

# Retail

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## Industry Marketing Guide

Tips for connecting with new clients in retail



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## THE OPPORTUNITY

“There are all kinds of retail businesses out there, yet arguably few who know how to get their POS systems and online accounting software working as one. Knock on their door with a solution that makes it easy for them to do business and you’re sure to grow your retail client base.”

**Jeffrey Atizado**

Co-founder, SMB Consultants

## LET’S GO SHOPPING

You only have to take a walk through a busy shopping strip or mall to see how many different types of retail businesses there are out there.

Explore a bit further and you’ll invariably find that many of them don’t have a streamlined way of getting their back office systems, POS and accounting software all working as one.

But that’s good news for you, because if you can come to the rescue with a complete solution that’s user-friendly and easy to install, you’ll find that all sorts of retail doors can open for your business.

This guide is designed to help kickstart this process, with marketing tips and ideas on how to tap into the retail vertical market, which is growing all the time and filled with a myriad of opportunities.

Additional marketing support tools and resources are available on the Xero Toolkit – access this via the Education and Tools tab in your Partner Edition of Xero.



### A QUICK RECAP ON WHAT MARKETING IS:

- The combined disciplines of communications, sales, public relations, pricing, packaging, promotion and distribution
- The act of connecting clients to services. Everything you do to place your product or service in the hands of potential clients
- Your strategy for allocating resources (time and money) in order to achieve your objectives (a fair profit for supplying a product or service)

Your marketing success relies on your ability to communicate the benefits of your services to your prospects; in this case, people who run their own retail businesses.

### AND A VERTICAL:

**n.** in business, all of the potential purchasers within a business sector; a market which meets the needs of a particular industry by producing similar goods or services.

### SERVING A VERTICAL MARKET

Every industry has its own requirements, traits and characteristics. When you work with clients within a specific industry like retail, you're serving what's known as a vertical market. This means you're supporting the niche requirements of those working in retail stores and businesses with accounting services tailored to their needs.





## KNOW YOUR AUDIENCE

When considering how to engage with someone in the retail industry, a little empathy goes a long way. So, it's important to address the pain points they experience – that is, the business factors that impact them the most.

Ask yourself questions like: *What do they struggle with? What frustrates them? What problems do they experience and how can you help?*

By truly understanding the vertical market you're trying to connect with, the better your chances of making a meaningful connection with your audience. In other words, you'll be better positioned to know which solutions will appeal to them most.

### **Some of the pain points or problems that retail businesses likely experience include:**

- Processing administrative work after hours or at night
- A messy paper-based system
- Back office systems not talking to POS
- Challenged cash flow management
- Slow to invoice
- Stressed and prone to making simple admin mistakes
- Time poor
- Easily lose track of jobs and associated paperwork
- Time spent in the business, rather than on it
- Little or no computing skills
- Relying on their untrained partner to do the books
- Lack of business systems
- Lack of business development and marketing know-how





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## WHO CAN BENEFIT FROM THE SOLUTIONS YOU OFFER

Think broadly about all the different types of businesses within the retail vertical market that experience the pain points you can provide solutions for. Here are just a few of the types of retail stores you can offer your services to:

- Gift shops
- Florists
- Book stores
- Hardware
- Food stores
- Fashion
- Shoe shops

## HOW WORKING IN THE CLOUD CAN HELP

Life can become a lot easier and less stressful for retail businesses with the help of cloud technology. Many of the manual, paper-based business tools they currently use can be replaced with online, cloud based tools that are accessible anywhere, anytime on a smartphone or tablet. These include:

- Payroll
- Inventory
- Invoice books
- Quote books
- Job cards
- Notepad
- Diary
- Time sheets
- Address books
- Job tracking sheets



**Tip:** Cloud technology can streamline many paper-based tools and clunky processes



## HOW THE XERO ECOSYSTEM CAN ADD TO YOUR OFFERING

From point of sale software to stock control solutions, the Xero platform integrates with hundreds of add-on business applications. This enables information to flow seamlessly from one solution to the other, streamlining workflow and cutting down on manual data entry tasks and double entry.

What this also means is that you can ‘package’ a solution and go to market with a solid offering. For example, you might have a certain retail business in your sights and want to approach them with a customised solution to save them time and money.

Select the right add-on from the Xero ecosystem – and work with a Cloud Integrator – and you can create a customised solution that addresses the key pain points experienced by a business. And this makes for a more compelling offer, and one that’s sure to resonate with your audience and help turn them from a prospect into a viable client.

The Xero ecosystem is where you’ll find a range of add-ons designed specifically for the retail industry.

[View add-ons](#)

Browse and connect with a suitable Cloud Integrator.

[Browse](#)







## SIMPLE IDEAS TO KICKSTART YOUR MARKETING

When it comes to your marketing, you don't need to reinvent the wheel or break the bank to create effective solutions. Consider the type of activities that can add value to your market and really engage them. For example:

- Run a themed event marketed to local retail businesses on how they can improve their systems and get more of their time back. Consider partnering with a Cloud Integrator to do this. You can receive funding of up to \$300 when running a Xero event.
- Advertise your services in relevant trade publications. In your ad, be sure to address the industry pain points and how you can help.
- Don't be afraid to ask for referrals from your current retail clients or if the store you're shopping in is using Xero.





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