

# 5 Tips to Better Compete with Amazon/Fabric.com

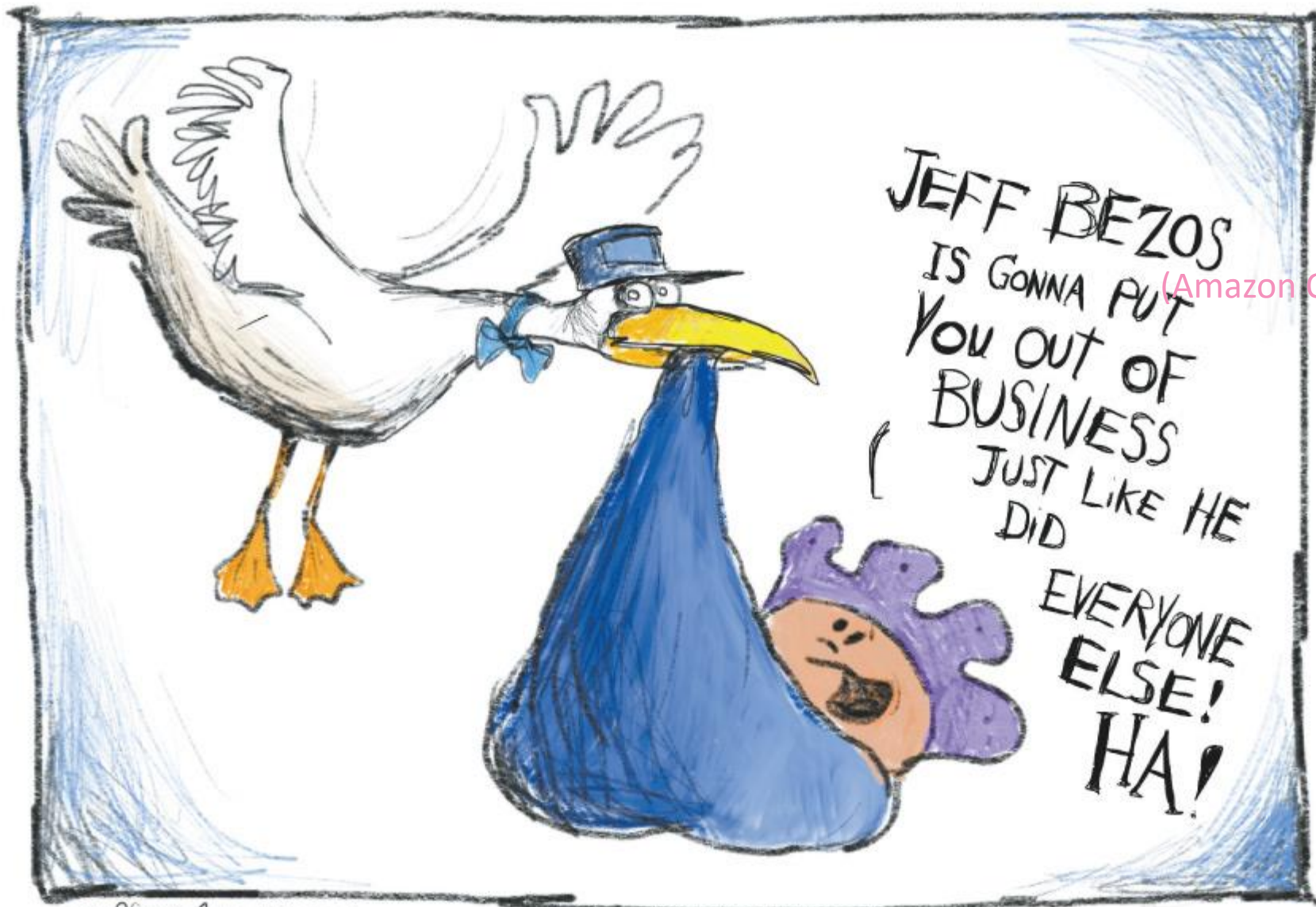
LikeSew

POS | Website | Mobile | Social

## Sean Roylance

- Co-founder and President of Like Sew
- Started programming in 1985
- B.S. in Computer Science : 1996
- Internet Marketing Instructor at Utah Valley University Business Development Center
- Like Sew specializes in seamless website & Point of Sale systems for retailers
- Like Sew provides Website and/or Point of Sale for over 2,000 clients

# Why are You Concerned about Amazon?



(Amazon Owner)

JEFF BEZOS  
IS GONNA PUT  
YOU OUT OF  
BUSINESS  
JUST LIKE HE  
DID  
EVERYONE  
ELSE!  
HA!

n Parashewo

# HAMLET vs. AMAZON PRIME



What can we do to tap in to the nobler side of our customer....

