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Digital Marketing For Retail Businesses

Strategies to Boost Visibility, Engagement
and Sales





Introduction

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With 8 years of experience in digital marketing, I have successfully helped businesses across the country enhance their online presence and achieve their marketing goals.

This session will cover:

Why digital marketing matters

Key digital marketing channels

Social media marketing for retail

Content strategies specific to retail

The power of influencer & UGC marketing

SEO & local search

Email and customer retention strategies

Paid advertising

E-commerce

Measuring success

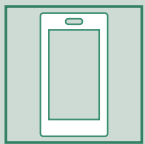
Why Digital Marketing Matters for Retail



Changing consumer behaviour- rise of online shopping and social media influence.



Increased competition in Aberdeen's retail sector.



The role of digital marketing in driving footfall and online sales.



Key Digital Marketing Channels



Social Media (Instagram, Facebook, TikTok, LinkedIn)



Google My Business & Local SEO



Email Marketing & Customer Retention



Paid Advertising (Google & Meta Ads)



E-commerce & Website Optimisation

Choosing the Right Social Media Platforms



Best platforms for retail: **Instagram, Facebook and TikTok**



Importance of **local engagement** and community-building.



Understanding **platform-specific content types** (Reels, Stories, Carousel posts).

Content Strategies for Retail



High-quality product images & videos.



Behind-the-scenes content to humanise the brand.



Customer testimonials & user-generated content (e.g., reposting customers' photos).



Engagement tactics: Polls and Q&As.



Seasonal promotions and trending topics.



People Buy From People



The Power of Influencer & UGC Marketing

- Partnering with local influencers in Aberdeen.
- Encouraging customer-generated content through hashtags and incentives.
- How micro-influencers can help retail businesses grow.

Optimising for Local Search & Google My Business



Setting up and optimising **Google My Business** profile.



Encouraging customers to leave **positive reviews**.



Using **Google Posts** and local updates.



Importance of **consistent NAP** (Name, Address, Phone Number) across directories.



Retail SEO Basics

- **Optimising website for local keywords** (e.g., "boutique in Aberdeen", "best gift shop in Aberdeen").
- **Mobile-friendly websites** and importance of fast-loading pages.

Why Email Marketing is Still Powerful

- Email generates one of the highest ROI for retail businesses.
- Building and **segmenting an email list.**
- **Loyalty programmes & exclusive offers** for email subscribers.





Crafting Engaging Email Campaigns

- **Personalisation:** Including the recipient's name or other personal details can make the email feel more relevant and engaging.
- **Urgency and Scarcity:** Phrases like "Limited Time Offer" or "Only a Few Left" can create a sense of urgency.
- **Curiosity:** Subject lines that pique curiosity can entice recipients to open the email to learn more.
- **Abandoned Cart Emails:** Automatically sending emails to customers who have left items in their cart can remind them to complete their purchase. Including personalised product recommendations can further entice them.
- **Newsletters:** Regularly sending newsletters with valuable content, such as industry news, tips, and updates, can keep your audience informed and engaged.
- **Promotions:** Offering exclusive promotions and discounts to email subscribers can incentivise purchases and encourage loyalty.
- **Storytelling:** Incorporating storytelling into your emails can create a more emotional connection with your audience. Sharing customer success stories, brand history, or behind-the-scenes content can make your emails more relatable and engaging.

Running Effective Paid Ads

Facebook & Instagram Ads: Retargeting website visitors and boosting promotions.

Google Ads: Search ads for local intent searches (“buy gifts in Aberdeen”).

Measuring ad performance (click-through rates, ROI tracking).

Choose a goal



Compare two ads

Recommended



Get more website visitors

Recommended



Get started with Automated Ads



Get more calls



Promote your Page



Get more leads



Get more messages



Edit audience



plus any other suggestion criteria for your audience [Learn more](#)



Reach people

Region

Address



Location

United Kingdom >



Characteristics

Add interests >



Age

18



65+



Characteristics

Add demographics, interests or behaviours

Demographics, interests or behaviours

Define your audience by adding demographics, interests and behaviours. [Learn more about detailed targeting.](#)

Suggested for you

Browse

Interests

Reach specific audiences by looking at their interests, activities and the Pages that they have liked. >

Meta Ads

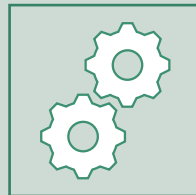
Budgeting for Ads & Tracking ROI



Setting a budget based on goals.



Using tools like **Google Analytics & Facebook Pixel** to track performance.



Testing & optimising ads through A/B testing.

E-commerce for Retailers



Benefits of having an **online store** (even for small retailers).



Optimising **product pages, descriptions and images**.



Integrating "**Buy Online, Pick Up In-Store**" (**BOPIS**) options.

Connecting Online & Offline Sales

01

Using QR codes in-store for product information & offers.

02

Encouraging social media follows via in-store promotions.

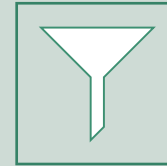
03

Using digital screens & interactive experiences in-store.

Key Metrics to Track



Social media engagement & follower growth.



Website traffic & conversion rates.



Email open rates & sales generated.



Google My Business insights (clicks, calls, direction requests).



Digital Marketing Tools for Retailers

- **Social Media:** Canva, Meta Business Suite.
- **SEO & Website Analytics:** Google Analytics, Google Search Console.
- **Email Marketing:** Mailchimp
- **Advertising:** Facebook Ads Manager, Google Ads.

Canva

Brand Kit – Store and access brand assets easily.

Create Social Media Posts – Design engaging posts for Instagram, Facebook and TikTok.

Design Ads – Make eye-catching ads for social media and Google.

Email Marketing Graphics – Create headers and visuals for email newsletters.

Flyers & Posters – Print or digital promotional materials.

Gift Cards & Coupons – Custom promotional materials for customers.

Gift Certificates – For special promotions or partnerships.



Search your content and Canva's

What will you design today?



Instagram
Post...



Social media



Video



Presentation



P



Make me an image



Write my first draft

Meta Business Suite

Centralised Management

- Manage Facebook and Instagram accounts from one dashboard.
- Schedule and publish posts across both platforms.
- Respond to messages and comments in one inbox.

Improved Customer Engagement

- Access and respond to Facebook and Instagram messages and comments quickly.

Advanced Insights & Analytics

- View performance metrics for posts, ads, and engagement.
- Get audience insights to refine marketing strategies.
- Compare results across different content types.

Easy Advertising Management

- Create, manage, and track Facebook and Instagram ads in one place.
- Access ad performance reports and optimise campaigns in real time.
- Use budget-friendly ad tools to target the right audience.



Action Plan



Short-term: Optimise social media content and improve Google My Business.



Medium-term: Implement email marketing and consider paid advertising.



Long-term: Explore influencer partnerships and e-commerce strategies.

Q&A

What's next for you?



Business Gateway Website

www.bgateway.com/

Our website is packed with guides, business plan template, video tutorials, webinars and advice to help you right now.

Local Business Support

www.bgateway.com/local-offices/

For more local support and advice with your business and plans, please get in touch with your nearest Business Gateway office.

Thanks for joining on today's webinar