

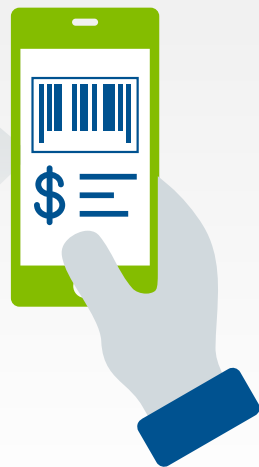
7 Ways to Become a Mobile-First Retail Brand

1 Optimize all digital customer interactions. This includes building responsive websites and, potentially, mobile apps.

2 Take a mobile-first approach to design. Build your site with mobile top of mind and desktop as a second step.

3 Drive traffic to your mobile experience – even at the expense of your full website. Instead of viewing mobile as a layover to the full site, consider mobile a destination unto itself.

4



Adopt a mobile-first mentality in-store. Equip store associates with mobile devices so they can get out from behind the counter and interact with customers.

5

Give customers a reason to use their phones in the store – to get product info, check inventory, read reviews, request help from associates, or check out.

6

Use commerce anywhere customers engage with your brand. Mobile customers live in social media, apps, messaging, and search. You not only want to be there – you also want to make sure you can drive seamless transactions.



7



Evolve all operations around mobile. This means rethinking strategies, processes, KPIs, and your company culture.



Get the [Mobile Shopping Focus Report](#) for more actionable insights.