



**THE RETAILER'S GUIDE
TO SURVIVING A RECESSION.**

Some of the world's biggest brands are in bankruptcy.

At the same time, 100,000+ small businesses have closed their doors, forever.¹ Yes, it's a very tough time to be in the brick & mortar business.

But, this is your space.

It's what you do. You might be worried. And, that's okay. But, what's important right now is to find ways to distinguish your brand and survive this time. You can. So, let's fix your challenges.

Here are the top issues in brick & mortar businesses right now—and a solution for each.



Challenge #1: Buyers are nervous.

They want to feel safe.

In fact, safety is now the number one obstacle in your consumers' current path to purchase. [Before committing](#) to your shopping experience, **67% of consumers** will look for safety measures at your location.² And, if they don't like what they see, they'll move on. It's that simple.

Don't let that happen to your brand.

Protect your sales from competitors.
Why? **72% of customers** will share a positive experience with 6 or more people.³

So, if you don't know what that means for your consumers yet, just ask them.



Solution: Be the best.

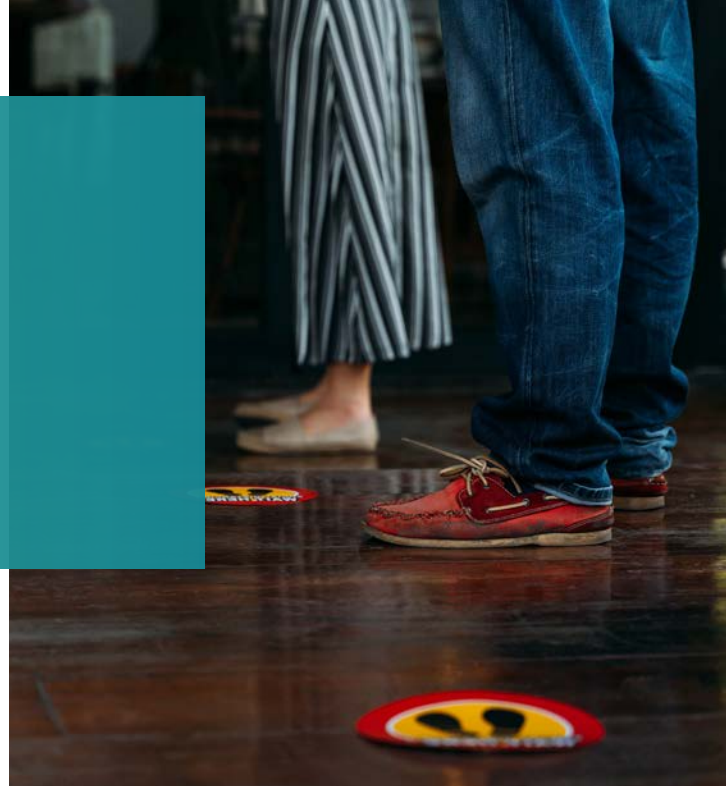
How? Find out exactly what your target market needs to feel secure in-store.

If you don't know—research.
You can tap into 10 million daily
consumer journeys.

Send a survey as shoppers leave your location, or your competitors', and capture Point of Emotion® insights. Then, make the changes that your target market recommends. This is in-the-moment VOC research. Use it to build an exceptional customer experience. Listen first, then act on their needs.

It's simple, but essential.

After all, 86% of consumers will pay more for a great customer experience.⁴ So, don't be afraid to go above and beyond. This is your time to shine. Be the best and protect sales from competitors.





Challenge #2: They're spending less.

Here's another issue.

Buyers simply aren't spending the way they used to. All we need is to look at the [massive spike in eCommerce](#) to see that. In fact, **46% like online shopping MORE** than in-store shopping.⁵ Not only is in-store spending down, it's also shifted, as consumers get more comfortable at home.

Which means one thing—your in-store experience must be exceptional.

Here's why. In addition to the safety obstacle we've already covered, there's a comfort one too. So, in addition to feeling safe enough to come inside of your store, you've also got to make buyers willing to get off the couch.

Here's how you do it.



Solution: Be consistent.

Meet consumers where they are: online or in-store.

A consistent omnichannel approach strengthens your in-store sales. Why? Shopping begins online: **63% of shopping** starts here.⁶ Focus on creating a seamless experience for buyers. Make it easy for shoppers to see you online and then reward them for finding you in-store.

