



more for
veterinarians™

The Brick & Click Concept

Harness the Potential of Your
Physical—and Online—Sales!



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What is “Brick and Click?”

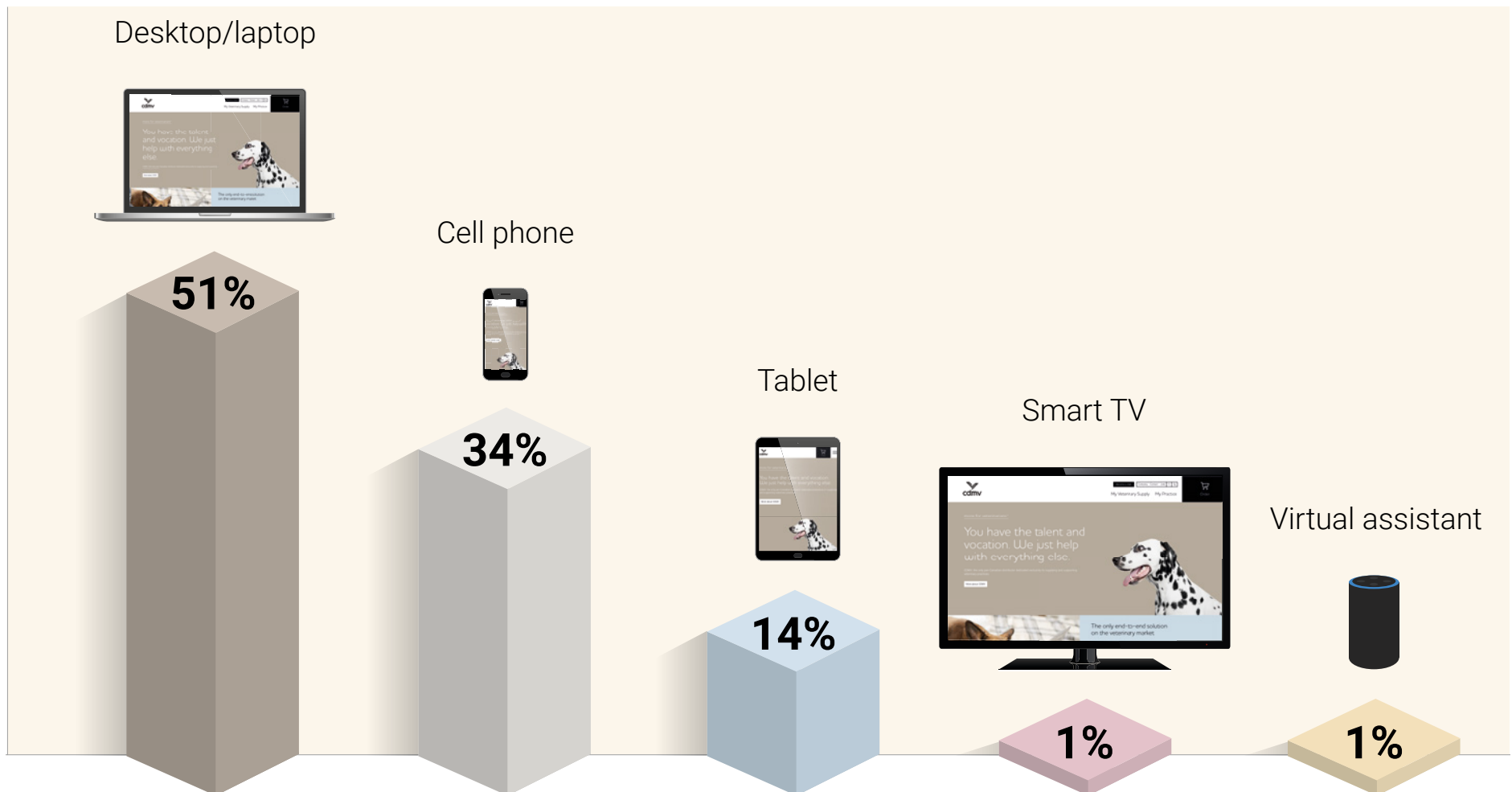
“Brick and Click” is a business model in which a business makes sales in a physical space (bricks) and on an online platform (clicks). The overarching strategy is to create a better, more seamless buying experience.

