

ENGAGING SHOPPERS IN A RECESSION



Engaging new and existing shoppers in a recession means having effective traditional and digital marketing. There are plenty of ways independent retailers can draw in new shoppers and convert them into lifelong customers.

In this bite sized guide, you'll find out how CSG can help you engage shoppers in the forthcoming recession, from targeted advertising to social media, from in-store banners to online games.



MARKETING IN A PANDEMIC

As the country continues to emerge from the initial COVID-19 crisis, there is now an opportunity for independent retailers to convert shoppers who have discovered the benefits of shopping in smaller, local stores, into lifelong loyal customers. While many of them relied upon their local convenience store to buy their groceries and household products that doesn't mean they will automatically stay regular customers. With a looming recession and the possibility of local lockdowns, shoppers will become more price conscious, and effective marketing – especially across social and digital channels – will be key to independent retailers' success.

“

The decision to become Costcutter was easy. You need a brand with strong advertising and marketing with a great range of products and that's what we got. Every single day we get locals saying how much they love what we have in store now.

”

Danny Pont, Store Manager
Costcutter Saxmunden, Suffolk



WHAT THIS MEANS FOR YOU



As the lockdown eases, you need to retain those new customers, turning them from lifeline to lifelong shoppers. Costcutter can help with the right range, offer and support, including leading marketing support and activations to help you continue to attract existing and new shoppers into your store.

There are plenty of ways to engage your shoppers and promote your store at a local level. Here are some of the ways we will be helping our independent retailers engage shoppers in this recession.



SOCIAL MEDIA

As the recession starts to bite, there are plenty of simple and free ways to drive custom to your store. At Costcutter, we have a dedicated Facebook group for our retailers where we share monthly content plans and sample posts for them to use on their individual store Facebook pages. We also provide digital leaflets and a host of social media assets to help our retailers communicate effectively with new and existing shoppers. These have generated an average of 10 million impressions during campaigns we created in August to coincide with the return of football on TV and when pubs reopened.

We also offer surprising content that gives shoppers ideas around fun activities and entertainment, such as date nights or socially distant garden parties. This really helps to build trust and engagement between retailers and shoppers. By combining this centrally generated, high quality content with local news and store updates, independent retailers can achieve excellent levels of shopper engagement.

WHAT THIS MEANS FOR YOU



- Start simple: create a Facebook page for your store
- Already on it? Make sure you're posting every few days.
- Tell shoppers about any deals you have, as well as promoting the value products that will be especially important during a recession.
- Keep shoppers up to date about any changes to COVID-19 health and safety measures, such as face masks and social distancing.
- Share stories about any work you've done with local charity or community groups or competitions that you've run.
- Most of all, always use good photos with every post. Keep them straight, focused and with good lighting coming from behind the camera, not behind the person in the photo.

Shoppers who follow a business on social media are:

89%

more likely to buy from that business

85%

more likely to recommend that brand/business to a friends and family

84%

more likely to choose that brand over a competitor

84%

more likely to visit a physical retail store

71%

more likely to engage with the business on social media

“

We've been posting on Facebook daily for about a year and people have definitely been coming to the store more because of that. I took a nice photo of the new Cadbury's orange buttons and on the same day we had people coming in and telling their friends we had them. We sold six boxes that day!

”

Nadeem Ashraf, Store Manager,
Costcutter Bramham Road, York





Customers are more likely to shop with a brand when they've enjoyed their experience. Games are increasingly becoming part of the way we communicate and engage with our consumers. With the right Symbol Group partner, these innovative and engaging marketing techniques can be used to help any independent retailer drive new shoppers into store.



Everyone likes to win something for free but with the economy turning, people will be even more keen to enter competitions for prizes and discounts. Recently, Costcutter has introduced innovative digital marketing that creates fun gaming experiences online and works with some of the biggest brands to sponsor our competitions. With great prizes and offers we draw in consumers to share their contact details, which allows us to keep in touch by email and tell them about great value deals and offers in their local store, keep them up to date with what we are doing, and raise brand awareness with recipes, blogs, and fun family activities.

A gaming campaign is a proven way of keeping our stores in shoppers mind and encourages them to shop there. Games can be as simple as entering a code to see if you've won a prize to sophisticated and fast-moving online tests of skill.



This year we've worked with I ♥ Prosecco for a special Valentine's Day game of Spin the Bottle where the players could win a branded hamper or luxury chocolate. We ran a game of Find the Golden Crisp for Walker's, and with Budweiser we created a fun platform game where shoppers had to catch barbeque food falling from the top of the screen with a spatula.

Shoppers love our games:

160,000
REGISTRATIONS

5,000
CLICKS TO THE
STORE LOCATOR

4,000
HOURS OF
CUSTOMER
ENGAGEMENT

1,000
CLICK-THROUGHS
TO RECIPES AND
BLOGS

95%
CONVERSION
RATE

30,000
NEWSLETTER
SIGN-UPS

Costcutter[®]

TARGETED MEDIA

No one's interested in adverts that aren't selling what they want or need. Technology now lets us send just the right advert and marketing to the right consumers, persuading them to buy specific products from specific stores.



Advertising is much more sophisticated than even a few years ago. We're now able to run in-app advertising campaigns on mobile devices to very precise locations – as little as 1km – around specific stores, to particular shopper profiles helping to drive shoppers into retailers' stores. From there we can measure how many and which type of shopper engages with the advert and then goes to that store.

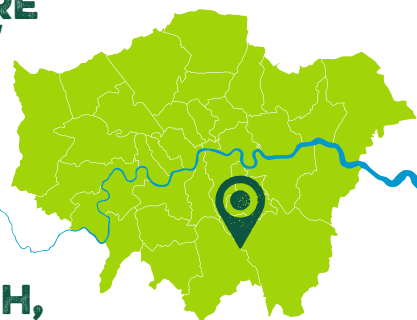
In the coming months, being able to support retailers with advertising that targets different locations and shoppers, with different products, at different times will be especially important as different areas and demographics of shoppers will be affected by the recession in different ways.



**AS JUST ONE EXAMPLE,
ONE COSTCUTTER STORE
IN SOUTH LONDON SAW**

5,782 PEOPLE

**DRIVEN TO THEIR
STORE THROUGH THIS
TARGETED MOBILE
ADVERTISING APPROACH,**



**AND IN TOTAL
WE DROVE**

**152,000
SHOPPERS**

**TO OUR WHOLE
ESTATE.**

**WHAT THIS
MEANS FOR YOU**



With a recession looming, consumers will become even more price conscious and so promotions and deals will be all the more attractive. With our targeted digital marketing we can help you convert new shoppers you've recently acquired into regulars by serving them a digital marketing experience that's relevant to them.