

# The Brick & Click Concept

How (and why!) you should align your **physical and digital** communication channels.



## What is “Brick & Click?”

“Brick & Click” is a business model in which a business makes sales in a physical space (bricks) and on an online platform (clicks).

The overarching strategy is to create an optimal and unified buying experience.

# Why do people buy online?

- They can **compare** products.
- They can read **reviews** from people who bought the same product.
- They can **shop 24/7** from the comfort of home or even while waiting for the bus!
- **Convenience:** Many people don't really like going out, standing in a checkout line, etc.



## In-store purchases also have significant advantages:

- Customers can **interact with an item** before purchasing it (see it, touch it, check the expiration date, etc.).
- They can **walk away with their purchase** rather than having to wait for delivery.
- Customer service: They can **speak face-to-face with a professional to get advice**, reassurance, or information.



# What can we do better in person versus online?

- **Provide more information about veterinary-exclusive pet food** (e.g., quality, animal health benefits, quantity).
- **Have a client contact point for pet food** (colour, size, shape of kibble), accessories, and grooming products (size, texture).
- **Answer questions about serving sizes and the cost of food** (servings/day, price/serving, price/day).
- Give **personalized advice and educate** pet owners.



# Advantages of a “Brick & Click” sales strategy

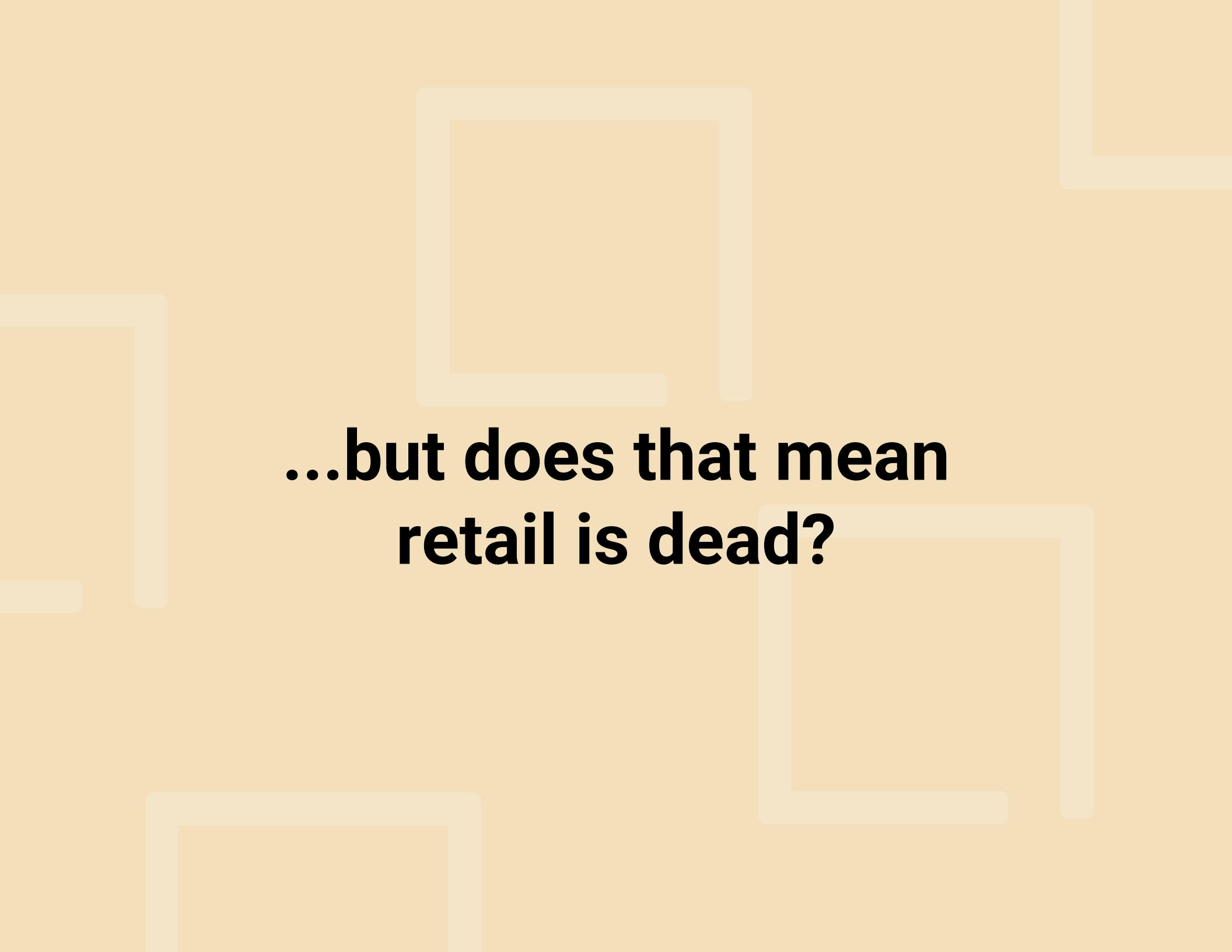
- **A more personalized client experience.**
- **Attract new clients** and build the **loyalty of existing clients.**
- Unparalleled convenience that makes **pet owners more likely to follow your recommendations.**
- **A clear competitive advantage.**



