

# EMERGING FROM COVID-19 WITH A DIGITAL GROWTH PLAN

MAY 20, 2021

# Three-part webinar series:

## How to emerge from the pandemic with a digital growth plan

**Tuesday:** How the pandemic changed the digital game for retailers

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**Wednesday:** Real-world pandemic insights from Canadian retailers



**Derek Weidl**  
M&M Food Market



**Michèle Bilodeau**  
Surmesur



**Michael LeBlanc**  
Voice of Retail Podcast



**Kirk Allen**  
Reshift Media

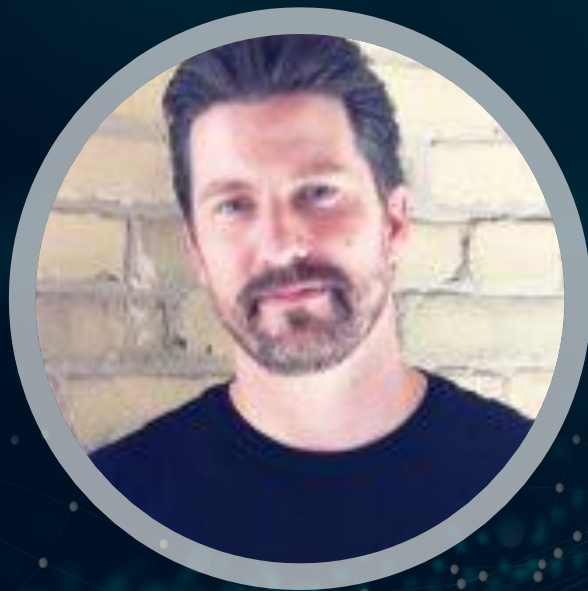
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**Today:** Emerging from COVID-19 with a digital growth plan





# Today's speakers



**Steve Buors**

*CEO,  
Reshift Media*



**Trinh Tham**

*Chief Marketing Officer,  
Harry Rosen*



**Kim Hamm**

*President & CEO,  
Dogtopia Canada*



Digital marketing company specializing in retail businesses with specific expertise in social media, software development, search and website/mobile development.



Click &  
Collect



#1

Put customer  
convenience first





# “Mobile first” is not just a buzzword

- Mobile use is higher than ever, and people expect a great experience
  - All content and products should be available on mobile
  - Content should be sized to fit the screen properly
  - Pay attention to mobile speed



Be aware of Google's new “Core Vitals” algorithm update



# Ecommerce is now table stakes

- Make as many products as possible available for online purchase
- Provide multiple fulfillment options (delivery, click-and-collect, curbside)
- Ensure people can transact effectively on mobile
- Consider launching an ecommerce app



- Ensure sufficient stock of in-demand products
- Speed and reliability are incredibly important, especially with younger shoppers
- Increase availability of pick-up times
- Make returns easy

# Integrate online & offline

- Create interesting and engaging user experiences that merge physical and digital
- Incorporate your website and app into the customer experience:

