

# The Future of Retail & Video

How Retailers Can Use Video to Create a Seamless Shopping Experience





**Creating traditional high-production video has limitations;**

**it's expensive, time-consuming and, most importantly, is not data-driven.**

To satisfy customers growing demands for video, retail brands need to lean on other video solutions - **like video technology** - **to produce usable, brand-led and customer-driven user-generated videos.**

## Methodology

StoryTap surveyed 500 men and women across North America: 250 respondents were consumers aged 25-55 & 250 were decision-makers in the retail industry aged 25-70.

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This report will explore how retail brands can use video to bridge the gap between **in-store and online shopping to build customer loyalty and promote business growth.**

Summary

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# The State of Retail in 2023



The COVID-19 pandemic triggered a massive shift in consumer shopping habits. As people hesitated to leave their homes, **buying online became essential.**

But, as the world recovers, more consumers are returning to in-store shopping, **leaving eCommerce as an option rather than a necessity.**

**64.4%**

of consumers say they prefer to shop **in-store**

**35.6%**

of consumers say they prefer to shop **online**

Despite this, eCommerce brands are not left behind, as **online shopping offers advantages for both retailers and consumers.**

In 2023, retail brands can bridge the gap between online and offline shopping by bringing in-store to the web - **and video is a key player.**

# Bridge the Shopping Gap With Video

While in-store shopping is gaining popularity again, research shows **consumers don't prefer one shopping experience over another.** Instead, they're combining elements from both. For example:



65.5%

of consumers say **when shopping in-store, they search for online reviews** before heading to the cash register

79.2%

of consumers say they **browse for items online but go in-store** to make a purchase.

When asked what makes each shopping experience enjoyable, consumers responded that they place value on different factors for each.





Post-pandemic, consumers want the best of both shopping worlds. And retailers can give it to them by creating a seamless omnichannel shopping experience with video.

Doing so will achieve two things;

**Enrich the customer experience to build loyalty**

**Promote business growth**

**Jump down to see:**



# How to Use Video to Build Customer Loyalty

Consumers base their purchase decisions on factors like price, product quality or experience—such as **friendly in-store staff or a seamless checkout process.**

While research shows consumers prefer to shop in-store, there's a greater chance their experience can vary, potentially impacting the purchase decision.

Conversely, online shopping curates the shopping experience to ensure a positive one every time. **And with positive experiences comes the desire to buy again.**

**94.8%**

of consumers say having a **positive shopping experience** makes them feel more **loyal** to a brand

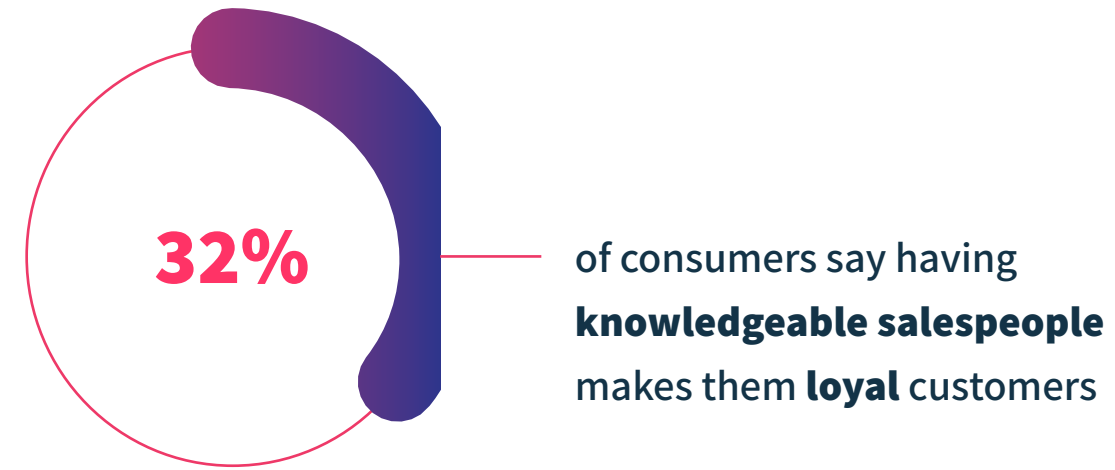
Here's how your retail brand can use video to enrich the online shopping experience and build customer loyalty.