You're in good company.

More than **80% of companies** invest in an omnichannel experience.⁷ Not sure where to start? Increase sales by asking omnichannel consumers what they want to see from your brand. These are real buyers in your target market who shop online and in-store for your product category. [Hear what they want.](#)

Challenge #3: Some states are still in lockdown.

How do you encourage in-store shopping with many states still in lockdown?

Let's take a look. Right now, there are 12 states with statewide closures. And another 13 that slowed reopenings.⁸ The future is still uncertain. Depending on your business, you may still be fully operating, or you may be in limbo—waiting for more cases to decline first.

Either way, you can still be ready. Spend the time working on your omnichannel approach as you prepare to continue—or restart—your in-store operations. Because one thing is for certain: people tend to spend more in-store than they do online. So you want them to come see you.



Solution: Be ready to sell.

Have a plan in place.

A full 88% of consumers who search for a local business on their mobile device visit that business within 24 hours.⁹



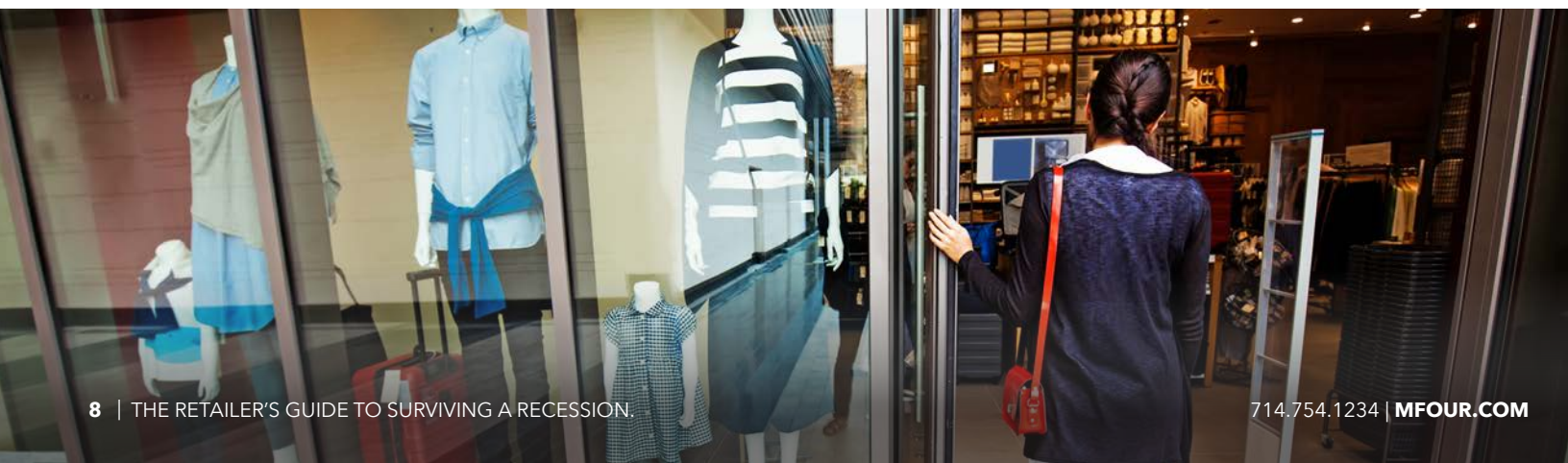
Why does that matter?

Well, it proves why you need an omnichannel approach, but it also means they go in-store to buy. So be ready to sell. Take advantage of every opportunity to provide an outstanding customer experience. After all, **52% of consumers** who shop in-store buy a product.¹⁰

Need to speak with in-store shoppers?

We GeoValidate® 12.5 million U.S. locations. When a consumer enters a GeoValidated® retail site, they're verified as having visited that location. We connect you to them directly. You can survey their current shopping behavior, or get their behavior patterns on validated past visits.

Reach your target market now.



Start your market research project today.

Our market research team is here to brainstorm with you.

If you're facing a challenge, chances are we've seen it before – and our qualified team of Senior Research Consultants will provide the consultation you need.

We're in your court and we have your back. We've worked with the largest brand-name companies and biggest market research organizations in the world. Our teams have years of experience.

CONTACT US

Email us: solutions@mfour.com

Call us: **714.754.1234**

Visit mfour.com for more information.

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