



How To Reach And Engage Shoppers This Summer 🍌

localexpress.io



F&B ecommerce shoppers are forever changing, and whether you're a deli, supermarket, butcher, seafood market, deli, or QSR, you need to understand how to reach and win those customers. The summer, time for BBQs, picnics, and vacations, is coming around the corner and you need to be ready for increasingly digitally savvy customers.

In this newsletter, we're going to look at how you can understand the needs of shoppers, as well as strategies to engage and activate shoppers so you can increase your customer base and revenue - omnichannel - online and in-store.

Understanding the Needs of Shoppers 🙌

Modern grocery shoppers are much different than those in the past. They are researching products online, getting inspiration from social media for grocery purchases, buying online, and they want the flexibility and freedom to buy products when and how they want. They also aren't afraid to shop around for a deal, and they demand convenience.

As an F&B retailer, you need to understand those needs and do what you can to provide what they want. However, figuring out how to actually do that can be daunting. Well, don't worry; that's why we compiled a list of strategies you can use to implement the changes modern shoppers are looking for.

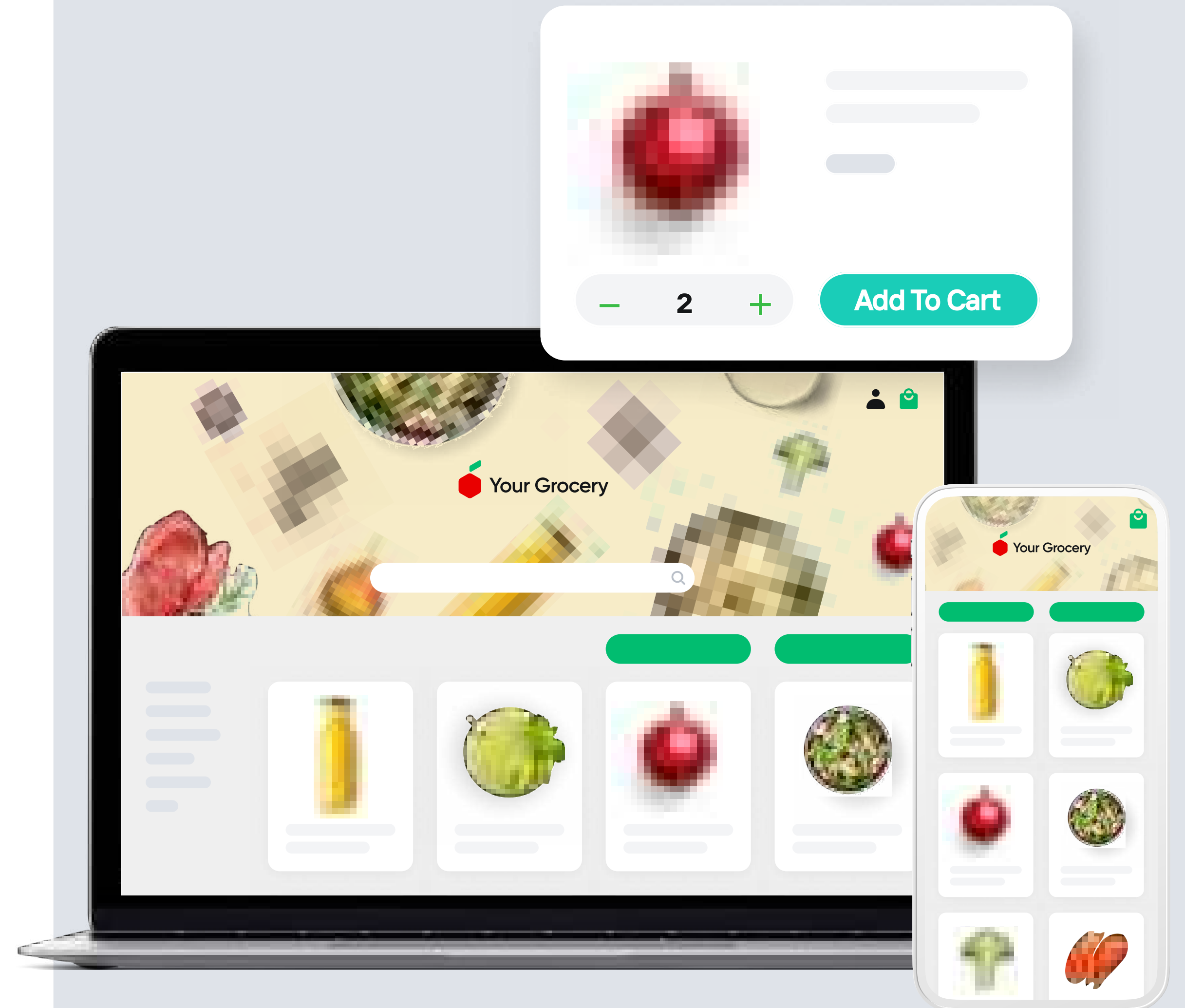


Strategies to Engage and Activate Shoppers

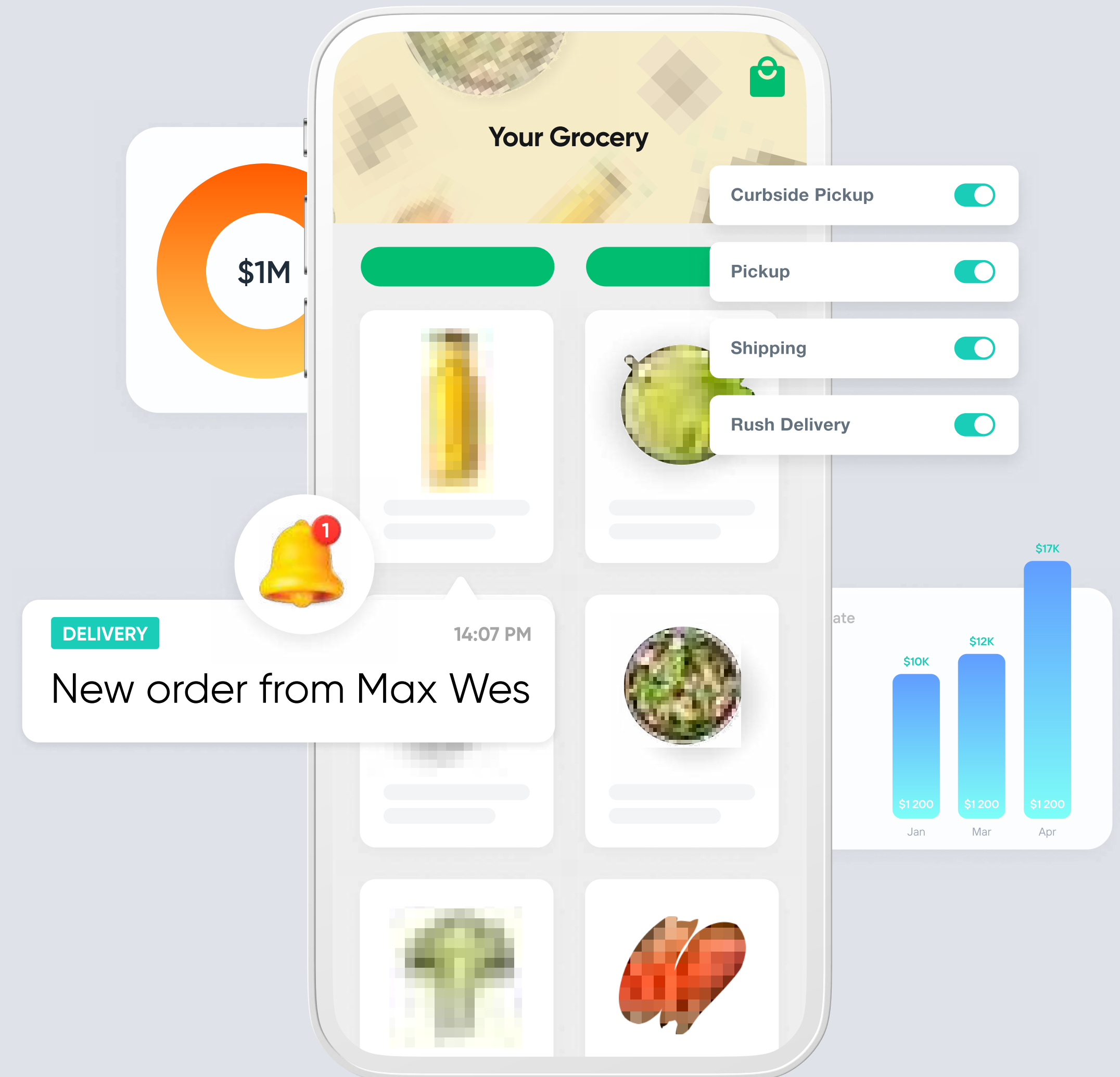
Let's look at some ways you can engage and activate modern shoppers by meeting their needs. Doing so will help you expand your brand, gain customers, and increase revenue. So here are some strategies you can use to reach and win shoppers this summer.

Web Store and Mobile App

If you want to win over customers in 2023, you are going to need a great web store and mobile app. Nearly half of all shoppers buy at least some groceries online, so you need a web store and mobile app that can provide a great customer experience.



At Local Express, we specialize in crafting incredible fully branded mobile apps and ecommerce stores. Our experts will have your store and app up and running in no-time, that way you can start selling as soon as possible.



Most importantly though, our App comes with everything you and your customers expect. From POS integration and streamlined inventory management to custom ordering options and method of payment flexibility, you and your customers will be satisfied with our store and mobile app.

Delivery, Pickup and Kiosks 🍌

Now more than ever, shoppers like to have delivery and pickup options. Whether that's online ordering and home delivery or mobile ordering and curbside pickup, customers want the flexibility. They also want their deliveries to come quickly and in good condition.



Thankfully, Local Express can make delivery simple. Our platform includes a multi-vendor system that automatically optimizes time and cost. On top of that, we also make the delivery management easy. If you use your own drivers, we offer a fully integrated driver delivery app that streamlines tracking and signature options. And since you can manage all of your stores with a single dashboard, you'll save countless hours of valuable time.

