

De toekomst van retailmarketing

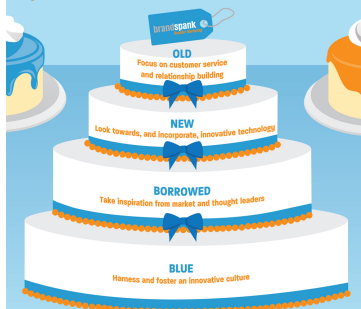
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Een huwelijk tussen traditie en technologie, dat wordt volgens marketingbureau Brandspank de toekomst van retail. Aan de hand van het bekende credo voor bruiden geeft Brandspank in deze infographic een aantal handige tips waarmee retailers hun marketingstrategie kunnen verrijken.

THE FUTURE OF RETAIL MARKETING

"Soon, there will be **no such thing as on-line only retail or off-line only retail**; instead, they will converge to represent a single retail entity—that includes both online and offline. As a result, the future will be a **mixture of tradition and technology**. So, it's only fitting to use the familiar wedding adage — **something old, something new, something borrowed, and something blue** — to describe the future of retail."

— Andrew Shapiro, Chief Executive Officer, Brandspank Retail Marketing



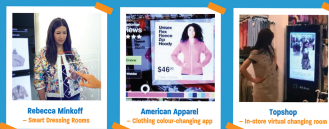
SOMETHING OLD

It's time to bring back **good old-fashioned customer service** — with the emphasis on 'good'.



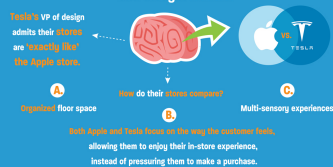
SOMETHING NEW

To benefit most from **new technologies**, select only those that support and align with your brand, and that **benefit your customer.**



SOMETHING BORROWED

Take inspiration (and even guidance) from market and thought leaders.



SOMETHING BLUE

Encourage out-of-the-blue thinking to foster a culture that supports customer-centric, user-friendly ideas; a culture of innovation and creativity.



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