

Maximize your merchandise: The importance of visual merchandising

What is visual merchandising? Using floorplans, displays, colors, lighting, and other visual elements, visual merchandising is a marketing practice devised to attract, engage, and motivate customers towards making a purchase.

Types of visual merchandising



- Interactive touchscreens
- Lighting design and general décor
- Mannequins
- Point of sale technology
- Shelving and pricing signage
- Window displays

Benefits of visual merchandising

- 1 Brand loyalty:** Existing customers make up an average of 65% of a company's business.¹
- 2 Customer engagement:** Engaged customers make purchases 90% more often than those who are not.²
- 3 Improved marketing:** A store's visual appearance can influence the purchase decisions of 93% of customers.³

How to improve visual merchandising efforts



Optimize high foot-traffic zones. Arrange inventory to draw in traffic with great visuals, since 90% of information sent to the brain is visual.



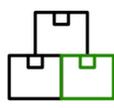
Utilize proper lighting. Set the scene and highlight certain display elements with adequate and appropriate lighting.



Apply color theory. Use color principles (monochromatic, complementary, or analogous) to engage human emotions and attention spans on a subconscious level.



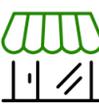
State price points clearly. Make pricing signage or individual price tags easily visible to improve the shopping experience.



Follow display principles. Draw customers' eyes to your displays by adhering to the Rule of Three and the Pyramid Principle.



Omit clutter. Incorporate white/negative space in your store design as cramped interiors or window displays can make customers feel overwhelmed or confused.



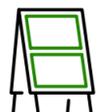
Enhance the entrance. Ensure entryways are welcoming and attractive; a well-designed front display can increase sales by 540%.³



Establish a focal point. Direct traffic to a well-chosen "hotspot" to help increase sales by 229%.³



Strategize display heights. Position the best-selling or highest-margin products at the target audience's optimal eye level.



Rotate displays periodically. Keep the storefront fresh for loyal customers by setting up new displays throughout the year.



Create space for visual merchandising at the checkout counter. Take this opportunity to upsell or further engage customers before they complete their purchase.



Incorporate modern technology. Capture customer info, create promos, and generate detailed reports with an advanced point of sale (POS) system.