

6 TIPS FOR REACHING CONNECTED CONSUMERS

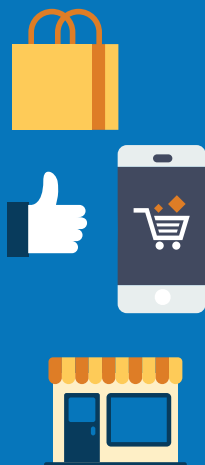
The era of the “connected consumer” is here – and it’s not just millennials. People of all ages and backgrounds are turning to the Internet to interact with digital content, services, experiences, and brands. They’re going online for entertainment, education, knowledge, social sharing, and commerce. And they’re staying connected – wherever they go and whatever they do.

That includes shopping. Today, 90% of smartphone owners use their phones while in-store. Here are six tips for brands and retailers to consider when working to attract these connected consumers:

1

Omnichannel retailing can pay major dividends

Try to provide a seamless, integrated experience for the consumer across all channels and deliver the appropriate messages at each engagement, based on the context. That means finding new ways to build bridges between the physical and virtual worlds. The payoff? Omnichannel shoppers have a 30% higher lifetime value than those who shop using only one channel.



2

It's never too early to connect with consumers

Before consumers even set foot in a store, they have already done their research, read online reviews, and checked prices. Find ways to break through the noise, capture their attention, and build a positive perception of your brand. Two out of three millennials attribute brand loyalty to online content.



3

Online resources can enhance the in-store shopping experience

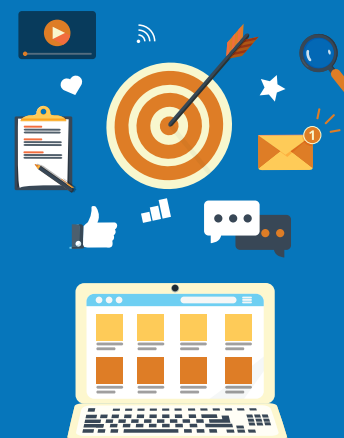
When consumers use mobile devices in store, take the opportunity to build a relationship, strengthen your brand, and drive sales by delivering on-demand product information, demonstrating benefits, and providing exclusive offers.



4

The easier consumers can engage with your content, the better

Make the process of accessing your content as easy and convenient as possible in order to leverage your investments in content creation, influencer activity, and digital advertising.



5

It pays to maintain the relationship beyond the sale

The purchase transaction is just the beginning of the consumer experience. You can forge brand loyalty, build incremental sales, and capture consumer data for analytics by maintaining an ongoing connection post-purchase.



6

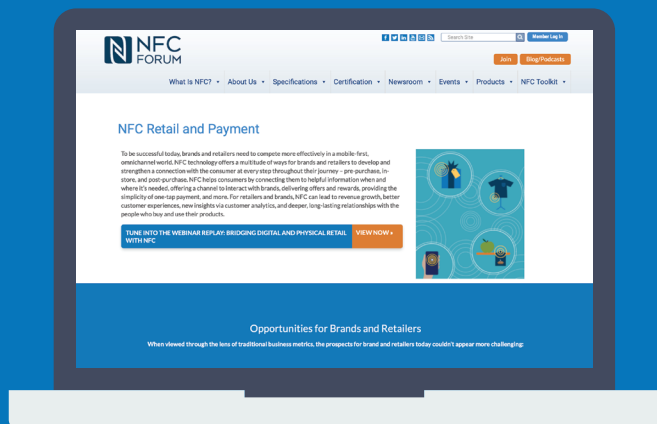
Broader use of analytics can deepen your understanding of customer behavior

The more you know about your customers, at the point of purchase and usage, the better you can meet their expectations, fulfill their needs, deliver a satisfying, personalized customer experience, extend the customer relationship, and strengthen brand loyalty - by creating targeted content based on accurate behavioral metrics.

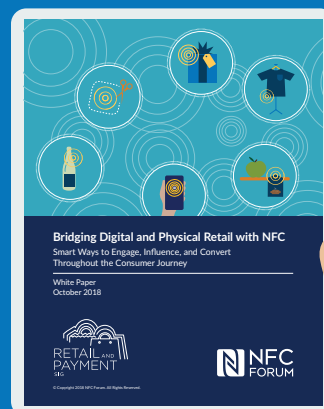


NFC technology provides many ways to take advantage of these tips throughout the consumer journey.

To learn more about NFC Retail and Payment technology and applications, check out the following resources:



Visit the NFC Forum
Retail and Payment webpage



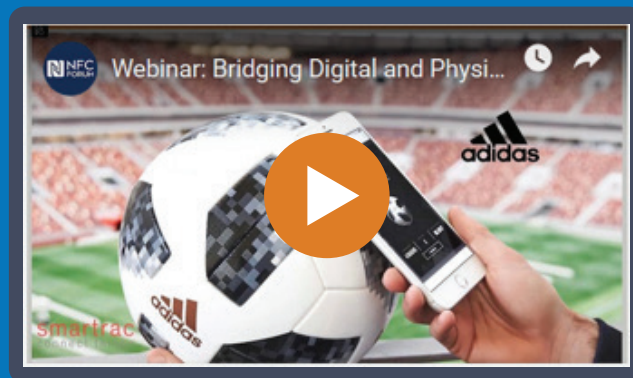
Read the newest
Retail and Payment white paper
"Bridging Digital and Physical Retail with NFC"



<https://nfc-forum.org/nfc-retail-and-payment/>



Check out the
Retail and Payment Infographic



Watch the replay of our
Retail and Payment webinar,
where you will learn about how NFC technology can
grow revenues, enhance the customer experience, and
provide actionable insights through analytics.