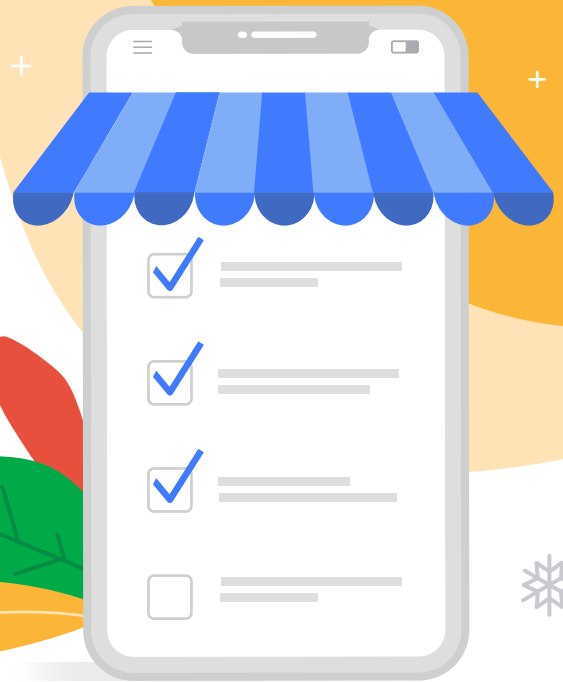




# How to (safely) reach more customers this holiday season

The holiday season is always a busy time for retailers, but in a time of COVID-19, it's going to look a little different this year. Shoppers intend to make less shopping trips than usual, so take a look at our checklist of ideas you can try to reach more customers during the holiday season.



- Consider running dedicated holiday hours for shoppers who may be vulnerable to the virus and promote it in your marketing and signage.
- Display your in-store inventory on Google with Pointy from Google so shoppers can see your live inventory and get important store information.
- Implement BOPIS - buy online, pick-up in store; curbside pickup; or call and collect.
- Implement a delivery service for all customers, or if it's not feasible consider a delivery service for vulnerable customers.
- Use your Business Profile on Google to showcase your safety features or to let shoppers know about your holiday opening hours, promotions, etc.
- Experiment with your in-store merchandising to put products you want to promote/popular products front and center so that shoppers can quickly find what they want.
- Use Google Trends to see if there are any products or trends that are relevant to your store.
- Communicate with your customers. Talk to them about any promotions, special offers, or holiday safety features on all your channels: SMS, social media, email, in your local paper or radio station.
- Create a "gift for all/gift you might forget" aisle near your register where you bundle fast-moving products that are obvious gifts for extended friends or family.



- ✓ If you normally offer gift wrapping, avoid queues by introducing a ticket system: once the shopper buys the item they are asked to either wait outside for an allotted slot or to come back in a few minutes.
- ✓ If you know your store is going to be very busy and you want to encourage safety, introduce a lottery system or slots where customers can book in. Several social networks offer functionality to book appointments.
- ✓ Instead of in-store returns, consider implementing returns by mail or creating a dedicated drop-off point that won't lead to congestion.
- ✓ Consider promoting your products with Google Ads, or running a trial campaign to show customers you stock products they're looking for.
- ✓ Use your social channels to promote your inventory or consider running live video streams where you can show off your products and arrange purchase and pick-up on the phone or over private messaging. You could even run a 'hot holiday products' live stream where you reveal your most popular products - and offer a promotion to customers who buy any of the products.
- ✓ Consider trialing paid advertising on social media for a small radius around your store to promote your products to nearby shoppers.
- ✓ Reach out to local press if you think you have a unique angle or if you're doing anything particularly different or interesting this holiday season. If you have Twitter, check the [#journorequest](#) hashtag in your area as journalists will use it to look for interviewees.
- ✓ Connect with other local businesses to run a holiday promotion or campaign for your store.