## Produce Video FAQs to Support Customers Faster

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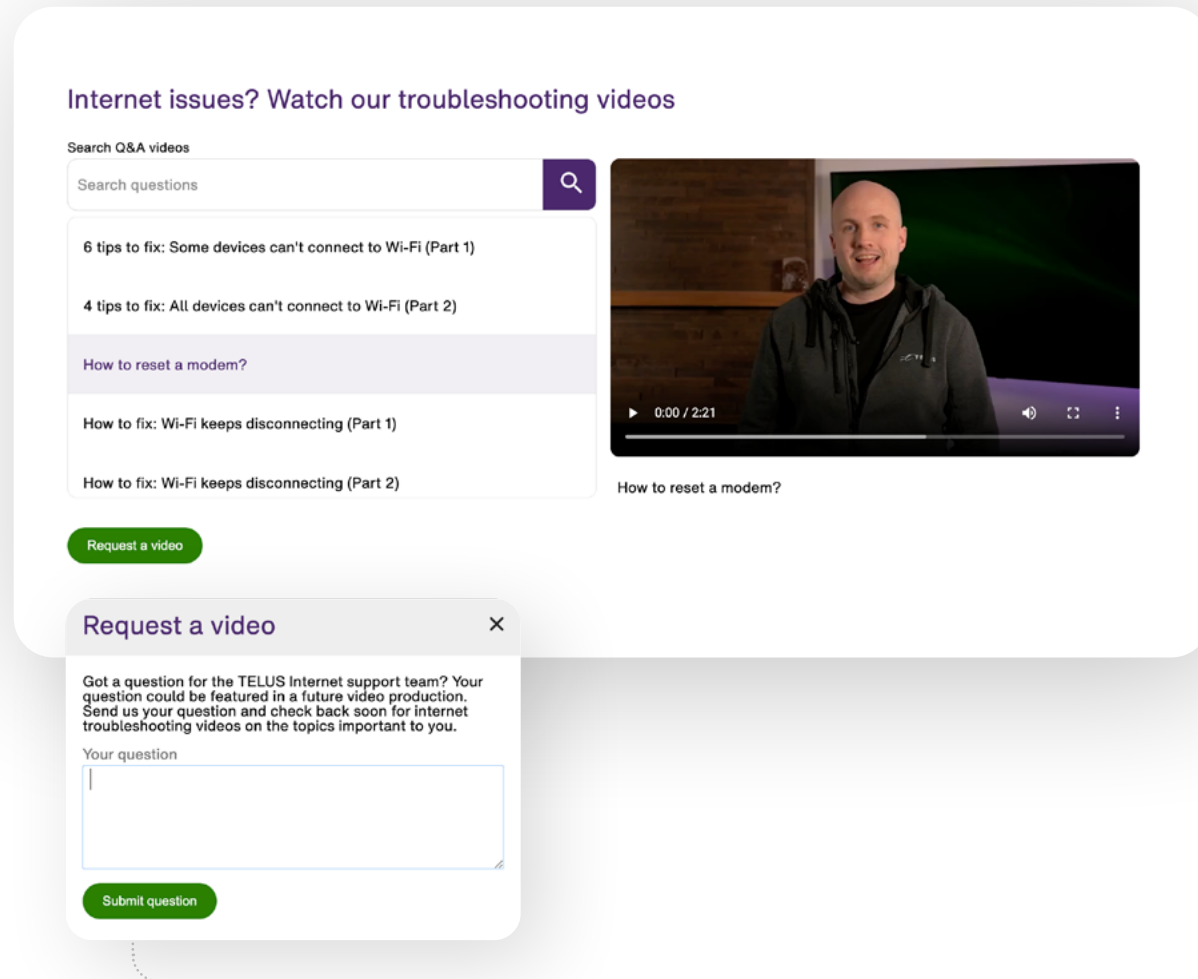
Consumers value having knowledgeable staff available to answer their questions in-store.



