

RevLocal Success Story: Play It Again Sports – Chicago

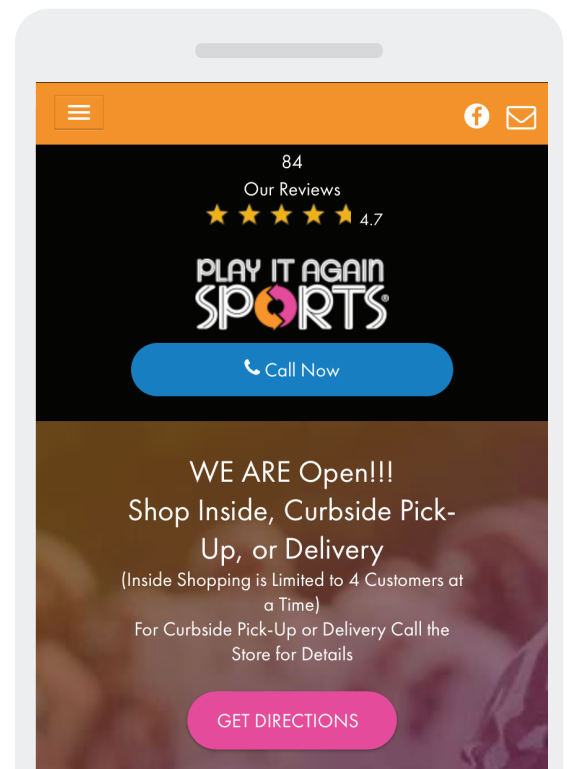


Rachel Daubenmire
Digital Marketing Strategist

Digital Marketing Works for Local Retail Stores

With uncertainty and constant change, it has been amazing to see how RevLocal clients are strategically adjusting to their local customers.

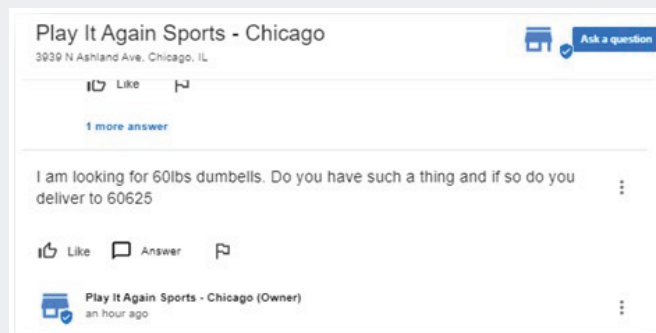
Local retailers are finding their relationship with RevLocal to pay significant dividends during this time of rapid change. Learn how Rachel Daubenmire, a RevLocal Digital Marketing Strategist, is helping her client find solutions to interact with local customers online.



How RevLocal Helped

First thing Monday morning, Rachel talked to her client at Play It Again Sports – Chicago. Over the weekend, he received several contact forms from the microsite that had customers asking if they had dumbbells and weights. With the temporary closing of gyms and fitness centers, people were looking for a way to work out at home and stay active.

The client needed a way to let everyone know that his store had dumbbells because big-box sporting goods competitors and other local stores were sold out, and he was the only place in the city that had them. The client wanted to make sure the public knew the store was still open, but that he also offered curbside pickup and would be offering a new local delivery service. Rachel was able to spring into action immediately! She posted a message on the microsite with a graphic as well as adding a post to the Google listing with a message letting everyone know he had dumbbells, kettlebells and weight plates in stock, along with other at-home fitness equipment options, and including all shopping options.



Since this local business does not have an e-commerce website, communicating inventory and shopping options is even more important, more so now with the situation changing almost daily. Rachel and the client have been in touch throughout the week to make sure updates and communication to customers are handled.

This is how being a proactive and positive business owner and working with a trusted marketing partner can keep a business thriving even in difficult times.

Things to Think About

As a retail business during this time, important things to communicate to your customers are:

1. Are you open for business?
2. How and what are the ways customers shop/do business with you at this time?
Ex. In-store, e-commerce, by phone, delivery, curbside pick-up, facetime, text, by appointment, etc.
3. What products/services do you offer that customers are asking for or need?
4. Lean on your local community. Are you/can you do something to help support?