

ENDVR

Expert Perspectives: How Outdoor Brands and Retailers Achieve Retail Success Together



The Consumer is Now At the Forefront

Many retailers are closing down, but it's not because consumers don't want to shop in-store. The real issue is the disconnect between online and in-store experiences. Brands are investing heavily in direct-to-consumer strategies, yet 60% of consumers start their research online but make their final purchase in-store at a retailer. This signifies a crucial opportunity for brands and retailers to collaborate more effectively, as the consumer does not distinguish between online and offline (in-store) shopping. In fact, consumers regularly meld the two. So when brands and retailers aren't working together to support the customer journey, neither will win their business.

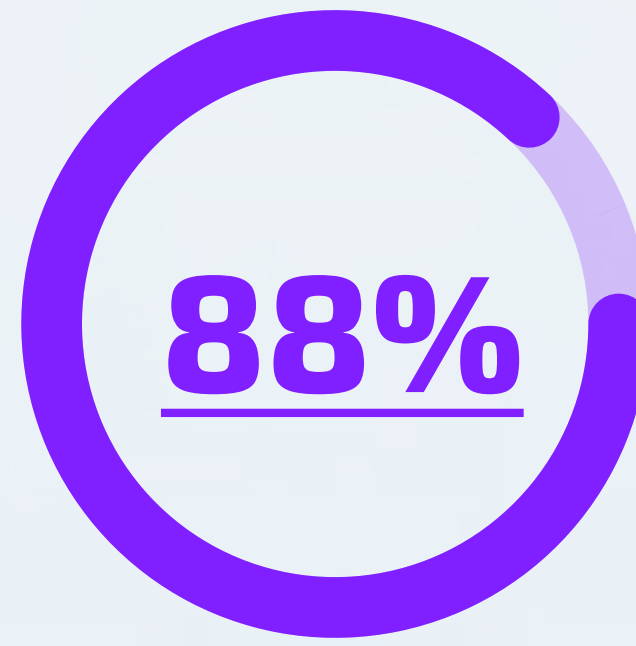
The Opportunity

Provide a better consumer experience. How? Brands and retailers need to think differently and find better ways to work closer together to make the consumer experience better. How do we know the consumer experience needs to get better? Because consumers don't distinguish between brand and retailer - they just know they want to buy brand products! [ENDVR.io](https://endvr.io) had a fireside chat with industry experts including our own CEO, Steve Gendron as well as the Founder and CEO of Locally.com, Mike Massey, and Former CEO of Moosejaw, Eoin Comerford, and discussed how brands and retailers can and should work better together.

Here's some stats that were discussed to emphasize why brands and retailers need to put the consumer first:



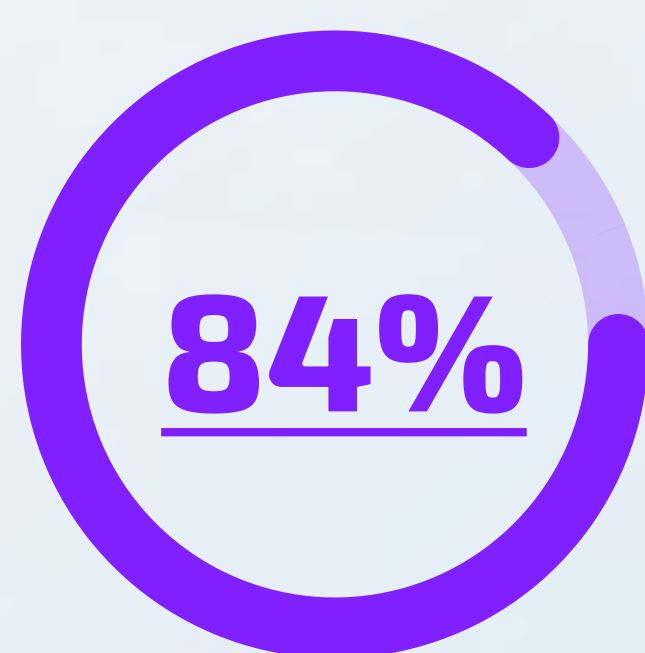
Of consumers start their research on a website.