# Physical vs online sales:

The question is not “**which one to choose?**”  
but rather “**how to combine them?**”





**...but does that mean  
retail is dead?**

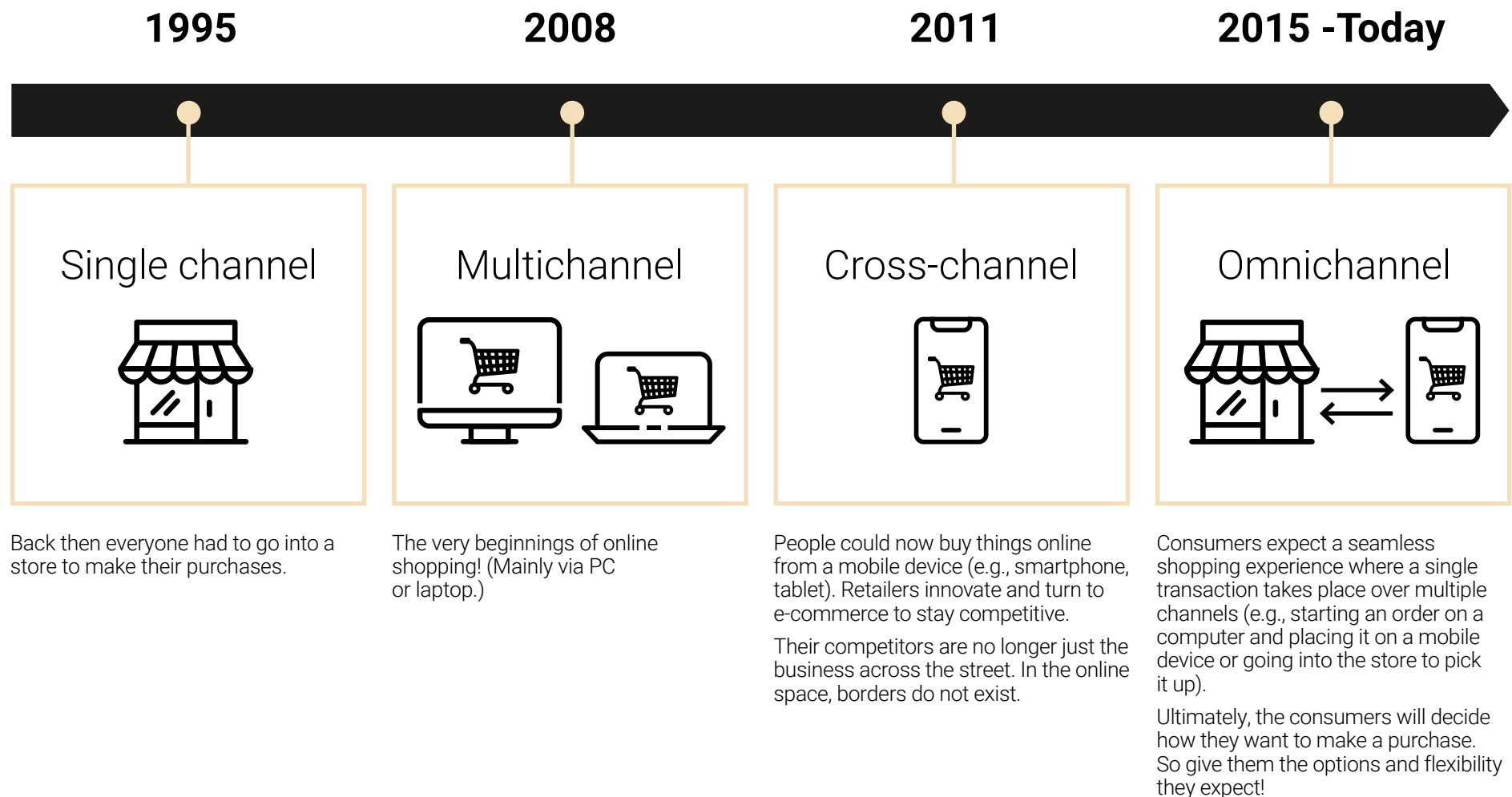


