

● THE OMNICHANNEL RETAIL PLAYBOOK

Connect your **stores and** **online** into one journey.

A practical guide for retailers with stores and online sales that want to drive store visits, grow online revenue and see the full value of digital.



Brandon Delardes
Founder & Director, Base Digital

Seen. Trusted. Chosen.

Shop.

● RETAIL WHITEPAPER

The Omnichannel Retail Playbook

How shoppers research online and buy anywhere, and a practical plan to connect your website, stores and campaigns so every channel supports the sale.



Brandon Delardes, Founder, Base Digital · Brisbane · Published October 2026

INSIDE THIS PLAYBOOK

1. How shoppers decide where to buy
2. The omnichannel journey, stage by stage
3. Five foundations of omnichannel retail
4. A 12-month promotions calendar
5. Marketing multiple store locations
6. Measuring online and in-store impact
7. The 20-point omnichannel checklist

1. How shoppers decide where to buy

Shoppers don't think in channels. They might see a product on Instagram, compare prices on their phone, check whether a nearby store has it in stock, then buy in store, or browse in store and order online later.

That means your website, your stores and your campaigns are all part of the same sale. Increasingly, shoppers also ask AI assistants such as ChatGPT or Google's AI Overviews questions like "where can I buy this near me?" and act on the answer.

The short version: most purchases now start online, wherever they finish. Retailers that connect the two, and measure both, win the sale more often.

What shoppers want to know before they buy

Whether they buy online or in store, shoppers are trying to answer a handful of practical questions quickly. The retailer that answers them first and most clearly usually gets the sale.

- **Do you have it?** Range, sizes, colours and whether it's in stock online or at a store nearby.
- **Is it worth it?** Price, promotions, reviews, product detail and how you compare with alternatives.
- **How do I get it?** Delivery times and costs, click and collect, store hours, parking and returns.

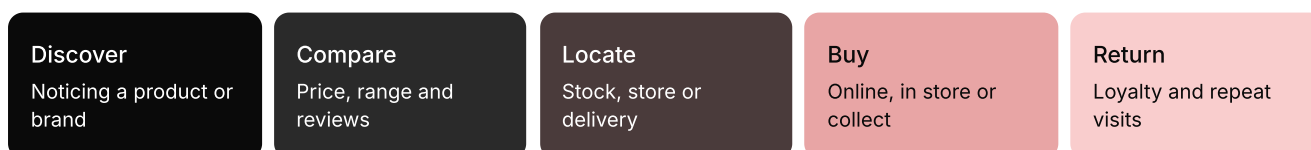
Where shoppers research

Shoppers move between channels constantly. The retailers that grow are visible, accurate and consistent everywhere shoppers look.

CHANNEL	WHAT SHOPPERS USE IT FOR
Google search and Shopping	Comparing products and prices, finding stores nearby and checking local stock.
Google Maps and Business Profiles	Store hours, directions, phone numbers, photos and reviews for each location.
AI assistants	Asking where to buy a product, which store stocks a brand or what's best for a need.
Your website	Browsing range, checking stock and prices, and choosing delivery or click and collect.
Social media	Discovering new products, promotions and ideas through photos, video and creators.
Email and loyalty	Hearing about sales, new arrivals and member offers from brands they already buy from.

2. The omnichannel journey, stage by stage

Mapping the journey makes it clear what shoppers need from you at each point, which channels matter, and what to measure.



STAGE	WHAT SHOPPERS NEED	KEY CHANNELS	MEASURE
Discover	Inspiration and a reason to notice your brand, products or promotion.	Meta Ads, social, AI search, catalogues	Reach, new visitors, branded searches
Compare	Clear prices, product detail, reviews and confidence you're a good choice.	SEO, Google Shopping, website	Product views, add to carts
Locate	Stock at a nearby store, store hours and directions, or delivery options.	Google Business Profile, local inventory ads, store pages	Directions, calls, store visits
Buy	An easy checkout, or a smooth experience when they arrive in store or collect.	Website, stores, click and collect	Online revenue, click and collect orders, in-store sales
Return	A reason to come back: member offers, new arrivals and good service after the sale.	Email, loyalty, remarketing	Repeat purchase rate, loyalty sign-ups

3. Five foundations of omnichannel retail

Before adding more campaigns or budget, make sure these five foundations are in place. Each one makes every other channel work harder.

01 A website that works for online and in-store shoppers

Show stock by store where you can, offer click and collect, and make store hours, locations and returns easy to find. Keep product pages fast and clear on mobile, where most research happens.

02 A complete local presence for every store

Each location needs a fully completed Google Business Profile and its own store page with accurate hours, photos, services and stock information. Keep details identical across every directory.

03 Clean product data

An accurate, well-structured product feed powers Google Shopping, Performance Max, local inventory ads and Meta catalogue ads. Good titles, images, prices and stock levels make every one of them perform better.