You can enhance this experience by producing **video FAQs.**

Video FAQs are excellent tools for enriching the digital customer experience because they deliver **faster** and more **personalized** support through self-service content.

When embedded on your website, they serve as reliable information consumers can turn to - **without waiting to speak to staff in person.**



**Video FAQs empower customers to find the answers they need at their convenience,** enhancing their interactions with your brand.

**64.5%**

of consumers say watching **video FAQs** would **improve their online shopping experience**

In addition, you can use video FAQs as a tool for communication, for example, by enabling online shoppers to ask new questions.

**70.8%**

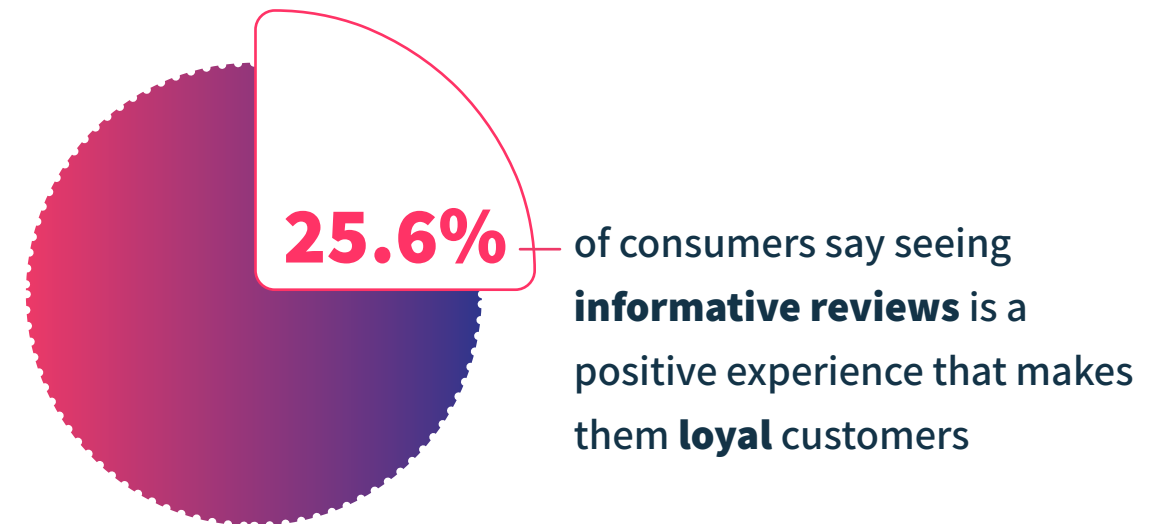
of consumers say having the **ability to ask a question online and receive a video answer** would improve their online shopping experience

