



OPEN FOR **BUSINESS**

MARKETING YOUR RETAIL
BUSINESS AFTER LOCKDOWN

YOUR OPPORTUNITY

During lockdown consumers have been unable to enjoy time spent together out of the home, and have largely been separated from friends and family. The valued in-store shopping experience consumers have been used to for so long has is unrecognisable, with in person shopping trips limited to essentials and gift giving and social gatherings highly restricted or virtual-only.

Now that lockdown and social restrictions have begun to be lifted, consumers are able to enjoy shopping experiences that have been limited, and communities can celebrate getting back together. This presents a great opportunity for retailers to encourage shopping in a safe environment in-store, and for families and friends to spend time with one another while enjoying their products, whether it's sharing gifts, enjoying outdoor activities or coming together to cook.

78% of consumers expect to shop in physical stores as frequently as they did or more frequently after Covid-19*, so retail businesses like yours can play a valuable part in helping consumers enjoy exactly what they have been missing out on.



AN EFFECTIVE CAMPAIGN...

With consumers likely to be nervous with in-store shopping it's vital that your products are seen by potential audiences with the reassurance that they can be purchased and enjoyed in a safe environment.

Our campaign packages showcase products and offers that are going to delight your shoppers while also giving them the confidence that they can enjoy an in-store shopping experience without worry – highlighting the fantastic products consumers can enjoy sharing with one another and the measures taken by retailers to comply with social distancing measures and safety guidelines.

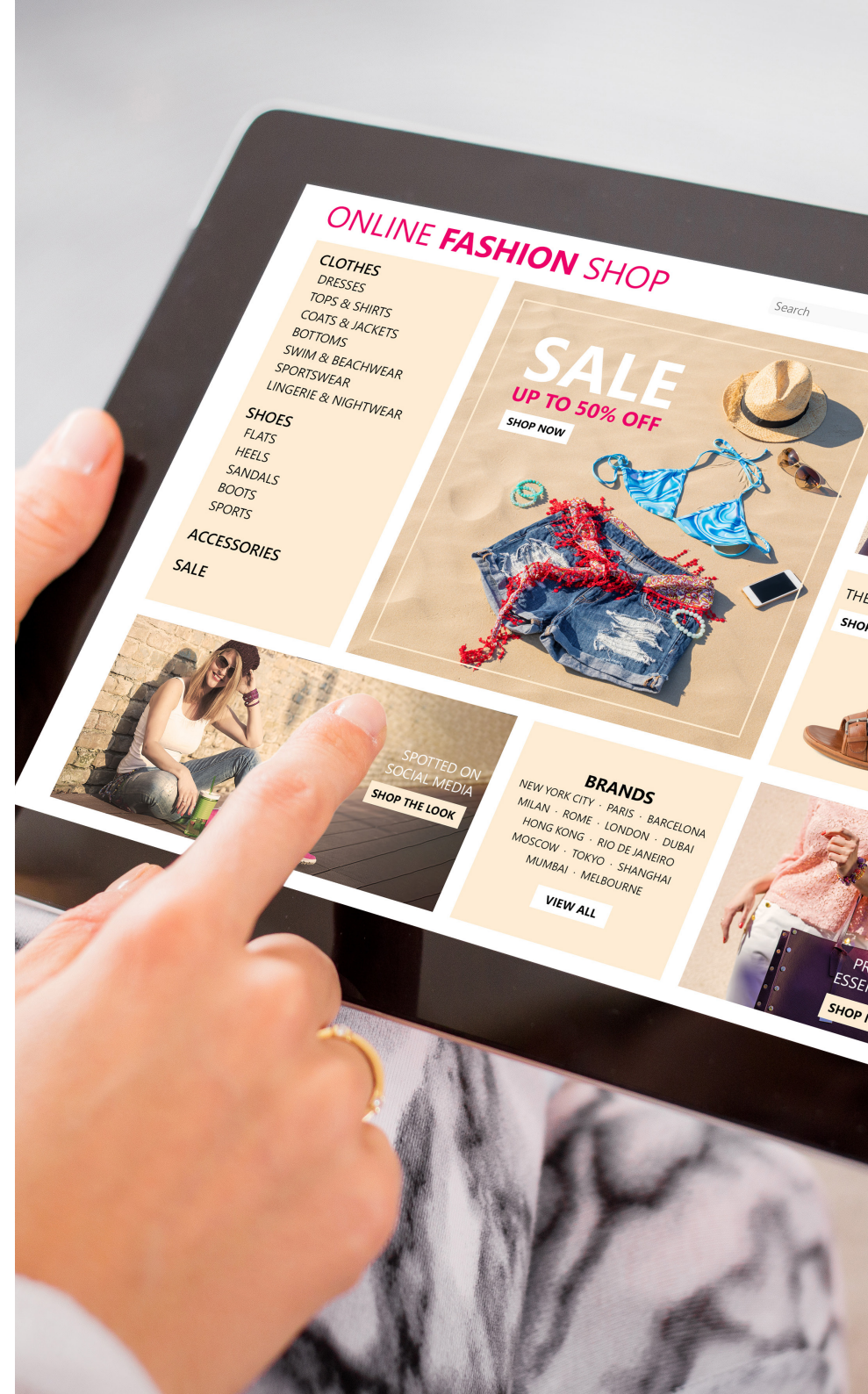


...USING THE RIGHT MESSAGE

To attract the eye of potential customers, we recommend that your campaign messaging highlights individual products, collections and discounts you have on offer, whether it's 'treat' purchases post-lockdown, gift ideas for friends, items to wear at occasions, or products that can be used for meals and parties when friends and families are reunited.

For maximum impact and reassurance, combine this with simple, easy-to-understand details of the precautions taken to ensure a safe environment for shoppers, whether it's changes in opening hours, safety and hygiene practices taken by staff, or store admission limits.

This is a great opportunity to present to potential consumers that they can enjoy shopping for their much-missed items and occasions with a responsible retailer that really cares about their wellbeing.



YOUR CAMPAIGN PACKAGE & PRODUCTS

Our campaign packages include effective marketing solutions that work to achieve your aims and put your business in front of audiences that are most likely to be interested in what you can offer them.

Product	Problem Solved	Rate	Monthly Cost
Spotlight	Content piece in print and online showcasing your expertise, product collections and responsibility taken in store, driving consumer action		
On-network display advertising	Connect and engage directly with potential customers and showcase your message	20,000 impressions per month, £6 CPM	£120
Targeted Email Campaign	Reach new and highly relevant prospects with a series of email creatives	£150 per thousand contacts (one email creative per month)	£150
Targeted Social Media	Reach new customers who are actively looking and engaging in your retail and product types	£100 per month +£25 management fee	£100 + £25 management fee
Optional Extra			
Competition	Reaching new customers locally and engage existing ones, generate interest and encouraging consumers to enter in-store	£300 per competition (includes feature in local newsletter and email sent to all non-winners with exclusive in-store voucher)	£300





For more information, please contact your Archant representative.