Does a **physical business** have to have an **online presence to survive** these days?

Let's take a look. To kick things off, here is a survey of Canadian consumer trends and habits.



Main devices chosen by Canadians to access the Internet



In Canada in 2019:

1 in 5 Canadians said they had not gone more than 8 hours offline. Of them, nearly 3 in 4 spent at least 3 to 4 hours online each day.

Clearly we are in the age of e-commerce!

- **46%** of Canadians made a purchase from their **mobile device**.
- **87%** of Canadians made an **online purchase** within the last year.

And here's the good news: Buying local matters.

- **64%** of Canadians said they prefer making **online purchases** from a **Canadian retailer**.

Profile of online shoppers by age groups

Age Groups	
15 to 24	88.1%
25 to 34	95.2%
35 to 44	92.5%
45 to 54	87.3%
55 to 64	78.9%
65 and over	63.5%

Why do people buy online?

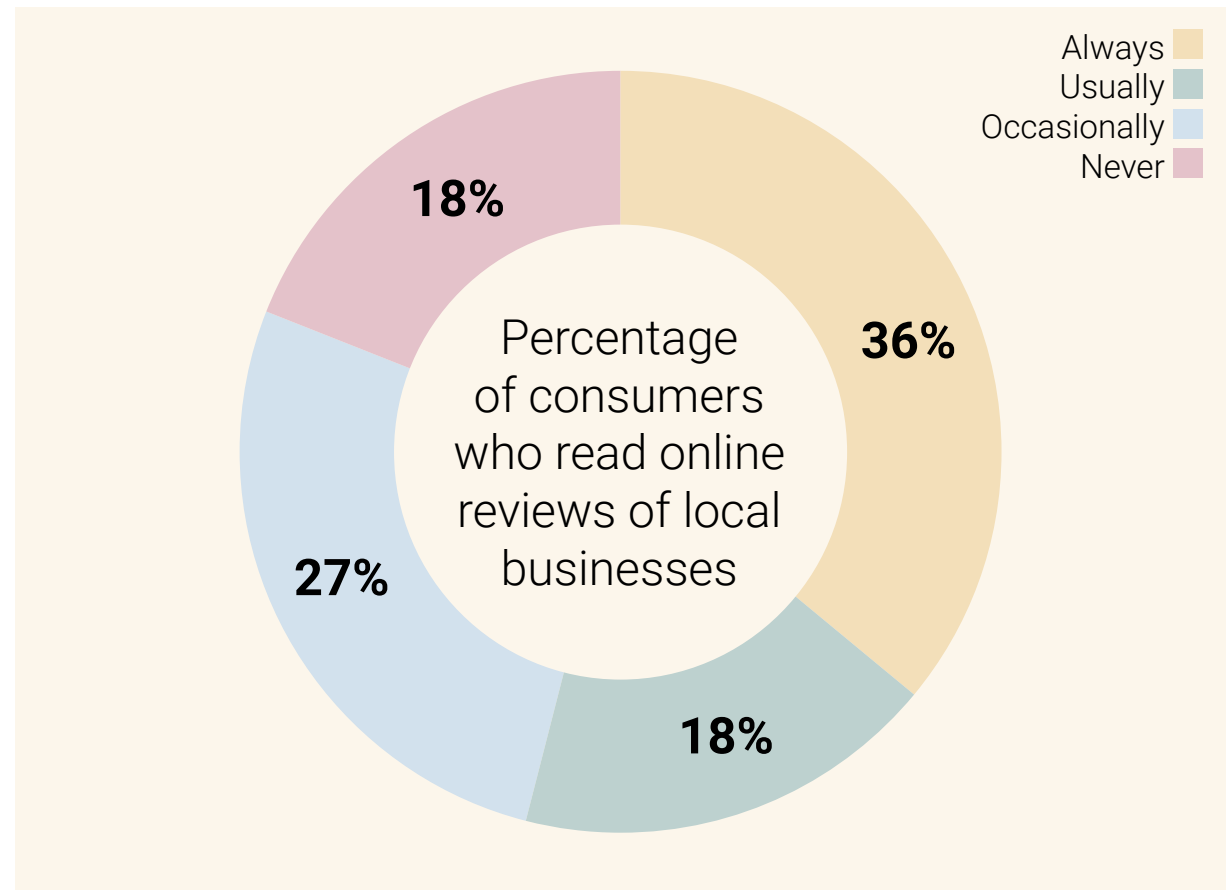
- They can **compare** products.
- They can read **reviews** from people who bought the same product.
- They can **shop 24/7** from the comfort of home or while waiting for the bus —why not?!
- **Convenience:** Many people don't really like going out, standing in a checkout line, etc.).



