

# The DOs and DON'Ts of outdoor and sporting retail online personalization for Ecommerce Managers



Eager to **elevate your ecommerce** game and keep your customers coming back for more epic adventures?

Use this cheat sheet to **refine your ecommerce strategy**, ensuring every touchpoint is an invitation to adventure, learning, and environmental stewardship.

## ✔ Leverage your customer data to support epic multiple journeys

- Merge **contextual and behavioral data** to craft captivating unique customer journeys.
- Think of POS data as your secret ingredient for a **seamless omnichannel** vibe.
- Dive deep into the cravings of different **customer segments** – why not suggest a bundle skiing ensemble when someone's eyeing that sleek jacket?

## ✘ Rely on the cookie-cutter messaging

- Avoid a one-size-fits-all approach that fails to connect with the diverse tapestry of outdoor enthusiasts.
- Don't ignore the fact that even within tribes of trekkers or cyclists, each adventurer has their unique trail mix of needs.
- Don't leave the treasure of your customer data unused.

## ✔ Channel your inner product sage and make every click a learning expedition

- Flood your space with **detailed product insights**, how-tos, and wisdom nuggets.
- Deliver **tailored recommendations and content** that aligns with customer passion.
- Turn your platform into a **treasure trove of knowledge** for activities like hiking or climbing.

## ✘ Skimp on detailed product chronicles

- Avoid the pitfalls of vague product descriptions and lack of technical specifications.
- Enrich your listings with compelling stories and juicy technical specs that educate and entice your audience.

## ✔ Champion the green revolution and highlight environmental responsibility

- Shine a **spotlight on products that love Mother Earth** as much as you do.
- Make **green choices stand out in your personalized shopping experience**, catering to the eco-conscious explorer.

## ✘ Turn a blind eye on sustainability concerns

- Don't ignore the importance of sustainability in the outdoor industry – it isn't just a trend; it's a creed.
- Steer clear of promoting anything that might tarnish your eco-warrior badge.

## ✔ Master the mobile commerce frontier

- Ensure your site's as nimble as a mountain goat on mobile: **Optimize for mobile navigation and fast-loading pages**. For example, make sure your category pages are optimized for maximum product visibility.
- Implement **intuitive search functionalities and targeted recommendations** to ease product discovery for the on-the-go adventurer.

## ✘ Neglect the mobile realm – great outdoors calls for great mobile experiences

- Don't let your mobile interface be an afterthought, as it's the compass guiding your customers through their shopping journey.
- Avoid neglecting mobile user experience and social media engagement or risk losing the trail.

## ✔ Embrace seasonal waves and niche magic

- Dive into **niche marketing** to resonate with specific outdoor passions, such as hiking or kayaking.
- From sun-soaked summer campaigns to cozy winter welcomes, **tailor your offers and tips based on the outdoor calendar**.
- **Hyper-localize the shopping experience** by suggesting gear that matches the weather or the wild trails at their destination.

## ✘ Ignore niche marketing opportunities and seasonal trends

- Don't miss out on the opportunity to connect deeply with enthusiasts by overlooking niche interests and seasonal rhythms.
- Don't let the vibrant tapestry of seasonal and local flavors go untapped.
- Avoid maintaining a static product offering that doesn't align with the flow of outdoor trends and changing seasonal needs.

Ready to **scale new heights in customer engagement and satisfaction**?

Transform your outdoor and sporting goods online realm – the trail starts here.

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