



## Local Stores Are Still the Center of the Consumer Universe



According to more than one source, online shopping growth during the pandemic leaped ahead by a number of years. The US Census Bureau's latest quarterly e-commerce sales data reveals Q3 2020 sales were \$199.4 billion, increasing 12.0% from Q2 and 36.7% from Q3 2019.

Despite the mad rush to the online shopping channel during the pandemic, IHL Group forecasts local stores will fulfill almost 90% of all 2021 orders, indicating why local stores must continue to accelerate their adoption of new technologies.

IHL Group also reported local stores may lose 3 to 8 points of margin when fulfilling digital orders, because of inadequate technology, so a primary goal for 2021 is reimagining the traditional retail store.

- Designate a specific fulfillment area in the store.
- Consider a "dark" location dedicated to fulfilling local online orders instead of expanding the business with a new traditional store.
- Install more self-checkout lanes, digital signage and even robotics and provide a touchless payment option.

To regain that margin and even increase it, local retailers must also understand the various consumer personas emerging from the pandemic's effect on shopping behaviors.

A new report from Liveclicker and SailThru highlights four curbside customer personas who are ordering online and are important to share with your local retailers/advertisers.

- **The New Shopper** – Many consumers, especially older adults, found they had to become online shoppers as the pandemic hit. A welcoming email (and with a new-customer discount/offer) has proven to be the most effective method to engage with and retain the new online shopper.
- **The BOPIS Beginner** – These shoppers are more likely to have purchased from local retailers for the first time during the pandemic. Emphasizing convenience and an easy-to-use process can maximize their repeat orders.
- **The Pickup Pro** – Shoppers of this persona have considerably experience with curbside pickup and more of them will remain normal when their orders are ready during less than two minutes.
- **The Loyal Customer** – Although this persona shops the same stores regularly, communicating with them via a push notification or SMS message while traveling to obtain their order may help to reinforce his or her loyalty.

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## New Audiences on the Clock with TikTok



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Although teens are typically the early adopters and loyal users of new social media platforms, TikTok's popularity became quite diverse during 2020. You'll distinguish yourself as the best source of these insights in your market when you share them with your prospects and clients.

During 2020, TikTok moved past Instagram as teens' favorite social media hangout, with Snapchat still number one. Young adults were also the primary users of TikTok, or 52.7% of those 18-34 (27.5% 18-24 and 25.1% 25-34), according to June 2020 data from Comscore.

Overshadowed by the enormous appeal of TikTok for teens and young adults are a number of other demographic groups, suggesting the platform may be a valuable and effective advertising channel for selected local businesses.

According to The Media Audit's Winter 2021 survey of the Indianapolis, IN market, TikTok appeals to adults 18+ with the smallest annual household incomes. Almost half (49.7%) earn less than \$50,000 annually and even 17.6% earn less than \$15,000.

The second group of TikTok users are Latinx Americans. The same Indianapolis survey found they are 116% more likely to have logged onto TikTok during the past month, compared to Caucasian Americans who were 9% less likely.

Mothers are a third group, identified in a late-2020 survey from BSM Media, a marketing agency. It found 86% of mothers said they visited TikTok for the first time during March 2020 and 62% said they are discovering new products there.

The Media Audit's Fall 2020 survey of the Syracuse, NY market reveals women 18+ with children at home of various ages had consistently logged onto TikTok during the past month.

### Women 18+ in Syracuse, NY with Children at Home Who Logged onto TikTok During the Past Month, June–October 2020

Children at Home	Percent	Index
Any age	35.1%	149
Younger than 6	36.9%	157
6 and older	34.3%	145
6–12	36.2%	153
13 or older	29.1%	123
13–17	32.0%	136

Based on The Media Audit's Fall 2020 Syracuse, NY survey

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## Business Profilers & PowerPoints

- Pizza Market
- Travel Industry
- Tire Market
- Confectionery Market
- Beauty Market & Hair and Nail Salons
- Dollar Stores
- Pet Products & Services Market
- Books, Arts & Crafts and Hobbies
- Appliances Market
- Bottled Water Market
- Superstores & Warehouse Clubs



## Newest and Future Special Reports



Calendar of Events 2021  
(December 2020)



Trends  
(January 2021)



Convenience Stores:  
Transforming with Their Communities  
(February 2021)

## Take Command of Your Future

**A Profusion of Profilers** – Among the new Profilers, the Travel PLUS Profiler is particularly important as the hospitality sector expects a big rebound during 2021.

**Promotions** – Share one or more of the newest promotional ideas on the Website with your clients to help their customers “conquer the winter.”

**Automotive Update Report** – Auto industry sales, although less than past years, were still better than expected, but personal transportation is about to change radically.



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## An Unbeatable Combination



### The Media Audit

There's no better combination for understanding retail, media and the numbers behind them than being a subscriber to Media Group Online, Inc. and The Media Audit.

For additional information about a subscription to The Media Audit, please contact Tracy Austin, SVP and GSM, at **713-626-0333**.

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