and interactive mirrors, provide customers with a hands-on experience. They can browse through product information, view additional options, and even try on virtual outfits. These interactive elements not only engage customers but also provide valuable insights into their preferences and behaviours.

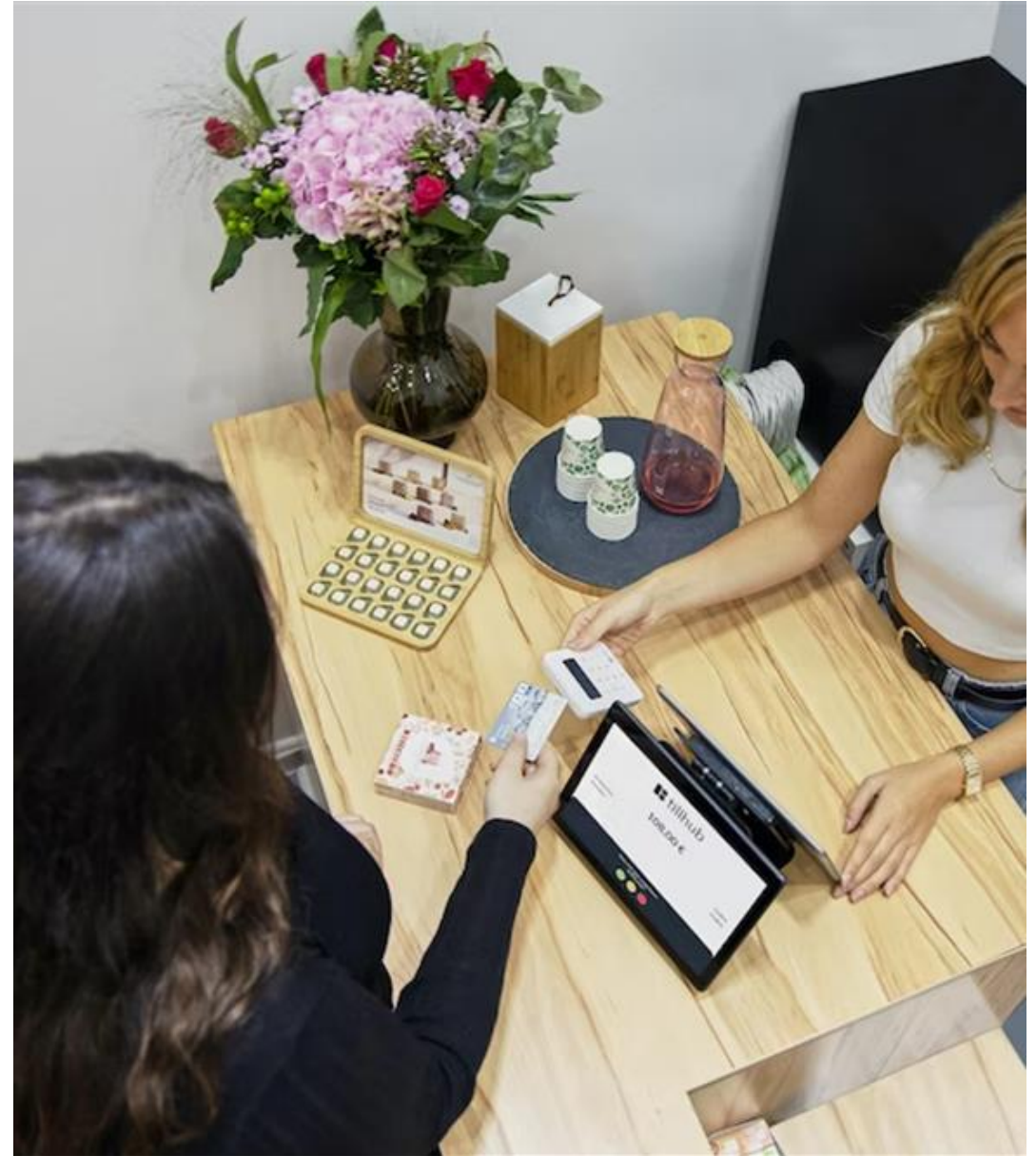
By incorporating these technologies, retailers can create a unique and personalised shopping experience that sets them apart from online competitors. Engaging and interactive in-store experiences not only attract customers but also increase their likelihood of making a purchase, ultimately boosting conversion rates and sales.

