



Offline Sales

A complete guide to drive offline sales

Stand out this season with a little help from Google

Learn how with our latest Ads innovations



Aidan Wilks

Omni-channel Performance Specialist, Google Canada

As we look ahead, we know this holiday season will be unlike any other.

How people shop has changed. How has your business adjusted? COVID-19 has accelerated an evolution in shopper behaviour as consumers increasingly engage with brands in new ways. While your stores are still incredibly valuable assets – offline sales continue to account for more than 80% of total retail sales¹ – people are leveraging safer, more convenient, and digitized research before visiting stores. We predict that on Black Friday, people will stay home, browse and purchase products online, but choose curbside pick up more than they did in previous seasons. And our research shows that when people do shop in stores, they'll plan ahead and research online first.

Automation will be key to a successful holiday strategy. Traditional periods of peak demand, like back to school and Black Friday, are more unpredictable this year as online and in-store traffic continue to fluctuate constantly.

Your campaigns need to be able to react in real time to shifts in consumer behaviour—whether your customers are purchasing online, at a physical location, or some combination of both. Retail and restaurant advertisers can now use Smart Bidding for store sales to maximize online and offline holistically. Businesses in other verticals can leverage automation to balance online and store visit traffic. Investing in these capabilities can future-proof your business, allowing you to adapt more effectively to a fluid environment.



65%

of Canadian shoppers who plan to shop this season said they **will shop online more for the holidays** than they did in previous seasons.²



45%

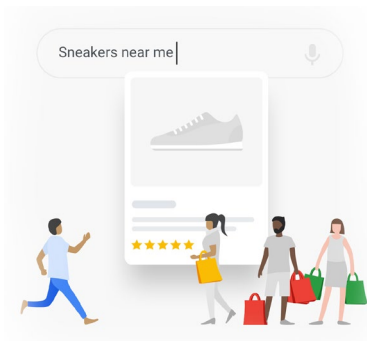
of Canadians have **discovered new brands online** during COVID-19.³



68%

of Canadian shoppers said they **plan to confirm online that an item is in stock** before going to buy it.⁴

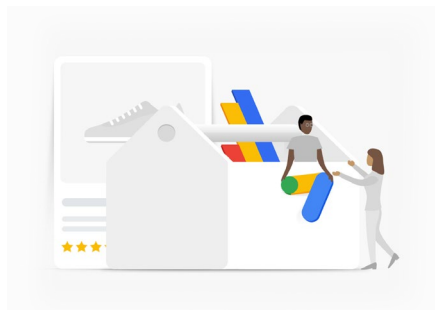
Google has invested in new products to help you communicate with potential local customers and grow offline sales



LOCAL CAMPAIGNS

Optimize your Local campaigns to meet your store-centric business goals

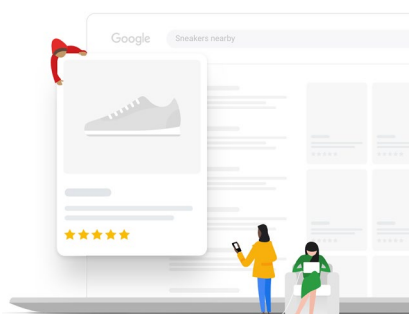
You can now [optimize Local campaigns for “Local Actions”](#), i.e. [store visit indicators](#) like clicks on “directions” and “calls”, not just store visit conversions.



SEARCH AND SHOPPING

Drive additional sales by optimizing for in-store transactions

Retail and restaurant advertisers are now able to use [Smart Bidding to optimize for store sales](#) conversions and value, not just visits. Reach out to your Google team for more details about setting this up.



GOOGLE MY BUSINESS

Keep customers up to date with accurate business information

You can now add [service attributes about your business](#), such as “In-store pickup”, “No-contact delivery”, and new store safety measures—which appear prominently on Google and your Google My Business profile—so customers can plan their visit.

Google can help you accelerate what matters and guide your digital transformation. Turn your consumer signals into immediate action in a dynamic market so you're ready for what comes next.