Routing optimization

+ Add to cart

Pickup

Shipping

Rush Delivery

5 km | 00:12:04

8 km |

ACCEPT ORDER

Delivery

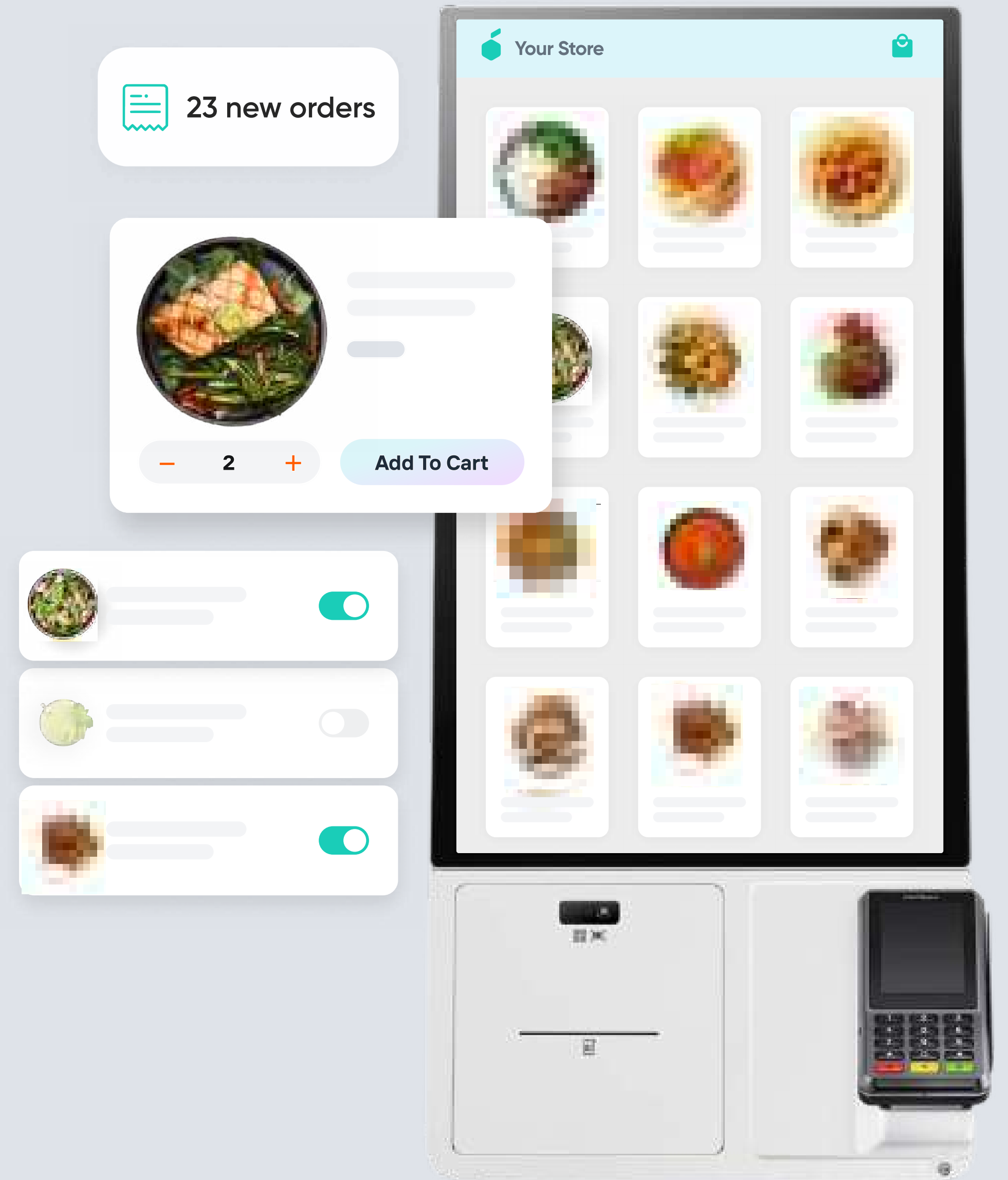
Curbside Pick-Up