Retail isn't dead; **it's evolving.**

**The key to success?**

Adapting to consumer trends, the economy,  
and the competition.

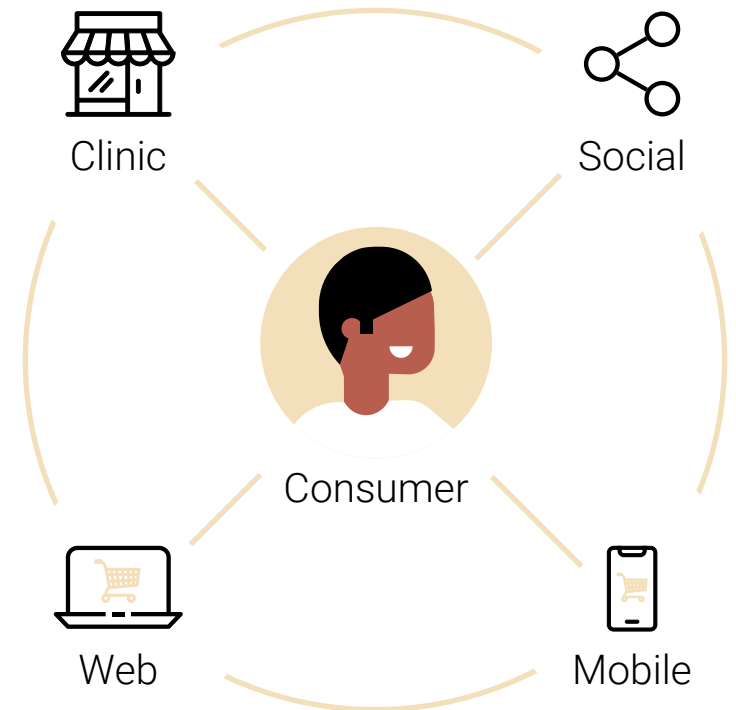
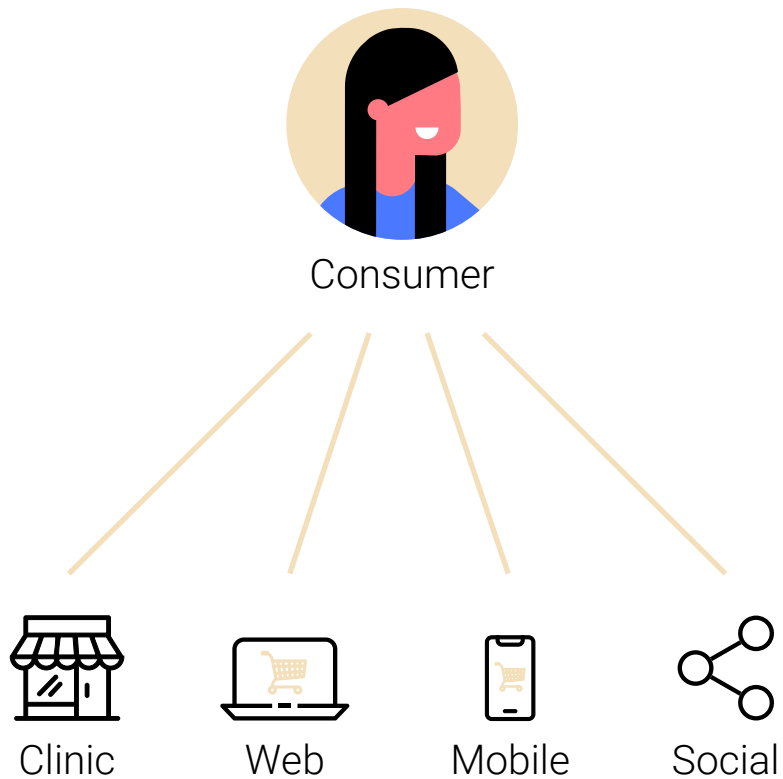
# How buying habits have changed



