Mobile Strategies for Main Street Merchants

The Key to Main Street Business Success
About Me – Jeff Sloan
I am Dedicated to Preserving America’s Diverse Main Street Culture by Supporting Local Commerce

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

My Favorite Merchants

- Aesthetika Nova Skincare
  - 210 Old Woodward

- Adventures in Toys
  - 250 W. Maple Road

- Axis Music Academy
  - 283 Hamilton Row

- Caruso Caruso
  - 166 W. Maple Road

- Market American Food
  - 474 N. Old Woodward

- Woodward Camera
  - 33501 Woodward

- Level Multisport
  - 528 N. Old Woodward

Find More Merchants

Adventures in Toys

We're celebrating national Toy Store Day! Shop Loyal Insiders enjoy exclusive savings with 20% off total purchases this Saturday only.

Great! I need a baby shower gift. Can you recommend something?

Sure! How about a baby blanket? We can have it wrapped and ready for pickup Saturday.

Perfect! You're the best!