The time for digital transformation is now. We want to invest alongside you to maximize short-term growth as you build for sustained success.

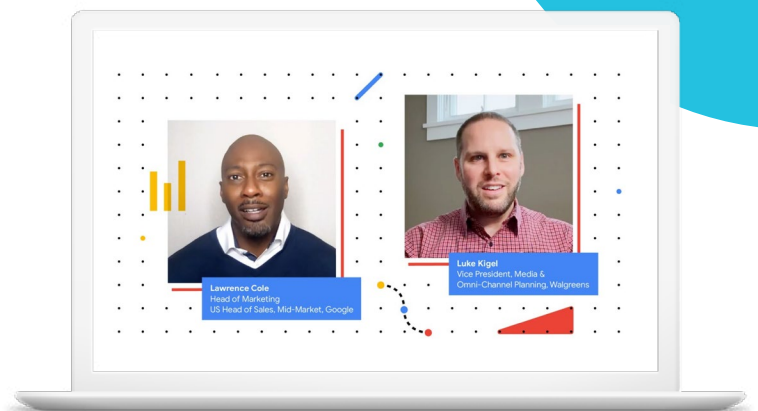
[Learn more](#) about these product announcements and read on for more of the latest insights, tools, and resources.

Find inspiration from best-in-class retailers and new consumer research

Help shoppers buy where they want, when they want

The Update: How Walgreens' customer-focused marketing is driving business growth

Luke Kigel, VP of media and omnichannel planning at Walgreens, shares how the company has evolved from a brick-and-mortar pharmacy with a digital offering to a true omnichannel retailer.



Key takeaways

- ✓ **Focus on the customer rather than specific channels.**

Walgreens' task was to determine the optimal way to actually reach consumers in the new normal and deliver them safe and convenient experiences regardless if it's via digital, physical or omnichannel.

- ✓ **Meet local consumers when and where they need it.**

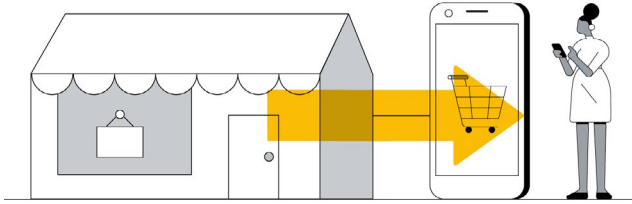
Walgreens is integrating what it knows about its loyal customers with its Local campaigns strategy to help connect shoppers with the items they need now at local stores.

- ✓ **Understand your data and improve your ROI.**

Integrating their first-party data has enabled Walgreens to deliver better customer experiences, resulting in higher ROI.

How physical stores can benefit from the surge in online shopping

Jason Spero, VP of Global Business at Google, discusses why connecting offline and online retail experiences has never been more important, as retailers are finding that maximizing their presence online can help them reach potential customers who do want to buy in person.



Key takeaways

- ✓ **Help customers plan their visit to your store with real-time information.** Help customers make sure that they'll find what they're looking for before visiting your store – tell them what's in stock, whether curbside pickup is available, and when the store is open.
- ✓ **Use automation to meet your customers where they are – online or in stores.** You can now automatically optimize for “store sales” on Google Search in the same way that Smart Bidding already does for online conversions or store visits.

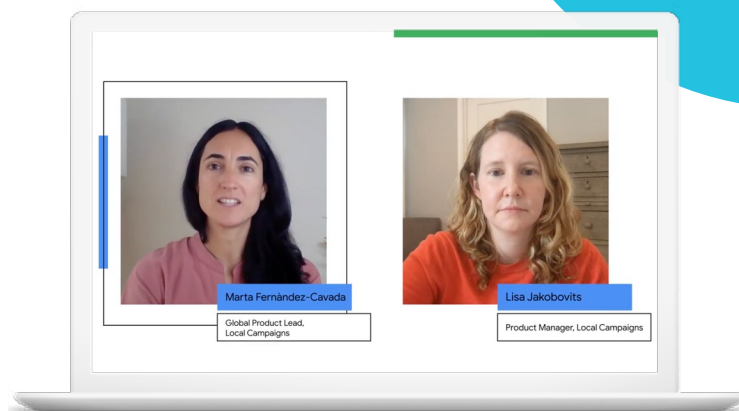
Check out the Offline Sales section on [The Advertising Solutions Center](#) for more actionable content and product innovations designed to help you grow local sales.