Do consumer reviews have a real impact on people's buying decisions?

In a word: YES!

That's why it is so important to curate your online image and reputation.



In-store purchases also have significant advantages:

- **They can interact with an item** before purchasing it (see it, touch it, check the expiration date, etc.).
- They can **walk away with their purchase** rather than having to wait for delivery.
- Customer service: **They can speak face-to-face to a professional to get advice,** reassurance, or information.



Advantages of a “Brick and Click” sales strategy

- **A more personalized client experience**
- **To attract new clients** and build the **loyalty of existing clients**
- Unparalleled convenience that makes **pet owners more likely to follow your recommendations**
- **A clear competitive advantage**



Webrooming



Definition: Practice of searching for a product online and basing buying decisions on online data, reviews, pricing, and photos/videos.

The most recent edition of Canada's Internet Factbook found that 45% of Canadians visit a store's website before going in.

The flip side of webrooming is showrooming: More and more consumers like to browse in-store before making their purchase online (36% of Canadians).

Why? They can get advice and reassurance.

Nothing takes the place of a warm smile and human contact!

Showrooming is more common in a veterinary setting and is a good way to connect with clients—and enhance that connection via your virtual channels (social media, newsletters, e-commerce platform, etc.).

**Having an online presence
is no longer optional!**

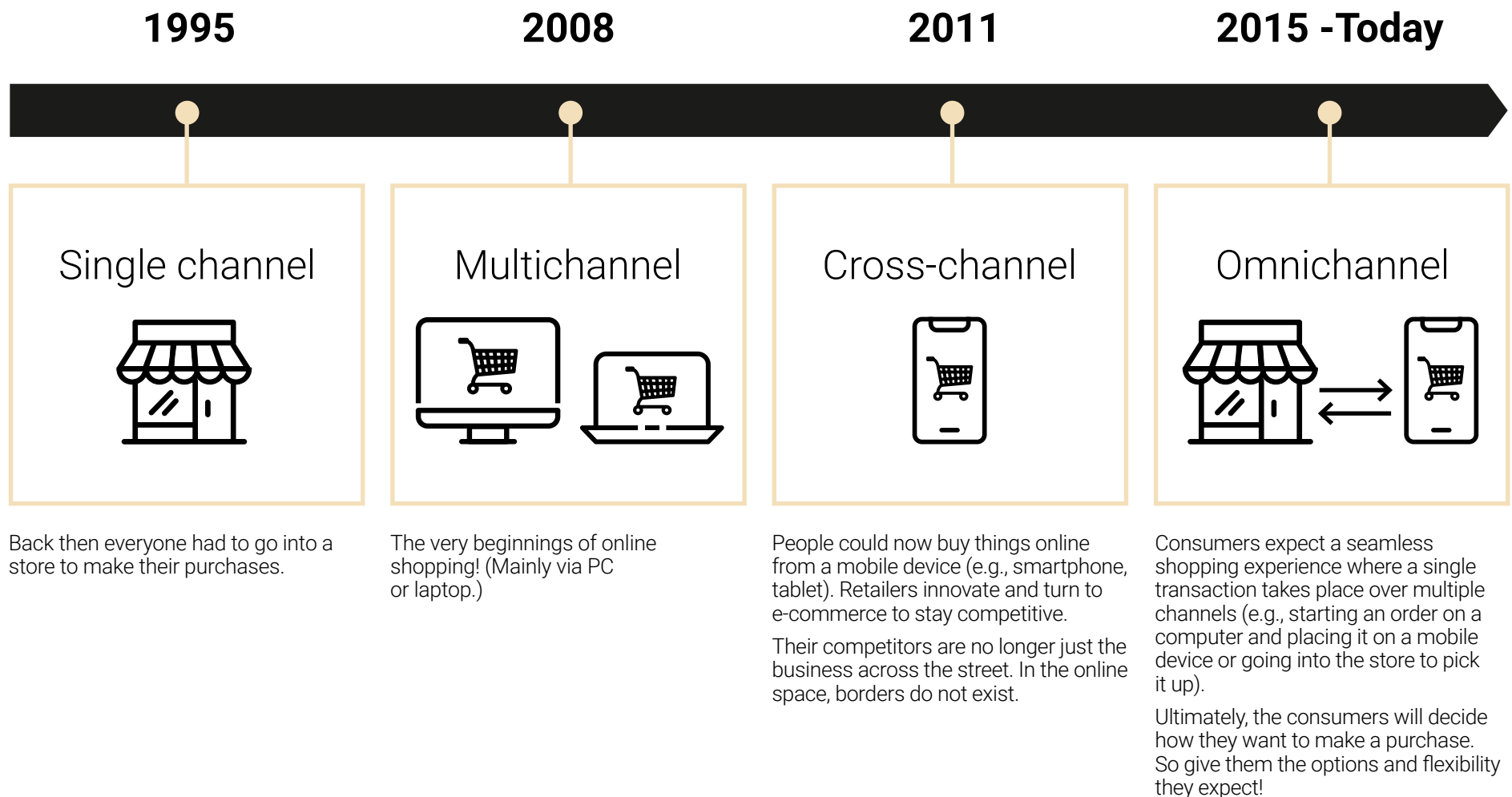
...but does that mean retail is dead!?

