



Using the Optrian Marketing Method in Retail

An independent reseller of top brand computers and related electronics in New York City sold the top U.S. and international brands. Their Manhattan store was their flagship.

But in-store sales had plateaued at \$50M, forestalling their goal to break \$100M in revenue. They needed a fresh marketing approach to tell their story, attract customers and secure same day purchases.

Designed Around Products

Selling by features had hit a wall.

When Creor took on this assignment, everything the retailer did was product and features centric. It made it difficult for the business to stand apart from other retailers because they were trying to get customers to connect with a product, rather than the store. Products don't foster loyalty – brands do.

Additionally, revenue was left on the table because customers would look for one product, but not connect it to with others that complimented it because they were separated.

The product-centric, Logical Gate, approach to marketing was evident in the store:

- Aisles were organized by product type and brand.
- Signage emphasized product speeds and feeds
- Promotions were based on brand offers or specific feature sets

Online and catalogs had a similar organization:

- Filtering was done products and by feature set
- Coupons were based on specific devices

We changed the marketing to be customer-centric.

Our marketing approach started, as always, with determining the goals and assessing the resources available to achieve them. We reviewed what this retailer wanted to sell, but more importantly, to whom they wanted to sell and why. This led to customer demographic profiles, which enabled us to map out a new marketing approach that was customer-centric.

The store design, catalogs, online shopping and digital assets were re-focused around the Similarity and Emotional Gates of the Optrian Marketing Methodology.

- Products were grouped by buyers such as working professionals and students, offering complete solutions for each demographic
- Signage, images, offers, ads and social media were unique and targeted for each demographic group

At the end, the store not only surpassed its sales objectives, but secured significant customer loyalty because buyers felt a connection with the store.

The Optrian Marketing Methodology

Optrian is Creor Group's marketing methodology that defines the three decision gates a customer must pass through before deciding to buy a product or service.

The relative decision criteria weight of each gate establishes a framework for allocating marketing budgets and resources, as well as determining go-to-market approaches, channel training and product or brand positioning.

This approach to marketing puts people first rather than features as a way to break through crowded markets, make a customer connection and build brand loyalty.

About Creor Group

Creor Group was founded in 2001 as a hybrid marketing agency, blending **thoughtful** marketing consulting, research, strategic planning and team development with an award-winning **creative** agency service to implement design, copy, digital, PR, events and social media. Creor means **creative thought**.

Creor's use of its Optrian Marketing Methodology to define plans and its flexible creative team enables it to deliver a concierge-like marketing service that is frugal, effective and global in market and geographic reach.

For more information, visit www.creorgroup.com. For a complimentary consultation, email us at solutions@creorgroup.com.