

What is **Multi-Channel** Retailing?

It is implementing multiple sales channels while creating a consistent brand image and seamless customer shopping experience across all channels.



Most Popular Channels to Combine for Multi-Channel Retailing

Brick-and-Mortar-physical storefronts where customers can see and purchase products in person.



Social Media Channels-Increase customer engagement and drive traffic to their store. Such as: Instagram, Facebook, and Pinterest

Online Marketplaces-Websites that allow retailers to list and sell products. Such as: Amazon, eBay, and Walmart



Direct-to-Consumer (DTC)-Sells products directly to customers, but can require significant marketing and customer acquisition investment.

Mobile-Friendly Websites and Apps-Large growth of sales comes through mobile commerce.



Fashion Retailing A Multi Channel Approach

Daniela Niemeyer



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