Make the most of your ads investment

Our newest deep dives with product experts

Product deep-dive: Local Campaigns

In this session, Google product experts discuss how to use Local campaigns to connect with people nearby and help them plan their next visit to your store.



Key takeaways

- ✓ **Maximize the value of your physical locations and grow in-store sales with Local campaigns.**

Local campaigns help you stay connected with local consumers by offering real-time information about your store, and automatically adapt bidding and targeting to focus on what's most effectively driving sales and store visits.

- ✓ **Prepare your assets in advance, particularly for holiday campaigns.**

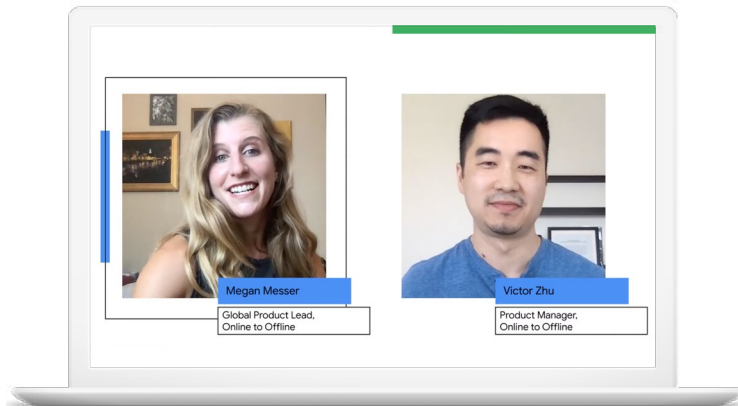
Provide a wide variety of assets to enable Google Ads to assemble the best-performing combinations, and set a lengthy campaign duration to get more data for learning and optimization.

- ✓ **Develop creatives that fit a local mindset.**

Focus on providing information for consumers on the benefits of visiting your store, and use the asset report to identify the best and worst performing creatives.

Product Deep Dive: Smart Bidding for Store Visits

In this session, Google product experts explain how you can use Smart Bidding to maximize total sales, whether they happen online or in-store.

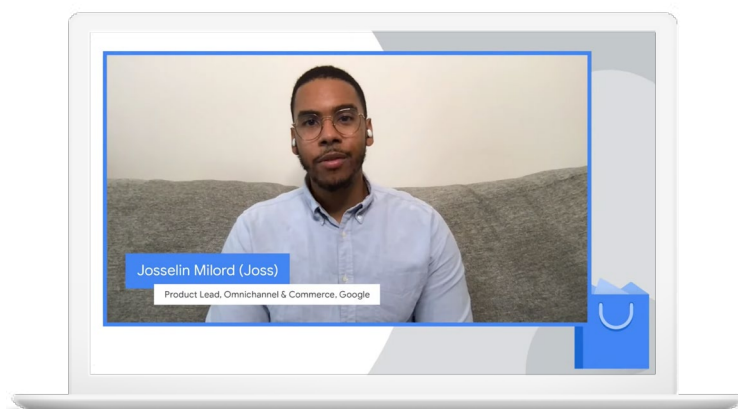


Key takeaways

- ✓ **Use Smart Bidding with store visits to optimize across fluctuating online and offline channels.** As store traffic shifts, omnichannel bidding dynamically adjusts bids to show ads to users that are more likely to convert.
- ✓ **Figure out what a store visit is worth to your business.** Set a realistic Store Visit value and maximize Omnichannel ROAS by enabling the algorithm to bid towards the most valuable online buyers and the people who are most likely to visit your store.
- ✓ **Select the right bid strategy and set a target that makes sense for your business results.** We recommend optimizing toward conversion value – either Max. Conversion Value or Target ROAS– and setting targets that align with your dynamic market goals (e.g., set higher ROAS targets to gain more efficiency).