Shipping

Delivery Zones

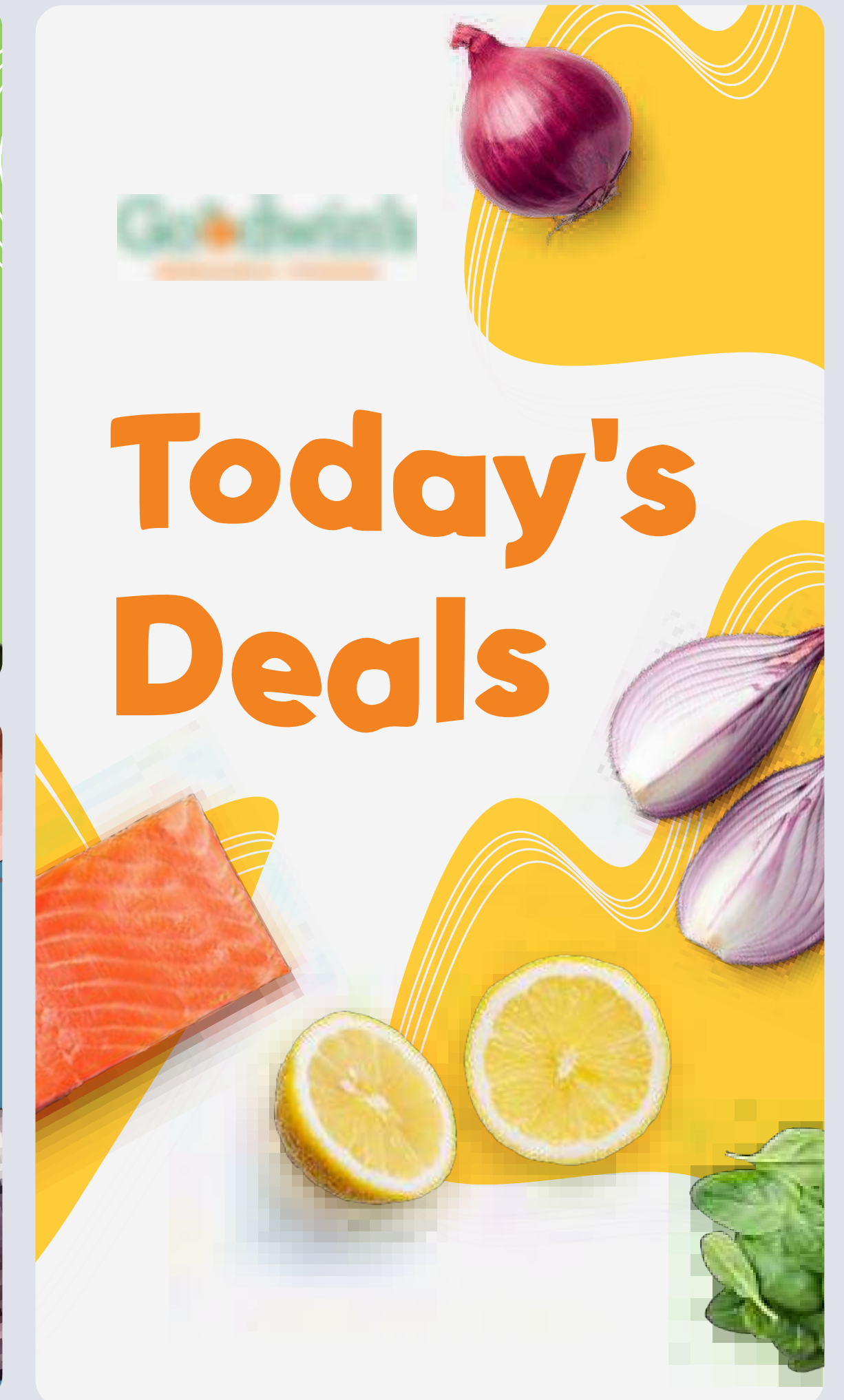
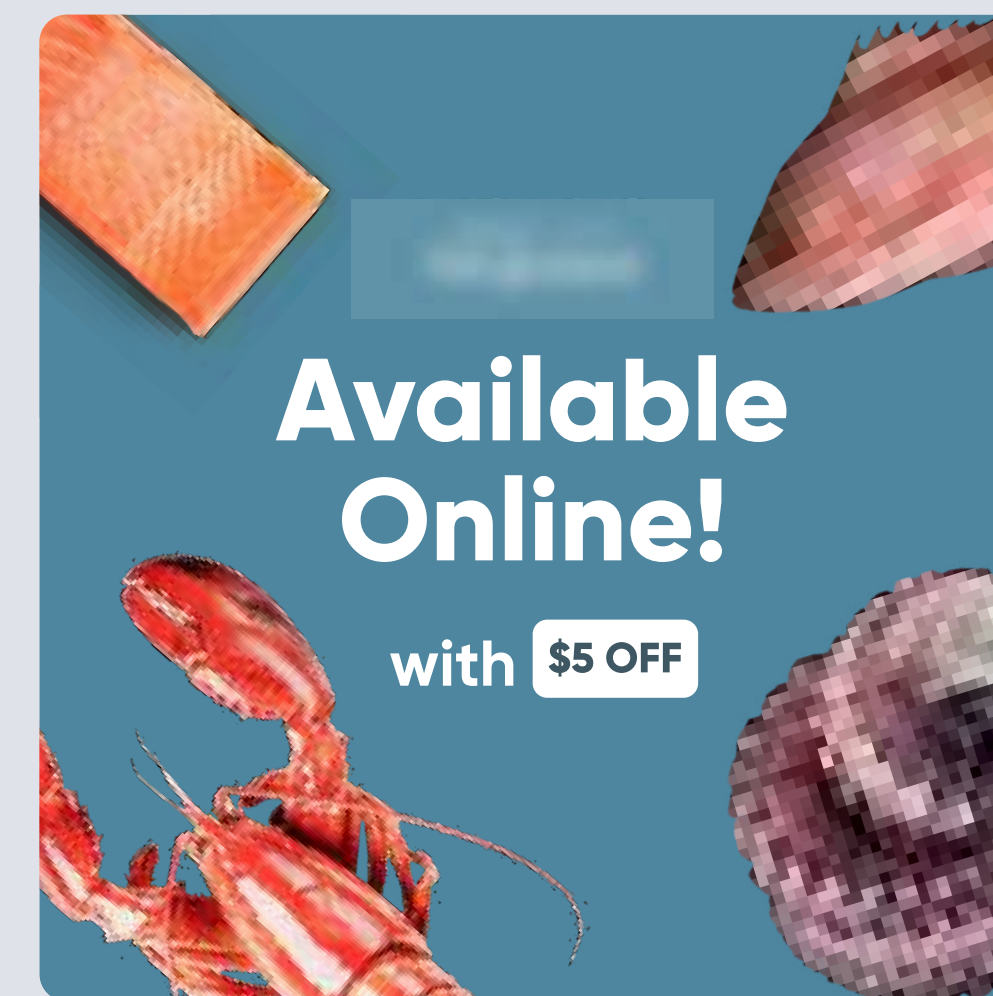
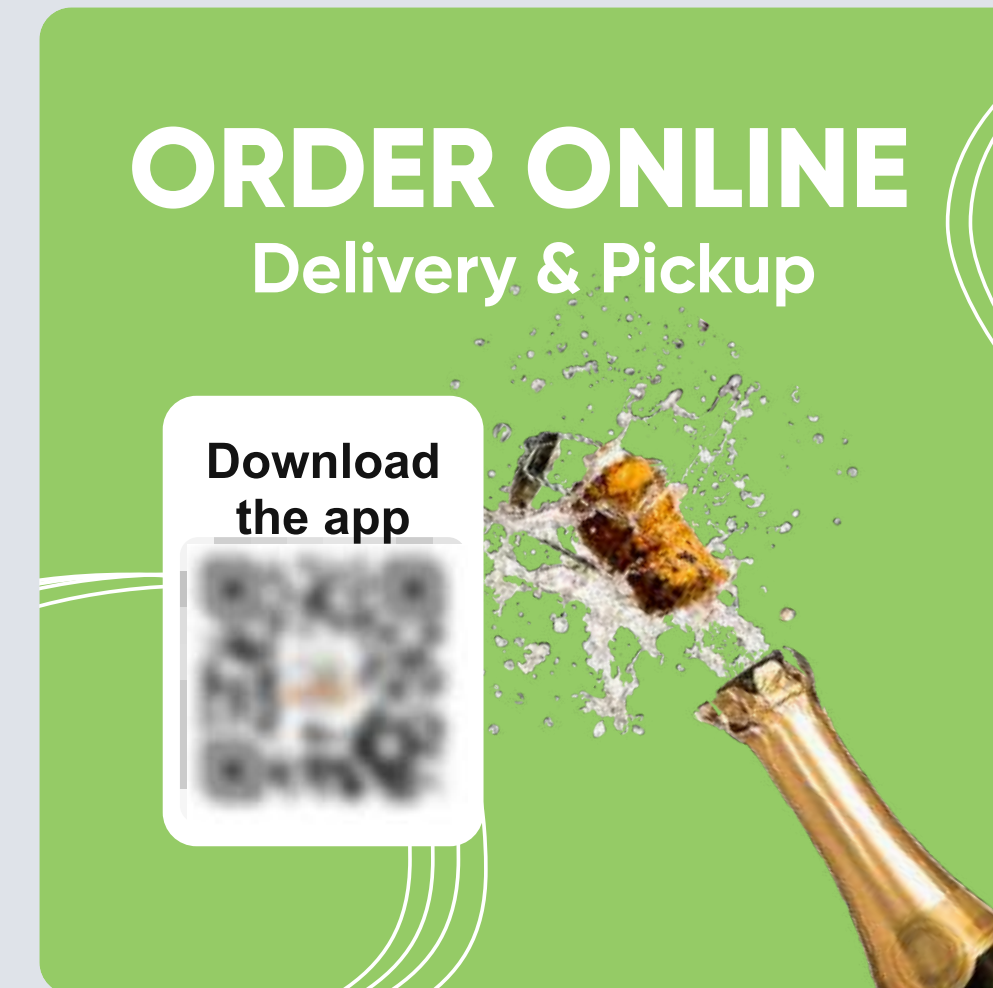
Dispatching