## Creating a Seamless Omnichannel Shopping Experience

In today's retail landscape, creating a seamless omnichannel shopping experience is crucial for driving in-store sales. By integrating their online and offline channels, retailers can provide a unified and consistent customer journey. One way to achieve this is by enabling features such as click-and-collect, allowing customers to make purchases online and pick them up in-store. This not only attracts customers to brick-and-mortar stores but also increases the likelihood of additional purchases during the collection process.

Another effective strategy is implementing in-store mobile shopping, where customers can use their smartphones to browse and purchase products while in the store. This enhances convenience and empowers customers to make informed decisions.

By embracing these omnichannel strategies, retailers can bridge the gap between their online and offline presence, offering customers a seamless shopping experience. This integration not only boosts conversions but also strengthens customer loyalty and satisfaction. In an increasingly digital world, creating a seamless omnichannel shopping experience is key to unlocking the power of brick-and-mortar stores.





# The Impact of Social Media and Online Reviews

Social media and online reviews have a significant impact on in-store conversion and sales. Positive online sentiment and effective social media campaigns can greatly influence consumers' purchasing decisions. When potential customers see positive reviews and recommendations on social media platforms or online review sites, they are more likely to visit a brick-and-mortar store and make a purchase.

Retailers can leverage social media platforms to create a positive brand image, generate buzz, and increase footfall in their physical stores. By engaging with customers through social media, retailers can build a loyal following and encourage them to share their positive experiences with others. This word-of-mouth marketing can be a powerful tool in driving in-store sales.

Furthermore, retailers can use social media to promote special offers, discounts, and events happening in-store. By creating a sense of urgency and exclusivity, they can attract customers to visit their physical stores and take advantage of these limited-time opportunities.

In conclusion, social media and online reviews play a crucial role in influencing consumers' purchasing decisions and driving in-store conversion and sales. Retailers should embrace these platforms as part of their marketing strategy to create a positive brand image, generate buzz, and increase footfall in their brick-and-mortar stores.



## Conclusion

In conclusion, we've highlighted the immense potential of brick-and-mortar stores to increase their conversion rates and drive in-store sales. By leveraging technology, retailers can optimize their inventory management, product placement, and overall store performance. Personalised customer experiences play a crucial role in engaging customers and fostering brand loyalty. Understanding customer preferences and needs allows retailers to establish stronger connections and increase conversion rates.

Additionally, a well-designed in-store layout and visual merchandising can significantly enhance the shopping experience and encourage customers to make purchases.

Accurate people counting technology provides valuable insights into footfall data and customer behaviour, enabling retailers to make informed decisions.

Engaging and interactive in-store experiences, along with a seamless omnichannel shopping journey, further contribute to increased conversions.

Lastly, the impact of social media and online reviews cannot be overlooked, as they have the power to influence consumers' purchasing decisions. By embracing these strategies and adapting to the changing retail landscape, brick-and-mortar stores can thrive and achieve remarkable success.

# IN-STORE FOOTFALL ANALYTICS

People counting insight to measure the opportunity, optimise performance and improve the customer experience



[storetech.com](https://storetech.com)



+44 (0)20 3432 4441



[info@storetech.com](mailto:info@storetech.com)

# Ultimate Guide to Increasing Footfall in Retail Stores

Here's a selection of ideas to take your customer attraction game to the next level taken from one of our best viewed resource pages.