Think Retail on Air: Grow Local Sales

In this session, you will learn strategies to grow omnichannel sales by empowering shoppers to find the products they want online before heading to the store.



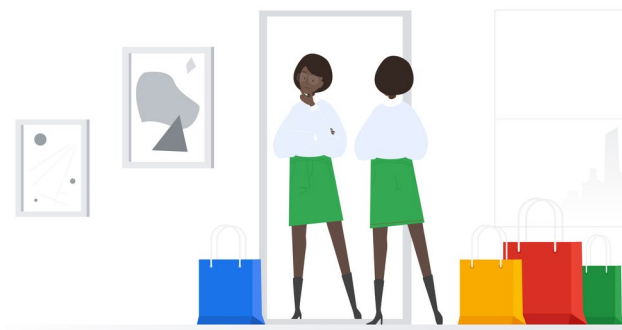
Key takeaways

- ✓ **Build your digital storefront and measure foot traffic.** Give your customers the information they're looking for by updating your Google My Business profile and highlighting your business location in your ads, then use store visits conversions to measure the success of your campaigns.
- ✓ **Set your holiday game-plan.** Plan your campaign goal first –omnichannel or store-centric–and evaluate your retail website. Then, identify seasonal trends and plan your outreach to reflect a holistic marketing message. Lastly, set flexible and sustainable budgets.
- ✓ **Stay flexible during the holidays.** Use omnichannel bidding to capture holiday seasonal demand and maximize total sales across channels.
- ✓ **Stay connected to shoppers and grow local sales.** Promote physical store locations & increase store visits with Local campaigns.

Improve your skills with these new digital education trainings for online sales

Drive foot traffic to your store with Google Ads through this Skillshop learning path

An introduction to the tools and strategies you can use to improve offline sales for your business across Google's suite of advertising solutions. This Skillshop learning path will be most valuable for practitioners with less than one year of Google Ads experience, or those who have not worked with drive-to-store digital campaigns before.



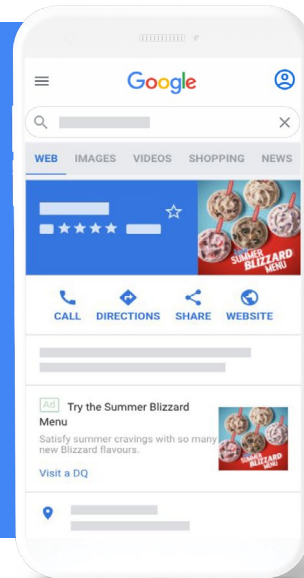
Key takeaways

- ✓ Increase store traffic with relevant ads that deliver the right message, increasing your efficiency with automated bidding and mastering creative fundamentals.
- ✓ Connect with your most valued audience; then track, analyze, and optimize conversion data.
- ✓ Learn how to use conversion tracking to measure your goals and ensure you stay on top of your business's results.

Learn how other brands are driving omnichannel sales



With locations reopening throughout the Summer, Dairy Queen (DQ) and their partner agency dentsu X have focused their digital marketing campaigns on helping consumers find their nearest DQ, and highlighting the brand-new Summer Blizzard Menu available through safe access options like takeout, drive-through and delivery. To support these goals, dentsu X recommended activating local campaigns, a new Google Ads format that helps businesses target potential customers in close proximity to DQ's locations and provide the information they need to decide when and how to visit their stores. The results were fantastic, leading to a significant number of store visits tracked as a result of seeing a DQ ad on Google Search, Google Maps or YouTube, an increase of more than 100% year-on-year.



