

# Breakout 1 Notes

## Have you leveraged eCommerce for your store? What are some of your best practices?

- Mainly printed music online. We only added instruments in the last year, and occasionally see fraudulent transactions. Check the billing/shipping address, postcard match, three digit code.
- Strong eCommerce for 15 years. We use 3DS. We use help desk to help vet potential fraudulent accounts. Have a team that researches and looks at every order. Big challenge is stock and supply.
- Our store doesn't do a lot of eCommerce. We do video presentations, email, and other virtual tools to build rapport with customers.
- Launched eCommerce during COVID. Working the "night shift" processing and packing online orders.
- Launched eCommerce in April 2020 while all working from home. Using WIX now have several products online. We've found the more variety of products, the more sales. Also, variety of selling platforms - in addition to website, we're also selling on eBay and Reverb.
- Focus is on school music programs. Offering instrument rentals online in addition to packages of accessories and music books customized to each school.
- A piano retailer who relies on in-person sales, so not doing eCommerce. That said, using virtual demos for prospective buyers.
- Smaller store with 2 employees that didn't have any eCommerce pre-pandemic. Created a Shopify store and all rentals are now online.
- Using social media to point to eCommerce.
- A lot of new customers looking for gear they couldn't find otherwise, begin purchasing due to greater inventory.
- Had to adapt their distribution and train store employees on how to pack and ship product.
- Didn't open an online store (repairs and lessons have maintained the store), but linked a list of their inventory to Reverb. However, nobody shopped from the Reverb store, instead called to store to order over the phone. Owner then delivered orders to local customers.
- Staff making home deliveries helped to cut shipping costs.

# Breakout 2 Notes

## How have you used your website and social media to keep your customers involved?

- Create a lot of content which had nothing to do with selling. Such content included audio recordings, articles, etc.
- It has been more about reminding people our store is there, building and fortifying our customers' community; sharing the info of other businesses in the community and profiling musicians.
- Set up a digital platform to continue to build community, which was woven into main YouTube channel. It is important to build content whether it's educational or entertainment.
- Recorded unboxing videos to feature and explain various products.
- Had a virtual garage sale, which sold nearly several B-stock instruments in a 4-hour period. They didn't send out the link until the time of the sale to build interest.
- Product performance sales (play an instrument that is for sale in the store) to give a visual on the product.
- Using video tool "Vidyard," as recommended by NAMM U speaker Marcus Sheridan, for email communications. Customizes the video specific to the question/inquiry posed by the customer/prospect. Also using a tool called "Marco Polo" as a text tool for direct communications with Band Directors.
- Regularly uploading video content to website. Pages are dedicated to specific instruments or categories, so they are able to gauge traffic and interest for that particular item/category. Taking rental orders online.
- Podium has been an effective tool for communicating with customers. Google search results now features a text button and the Podium reports are useful.
- Updated website to feature parallax scrolling.
- For social media and Zoom - "Give it to the young." Meaning, staff who are on it and using it. Good as online tools/platforms to comment and do demonstrations.
- Uses Birdeye for customer ratings/comments and website data analysis.
- Live performance and videos have way more engagement.
- Engaging posts and collaborations with other businesses with like minded visits. Human interest stories. Congressperson came by and we did a lot of social media and video.
- Using WhatsApp and Messenger video. This has helped close sales. Video sales has worked well.
- Using video to help with sells. We saw a lot of people had a lot of information. Idea came from presentation from Marcus Sheridan.