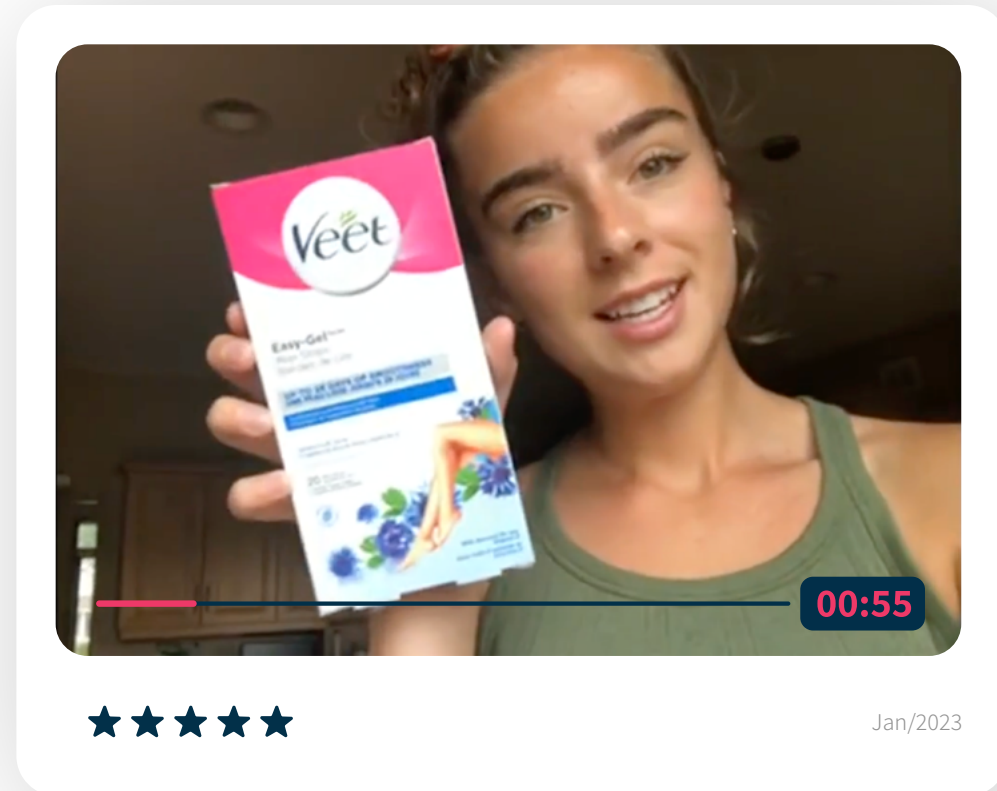
With video, you can bring the convenience of in-store staff to the web to **enrich the online shopping experience and build customer loyalty.**

## Publish Video Reviews as Social Proof

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Online reviews are pivotal to decision-making. Most consumers reference reviews at some point in their shopping journey because they provide insight into product quality and function. When consumers encounter positive reviews, **it helps build trust and loyalty toward a brand.**





Add video into the review mix, and you've struck gold.

**Video reviews add a layer of digestible social proof consumers can trust.** Prospective customers don't have to wonder if they are sponsored or fake because video reviews deliver authentic feedback from real customers.

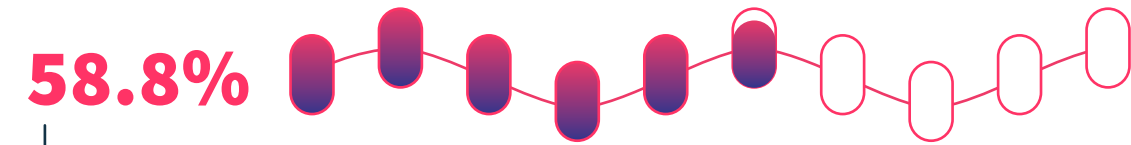


**Authenticity in online reviews is crucial in building customer loyalty.**

Embedding video reviews on your eCommerce site will enhance consumers' experience and confidence when shopping online, compared to in-store.

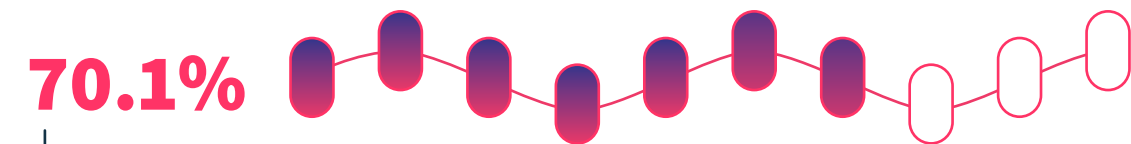
## Recreate In-Store Shopping Experiences

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of consumers say when **shopping in-store, they rely on opinions** from staff or other customers to make a purchase decision

When shopping online, that feedback is nonexistent. And, not surprisingly, consumers want it back.



of consumers say they **miss hearing opinions** from staff or other customers when shopping online

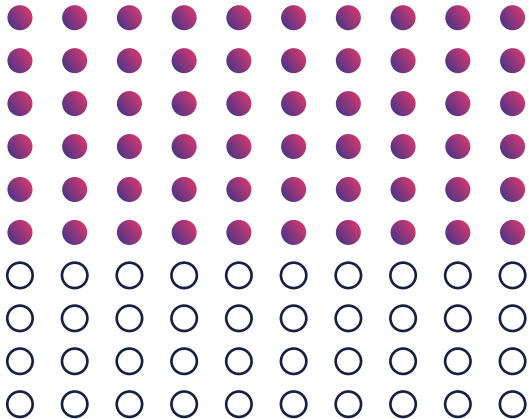
You can appease your consumers by **recreating the in-store shopping experiences on video.**

For example, recording videos of staff or customers featuring new products, how they feel, fit, or look in person, then embedding them on your website.





