

RETAIL

INTERACTIVE CONTENT

STRATEGY WITH CALCULATORS & QUIZZES



TOP OF THE FUNNEL

KNOWLEDGE & OCCASION QUIZZES

- Which bumper sale you should go to?
- Should you invest in Chinese laptops?
- Test your retail knowledge!
- What kind of salesperson would you be?

LINKS TO LIVE INDUSTRY EXAMPLES

- [Are you a killer salesperson?](#)
- [What's your shoe personality?](#)



INCREASE **SOCIAL**
ENGAGEMENT



GROW **AWARENESS**



SPARK
CONVERSATIONS

MIDDLE OF THE FUNNEL

PRODUCT RECOMMENDATIONS

- Which Miami flea market sells the best earrings?
- Which custom clothing design website should you use?
- Which shoes suit your personality?
- This is where to go on your next date



STAY **TOP OF MIND**

COST CALCULATORS

- How much does it cost to shop for fragrances at duty free airports?
- How much does it cost to own a shop in malls?
- How much does it cost to buy imported purses from retailers rather than dealers?



BRAND **AUTHORITY**



CLIENT **EDUCATION**

BOTTOM OF THE FUNNEL

SAVINGS & ROI CALCULATORS

- How much can you save by shopping at ABC?
- How much do you save by retailing online?
- What is the ROI on retailing online?



CREATING **LOYALTY**



INFLUENCE DECISIONS

COMPETITOR FOCUSED

- Where to shop for the antiques- Old Casablanca Bazaar or Hollywood Dog Track Flea market?
- Who will give you a better meal experience - ABC or XYZ??
- Which shoe brand will provide you with a better quality for price- ABC or XYZ?



GROWING **MQL**