Retail isn't dead; it's evolving.

The key to success?

Adapting to consumer trends,
the economy, and the competition.
And being able to pivot when a
crisis (like a pandemic) hits!

How buying habits have changed



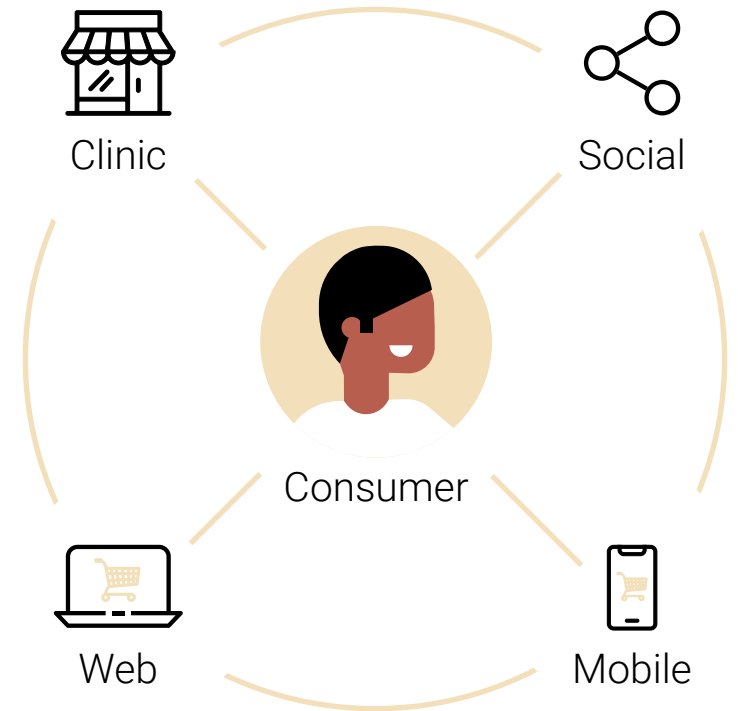
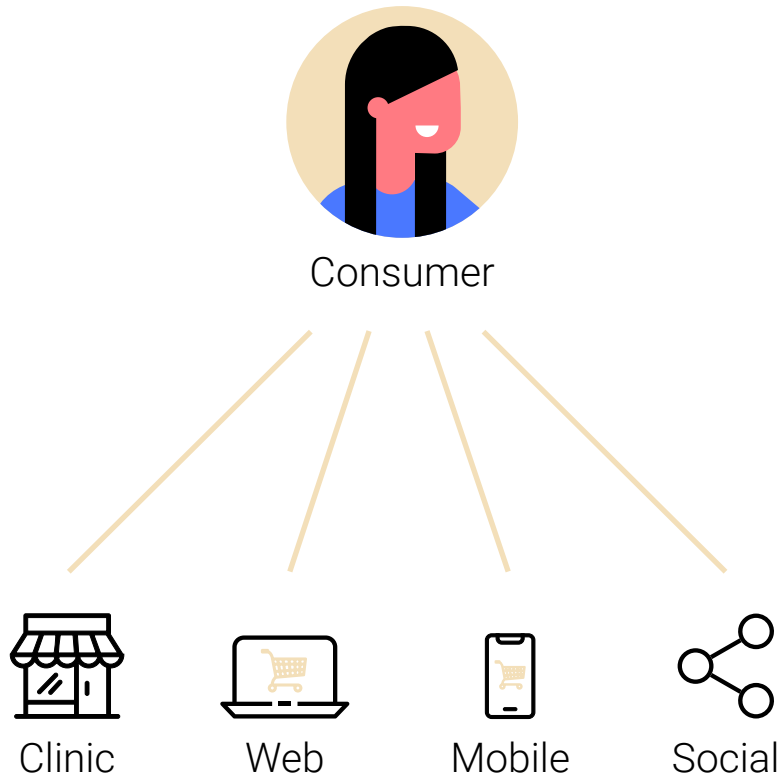
**With that in mind, how do you meet
your clients' expectations?**

