

The logo for 'The PM Newsletter' is centered in the top half of the slide. It features the word 'The' in a small, bold, black sans-serif font. Below it, 'PM' is written in a large, outlined, black sans-serif font. To the right of 'PM', the word 'Newsletter' is written in a bold, black sans-serif font. A thick orange horizontal bar is positioned behind the 'Newsletter' text. The background of the logo area is white with faint, light gray geometric shapes (triangles and lines) in the corners.

The PM Newsletter

How to position your brand for success in Phygital world?

Hello and welcome back!

What's your favourite mode to shop as a consumer, online or offline? Are you more of a pen and paper person or excel sheet is your pick?

With a surge in both digital and in-person interactions, brands are caught between the two worlds while startup owners and industry leaders alike are facing a pivotal challenge: **the struggle to stay relevant while juggling between these two universes.**

What if I told you that the real magic lies in merging both? Welcome to the **Phygital world**, where physical and digital experiences blend to create something bigger and better.

Take Zara, for instance. They've integrated their store layout into their website, ensuring that customers have a consistent experience whether they're browsing online or visiting the store.

And it's not just limited to retail. The educational sector is evolving from chalkboards to smartboards, while the healthcare industry uses wearables for telemedicine, blending in-person consultations with digital follow-ups.



This shift to phygital world ensure brands can cater to customers who desire the convenience of online interactions, without sacrificing the personal touch that physical experiences provide.

Why does this matter? **Because 72% of customers now expect an omnichannel experience, and companies that fail to blend physical and digital elements risk losing their audience's interest.** This hybrid approach is no longer optional—it's a necessity.

5 tips to help you incorporate the phygital strategy to keep your brand ahead of the curve-

- **Create Seamless Omnichannel Experiences**

Build a strong bridge between your physical and digital spaces. Leverage in-store digital kiosks that sync with your website or mobile app, making sure customers receive the same quality of service no matter how they interact with your brand.

- **Leverage Advanced Tech Solutions**

You can explore using AR or VR tools to create immersive experiences. Brands like Miele and Polestar are already using AR to allow customers to virtually test and explore their products before buying, providing a new layer of engagement and confidence.

- **Prioritize Convenience & Flexibility**

Implement options like BOPIS (Buy Online, Pick Up In-Store) and curbside pickups. This not only meets customers at their convenience but also bridges the gap between online convenience and in-store assurance.

- **Integrate Digital Payments for a Consistent Experience**

Seamlessly integrating online payments is no longer about convenience but a necessity for offline brand owners to stay relevant and competitive. Whether it's Apple Pay, Google Pay, or other digital wallets, make sure transactions are frictionless and consistent across all platforms.

- **Maintain the Personal Touch**

What will help your brand stand out amidst the tech is the human element. Include personal touches like follow-up emails with online orders or handwritten notes after an in-store visit. It's these small gestures that establishes meaningful connections and creates brand loyalty.

USED CASE:

Allow us to share about our recent collaboration with a leading pen manufacturer, where Kreative Machinez team crafted a campaign that highlighted the Phygital World, seamlessly blending both the experiences.

Recognizing that today's consumers want more than just a product, we showcased how their pens can inspire creativity by bridging the gap between writing on paper for all the old-school lovers and digital version for all the digital planner hoarders.

This was paired with a lively social media campaign featuring customer stories. Some of the suggested campaign hashtags were **#PenInterestToPinterest, #PenToPixel and #ChalkToClick.**

The target for this campaign was successfully accomplished. It was to help them reconfirm their presence as an industry leader once again, making use of the first-movers advantage.

The phygital revolution is shaping the future of business.

It's time to think beyond conventional strategies and embrace this powerful blend of physical and digital. By doing so, you're not just keeping up—you're establishing yourself as an industry leader.

Let's make sure your brand is ready for the next chapter.

Until next time,

Pramod Maloo

Founder, Kreative Machinez



[View email in browser](#)

[update your preferences](#) or [unsubscribe](#)

