



The Direct Sales Retail Digital Strategy

MADE FOR SMALL RETAIL BUSINESSES IN WITH PHYSICAL STORE(S)



WHAT IS THIS ABOUT?

This digital retail strategy is designed to increase sales in your retail business by optimising marketing channels to drive valuable traffic to make a sale. It also takes into focus cost reduction of retail digital marketing activities. Doing less, spending less to get more retail sales

WHAT OUTCOMES CAN YOU EXPECT WHEN YOU IMPLEMENT THIS STRATEGY?

- 01 Reduced marketing costs – You'll spend less on task-related digital marketing activities.
- 02 Faster results – Achieve your sales objectives more quickly.
- 03 Improved visibility & brand credibility – Reviews and Maps presence build customer trust.
- 04 Better customer insights – Analytics from Maps and online platforms help you understand buying behavior.
- 05 Increased sales driven by:
 - More in-store walk-ins
 - More phone sales calls
 - More email enquiries
 - More e-commerce purchases
 - More website form enquiries



STRATEGY

This strategy is about sales. Its about getting your
business products to customers who do not know you
exist

HOW WE WORK

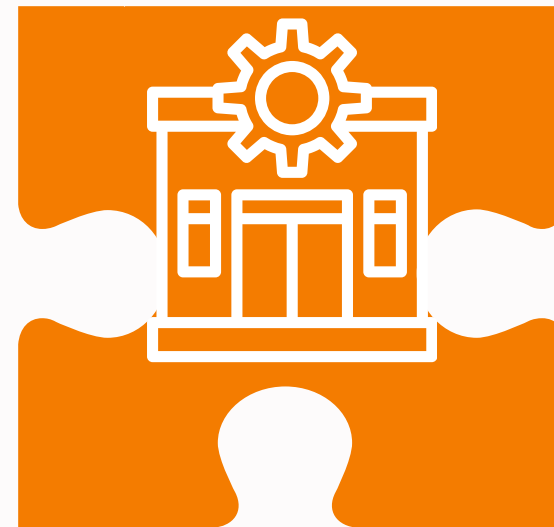
We split the work in 3 phases

Building



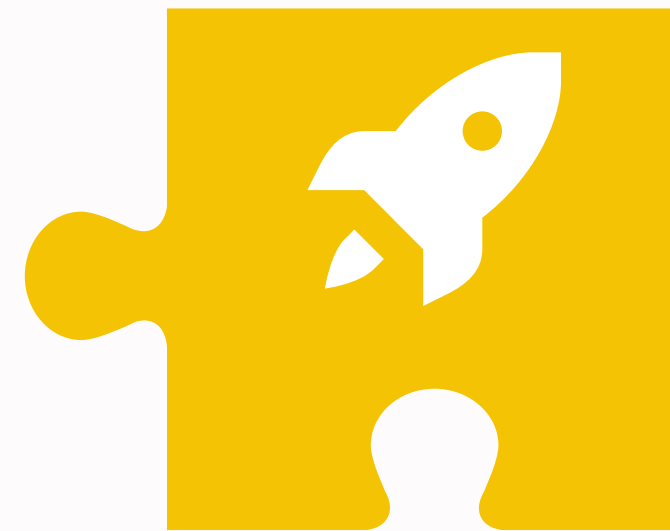
The infrastructure that attracts, collects, and converts customer traffic into sales.

Integrate



This is about getting the digital facilities to work together towards increasing sales

Scale



This is where we ask the sales questions like are you hitting your targets?

MARKETING CHANNELS



Search Network



Product
Optimisation



Social Selling

YOUR STORE FRONT

This is where it all starts. Your store front (ecommerce website) is the focal point of all your marketing. It not only must be appealing, but more than anything it must

- 01** Comply with marketing policies and requirements on platforms like Google and Bing
- 02** Must be easy to use when looking for products and making a purchase. Product filters and category menus are an absolute must
- 03** Must offer customers affordable and convenient delivery and also multiple payment options

MAPS

You've heard it before: Location, location, location! But here's the real question — is your store visible when customers go looking? Being on Maps is a key part of social selling.

When people search for products, they should easily find your store, see where you're located, and get directions instantly. Beyond visibility, Maps also highlights the quality and authenticity of your business through customer reviews, a powerful social proof that influences buying decision

INVENTORY

Depending on the size of your stock list, inventory management is often the biggest cost in this process. If a customer makes the effort to visit your store and the product is out of stock, you risk getting a negative review. On the other hand, if available items are not properly captured, you miss out on sales opportunities.

That's why it's critical to ensure that both in-stock and out-of-stock items are updated accurately and consistently. While this can be a tedious task depending on your type of business, we have effective mechanisms to help business owners manage inventory more efficiently.



SEO

If your products are not available when people go looking on Google, you don't exist. We know that sounds harsh, but it's the retail truth. Businesses cannot rely on people who know them anymore; you must expand your purchasing territory, and in a country with more than 57million people, there is definitely more than enough business to go around question is are you there when they come looking?

Traditional SEO is slow and often frustrating. You're expected to create endless content, post consistently, and chase keywords — a process that's expensive, time-consuming, and in many cases, delivers little return.

We take a smarter approach. Instead of broad, generic tactics, we focus on your products. By implementing on-page SEO at the product level — and adding our proven techniques — we can get your products listed quickly, sometimes within hours. The result? A dramatic increase in traffic and more opportunities to convert searches into sales.



MERCHANT ACCOUNTS

Google shopping is where south africans go to find products. Google offers free listings. Behind the wonderful searches is management of product feeds, Google policies, product visibility diagnostics and heck of alot of admin but we love it and we look at it every day!

TRAFFIC

Your business cannot get enough traffic! the more traffic you get; the more sales you realise. Cutting the cost of getting traffic by getting more organic traffic from, shopping organic traffic, Google search , Bing search and social media is a more profitable way to do business. Think of it like this; if the business cannot afford advertising budget; you should still be getting sales through out the calendar month.

AI MODE

In the Age of AI we must get your business on Google Gemini for FAQ traffic. Be available to answer questions from people looking for solutions to solve their problems. Content creation just got a whole new level of smart

WE ARE DIFFERENT

We are sales driven, we put digital structures together to drive sales. We keep the tech jargon and the fancy dashboards to ourselves unless you want to see them. At the end of the month all we want to know is did you meet your sales targets?

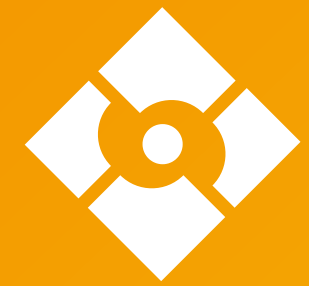
Have questions? Reach out.



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