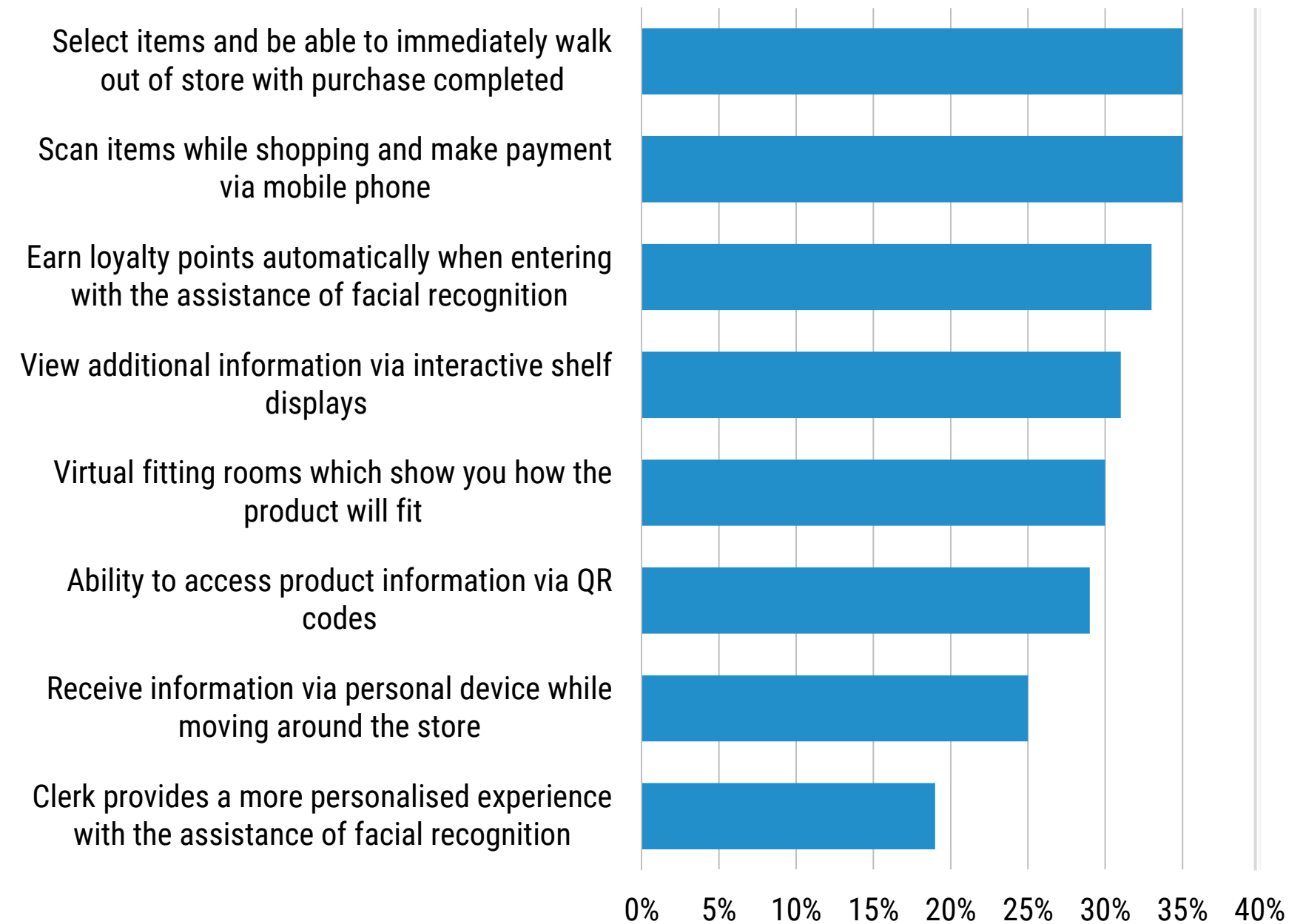


At-home



In-store

Preferred in-store shopping features



Source: Euromonitor International



The background is a dark blue collage of various data visualization elements. It includes multiple bar charts with different colored bars (green, yellow, blue), line graphs with fluctuating lines, pie charts, and circular progress indicators. Binary code (0s and 1s) is scattered throughout, some appearing as large, faint numbers. There are also abstract geometric shapes and patterns, creating a dense, tech-oriented aesthetic.

#2

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It's all about **data**

# First-party data is critical

- First party data provides a tremendous competitive advantage
- Develop a plan on how to generate data about your customers
  - Loyalty program
  - Incentive/offer
  - Personalization/customization
  - Ecommerce/delivery



Recent changes by Apple, Facebook and Google have emphasized the importance of 1<sup>st</sup> party data



# Don't just gather data – use it!

- Have a plan on how you intend to gain a competitive advantage through data
  - Create personalized experiences
  - Develop new products
  - Improve marketing effectiveness
  - Identify and adjust to changes in customer behavior



- What data do you need to gather
- How will it be stored
- How will it be applied in order to achieve your objectives

A woman with short blonde hair, wearing a white t-shirt and a black earring, is shouting into a blue and white megaphone. She has a tattoo on her left forearm. The background is a solid blue color.

#3

**Rethink** your marketing



# Don't go back to “normal”

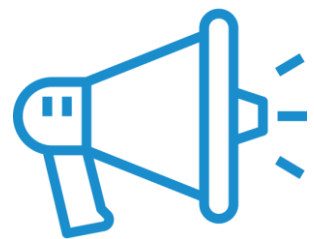
- ✓ Recognize that consumer behaviors and needs have changed
- ✓ Take this as an opportunity to evaluate what has worked over the last year
- ✓ Consider changing your media mix and messaging



Be aware that your competitors are almost certainly shifting dollars into digital advertising

# Leverage your localness

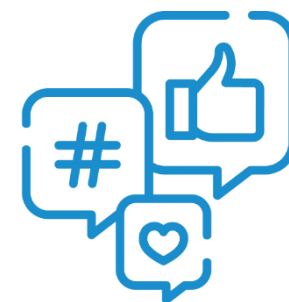
- Knowing that consumers are buying closer to home, take advantage of your local footprint



Make sure people know you are in their local community



Optimize for popular “near me” searches



Localize your social media and search advertising

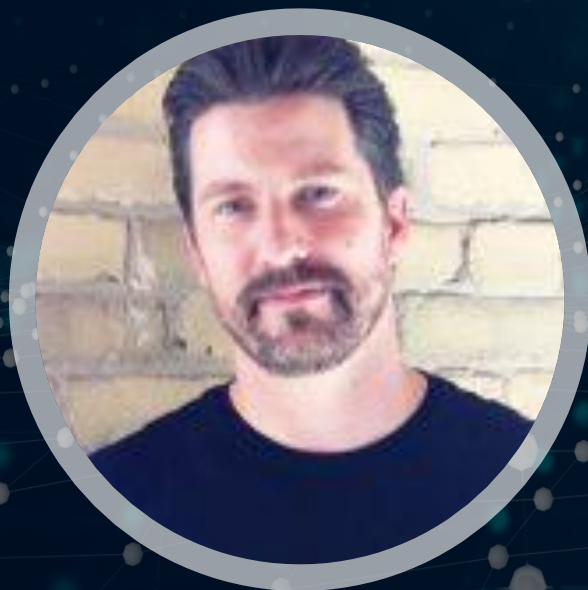


**Put customer convenience first**

**It's all about data**

**Rethink your marketing**

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