

THE RETAIL RENAISSANCE

INSTORE
EXPERIENCE
AND
ECOMMERCE:
OMNICHANNEL
RETAILING IN
2025

ROBERT
SIMPSON

ecommerce camp 2025

WHO AM I?



Robert Simpson

Retail & Operations Director



WHO ARE WE?

| guitar
guitar.® |

UK's biggest guitar retailer

6 stores across the UK

Established 2004

Employee Owned since 2022

RetailX Top 25 UK Retailer 2023

RetailX Top 50 UK Retailer 2024



THE RETAIL WHAT?

Renaissance

noun.

*“a revival of or
renewed interest
in something.”*



THE STATS- RETAIL

UK High Street
footfall up 5% in
Q1 2025

*(British Retail
Consortium)*



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73% of UK retail
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were in-store

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7,000,000 sq ft
of UK retail space leased Q1 2025 :
highest since 2020
& 25% increase v 2024

(Retail Gazette/ CoStar/ The Times)



THE STATS- OMNICHANNEL

75% of shoppers use
both digital and physical
touchpoints on the same
customer journey

(ShipStation, 2025)



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In the UK, click-and-
collect accounts for over
15% of e-commerce
sales

(GlobeNewswire)



THE STATS- OMNICHANNEL

75% of shoppers use both digital and physical touchpoints on the same customer journey

(ShipStation, 2025)

In the UK, click-and-collect accounts for over 15% of e-commerce sales

(GlobeNewswire)

Bricks and mortar store openings lead to a 37% increase in web traffic and a 6.9% increase in online sales

(Capital One Shopping, 2025)

OMNICHANNEL IN ACTION

Our customer journey, across channels

guitar
guitar.®



A WAKEUP CALL

In 2015 *Fender*[®] surveyed US customers and found:

90%

of new players gave up in
12 months or less

1/2

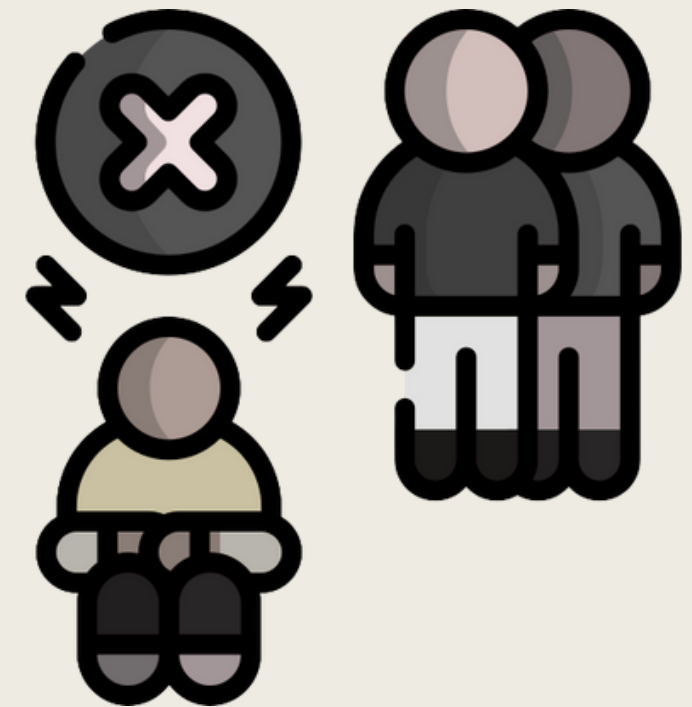
of new guitar buyers were
first-time buyers

\$10k

the lifetime value
of each of
the remaining 10%

1/2

of first-time buyers
were women



Buying a first guitar in a
“traditional” music store
was found to be
intimidating

OUR MISSION STATEMENT



OUR THREE POINT PROMISE



*From your **first chords** to **world tour**, our team of talented product fanatics can help you wherever you are on your musical journey.*



