

5 Tips

for a Successful Website in an Amazon World



POS | Website | Mobile | Social

Sean Roylance

- Co-founder and President of Rain
- Started programming in 1985
- B.S. in Computer Science : 1996
- Taught Internet Marketing at Utah Valley University Business Development Center
- Worked with over 2,500 stores to improve their online presence and performance
- RAIN specializes in easy-to-manage websites & P.O.S. systems

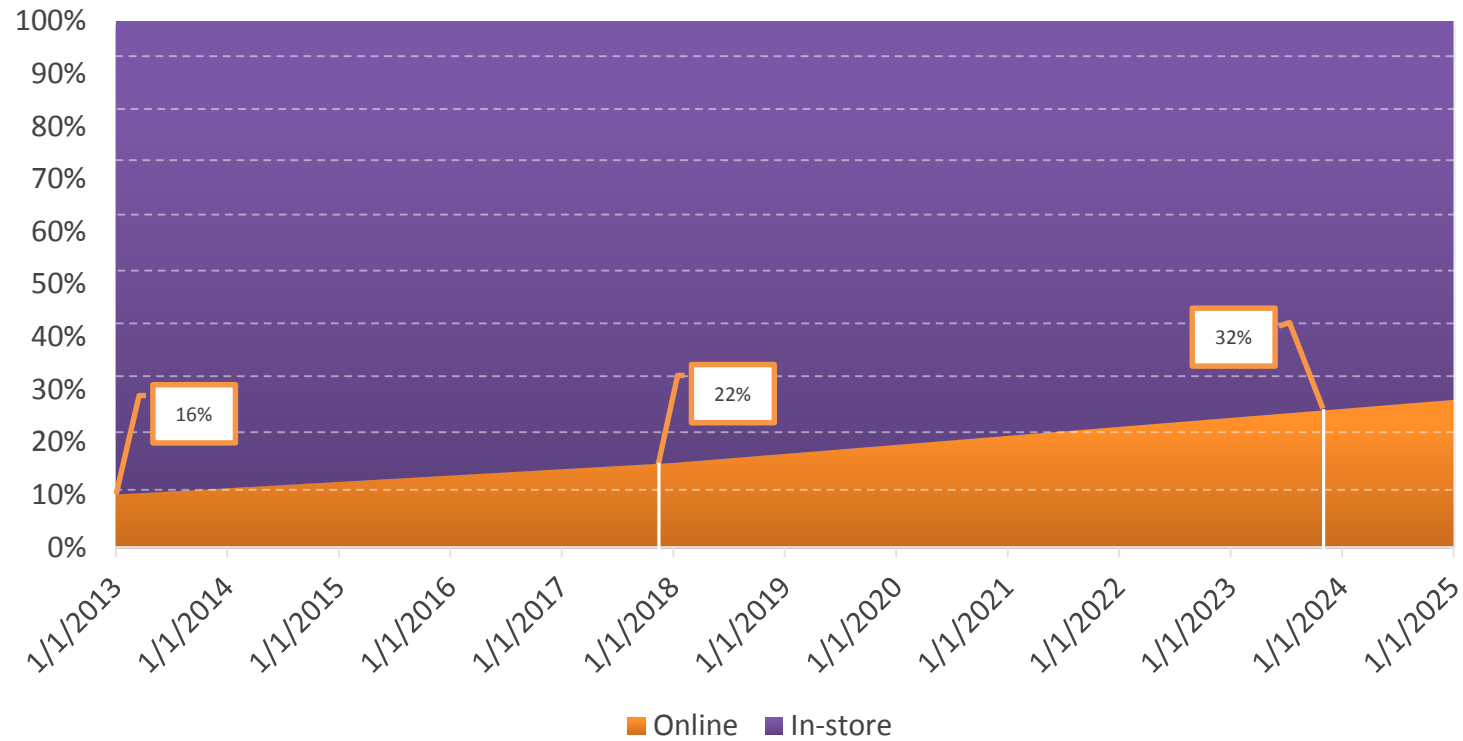
Tip #1:

Understand that Amazon isn't killing traditional retail...but consumers *ARE* changing



POS | Website | Mobile | Social

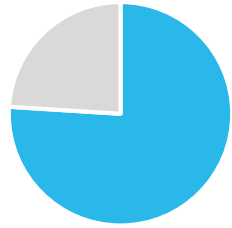
Music Retail Dollars Spent Online vs In-store



According to Yahoo Finance:

- 50% Increase in overall online spending over the last 5 years.
- Projected 50% increase in online spending over the next 5-8 years.

