

## [BUSINESS ★ ★ ★] 4 LESSONS BRICK-AND-MORTAR RETAILERS CAN LEARN FROM AMAZON THIS SEASON

(P1) Okay, so technically, Amazon now has a **BRICK-AND-MORTAR** location: **AMAZON BOOKS**. But the e-commerce giant is still dropping the retail **GAUNTLET** and dominating across a variety of digital channels, **INFUSING** innovation into new areas of retail (and beyond) every day. Never one to **SHY AWAY FROM** a challenge, Jeff Bezos has even decided to tackle the space industry with Blue Origin—yes, you read that correctly, space.

(P2) So it should **COME AS NO SURPRISE** that the Amazon founder successfully **TOOK ON** brick-and-mortar retailers this Black Friday, a day traditionally focused on **IN-STORE** sales. It's a reality that the majority of shoppers will hit Amazon.com for their holiday shopping at some point, but according to a recent Reuters poll, 51 percent of consumers plan to do most of their shopping **ON THE SITE**.

(P3) Just how did Amazon find Black Friday success, though? Careful and strategic long-term planning, **PAIRED WITH** a **SEAMLESS** experience across all channels. Basically, Amazon was wherever shoppers were, whenever they decided to open their phones, computers and wallets to shop.

Let's **TAKE A LOOK AT** what retailers and brand marketers have learned from Amazon so far this season.

**1. Mobile should be at the top of retailers' marketing wish list.** (P4) Last year, Amazon saw more than 60 percent of shopper activity coming from its mobile app and mobile website. This year, the retailer continued to build app engagement by offering mobile-only deals to those with the app installed. Amazon also introduced a new feature this year called **WATCH A DEAL**, where app users can save items to their **WATCH LIST** and then be notified when a deal is about to begin on the Amazon app. Seriously, how much easier can the company make it for busy consumers. Retailers that **STRUGGLE** to match Amazon's reach can **TAP INTO** mobile moments by partnering with digital promotion platforms that have the ability to reach a larger audience. Whether they have access to an engaged audience through their own app or through another, the most important thing for them to remember is to be where their customers are—and that's on a smartphone.

**2. Target across channels this season.** (P5) Amazon made a **BOLD** Black Friday **PLAY** to grab consumers' attention when they were visiting other retailers' brick-and-mortar locations. **SAVVY** consumers were able to use a feature on the Amazon app, called **PRICE CHECK**, to make sure they were finding the best deals in stores. Because of the brand's **BREADTH** of products, their site and app are often the first **DESTINATION** for shoppers online and on mobile. "Year after year, more and more customers shop for deals on Amazon *from the comfort of their own home*, and we continue to make that process even more **CONVENIENT** for them," Steve Shure, vice president of Amazon Consumer Marketing, said in a statement.

(P6) However, we can't forget that 90 percent of shopping still occurs in stores and that certain categories continue to **DRAW** shoppers who prefer to touch, feel, **TRY OUT** or **TRY ON MERCHANDISE**. Consumers love **INSTANT GRATIFICATION**, and much of that is **PROPELLED** by Amazon's quick-ship options. But retailers don't need to be Amazon in order to **COMPETE IN** fulfillment. According to eMarketer, more than six in 10 Internet users would pay for same-day delivery. Brick-and-mortar retailers can also **TAKE PART IN** offering "buy online, pick up in store" promotions, which allow retailers to **LEVERAGE** their stores as distribution centers.

**2. Spread more holiday (deals) cheer.** (P7) **KICKING OFF** with **AMAZON PRIME DAY** in July, the online retailer began to reach shoppers with promotions **WELL BEFORE** the holiday season had even officially begun. A smart move considering that 45 percent of shoppers are always **DEAL HUNTING**, and more than half (54 percent) expect deals before Black Friday, according to a survey **CONDUCTED BY**

Kelton Global earlier this year. It paid off: Amazon saw more orders on Prime Day than any Black Friday in its history. **UPPING THE ANTE**, Amazon launched deals nearly every five minutes starting the Friday before Thanksgiving all the way through Black Friday. But it didn't stop there. It continued to engage online shoppers with 150 limited-time-only "**LIGHTNING Deals**." The retailer was armed and ready to reach online shoppers whenever they chose to browse, not limiting them to only Black Friday.