# Multichannel

# VS

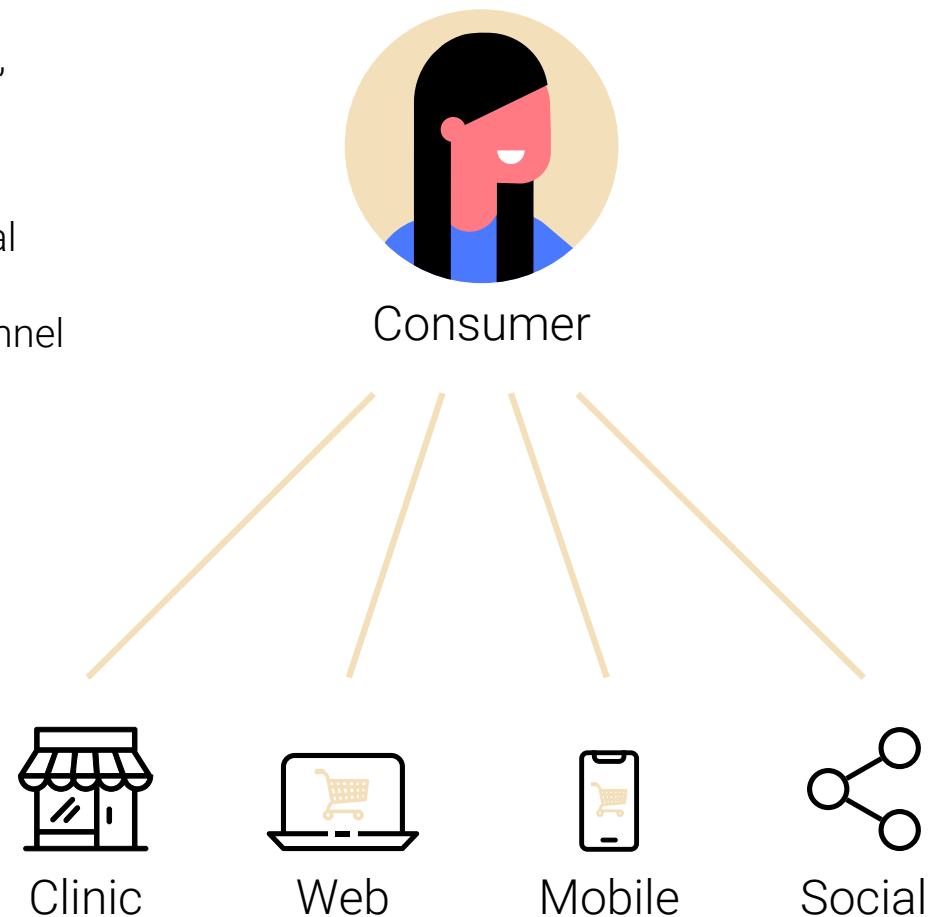
# Omnichannel



# Multichannel

Before, the client experience was delivered on a single channel. The client went into a store, bought a product, and went home. Now consumers have multiple points of contact with a business.

**The concept of retail via multiple channels.** A physical store, an online shop, and a marketplace are different sales channels a business can use. Having a multichannel strategy allows you to attract clients from anywhere and everywhere. **These channels are independent of each other,** driven by different strategies, and managed separately.