However, Local Express is not only for online orders; we have many digitally engaging technology for in-store. Our proprietary software also enables customers to use in-store tablets or kiosks for self-serve orders and pay, as well as allowing them to order online for curbside or in-store pickup.



Promos, Sales, and Loyalty Programs

Another way you can activate and engage shoppers is with promos, sales, and loyalty programs. People always love a good deal, and online shoppers are no exception. Sales and promos can help get people in your store or on your site, making purchases and supporting your business.



With Local Express, you can leverage customer data and smart analytics to figure out the best promos and sales to run. And with email campaigns and SMS/push notifications informing your customers about the latest steals and deals, you'll have no problem winning over existing and new customers.



**A.Radadia,
Owner, Bhanu**

"Once we started launching, the demand went so crazy that our whole dining section was full with the grocery packaging system."



**N.Hammad,
Owner, Green Vine Market**

"We wanted a service that is cost-effective, easy to use, and user-friendly for our customers. With Local Express, we are getting online ordering services more quickly, a wider variety of customizable capabilities, greater flexibility, a better integrated digital experience than others, and overall, more bang for the buck".



Win Over Customers With Local Express 🙌

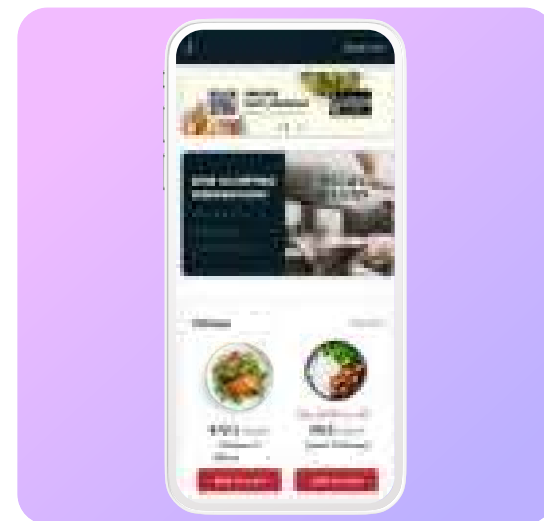
F&B ecommerce shoppers are expecting more of their retailers every year. They want convenience, the flexibility to buy products online and pick them up when/where they want, and they want good deals. It's essential that as an F&B retailer, you accommodate those needs.