04 Loyalty and email that bring customers back

Capture customers online and in store, then give them reasons to return between big sales events. A known customer is far easier to measure and to sell to again.

05 Measurement that includes offline sales

Track store visits, directions, calls and click and collect alongside online revenue, and connect loyalty or point-of-sale data where possible, so digital is credited for every sale it influences.

4. A 12-month promotions calendar

Retail marketing works best as an always-on presence with planned peaks around your promotions and catalogue dates. Adapt this outline to your own trading calendar.

ALWAYS ON · ALL YEAR

Local SEO and store page updates, Google Business Profile posts, Shopping and brand search campaigns, remarketing to recent visitors and regular loyalty email.

6-8 WEEKS BEFORE EACH MAJOR SALE OR CATALOGUE

Lock in offers and stock, brief creative, update product feeds and landing pages, and build audiences. Plan budgets by store and by channel.

2 WEEKS BEFORE LAUNCH

Start teaser activity on social and email, warm up remarketing audiences and post the promotion on every store's Google Business Profile.

DURING THE PROMOTION

Run Meta, Google and email at full weight. Watch stock and results daily, move budget to the products and stores that are performing, and push click and collect.

SEASONAL PEAKS

Plan Christmas, Black Friday, end of financial year, Mother's and Father's Day and back-to-school early, with clear cut-off dates for delivery and collection.

AFTER EACH PROMOTION

Review online and in-store results by channel and store. Keep what worked, cut what didn't, and feed the lessons into the next calendar.

5. Marketing multiple store locations

Every store competes in its own local market, but most retailers market them as one. A little location-level detail goes a long way.

- **Give every store its own presence.** A complete Google Business Profile, a dedicated store page and consistent details everywhere, so each location can rank locally.
- **Target and budget by location.** Set campaign radiuses and budgets around each store, so your strongest locations don't absorb all the spend.
- **Show what's in stock nearby.** Local inventory ads and in-stock messaging turn "I'll check later" into a store visit today.
- **Collect reviews for every store.** Recent, genuine reviews help shoppers choose and help each location stand out in maps and AI answers.

6. Measuring online and in-store impact

Online revenue is only part of the picture. Focus on a small set of metrics that show what digital does for the whole business.

METRIC	WHY IT MATTERS
Online revenue and ROAS by channel	Shows which campaigns drive online sales profitably.
Store visits, directions and calls	Your clearest digital signals of in-store intent, available by location.
Click and collect orders	Links online research directly to a store visit.
In-store sales matched to campaigns	Where loyalty or point-of-sale data can be matched, the truest measure of offline impact.
Repeat purchase rate	Shows whether loyalty and email are bringing customers back.
Branded search and AI mentions	Early signs that awareness and reputation are growing.

Tip: compare like-for-like store sales in areas with and without a campaign, or before and after a promotion. Combined with digital tracking, it gives a practical view of offline impact.

7. The 20-point omnichannel checklist

Work through this list. Anything you can't tick is an opportunity.

CHECK	AREA
1 Store locations, hours and returns are easy to find on every page	Website
2 Product pages show stock online and, where possible, by store	Website
3 Click and collect is offered and easy to choose at checkout	Website
4 The website is fast and easy to use on mobile	Website
5 Every store has its own page with local details	Local
6 Every store's Google Business Profile is complete and up to date	Local

	CHECK	AREA
7	Each store is collecting recent, genuine reviews	Local
8	Store and product schema are on your key pages	Search & AI
9	You've checked what AI assistants say when asked where to buy your products	AI
10	Store details match across directories, maps and marketplaces	AI
11	Your product feed is accurate, complete and updated daily	Campaigns
12	Local inventory ads are set up for products sold in store	Campaigns
13	Campaign targeting and budgets are set by store location	Campaigns
14	Major promotions are planned six to eight weeks ahead	Campaigns
15	Customers can join your list or loyalty program online and in store	Loyalty
16	Welcome, abandoned cart and post-purchase emails are running	Loyalty
17	Store visits, directions and calls are tracked by location	Measurement
18	Click and collect orders are reported separately	Measurement
19	Loyalty or point-of-sale data is connected to campaigns where possible	Measurement
20	Results are reviewed after every promotion to set the next plan	Measurement

WORK WITH BASE DIGITAL

Want to know where your stores stand?

Base Digital is an independent, owner-led Brisbane digital marketing agency. We've helped retail and consumer brands connect their stores and online sales, drive store visits and grow revenue. We'll review your business against this checklist and show you the biggest opportunities for your next promotion, with no lock-in contracts and no hard sell.

calendly.com/base-digital
hello@basedigital.com.au

0401 048 471

36 Warry Street, Fortitude Valley QLD