Recreating in-store experiences through customer review videos, video testimonials, or video FAQs helps online shoppers make better-informed decisions and feel more satisfied with their purchases.



**60%**  
of consumers say **being satisfied** with their purchase makes them **loyal** customers

With video on your eCommerce website, you can **deliver a seamless online shopping experience**. Bridging the gap between in-store and online shopping will enrich your digital customer experience and build customer loyalty.

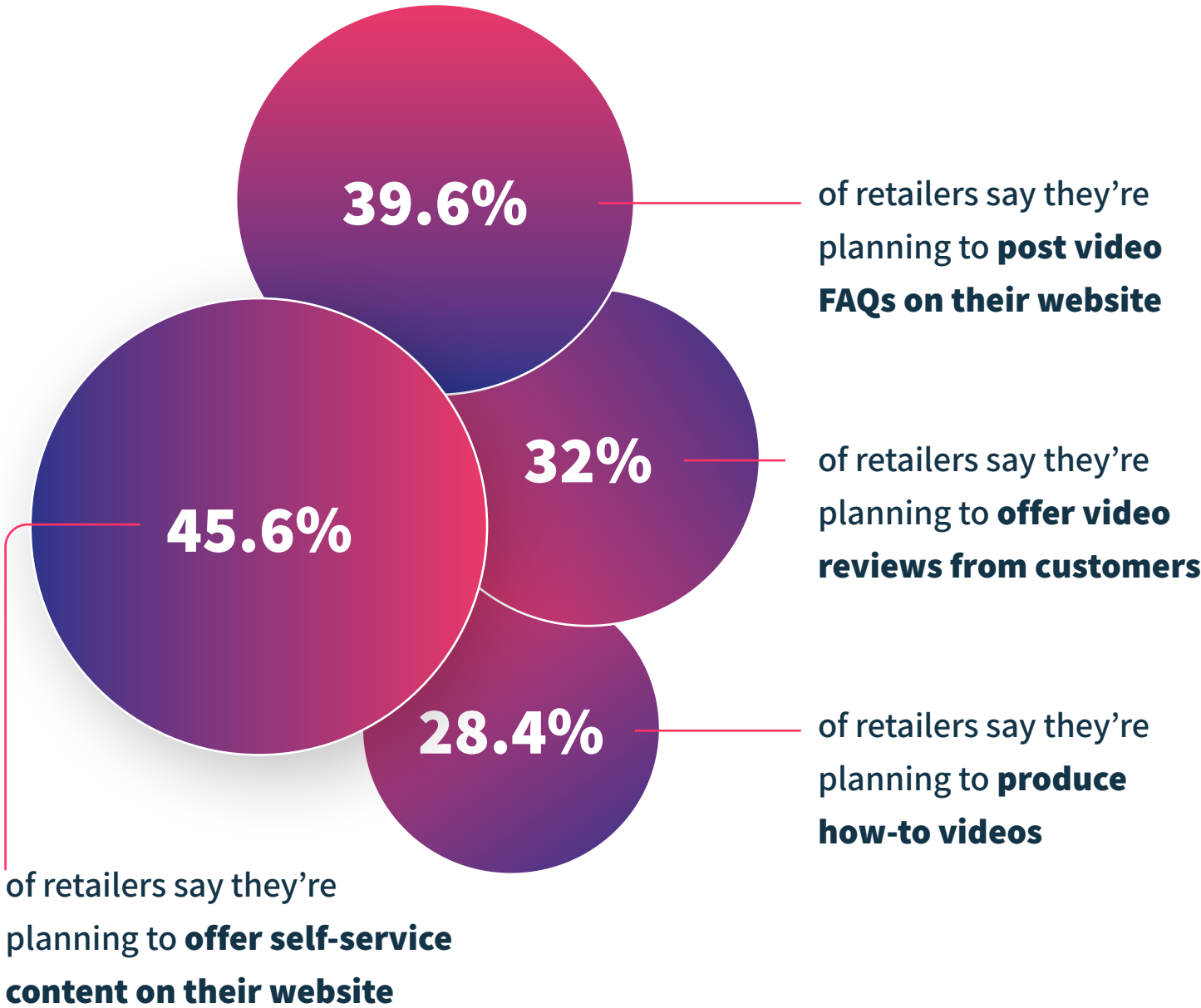
# How to Use Video to Grow Your Business