**3. Loyal brand fans are the best holiday ambassadors.** (P8) Sure, Amazon has done a lot on its own to become **SYNONYMOUS** with online shopping. However, the **LOYALTY** of tens of millions of Prime members also speaks volumes, and you can be sure they've told their friends about the experience too. For an annual fee, members get access throughout the year to music and movies (now on JetBlue flights!), services and free shipping—and the holidays are no different. Amazon Prime members received access to many deals 30 minutes early over Thanksgiving and Black Friday weekend. It's a huge incentive when you've **GOT YOUR EYE ON** a **PARTICULAR** item, or 10.

(P9) No one needs to be reminded that Amazon is dominating this holiday season. We've all seen the media storm, and likely **TAKEN A PEEK AT** what Amazon **HAS TO OFFER** on its site as well. The online **BEHEMOTH** doesn't **PLAY DEFENSE**; it **STRIKES** first. I've seen plenty of other retailers pick up their game this year, innovating new ways to reach consumers and build a seamless shopping experience. But is there more that can be done?

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## Vocabulary

BRICK-AND-MORTAR	(exp) 소매의, 오프라인 거래의.
GAUNTLET	(n) (중세 때의) 갑옷용 장갑
INFUSE	(v) ~ A into B   ~ B with A (격식) (특정한 특성을) 불어넣다[스미게하다]
SHY AWAY FROM	(exp) ...을 피하다.
COME AS NO SURPRISE	(exp) 놀라운 일이 아니다
TAKE ON	(exp) (일 등을) 맡다; (책임을) 지다
IN-STORE	(exp) (백화점·슈퍼마켓 등) 매장 내의
ON THE SITE	(exp) 그 자리에서
PAIR WITH	(exp) 짝을 이루다
TAKE A LOOK AT	(exp) (...을) (한 번) 보다.
WATCH LIST	(exp) 감시목록
STRUGGLE	(v) 투쟁[고투]하다, 몸부림치다, 허우적[버둥]거리다
TAP INTO	(exp) 을 활용하다
BOLD	(adj) 사람·행동이 용감한, 대담한
PLAY	(n) 플레이(운동 경기에서 선수들이 펼쳐 보이는 내용·기량)
SAVVY	(adj) 요령있는
BREADTH	(expn (지식·관심 등이) 폭넓음
DESTINATION	(n) 목적지, (물품의) 도착지
CONVENIENT	(adj) 편리한, 간편한
DRAW	(v) (사람의 마음을) 끌다
TRY OUT	(exp) 테스트해[시험적으로 사용해] 보다
TRY ON	(exp) (옷 따위를) 입어[신어] 보다
MERCHANDISE	(n) (매매한) 물품; (상점에서 파는) 상품
INSTANT GRATIFICATION	(exp) 즉각적인 만족감.
PROPEL	(v) (물거나 밀거나 해서) 나아가게 하다
COMPETE IN	(exp) 경쟁하다.
TAKE PART IN	(exp) ...에 참여[참가]하다, 가담하다; 협력하다
LEVERAGE	(v) (격식) 영향력을 행사하다
KICK OFF	(exp) (축구) 경기가 시작되다[경기를 시작하다]
WELL BEFORE	(exp) 한참 전에
DEAL HUNTING	(exp) [합성어에서] 찾기[구하기]
CONDUCTED BY	(exp) ~에 의해 실시된
UP THE ANTE	(exp) 자금, 판돈을 올리다
LIGHTNING	(adj) 번개같이, 아주 빨리; 급작스럽게
SYNONYMOUS	(adj) 단어들·표현들이 같은[비슷한] 뜻을 갖는, 동의어[유의어]의
LOYALTY	(n) 충실, 충성
HAVE YOUR EYE ON	(exp) ~를 계속 주시하다
PARTICULAR	(adj) 특정한
TAKE A PEEK AT	(exp) (...을) 몰래 엿보다
HAS TO OFFER	(exp) 제공하다
BEHEMOTH	(n) 거대 기업[조직체]
PLAY DEFENSE	(exp) 방어를 하다
STRIKE	(v) (특히 갑자기) 공격하다

## **Who/What/Where Are They..?**

### **AMAZON BOOKS**

Amazon opened its first brick-and-mortar bookstore on November 3, 2015

### **WATCH A DEAL**

Users can save upcoming deals on Amazon App and get notifications on mobile when the deal is about to start

### **PRICE CHECK**

Amazon Price Check is an iPhone app that allows you to instantaneously check and compare the prices of store products with Amazon.com's own inventory.

### **AMAZON PRIME DAY**

Amazon is celebrating its 20th anniversary with a one-day sale that it promises will be bigger than Black Friday. "Prime Day" takes place from midnight on Wednesday July 15, with the company saying it will offer thousands of deals, more than double the number during Black Friday in November last year.