OR, how do we just flat-out beat Amazon?

# Tip #1: Understand Amazon's Strengths & Weaknesses

- Strengths
  - Price
  - Selection
  - Open 24/7
- Weaknesses
  - Shipping delay
  - No experts
  - Can't get true fabric colors
  - No samples
  - No personal connection
- Market to your customers highlighting YOUR strengths
  - What are some of your strengths?

# Tip #2: Understand Your Strengths

Reach your customers offline!

Some Offline things you can do that Amazon can't:

1. Allow customers to see the product before buying
2. Events / Parties / Retreats
3. Classes
4. Direct Mail
5. Newsletters
6. Curb-side advertising
7. Personal connection
  - a. Have FRIENDLY employees in your store!
  - b. Be a friend/therapist/etc

You have products that Amazon doesn't. Get them online!



# SHOWROOMING

THIS PAIR IS SO PERFECT, I  
CAN'T WAIT TO BUY THEM  
CHEAPER ONLINE SOMEWHERE.  
WHAT'S YOUR WIFI PASSWORD?



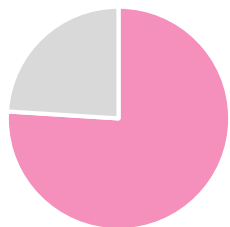
TOM  
FISH  
BURNE

## Tip #3: Understand “showrooming”

- Yes, people are going to “showroom” you.
- People showroom Amazon, too. People are going to check out reviews and product information on Amazon before walking in to your store and buying from you.
- Don’t get upset when people pull out their mobile devices to check out Amazon.com/Fabric.com, Craftsy, etc. Create a positive, welcoming environment so you don’t drive away customers.

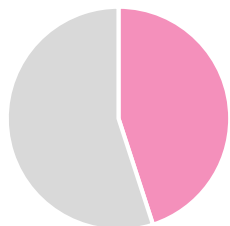
## Tip #4: Online is Here to Stay. Take Amazon Head On

# Key Stats



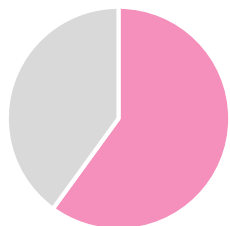
**76%** of Consumers Interact with the Brand before Entering Your Store

- Vantiv / Pymnts.com



**45%** of Consumers Check Your Product Availability Online BEFORE Coming to Your Store

- Google



**60%** of online retail occurs via mobile devices (phones/tablets). Time spent on desktops has decreased.

- Vantiv / Pymnts.com

## Tip #4: Online is Here to Stay. Take Amazon Head On

- Get your products online!
  - Google helps people find local shops
  - Google helps people find hard-to-find products
  - Fabric out of stock or unavailable locally or on Amazon/Fabric.com (and elsewhere) leads people to Google, FindMyFabric, etc.
- Have reasonable shipping rates.
  - Consider flat-rate shipping to encourage larger purchases.
- Get pictures online
  - Catalog, App, etc
- Create a Mobile-friendly Website



# Sew Colorful

HOME FABRICS KITS & FABRIC PACKS PATTERNS & BOOKS TUFFETS NOTIONS ABOUT CONTACT



NEWSLETTER SIGN UP



CALENDAR & EVENTS







SEARCH |



# Sew Colorful

HOME FABRICS KITS & FABRIC PACKS PATTERNS & BOOKS TUFFETS NOTIONS ABOUT CONTACT

## Top Sellers



Asian Circles - Turquoise



Asian Circles - Pink



Begonia Leaves - Cobalt Blue



Brassica - Blue





SEARCH |



# Sew Colorful

HOME FABRICS KITS & FABRIC PACKS PATTERNS & BOOKS TUFFETS NOTIONS ABOUT CONTACT

Fabrics > Asian Circles - Pink



## Asian Circles - Pink

Price: \$ 10.00 per yard

Quantity:   yard(s)

[Add To Design Wall](#)

[Add to Cart](#)

100% cotton quilting fabric 42" width.



## Tip #5: Make Shopping at Your Store an Experience

- Make your store beautiful















Missouri Star Mercantile



The Old Country Store, PA





## Valley Quilt Shop, WY

Image from [ribboncandyquilts.blogspot.com](http://ribboncandyquilts.blogspot.com)

# Tip #5: Make Shopping at Your Store an Experience

- Make your store beautiful
- Make it friendly
- Make it fun
  - Customer Showcase
    - Give them a 20% coupon
    - Post pictures on your Facebook page
    - New quilters gain confidence with positive feedback
  - Show & Tell Party
    - Have rewards/party-favors/food
    - Name badges
  - Contests with rewards
  - Collaborate with a guild
  - Trips / Retreats