

**Digital Marketing in Retail**

1. A good digital marketing strategy is key for having a healthy retail market. The main objective of Digital Marketing is to take advantage of the techniques out of the offline world and translate them into the online world by applying different marketing strategies.

* Having a strong brand helps retail businesses differentiate themselves from competitors. Digital marketing can allow a company to improve the knowledge and perception customers have about a brand by investing in brand awareness, brand reputation, brand image and more.
* When it comes to retail, the link between marketing and revenue is undeniable.

1. A customer journey is an entire experience a customer has while communicating with a brand. It considers the complete interaction roadmap from brand discovery to purchasing and beyond. ... By improving the customer experience at each point in the journey, you focus your business on your customers.

* Positive customer experience comes when consumers perceive their interactions with a brand to be memorable, special, enjoyable, or worthwhile.
* Customer loyalty is achieved by brands creating offers and programs that encourage customers to make repeat purchases.

1. One of the tips of digital marketing in the retail sector is to Build a relationship with your customers.

* Give your customers something before you ask for the sale.
* Provide customers with valuable information.
* If you're the source of reliable information you build a relationship and you build trust.