*Our team's **passion for music** means we know just how important it is to find the right gear; we take the time to find you the **perfect** guitar.*



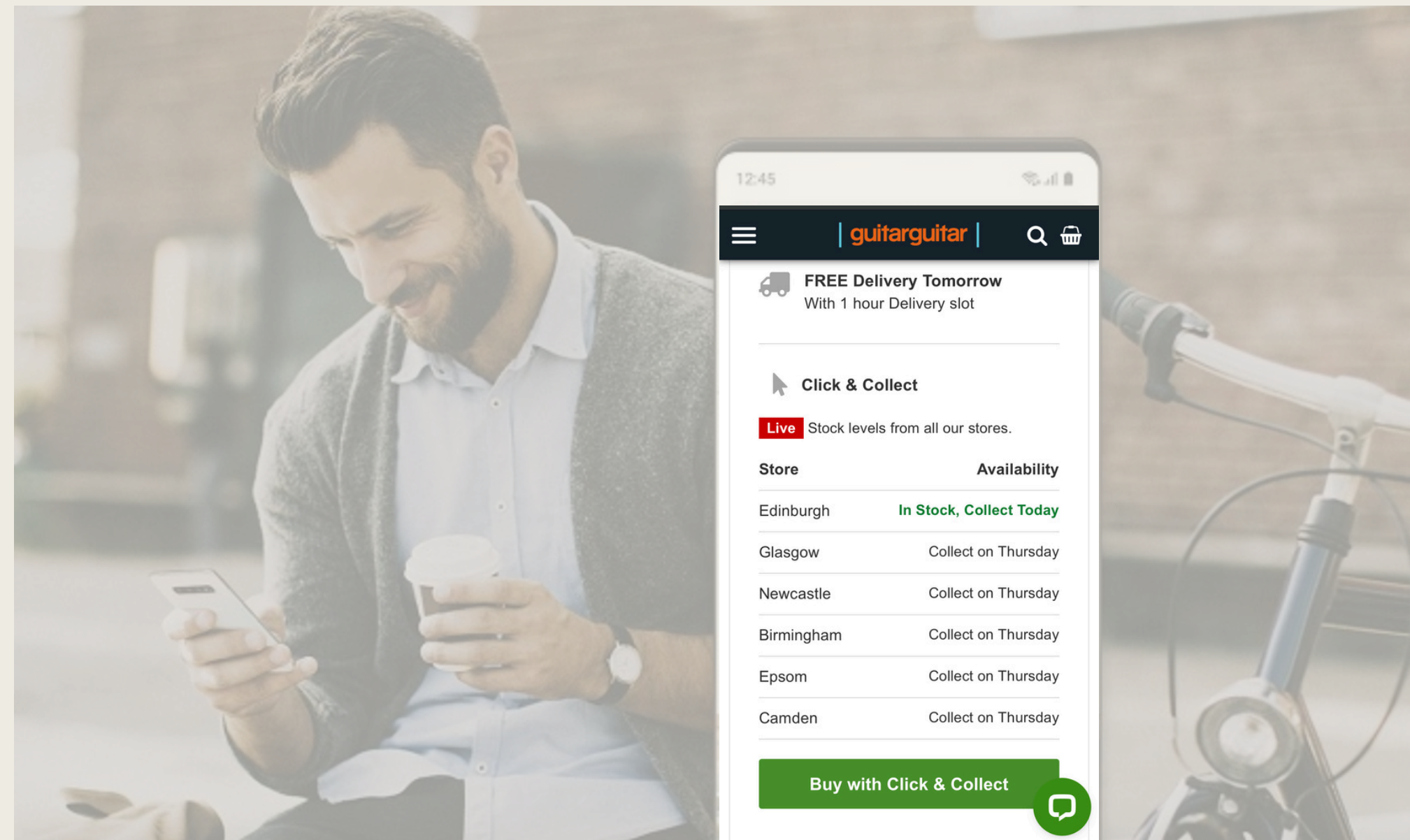
*Buy with confidence: We're the 1st, and only, UK guitar retailer to offer a **3-year warranty** & **30-day exchange** as standard.*