By delivering a memorable, **consistent
physical/digital client experience**
that builds loyalty and generates
positive word of mouth.

Multichannel

VS

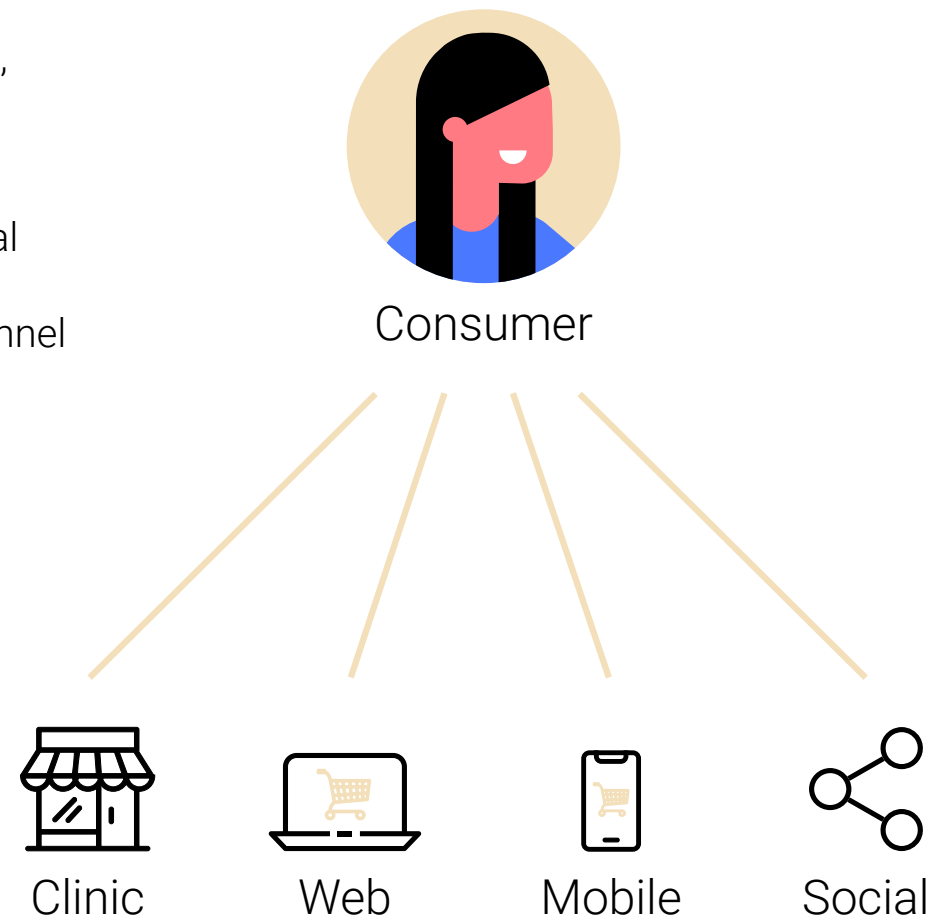
Omnichannel



Multichannel

Before, the client experience was delivered on a single channel. The client went into a store, bought a product, and went home. Now consumers have multiple points of contact with a business.

