

RETAILERS ADVISED TO PROMOTE ONLINE OFFERS

Xmas

Consumers are likely to be preparing themselves for the festive season and retailers should really have their marketing strategies planned for the coming weeks.



However, those who still need a helping hand could do worse than directing their marketing towards internet users, as online shopping is likely to be bigger than ever this Christmas.

“Marketers should take note of the increasing number of consumers researching gifts and products online and searching for special offers, discounts and coupons,” advised Jere Doyle, president and chief executive officer of email marketing firm Prospectiv.

“Making targeted online offers an important part of the marketing mix can help leading consumer brands not only drive sales, but also build closer, long-term relationships with individual consumers,” he added.

A survey by the company revealed that 47 per cent of online shoppers are persuaded by the convenience of shopping over the internet.

Nearly a fifth like being able to avoid the traditional Christmas shopping crowds and 15 per cent believe that they get better deals.

However, many shoppers admitted that they are tempted by coupons, online offers and special discounts, indicating that retailers could boost their profits by adding incentives to their festive email marketing campaigns.