OUR STRENGTHS

98%+ live online inventory
All available for next-day delivery &
Click and Collect

Bulk of stock value is in our retail stores
and fulfilled from those locations

In-house ecommerce platform;
industry leading across key metrics



*"I've got an order to
pick up"*

*"I saw a guitar on
your website, do you
have it here?"*

**85%+ of customer
journeys start online**

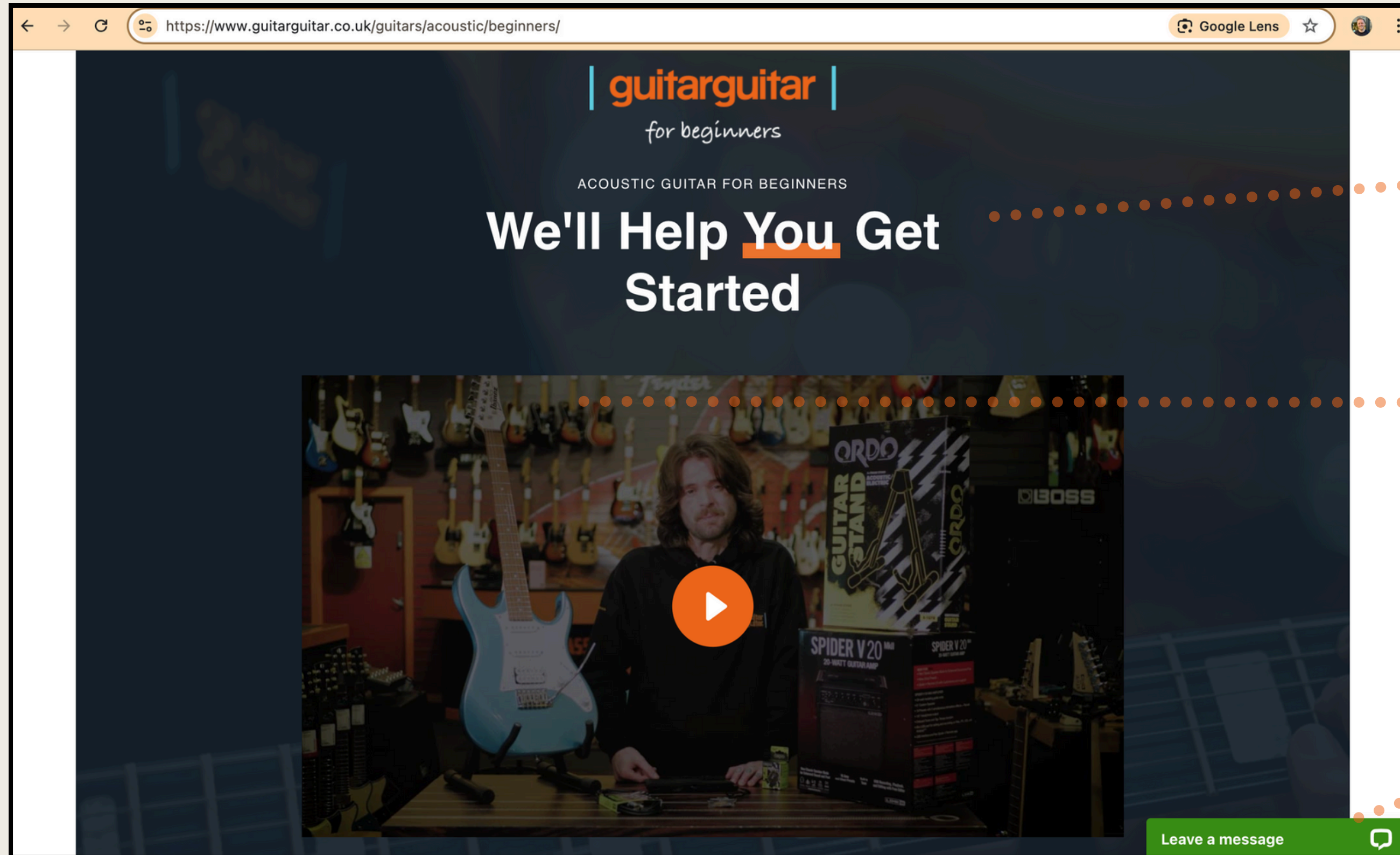
*"I spoke to
someone about
this trade in"*