The concept of retail via multiple channels. A physical store, an online shop, and a marketplace are different sales channels a business can use. Having a multichannel strategy allows you to attract clients from anywhere and everywhere. **These channels are independent of each other,** driven by different strategies, and managed separately.



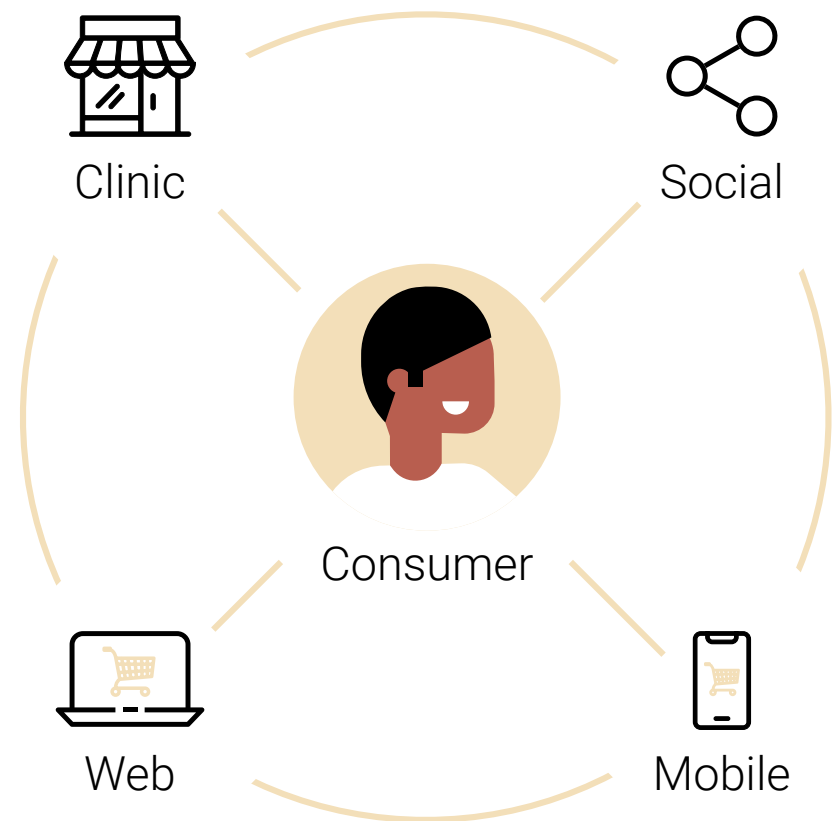
Omnichannel

Is the “Brick and Click” concept you hear so much about these days!

Omnichannel retail also happens over different sales channels, but that are **integrated and consistent so clients can access the same information from any platform.** They can start a purchase on one channel (mobile) and complete it on another (store or computer), unlike the multi-channel approach, where purchases are specific to one channel.

Consumers can choose the channel they want to use for their purchase, giving them a lot more buying options. They also get more information about the product, have more selection, and can shop 24/7.

A popular example of the “Brick and Click” model is when a retailer gives clients the option of making a purchase in-store or online and picking it up in person or having it delivered to their home.