How are Consumers Interacting with Retailers?



76% of Consumers Interact with the Brand before Entering Your Store









- *Vantiv / Pymnts.com*



45% of Consumers Check Your Product Availability Online BEFORE Coming to Your Store

- *Google*

Brick & Mortar Retailer Market Value (2006* vs. Today)

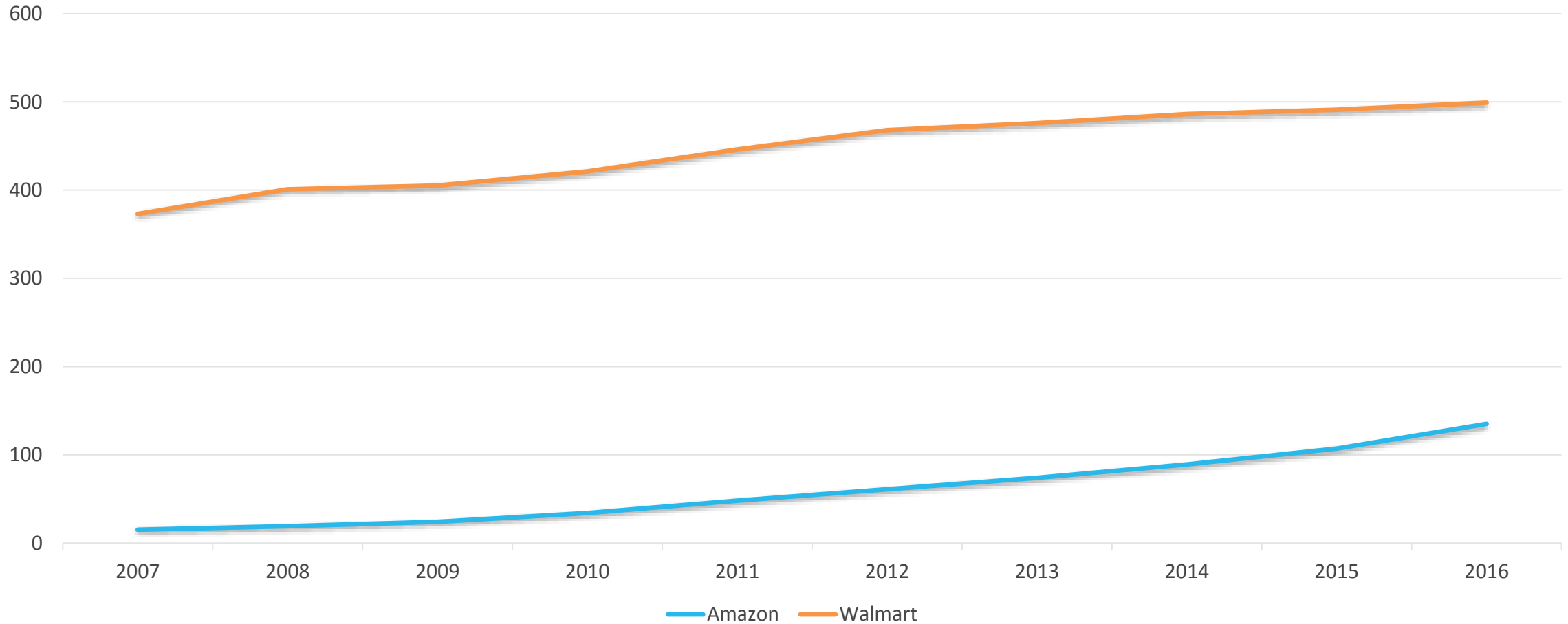
Item	Market Value 2006	Market Value (3/31/17)	% Change
 BEST BUY	\$28.4B	\$15.0B	-47%
 JCPenney	\$18.1B	\$1.7B	-91%
 KOHL'S	\$24.2B	\$6.5B	-73%
 macy's	\$24.2B	\$8.7B	-64%
 NORDSTROM	\$12.4B	\$7.5B	-40%
 sears	\$27.8B	\$1.2B	-96%
 TARGET	\$51.3B	\$29.4B	-43%
 Walmart	\$214.0B	\$217.8B	2%
 amazon	\$17.5B	\$428.3B	2347%