*"I saw you in that
Instagram video"*

CASE STUDY: BEGINNERS



CASE STUDY: BEGINNERS



"Help You Get Started"

content filmed in store


***livechat window
available***

CASE STUDY: BEGINNERS

SELECT YOUR PACK

Start Your Acoustic Playing Journey

Cort AF505M Pack



Perfect for adults, or kids aged 12 and above.


Ages 12+

Excellent Quality

Only £159

VIEW PACK ↓

Eastcoast G1 Pack



An Affordable Start to Your Journey


Ages 12+

Fantastic Value

Only £119

VIEW PACK ↓

Make it a Pack



Make Your Own Bundle

All-In-One Pack

Add Any Guitar

Only £30

VIEW PACK ↓

“Start Your Journey”

Own- brand “Eastcoast” product; these are designed with input from our store teams

CASE STUDY: BEGINNERS



"Your Journey Starts here"
mirrors online

Mission Statement
loaded into in-store messaging

Own- brand "Eastcoast" product,
mirrors online



CASE STUDY: BEGINNERS

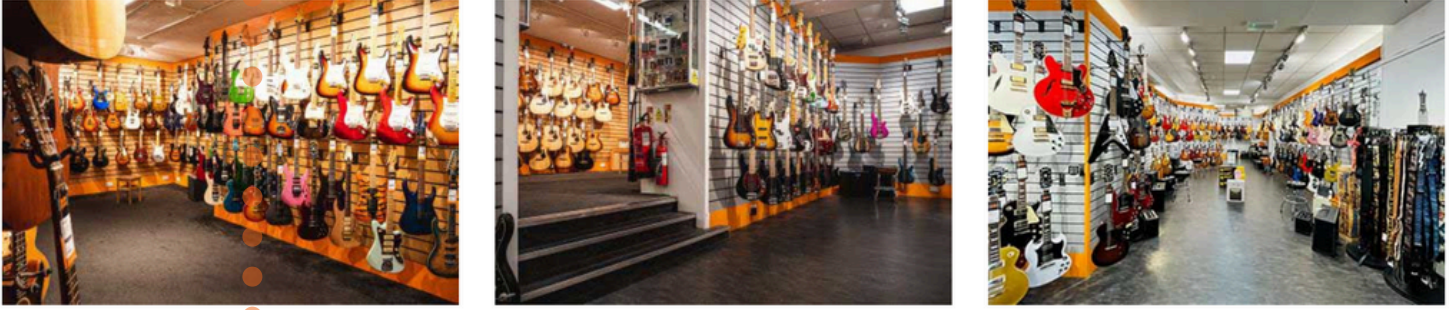
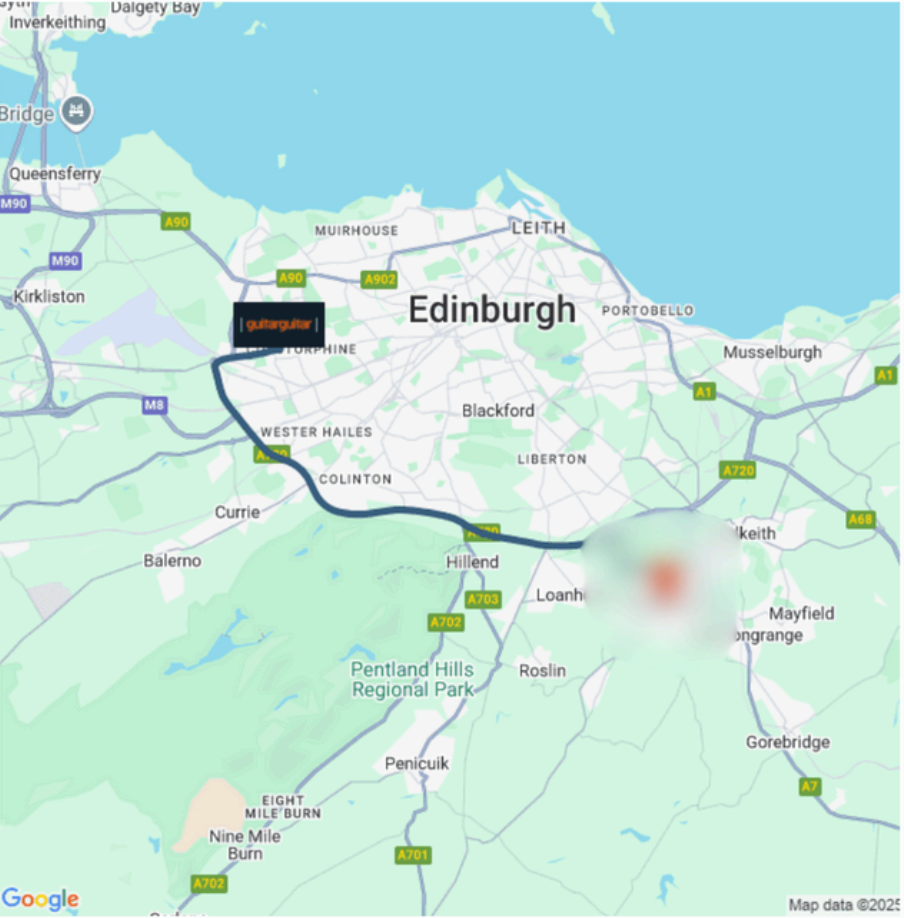
guitarguitar

