# Your customer will not follow you

2017-05-04 09:10 Postnord



"On average, a customer has 7.4 social channels and will be harder and harder to reach," says entrepreneur and investor Sara Wimmercranz.

**There are physical stores.** And online stores, app stores and brands that only sell via social media. Those who want to sell fashion must meet the customer exactly where the customer wants to be.

"As a company, you need to be in all channels and work to build trust through many small actions and touch points, rather than the traditional one-way communication.

*"We've seen a move from Google Generation to the Social Media Generation."*

**That says the** investor and entrepreneur Sara Wimmercranz, one of the founders of the company Footway:

- We've seen a move from Google Generation to the Social Media Generation. On average, a customer has 7.4 social channels and will be harder and harder to reach, especially with information or ads.

- Customers would rather discover themselves, which the internet and social media allow to a greater extent. As a trademark, we must be available to discover in all the channels the customer moves.

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**This does not mean** that the physical store has played its role, it has only changed from place of purchase to source of inspiration.

Marian Salzman, CEO of Havas PR, goes as far as making a distinction between shopping and shopping. Shopping is according to her to exchange money against a product, such as buying dishwashing or toilet paper.

Shopping, on the other hand, is socializing, inspired and maintained, and that is where she believes that physical stores have their future.

Carin Blom, Retail Analyst at PostNord, agrees:

"Different channels have different benefits, but you get the best results when you get a good interaction between them and meet the customer where they want to be right now.

*"If you are not there, you will not see in the consumer's research phase."*

**Many fashion consumers** start their online shopping offer to check the offer, then go to a physical store where they try and buy the garment.

- Therefore, it is important for purely e-commerce players to provide as relevant information as possible to convert to purchase.

"At the same time, you must be online as a physical actor. If you are not there, you will not see in the consumer's research phase and then there is a risk that you will not get them in your store later.

KARIN AASE
**PostNord**