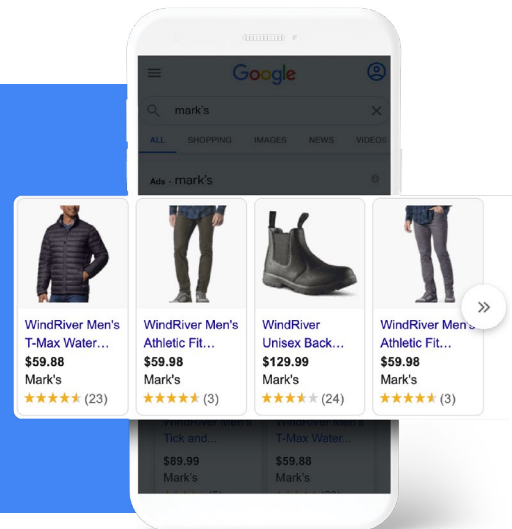
“ At dentsu X, we pride ourselves on bringing new and innovative solutions to clients that align to their business objectives and, most importantly, drive results. Google Local Campaigns helped us get in front of DQ's consumers when it mattered the most and communicate how they could safely access DQ locations to drive measurable and cost-effective store level traffic.

Olivier Laflamme
VP Media Lead, dentsu X

+100% in store visits yoy

Mark's

As stores started to reopen this spring, Mark's knew they needed robust evidence that their marketing was continuing to deliver value in a period of high uncertainty. What's more, they needed an approach that allowed them to measure performance across their major platform partners, including but not limited to Google. Working closely with the Google account team, Mark's designed and fielded an innovative geo-based incrementality experiment, allowing them to generate and compare insights across partners. The test revealed that Google digital marketing had a strong incremental impact on omnichannel sales with a 26% increase driven by investments in Search and Shopping.



+26% in omnichannel sales

“ At the onset of the COVID-19 pandemic it became clear that any plans we had for digital stimulus needed to be re-evaluated to reflect the rapid change in the lives of our customers. Our test and learn philosophy, with great partners like Google, enabled Mark's to quickly get the data we needed to confidently guide our decisions with facts during a time of great uncertainty.

Greg Shelly
VP, Enterprise Digital Marketing
Canadian Tire Corporation

What to do next?

01

Communicate your business updates to potential customers

Keep your Google My Business profile updated and add service attributes like “In-store pickup” and “No-contact delivery” to show people what your locations offer.

02

Reconnect people to your stores

Help customers plan their visit to your physical locations and increase in-store traffic with Local campaigns.

03

Drive incremental and sustainable omnichannel sales

Use automation to meet your customers where they are – online or in stores. Use Smart Bidding for store visits or store sales to capture holiday demand and maximize total sales across channels.

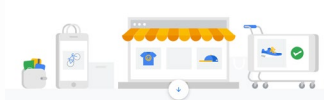
Use these key tools to make the most of your Google Ads investment



Best Practices

[Grow Local Sales](#)

Today’s marketing landscape is rapidly changing - adapt your strategies to keep up with your customers. It’s more important than ever to communicate with local shoppers. Google has the products, insights, and recommendations you need to communicate with local shoppers.

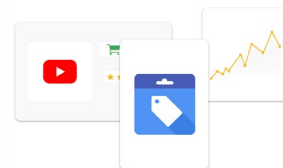


User Experience

[Google My Business Marketing Kit](#)

You may not have the time, skills, or extra budget to be creating custom marketing materials on a regular basis. Yet now, more than ever, it’s important to keep your content up to date.

This free tool does the heavy lifting for you, allowing new posters, social posts, and window stickers to be created in mere minutes.



Insights and Tools

[Local Opportunity Finder](#)

This tool will ensure you’re getting the most out of your GMB profile. After inputting your business, a custom set of recommendations will be generated based on features you are not yet taking full advantage of.

If you’re managing a number of locations, now could be the time to explore engaging a Google My Business Partner to ensure your listings stay up to date in the future as well.

Sources

1. Retail eCommerce Sales Worldwide, eMarketer, August '20
2. Google commissioned Ipsos COVID-19 tracker, CA n= ~730 18 +online consumers who plan to shop for the holidays. June 25-28.
3. Google commissioned Ipsos COVID-19 tracker, CA n= ~1000 18 +online consumers July 16-19.
4. Google commissioned Ipsos COVID-19 tracker, CA n= ~730 18 +online consumers who plan to shop for the holidays. June 25-28.