Get directions straight to your store!

GuitarGuitar Edinburgh is only 13 miles away from your door.

Support for your product, in person, only a 21 minute drive away!

See Store >



warranty, returns and after sales information

Warranty Information & Customer Support

3-Year Warranty

At **guitarguitar**, we're proud to offer an industry-leading **three-year warranty** on all **new** products. That's up to two extra years of coverage beyond the standard manufacturer's warranty - giving you added peace of mind.

Pre-Owned Warranty

All of our pre-owned **stringed** instruments are covered by a **one-year warranty**, while **electronic** items include a **90-day warranty**.

Customer Support

Need **expert advice** on a product or have questions about your purchase? Our **friendly team** is here to help – just get in touch and we'll be happy to assist you.

0800 456 1959
support@guitarguitar.co.uk
www.guitarguitar.co.uk

Notes

Thanks For Choosing
guitarguitar

Receipt wallet- included with every purchase (across channels)

generate pre-owned business pipeline

Trade It. Sell It.

We Take The Hassle Away For You!

TRADE IT.


Looking to upgrade or change?

You can trade in your old instrument or equipment and put its value towards your next purchase. It's **quick**, and **easy**!


SELL IT.

Want to sell your equipment?

We'll buy your gear outright and deposit the money directly into your bank account. It's **simple**, **fast**, and **hassle free**.