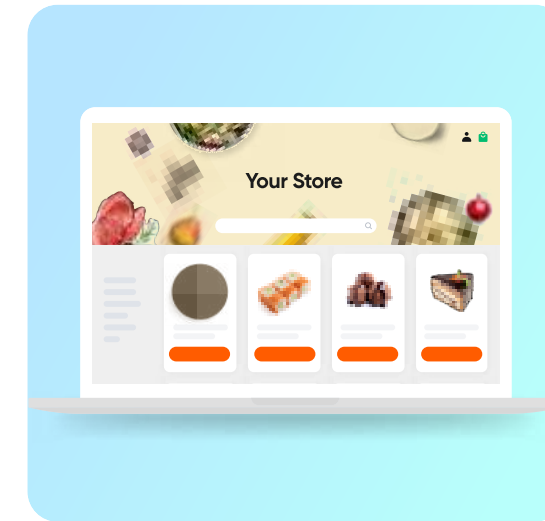
Kiosk



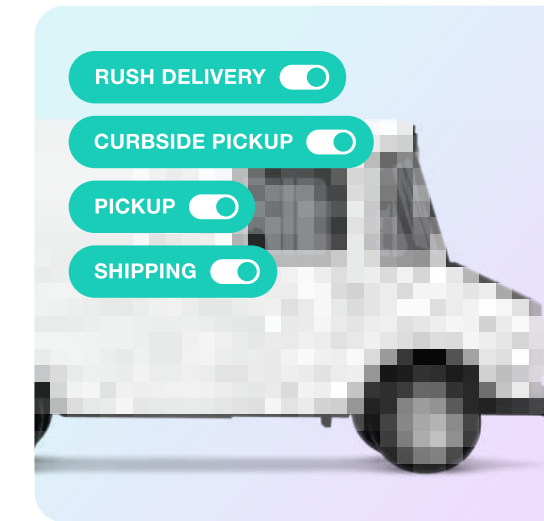
Printer



Mobile App



Web site



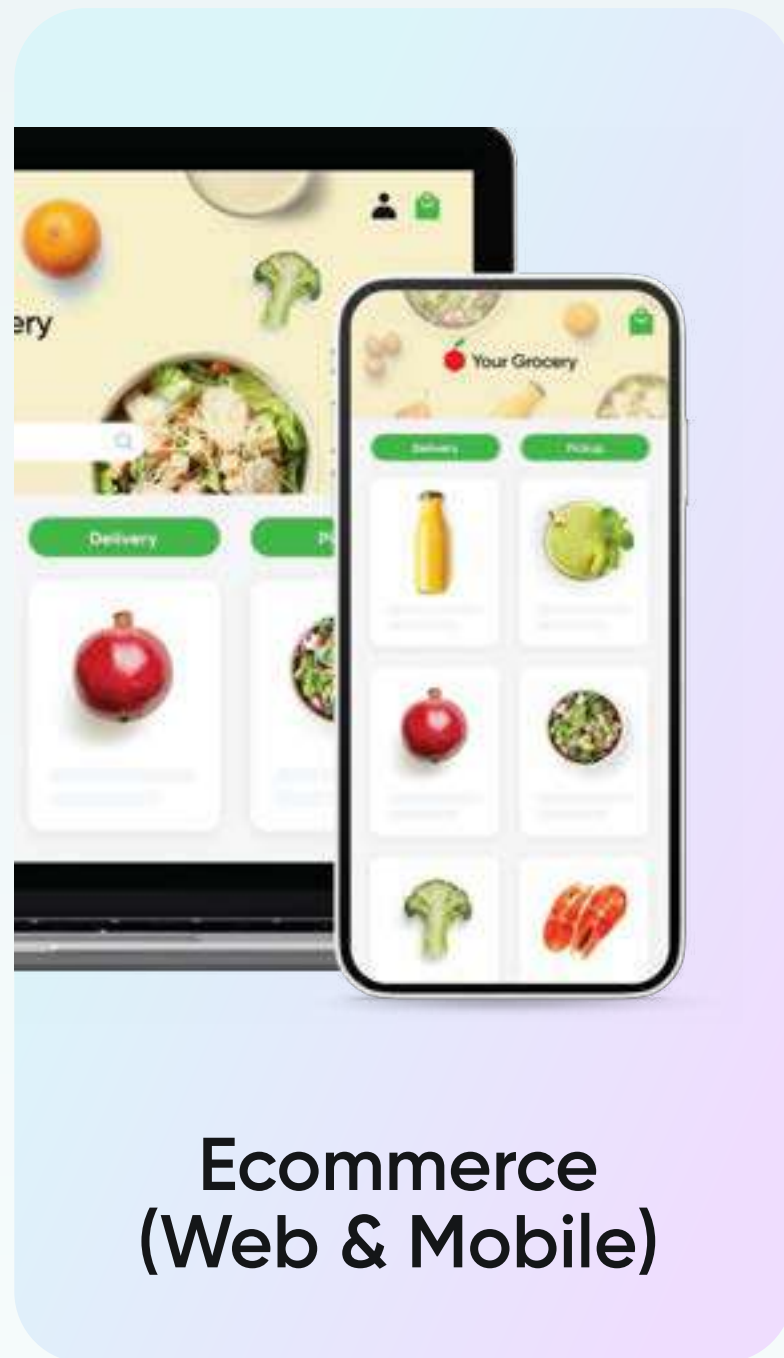
Delivery

At Local Express, we are here to help you win over customers and expand your brand. Our unique ecommerce platform is designed with F&B retailers and shoppers in mind, so you and your customers will have everything needed.