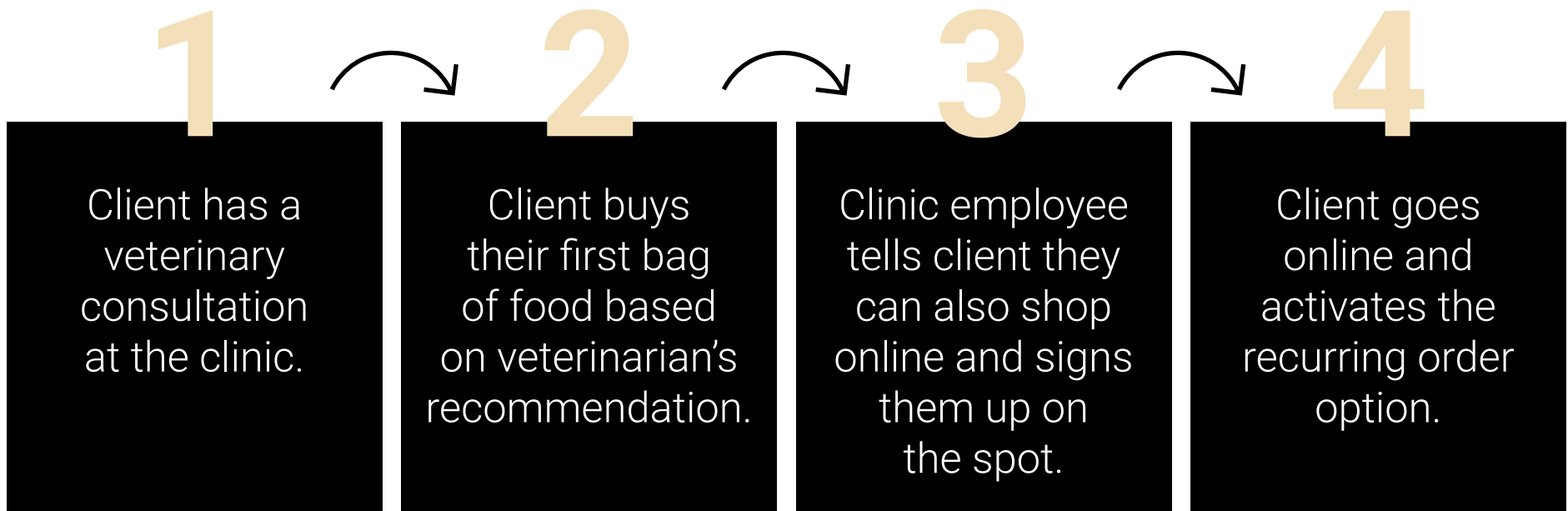
So how do we get there from here?

The lines between physical and digital retail experiences are blurring. The question is no longer if e-commerce will overtake bricks and mortar experiences, but rather **how** the two can work together to create the best experience possible.

Whether it is having a hassle-free shipping, prices and promotions similar to the ones offered in store... e-commerce can no longer be an island unto itself.

Retailers would be wise to consider them as **two halves of the same equation**. Rather than have separate experiences, promotions, processes, and policies for e-commerce vs. in-store, smart businesses are finding ways to combine the two into a complete retail experience.

An integrated client journey: Step by step



Outcome:



You're happy

You get recurring sales and recommendation buy-in.



Your client's happy

They get a better experience and ultimate convenience.

What can we do better in person versus online?

- **Provide more information about veterinary-exclusive pet food** (e.g., quality, animal health benefits, quantity)
- **Have a client contact point for pet food** (color, size, shape of kibble), accessories, and grooming products (size, texture)
- **Answer questions about serving sizes and the cost of food** (servings/day, price/serving, price/day)
- Give **personalized advice and educate** pet owners.



Strategies to create a better, more seamless client experience



Make clear, tangible **(written!)** recommendations.



Offer clients guidance to make sure they really understand and buy the right product for their pet (compliance).



Remind clients that if they have questions after they leave the clinic, they can always contact you (by phone, email, social media, your website, ...). Make it clear you are there for them!



Remind clients they have the option of buying online, if it's more convenient: home delivery or in-store pickup, recurring purchases, product selection, etc.

The million dollar question: Will online sales eat away at your in-store sales?

Consider this:

- An online presence increases your visibility with your existing clients (to build loyalty) and potential clients (to get new business).
- When they leave the consultation room, pet owners will have to walk past your retail space.
- Your employees know the products, patients, and clients, so they are trained to answer questions, whether pet owners contact the clinic by phone, email, social media, or in person.

The fact is that, as a veterinary practice, you have a special bond with your clients.

So it's in your best interest to adopt an omnichannel strategy to meet clients' expectations, strengthen your bond with them, keep their pets healthy, and ultimately boost your product sales!

The time has come to ask yourself
some tough questions:



Can I afford not
to offer my clients
both options?



How many clients
will I lose if I don't
provide a good
experience in-clinic
AND online?



Is my team excited
about the potential
of online selling?
If so, contact us and
let our experts guide
you through the
process!