Of consumers made their final purchase in-store.



Of retail consumers use multiple shopping channels.



Of consumers believe retailers should integrate their online & offline channels.



Million Americans often use buy online, pickup in-store in 2024, representing 34.2% of U.S. consumers.



Of U.S. BOPIS shoppers made an additional purchase when they went to the store to pick-up order.

Consumers also shop in person for the following reasons:

Immediate Access:

60%

Come to stores to touch, feel, and get immediate access to products.

Informed Assistance:

Consumers seek help from knowledgeable store associates to understand product details.

What Does This All Mean?

Leaders like Mike Massey and Eoin Comerfort believe “You need to help that retailer manage their in store experience. Provide them with training, but also, be willing to work with them hand in hand, to have the best experience for the consumer. - We have to work together. This is not an us vs them scenario, there has to be that collaboration to make it work.” (Eion Comborfort)

Consumers are engaging with both online and in-store channels, and it's crucial to ensure they choose your product when they visit the store.

We want to make sure that brands and retailers are collaborating better and we've come up with a few ways they can do that.

Collaborate:

Talk to the stores you have products in. Ensure the product you are selling in those stores/doors are what the consumer is looking for.

Research/Surveys:

Ask in store sales associates what consumers are coming in and asking for (that isn't on the store floor or what is selling out fast on the store floor).

Product Fit:

After you have surveyed the store floor and have a better understanding of what consumers want (or don't want), work with your retailer to ensure you provide the right product for those stores.

Brand Education & Training:

When brands and retailers invest in marketing to drive in-store shopping, ensure floor staff are well-versed in your product. They should complete modules on product origin, warranty, history, material quality, and other key information to confidently explain why consumers should choose your product, using technology like [ENDVR.io](https://endvr.io).

In-Store Merch Setup & Displays:

Ensure your products are displayed properly - have a way to communicate to the retailer and store sales associates on how it should be displayed so your products are front and center when the consumer walks in the door,

Incentives:

Think about incentives so associates can inform customers about deals or opportunities they might not know about.

Supporting the Consumer

Many brands need help to see the ROI of their in-store investments vs, the easy ROI with e commerce and DTC. Traditional incentive methods, like handing out cash, require more transparency and measurable impact. Many brands rely on in-person clinics to educate the sales associates and use that time to communicate the value of their brand, history, warranty, etc. However with high staff turnover ([65% sales associate turnover](#)) and many top sales associates unavailable during clinics, or are away, sick or not working that day - and brand product information isn't getting to the sales team that need it to communicate it to consumers.

Your Next Steps.

01 Book a call with your retailers!
Talk to them and gather feedback.

02 Review your marketing budget and find out if you and your retailer can combine efforts to get consumers in-store.

03 Educate in-store sales associates with the right product information and ensure they can get access to it via an easy to use app, like [ENDVR.io](https://www.ENDVR.io).

04 Ensure you have a way to showcase your budget and see your metrics. Using technology like a digital retail sales enablement platform like [ENDVR.io](https://www.ENDVR.io) means you know what and where your marketing and incentive efforts are making a difference.

Conclusion

[ENDVR.io](https://www.ENDVR.io) bridges the gap between online research and in-store purchases, helping brands and retailers collaborate effectively to provide a seamless shopping experience. By leveraging data-driven insights and empowering store associates with the right tools and incentives, [ENDVR.io](https://www.ENDVR.io) ensures that your in-store investments yield measurable returns. This unified approach enhances the customer journey, drives sales, and fosters stronger brand-retailer partnerships in the evolving retail landscape.

For more information on how leading brands are using digital retail sales enablement platforms, and seeing the ROI, visit [ENDVR.io](https://www.ENDVR.io) or talk to one of our experts today.

www.ENDVR.io

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