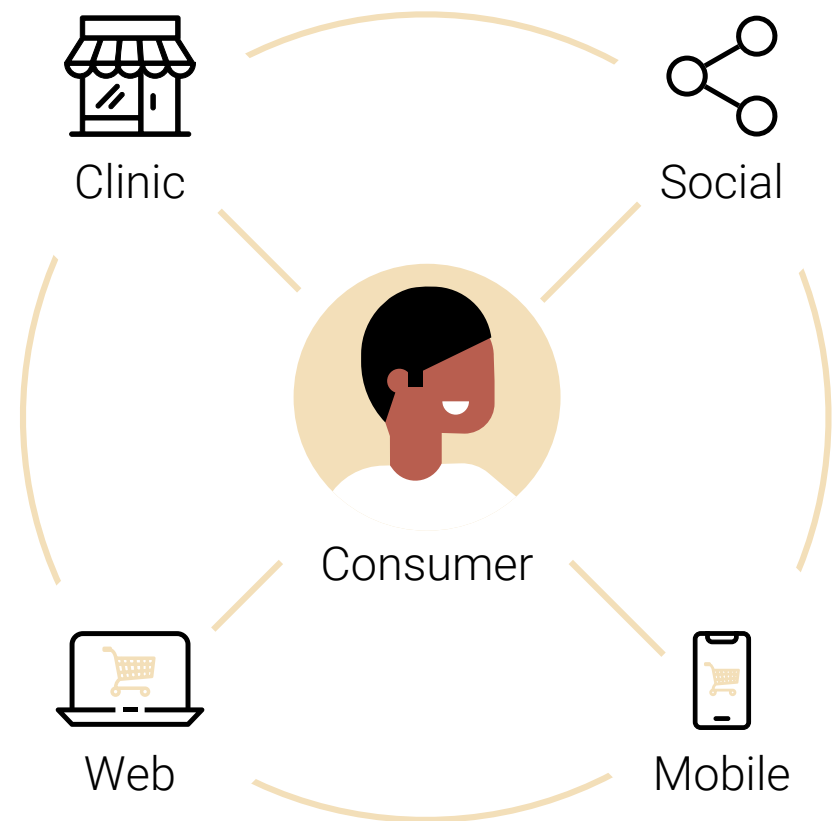
# Omnichannel

**This is the “Brick & Click” concept you hear so much about these days!**

Omnichannel retail also happens over different sales channels, but that are **integrated and consistent so clients can access the same information from any platform**. They can start a purchase on one channel (mobile) and complete it on another (store or computer), unlike the multi-channel approach, where purchases are specific to one channel.

Consumers can choose the channel they want to use for their purchase, giving them a lot more buying options. They also get more information about the product, have more selection, and can shop 24/7.

A popular example of the “Brick & Click” model is when a retailer gives clients the option of making a purchase in-store or online and picking it up in person or having it delivered to their home.



**With that in mind, how do you  
meet your clients' expectations?**

By delivering a memorable, **consistent  
physical/digital client experience**  
that builds loyalty and generates  
positive word of mouth.

# **TOP 5**

**Keys to success**

# Brick – A physical sales space

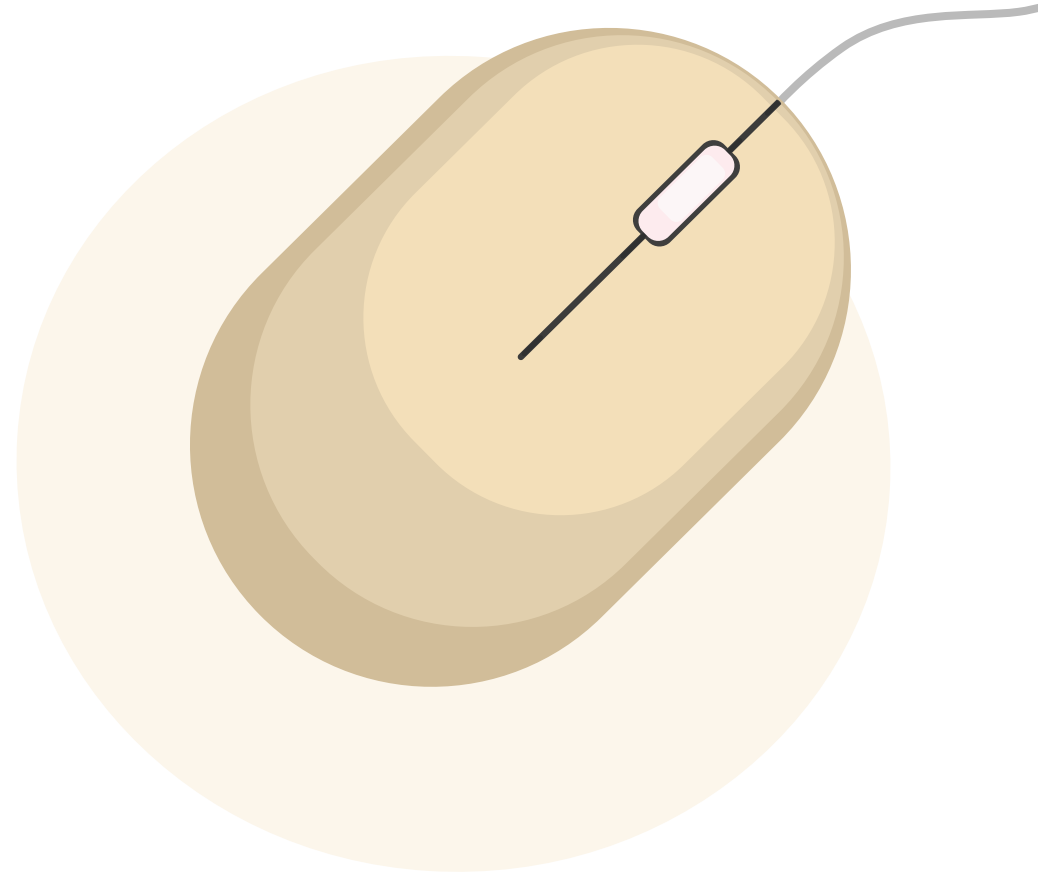
- 1.** A strategic customer navigation.
- 2.** A person in charge.
- 3.** An adequate layout, highlighting products and ensuring their accessibility.
- 4.** A logical classification of products (by line or brand) so clients don't have to search for them.
- 5.** Clearly identified prices.