Scan To Start Your Trade In Now



guitarguitar

Visit One Of Our Stores

Glasgow

36 Trongate

0141 552 9896

Edinburgh


283 St Johns Road

0131 334 7100

Newcastle

27 Grainger Street

0191 261 1568



Birmingham

104 Hagley Road

0121 456 1904

Epsom

6 Capitol Square

01372 730 578

Camden

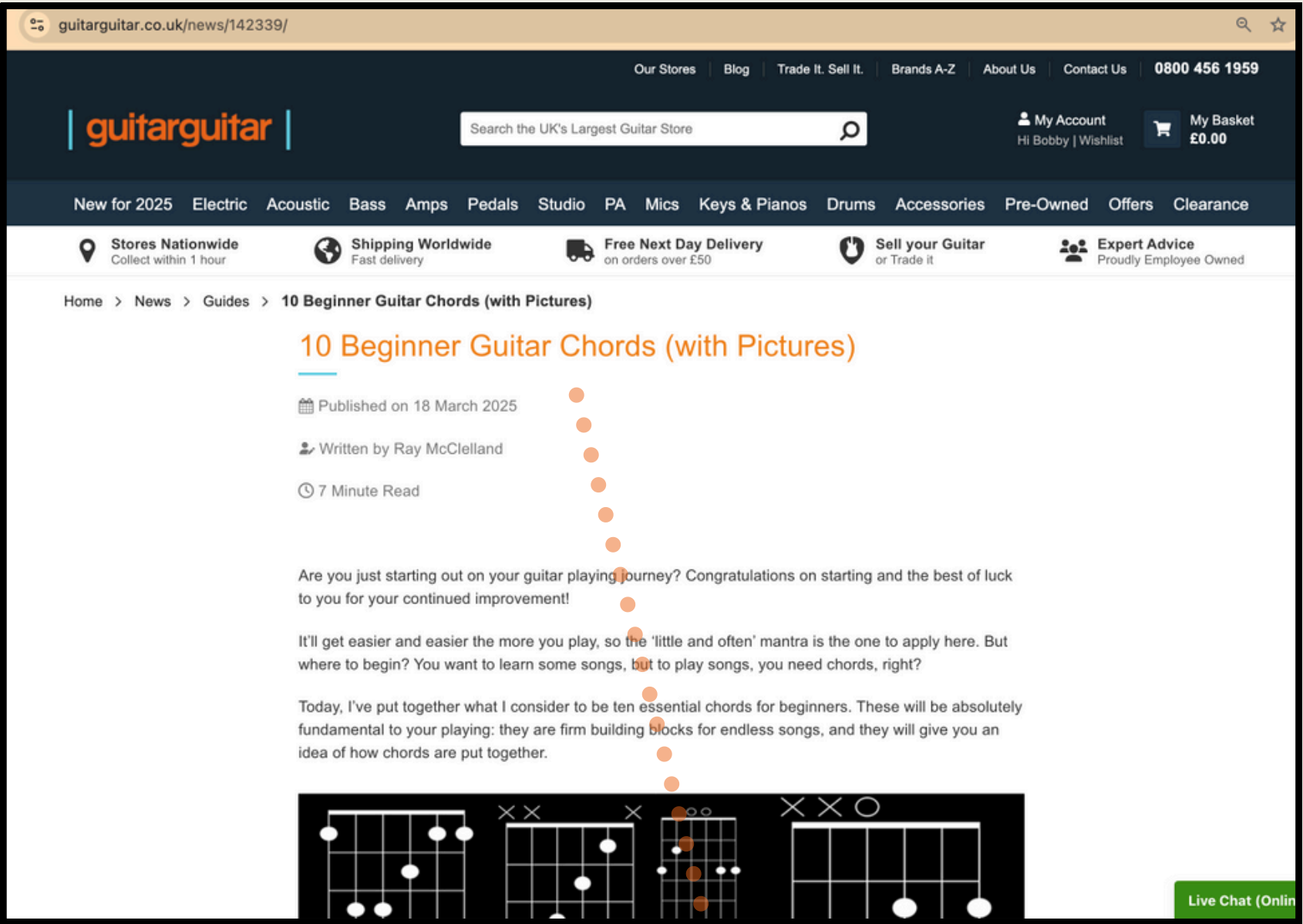
16 Delancey Street

0203 675 9100

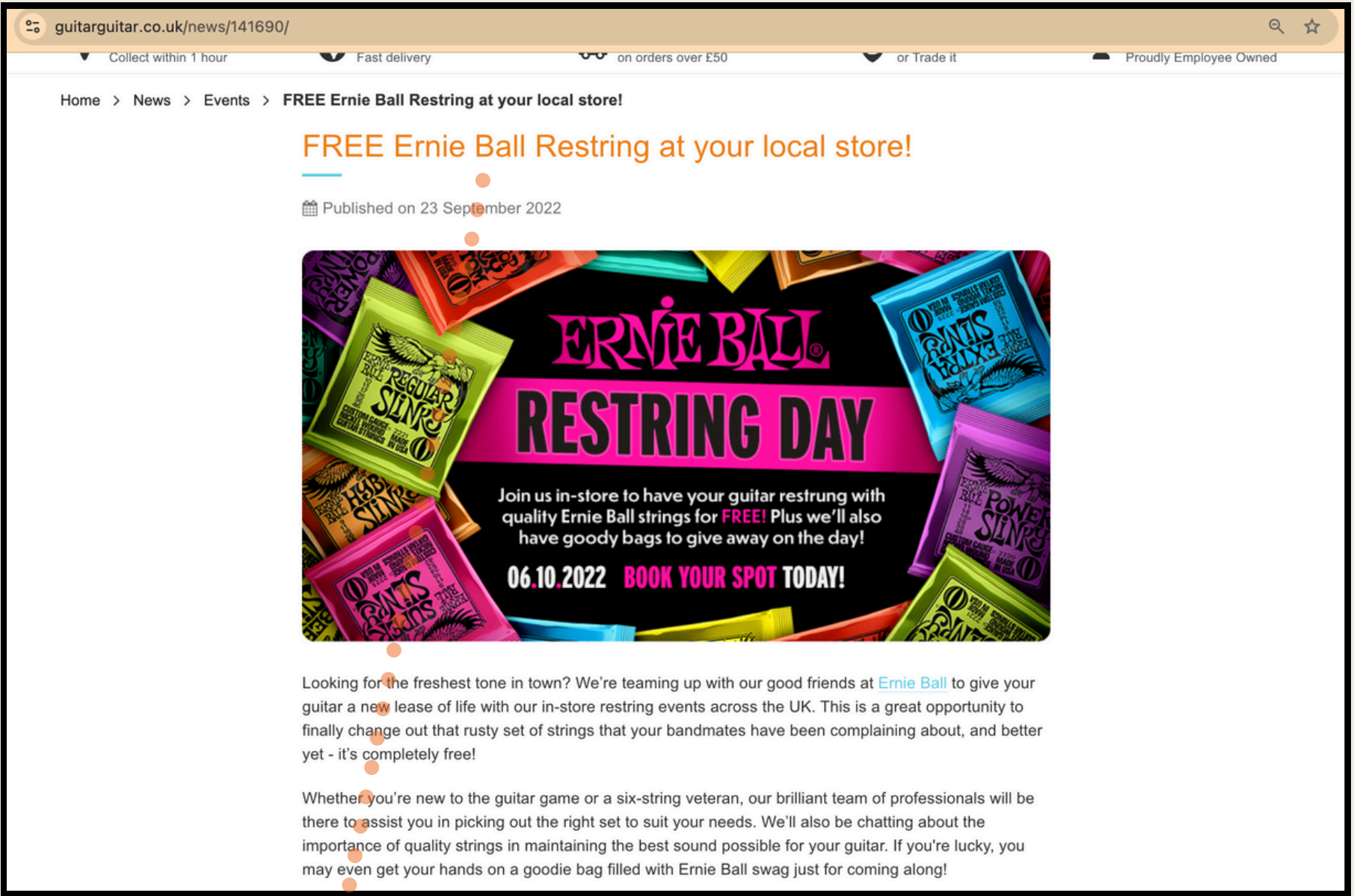
Your Receipt

"local store" welcome email

CASE STUDY: BEGINNERS



value-added blog



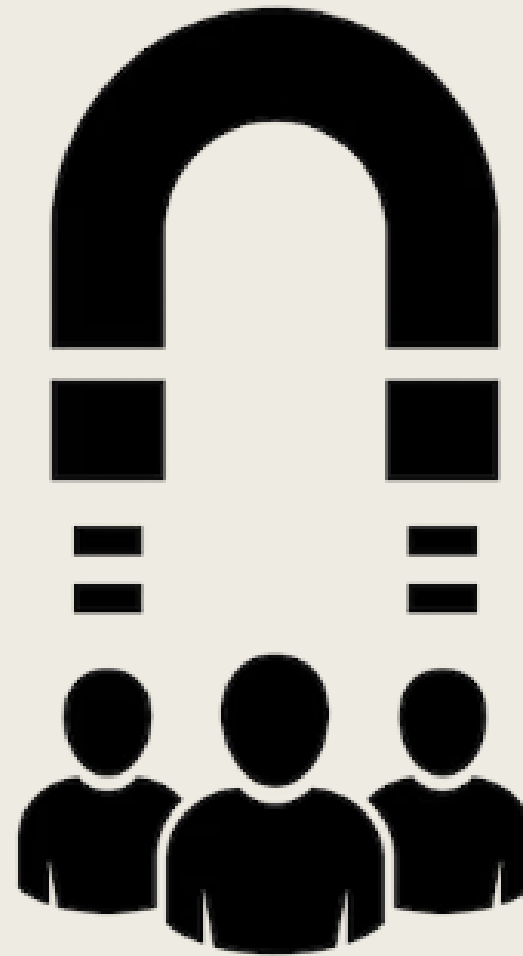
store CTA

CASE STUDY: BEGINNERS

RESULTS



We brought beginners back
instore



25% of first time customers
return & buy again within 90
days



Beginners Gross Profit 300%
up year on year

CASE STUDY: BEGINNERS

BEGINNER JOURNEY FEEDBACK



Best Guitar Shop in the UK