1. Offer double-point events for brand advocates who post reviews about their in-store experience.
2. Send reminders to members who have unspent loyalty points, highlighting in-store offers that they could spend their points on.
3. Send targeted offers to members who haven't made recent purchases to win them back.
4. Offer point bonuses on the anniversary of their membership registration.
5. Send notifications to members as they approach a new customer loyalty tier.
6. Reward currently active members with experiences, such as trunk shows, free makeovers, sneak peeks of new product lines, etc to make them feel valued.
7. Set up a click and collect service on your website. When customers are in the store they are more likely to buy something else. Train your staff to up-sell items that will complement the ones being collected.
8. Install an appointment booking facility on your website. This works well for restaurants, fashion retailers with personal shopping services, beauty services in department stores and bridal shops, etc.
9. Install self-service or mobile order points and checkouts to make shopping easier. Nordstrom use mobile POS apps to allow staff to checkout customers anywhere in its stores, which reduces queue times to almost nothing.
10. Offer customers free Wi-Fi so they can browse product information and get personalised recommendations.
11. Get management out of the office and onto the sales floor by automating processes that tie them to their desks – provide them with mobile tech to help them stay on top of critical KPI's and alerts. StoreTech's suite of tools is designed to liberate store managers from admin so they can focus on growing your business.

## Ultimate Guide to Increasing Footfall in Retail Stores

12. Look for light touch, easy-to-use systems to cut down on the time it takes to train staff, and avoid the technology being abandoned after a few weeks. Always ask, 'Does this make things easier?' If not then walk away!
13. Use augmented reality to surprise and delight. 20 years ago, the idea of an interactive hologram was pure science-fiction, but now it's within reach, but not so commonplace that the novelty has worn off. You could hire a developer to create a hologram to welcome shoppers into the store, to provide suggestions in the changing room or entertain people whilst they queue.
14. Setup iPads around the store for your customers to watch promotional videos or enter on-the-spot competitions.
15. Install an in-store photo booth for a week. Get customers to take pictures of them wearing/interacting with your product a then share it on social media. Reward them with a discount or deal that will make it even more compelling to purchase the items.
16. Take your window-display game up a notch with interactive displays that update in real-time and allow your customers to contribute content of them showcasing your products.
17. Use motion sensitive mirrors to deliver inspiring video content as shoppers move past particular areas.
18. Touchscreen tables can be used to deliver interactive or personalised content to keep customers engaged.
19. Incorporate Facebook/Instagram likes into displays next to key products so people can easily see how popular different items are.
20. Draw from footfall data rather than sales data to schedule staff to customer demand. Read here to learn why the second option doesn't work.
21. Make sure staff know what's expected of them. They should be busy and look welcoming. Personal conversations between staff should be kept to a minimum – they're there to serve customers and should always be alert to the environment around them. One of the most off-putting things in a shop for a customer is staff talking amongst themselves.

## Ultimate Guide to Increasing Footfall in Retail Stores

22. Positive customer experience starts with engaged employees, so use technology to involve them. Our retail analytics dashboards have been designed with simplicity in mind so that all of your employees can make use of the data. When staff members can see how the store is doing against targets in real-time, they can take impactful action. If they can see that conversion is 2% under target and they know there's just an hour left of the day, they will be more motivated to get out on the shop-floor and help customers to encourage purchase.
23. Latest reports show that retailers provide as little as 10 hours of training per member of staff per year, on average – that's a shocking under-investment for the most crucial element of your business. Invest in store staff with ongoing training on business processes, sales techniques, new products and services, so they can deliver exceptional customer service every time.
24. Employ experts such as stylists and beauticians to add value to the shopping experience. If you're offering more than your competitors, you're more likely to win the business.
25. Acknowledge and reward staff who provide excellent customer service. A workforce that feels valued will do a better job than one that's taken for granted.
26. Develop an employee retention and development strategy. Identify future management prospects and invest in them – they could be the future of your business.
27. Fashion – host a catwalk show and allow customers to try on products and receive samples.
28. Services – hold classes or workshops and demonstrate your products. Let people in on (some of) your secrets, and they'll feel like part of your 'gang'. If they feel like an insider, it will build loyalty and they are much more likely to talk about you with their friends.
29. Get out and speak to customers on the street. Find out what it is that draws them into a shop, and what keeps them away. Pay someone to hand out flyers or give away freebies to let people know you're there and ready to serve them.
30. Merchandising around key events – keeping up with current trends and events in the media shows that you know what's going on, and you care about it. Identify popular events throughout the year and come up with in-store campaigns that leverage that popularity.