

More than half of shoppers (64%) build relationships with brick-and-mortar shops because of shared values.

according to the 2019 Edelman Earned Brand study

Your Brand is Everything ***Not the Brands On Your Floor!***

Relying on brands other than your own leaves your store without an identity, a critical part of what brings customers in-store.

1.

Rigid, Unilateral Consistency

Bringing your brand identity to life in your physical store begins with the feeling you want customers to identify with and how their shopping experience can foster that.

Every time a consumer has an interaction with your brand – in store, email, social media, your website – the experience has to evoke the same emotion.

THE BRAND IDENTITY MUST REMAIN ACROSS PLATFORM.

2.

Target your Target Market with Every Decision You Make

You know your target market, you know them better than anyone. You probably see them every day in-store. But, when's the last time you considered their specific needs when you made a business decision?

Try thinking about your target market with every business decision you make, and tailor your whole business to their needs. You won't be alienating anyone, rather you'll likely be including a wider swath of people by running active targeting activities.

3.

Constant Learning & Consistent Change

Continuous learning, continual learning, constant learning, lifelong learning - whatever you want to call it, in the digital business age, it's critically important to continued success. The world of selling, marketing, and business in-general, is changing at an incredibly fast speed now, and rather than choosing to simply stay up to speed, being out in-front is the proactive and best approach.

This can be done by:

- Subscribing to digital industry newsletters
- Taking brick & mortar and digital business courses
- Constantly seeking out actionable marketing & business improvements



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