The staff are really helpful and great to chat with. I don't feel like a customer, I feel like a peer and I really like that. Great range of guitars and my go to shop. Would highly recommend.



Staff were very helpful, and made me feel comfortable. The online services were also good, with online staff ready to help.



Excellent

Always fantastic, so helpful and experienced. Everyone listens to what I say and helps me on my guitar journey



Great. Very happy with the service, friendly, helpful, efficient. Fab!

Yeah, great service. I'm very pleased to have purchased from an employee-owned company. They were really helpful in letting me demo before buying in the Camden store, great advice and support and the purchase was faultless. Very happy to recommend and will happily use again.



Out of the park

Very good I shall definitely return either when I need to buy something or even just advice.

CASE STUDY II: PRE-OWNED



BENEFITS AND TAKEAWAYS

Customer Connection & Brand Experience

**In-store increases trust, credibility;
driving conversion Rate, basket size & margin**

Retail Reduces Return Rates, boosting profitability

Flexibility of last-mile delivery/ collection options

The Halo Effect is real!

FROM ECOMMERCE TO OMNICHANNEL?



-
- HOW WOULD RETAIL ADD VALUE & CONVENIENCE FOR YOUR CUSTOMER?
-
- COULD OMNICHANNEL ALLOW TO YOU MAKE YOUR STOCK WORK ON TWO FRONTS?
-
- COULD RETAIL GIVE YOU A NEW CUSTOMER PROFILE?
-
- IS YOUR PRODUCT SOMETHING CUSTOMERS NEED OR WANT TO SEE, FEEL, SMELL, TOUCH?
-
- IS YOUR PRODUCT SUITED TO HIGH STREET OR DESTINATION?
-

ANY QUESTIONS?



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LETS CONNECT