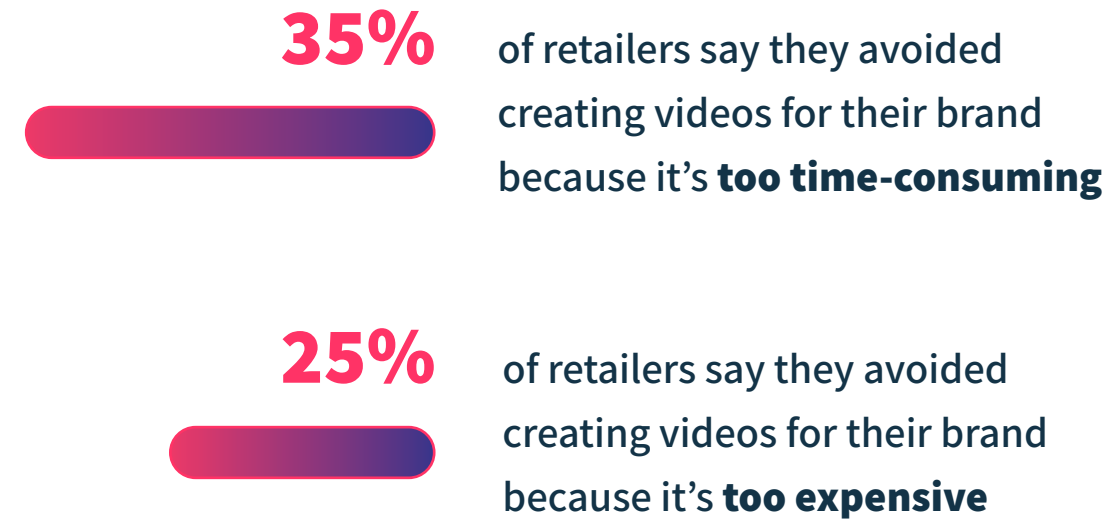
The power of video extends beyond consumer shopping experiences. **It's also a tool to achieve desired goals, like business growth and increasing conversion. The key is using it strategically.**

To see how video can impact businesses, we asked retailers how they create enjoyable online shopping experiences today.

When asked how they plan to create enjoyable online experiences in the future, **the responses were overwhelmingly video.**



At the same time, our research shows while retailers recognize video's potential, many avoid it in their strategy.



**But video doesn't have to be costly or complicated, especially when producing user-generated video. Instead, it can be a tool to grow your business.**

**Here's how your retail brand can use video to achieve business growth.**

## Use Data-Driven Video to Make Informed Decisions

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Retailers today must equip themselves with the tools to make fast strategic decisions. **That's where data-driven video comes in.**

Tracking video data, like CTA engagement and time spent on page, reveals valuable insights into video performance. You can **leverage video analytics to make decisions that meet your growth goals.** For example, identify high-performing videos and use them where they'll have the most impact, like the top of your homepage.

Incorporating a data-driven approach into a video strategy will enable your brand to optimize its video efforts to achieve success, and it works.



**63.6%**

of retailers say they've created videos that have **produced ROI**

Using data-driven videos will also help you better understand and predict customers' needs. For example, creating personalized campaigns by analyzing video engagement, then using it to drive the best results.