## Click – Online sales

- 1.** A fluid customer experience.
- 2.** Targeted and relevant communications (educate, promote, raise awareness) with a set frequency.
- 3.** Increased data security.
- 4.** Recurring purchase option for greater convenience (and loyalty!).
- 5.** Coherence: Unified messages across all channels.

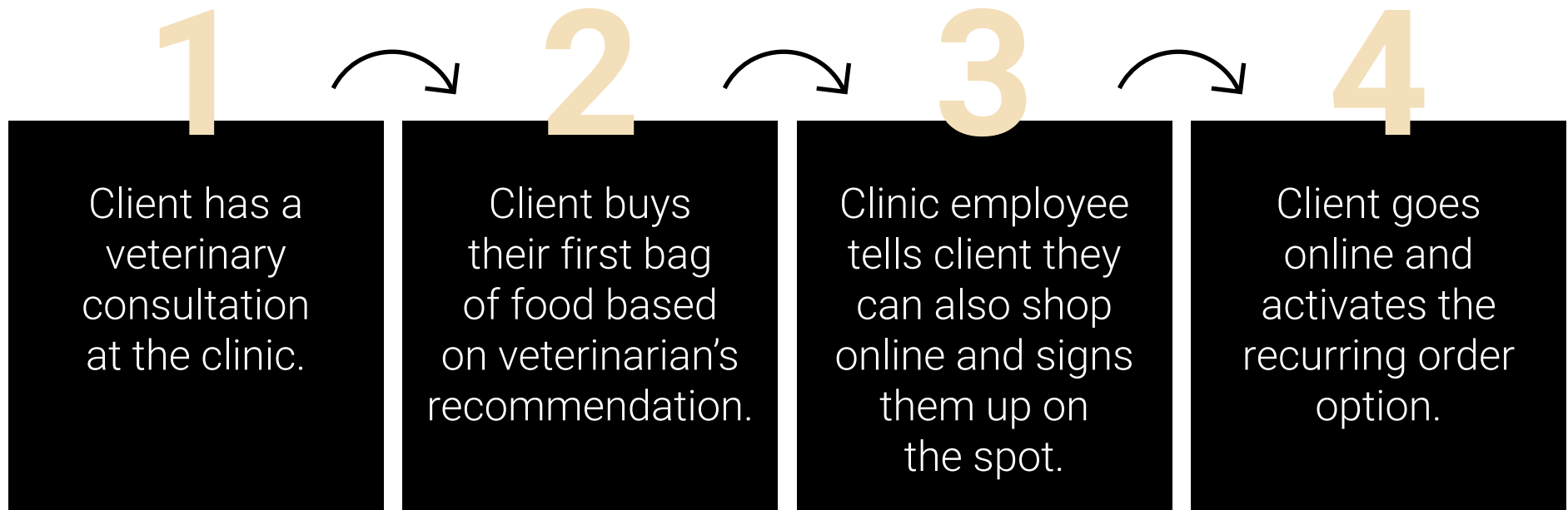


# Brick & Click – Alignment of physical and digital channels

## **Top 5: Keys to a successful Brick & Click model in veterinary practices**

- 1.** Offer maximum convenience (in-clinic pick-up or home delivery).
- 2.** Communication (clear, frequent, informative).
- 3.** A well-trained team.
- 4.** A clear return policy.
- 5.** Coherence (messages, information, unified pricing across all channels).

## An integrated client journey: Step by step



### Outcome:



#### **You're happy**

You get recurring sales and recommendation buy-in.



#### **Your client's happy**

They get a better experience and ultimate convenience.

# Strategies to create a better, more seamless client experience



Make clear, tangible **(written!)** recommendations.



Offer clients guidance to make sure they really understand and buy the right product for their pet (compliance).

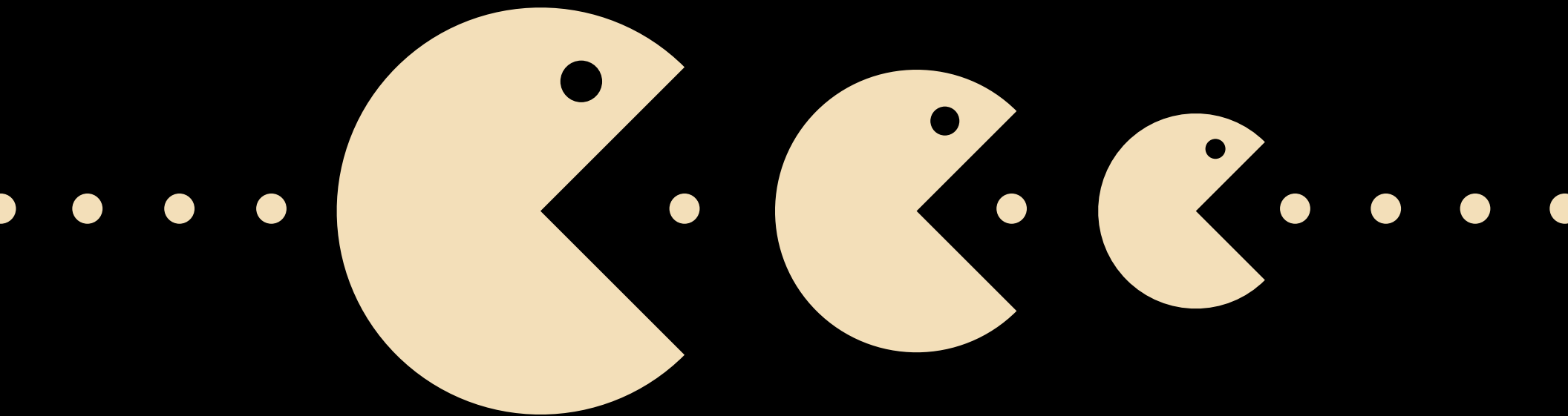


Remind clients that if they have questions after they leave the clinic, they can always contact you (by phone, email, social media, your website, ...). Make it clear you are there for them!



Remind clients they have the option of buying online, if it's more convenient: home delivery or in-store pickup, recurring purchases, product selection, etc.

The million dollar question:  
Will online sales eat away at your in-store sales?



## Consider this:

- An online presence increases your visibility with your existing clients (to build loyalty) and potential clients (to get new business).
- When they leave the consultation room, pet owners will have to walk past your retail space.
- Your employees know the products, patients, and clients, so they are trained to answer questions, whether pet owners contact the clinic by phone, email, social media, or even in person.

**The fact is that, as a veterinary practice, you have a special bond with your clients.**

So it's in your best interest to adopt an omnichannel strategy to meet clients' expectations, strengthen your bond with them, keep their pets healthy, and ultimately boost your product sales!

The time has come to ask yourself some tough questions:



Can I afford not to offer my clients both options?



How many clients will I lose if I don't provide a good experience in-clinic AND online?



Is my team excited about the potential of online selling?