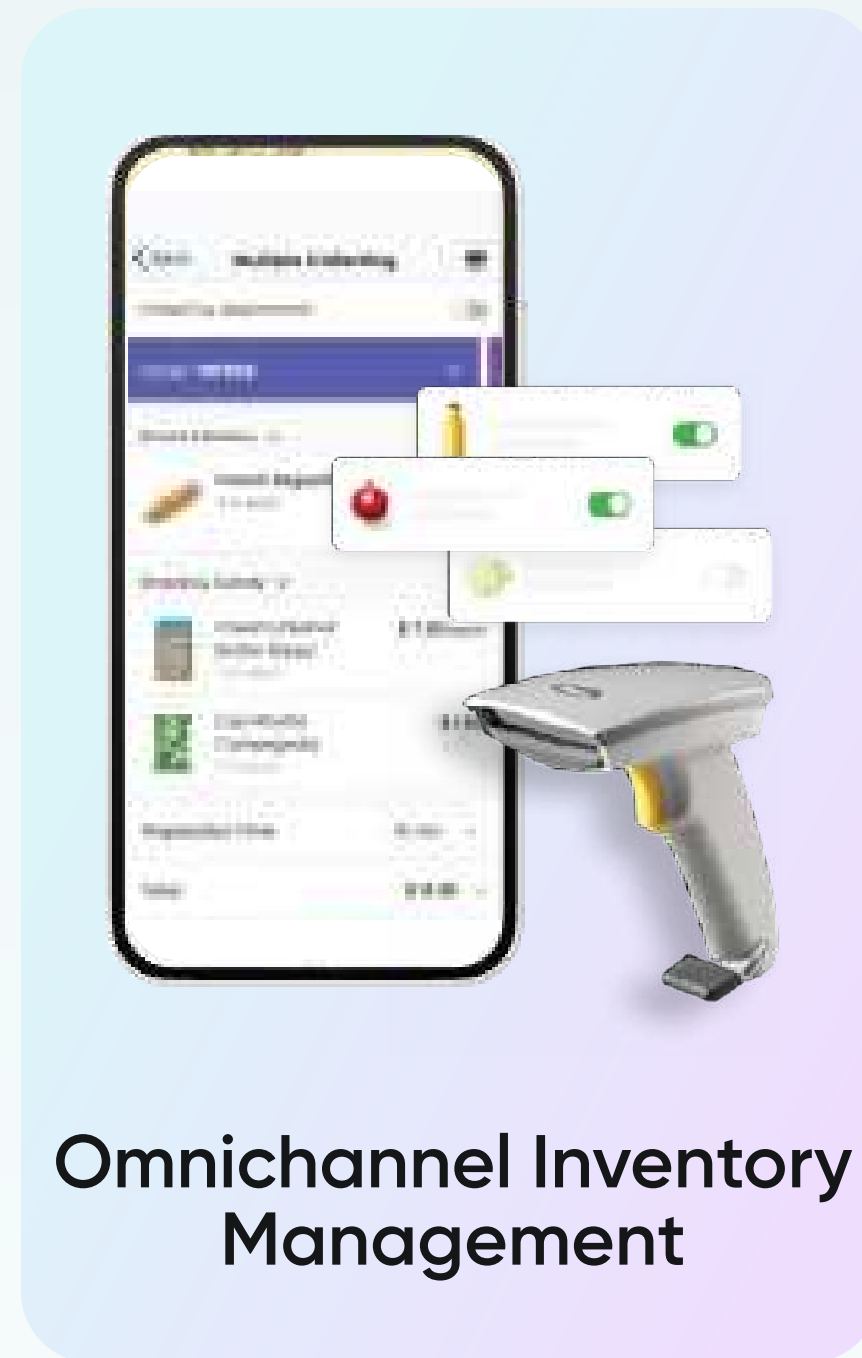
Get in touch with us today and start winning over customers!

Single platform to digitize your grocery business

to thrive with your owned brand and maximize revenue



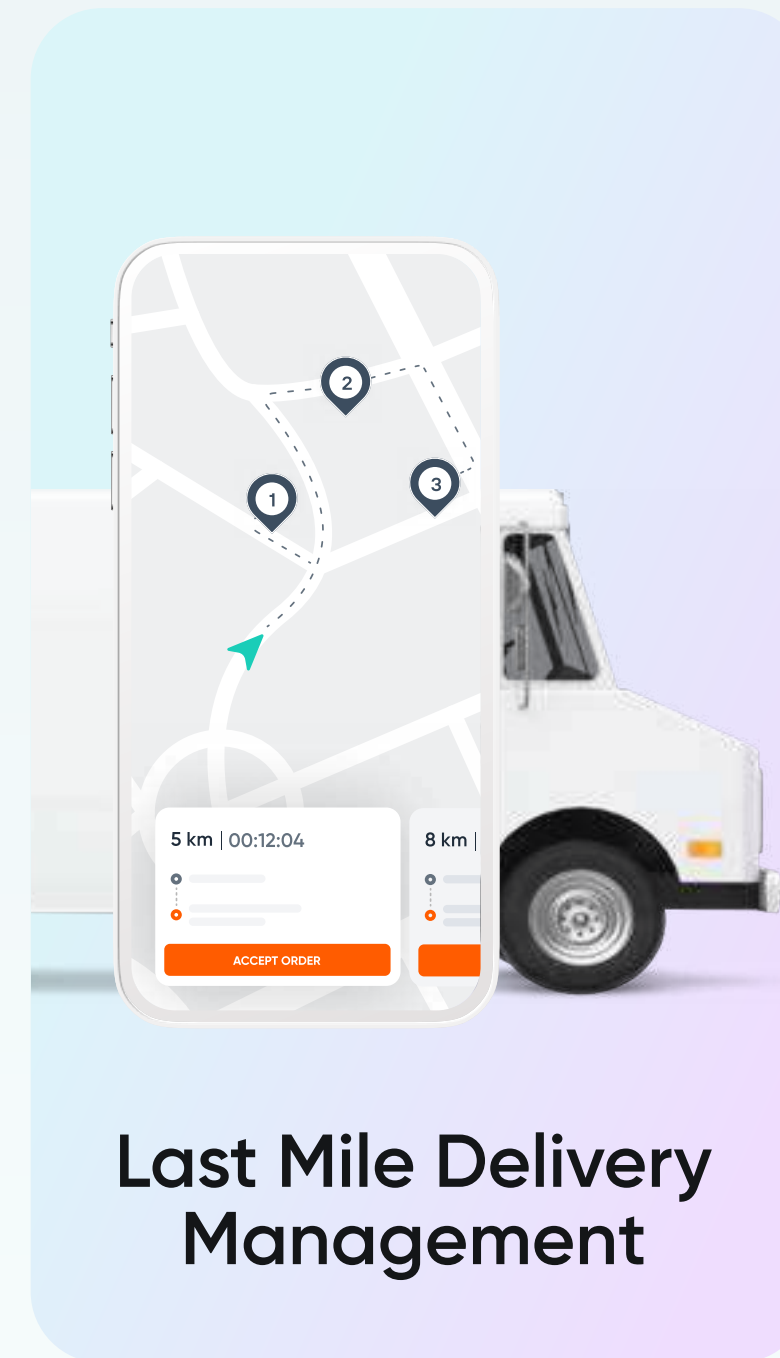
Ecommerce (Web & Mobile)