## Use Video Reviews to Build Brand Loyalty

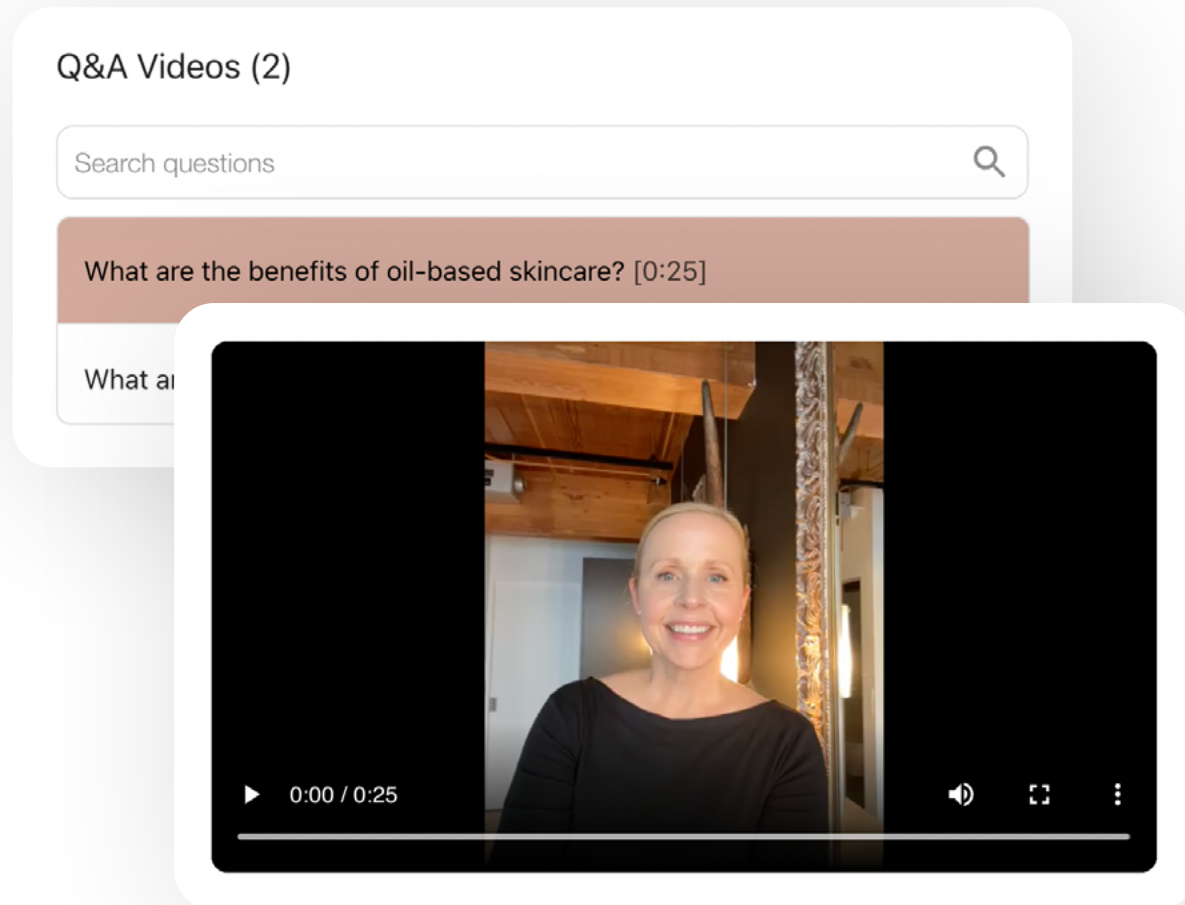
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Establishing brand loyalty is essential for any retailer wanting to grow their business. **Online reviews are powerful tools for doing so.**



**Video reviews by real customers take it to the next level.**

You can use video reviews on eCommerce websites, social media channels, email campaigns, and more to build customer trust and credibility.



While thousands of retailers still neglect video, a significant portion is willing to start using it if it means achieving their goals.



**85.5%**

of retailers say they are likely to use **user-generated videos** like customer reviews and FAQ videos to **build brand loyalty**

**When shopping online, the effectiveness of video reviews amplifies.** They help to enhance the customer experience by providing shoppers with realistic expectations of products or services.

