

# 7 truths about how to reach fashion consumers

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**GUIDE. Three experts give their best tips.**

## 1. WE ARE ALL INDIVIDUALS

Fashion is a way of expressing its identity, and in combination with the fact that today we live in a waterfall of marketing, the one who wants to achieve must succeed in creating a perfectly personalized message. At the right time. In the right channel. The company that is best at collecting relevant customer data, analyzing and then adjusting the message after it will arrive. This is understood without stopping personal integrity.

## 2. CHANNEL. CHANNEL. AND CHANNEL AGAIN.

Today, customers can choose from several different channels when shopping for fashion: physical store, computer, mobile (and in mobile and computer between the website, the app and social media. And in social media between Facebook, Instagram ... yes, you understand.)

The important thing to remember is that, from the customer's point of view, there is no difference between contacting the brand via store or Twitter. Something that in turn requires the company to work interoperably with omnichannel.

The staff in the store must have access to the customer's internet history, and the company's crew in social media must have access to the message sent to customer service last week. Silor belongs to dawn.

*“We have two arenas, and the interaction between these two with their different forces is a very important component of our success”*

## 3. DO NOT HAVE THE PHYSICAL

Much is traded online, but that does not mean that the physical store has played its part. Especially not in fashion where the squeeze and feel factor is still very important and customers want to try the garment before shopping.

In addition, physical stores have an advantage: the personal meeting.

Like Therese Blom, CRM Business Developer at Lindex, it expresses:

*“We who have stores create personal meetings, we can provide a different service and provide a completely different overall experience with events such as events. We have two arenas, and the interaction between these two with their different forces is a very important component of our success. “*

#### 4. FAST AND SUPPLIERS DELIVERIES

If you go to a party for the weekend, it's not enough for the shoes to arrive within 2-4 business days, because they will not be on the first Monday, it's too late.

"Many shop in physical stores because they need the garment at a certain time, and should e-commerce compete with it, they must have fast predictable deliveries," said Carin Blom, Retail Analyst at PostNord.

*"It's about trusting that the product comes in time, it's durably manufactured and that the brand actually stands for something they appreciate"*

#### 5. IT IS REQUIRED MORE THAN A CUSTOMER CARD

The Contrast of Digitalization for the Fashion Industry? It is such a huge supply that the customer wants to always shop elsewhere. Loyalty is, in a way, dead.

On the other hand, it is possible to build loyalty even in the digital age, but it requires more than one club card in the wallet.

"Customer clubs have a mechanics that works to attract people, but it's a kind of loyalty that is offered by a crash. Real commitment, however, you get when you get people to feel something for the brand. It's about trusting that the product comes in time, it's durably manufactured and that the brand actually accounts for something they appreciate," says Therese Blom at Lindex. That's when you make the customer happy as you win in the long run.

*"Future stores are showrooms, scenes where the customer experiences an experience with himself and the product at the center"*

#### 6. CONFIRMED, IT SHOULD BE

Why is your customer service closed in the evening? That's when customers want to shop.

"Should you sell you have to provide personal service," says Marian Salzman, CEO of Havas PR and one of the world's top rated trend teams.

It's time to let go of the farming community's food and sleep clock and realize that your customers want to meet you around the clock, 365 days a year.

#### 7. SHOP AND HANDLING ARE DAMAGES

When we trade, we change goods for money. When shopping, however, the world is a scene where we want to hang out, get inspired and get a sense of luxury in our lives.

So what do customers do in your store? Sure of course! Future stores are showrooms, scenes where the customer experiences an experience with himself and the product at the center, according to Marian Salzman.

On the other hand, customers are doing business via their mobile or computer, and it's easy to go quickly, be easy and clear.

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