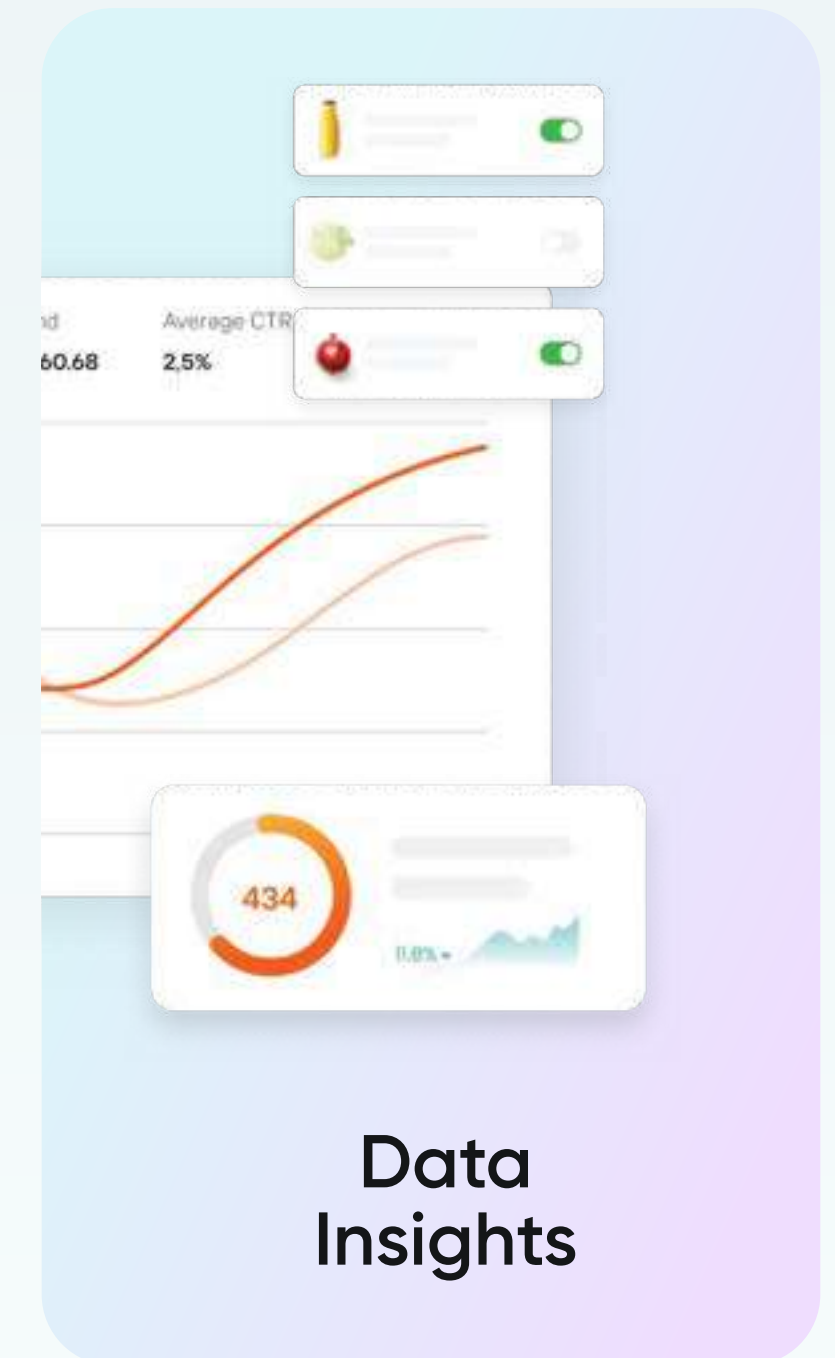
Omnichannel Inventory Management



In-store Shopping Automation



Last Mile Delivery Management



Data Insights