As a result, **video reviews help establish loyalty from online shoppers,** which contributes to business growth.



## Repurpose Videos to Expand Online Reach

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Owning website video assets provides endless opportunities to repurpose content. For example, to meet other marketing needs or goals.

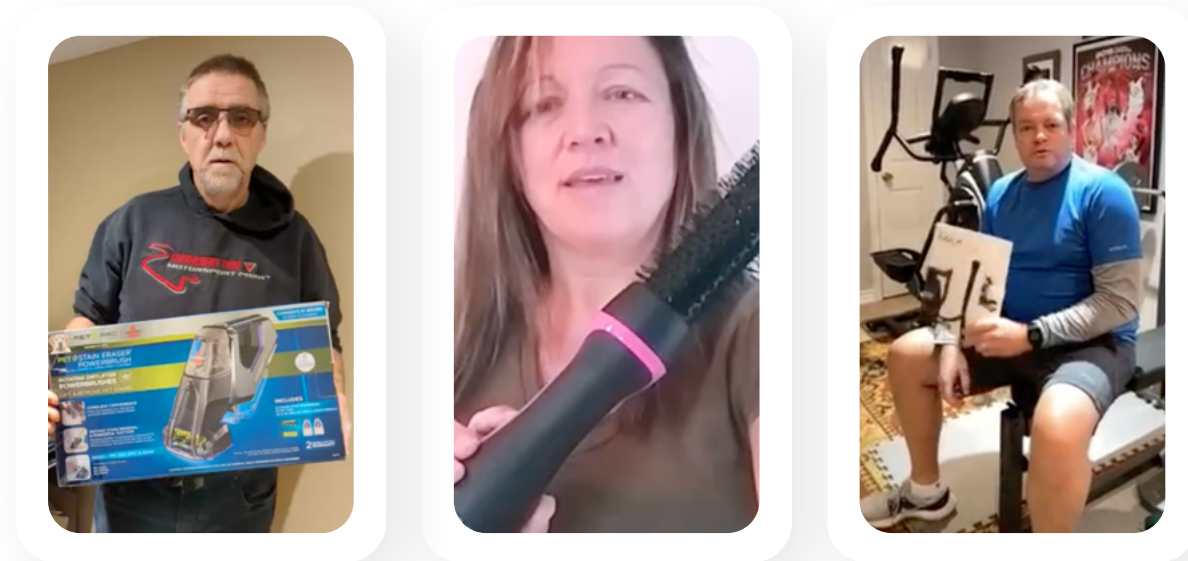


**91.3%**

of retailers say they repurpose video content for other uses.

But, most businesses don't repurpose video to its full potential.

**When done strategically, evergreen content, like video reviews and testimonials, can be tools to foster business growth over time.**



**The best way is to trim long videos into short-form clips and then share them to new platforms.** Doing so provides new ways to reuse content without creating brand-new videos each time.

Reuse shortened snippets for:

- Website videos
- Social media
- Paid video ads
- Email campaigns
- & more

Repurposing videos to new platforms expands the reach of your content and helps drive new leads back to your eCommerce site. In addition, **posting video consistently is excellent for SEO.**

There are endless opportunities to use video for business growth.

**The key is finding the right video platform for your brand.**

# Bring Your In-Store Shopping Experience Online with StoryTap

With video technology, bridging the gap between online and offline shopping is simple. **StoryTap's user-generated video platform makes producing and distributing videos from anyone and anywhere easy.**

With our tech, you'll get thousands of **brand-led videos** from your real customers. You'll also have **ownership of the video rights in perpetuity**, so you can repurpose videos anytime.

With embedded videos on your site, you'll **unlock advanced video data** and gain insights into your performance. You can also distribute your videos to platforms that matter with our **social media integrations** to YouTube and TikTok.

Our video platform is automated and equipped with brand compliance, so you get user-generated **videos that are usable and brand-aligned.**

**Chat with us to learn more about  
bringing your in-store shopping  
experience online with video.**