*Source: Yahoo Finance

*Peak Market Value 2006

Walmart vs Amazon Revenue 2007-2016

Billions



Tip #2:

You have Strengths, Amazon has Weaknesses



POS | Website | Mobile | Social

	AMAZON		BRICK & MORTAR	
	Strength	Weakness	Strength	Weakness
Product Selection	X			X
Expertise		X	X	
Try Before You Buy		X	X	
Lessons		X	X	
Shipping	X			X
Get it Today		X	X	
Repairs		X	X	
Events / Community		X	X	
24/7 Shopping	X		?	?
Online Destination	X			X
Ability to List on Reverb		X	X	
Direct Mail / Newsletters		X	X	
Curb-side Advertising		X	X	
Personal Connection		X	X	

SHOWROOMING

THIS PAIR IS SO PERFECT, I
CAN'T WAIT TO BUY THEM
CHEAPER ONLINE SOMEWHERE.
WHAT'S YOUR WIFI PASSWORD?



TOM
FISH
BURNE

Have you had people showroom you?

What do you do in that situation?

Understand “showrooming”

- Yes, people are going to “showroom” you.
- People showroom Amazon, too.
People are going to check out reviews and product information on Amazon before walking in to your store and buying from you.
- Don’t get upset when people pull out their mobile devices to check out Amazon.com, etc. Create a positive, welcoming environment so you don’t drive away customers.

Tip #3:

Get Your Website in Order



Responsive Websites

musician supply

its time to play!

[HOME](#) [SHOP](#) [LESSONS](#) [RENTALS](#) [REPAIRS](#) [ABOUT](#) [CONTACT](#) [FAQ](#) [SUMMER STUDENT MENTOR PROGRAM](#)



Featured Products



musician
supply



EXPLORE THE STORE...

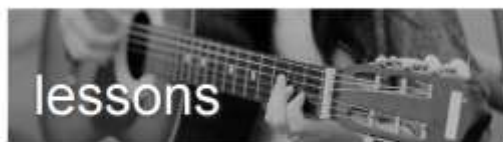


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☰ Menu



lessons



rentals



Responsive Websites

- 60% of website traffic comes from mobile devices
- Research indicates responsive websites get 10% more traffic than non-responsive websites
- Make sure it looks sharp with quality images and graphic design
 - Really easy, useful tool: www.canva.com

Get Products and Events Online & Up-to-date

- List all of your products and events on your website
- Make sure inventory is accurate
- Make sure your calendar is up-to-date
- Advertise your lessons and services

CONSUMERS ACT QUICKLY AFTER THEIR LOCAL SEARCH

% of consumers who visit a store within a day of their local search:

Smartphone

50%



Computer/Tablet

34%



Consumer behavior before visiting store and while in-store:

1 in 3

searches on smartphone occur right before consumers visit a store



CONSUMERS SEARCH FOR A VARIETY OF LOCAL INFORMATION



SMARTPHONE



Business hours



Directions to local store



Local store address



COMPUTER/TABLET



Availability of product at local store



Business hours



Local store address

Provide Expert Information

- Add photos and details that you as an expert can provide but that Amazon can't easily duplicate
- Offer advice
 - What to look for in your first guitar
 - How to start a band
 - Pros & Cons of Rent-to-own

Implement Basic Internet Marketing

- Basic SEO
- Consistent, useful email marketing
- If you have extra bandwidth:
 - Facebook
 - Youtube

Tip #4:

Ramp Up Your Omni-channel Marketing



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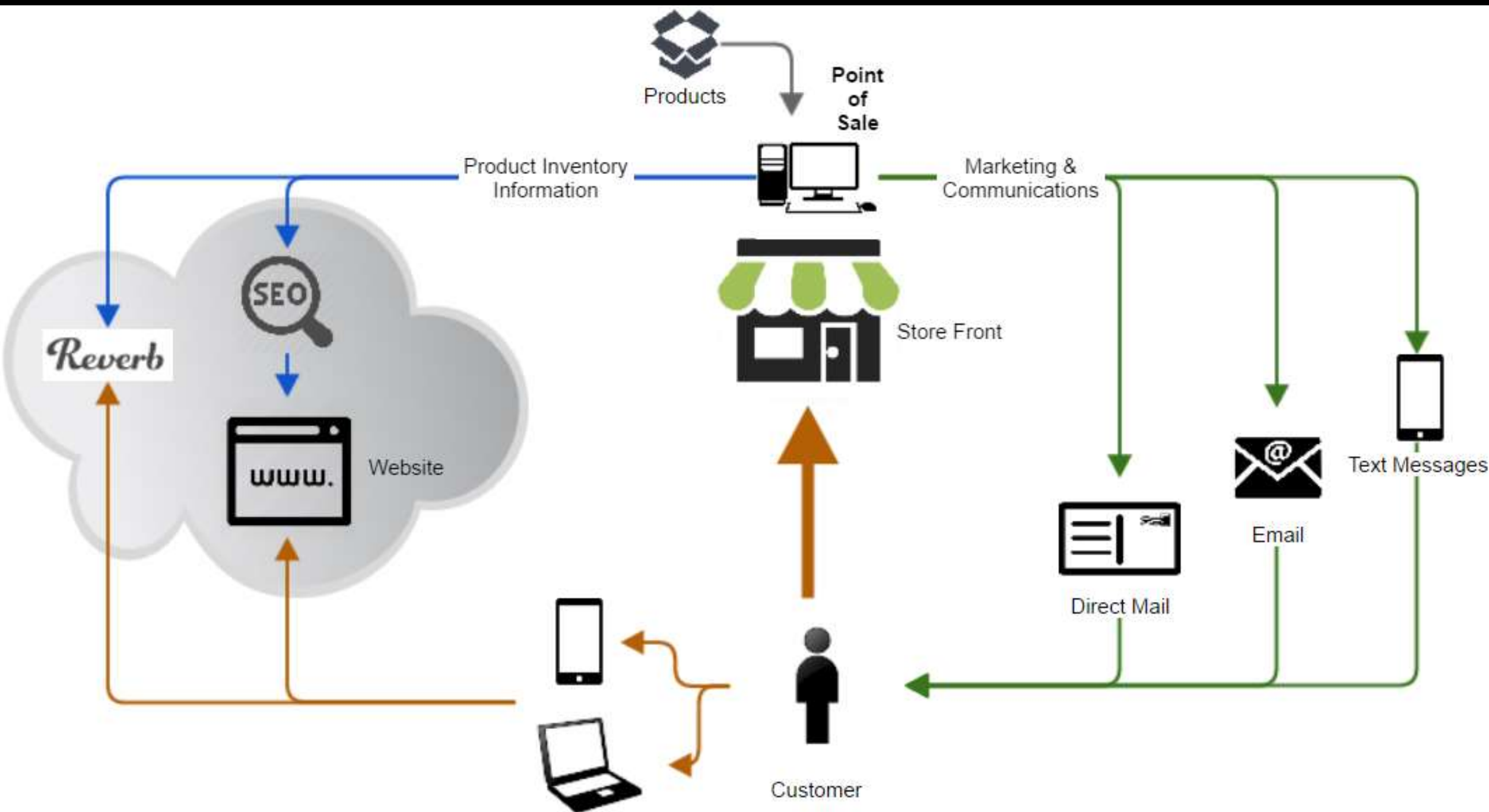
“ Customers expect to buy not only what they want, but **when and where** they want, and retailers need to accommodate them. ”

The Guide to Omni Channel Retailing

Apparently, Amazon is going to put a bunch of books into a big building where people can look at them before buying.







Many retailers experience a 15% Increase in sales
when effectively implementing an
omnichannel approach

Tip #5:

Don't be Afraid of Amazon...Use Your Strengths!



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	AMAZON		BRICK & MORTAR	
	Strength	Weakness	Strength	Weakness
Product Selection	X			X
Expertise		X	X	
Try Before You Buy		X	X	
Lessons		X	X	
Shipping	X			X
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