

Footwear Retailer Insights

2023



Intro

The 2023 Promoboxx Retailer Brand Sentiment Survey reveals what retailers are looking for in brand campaigns, content, and advertising.

Across the Promoboxx Retailer Network, on average 42% of retailers said brands could better assist retailer marketing efforts with **more frequent campaigns** and 79% said they would use **more brand funds for Premium Ads**.

Facebook still remains the top social media channel preferred for Paid Ads with a 90% average, with Instagram ranking second with 72%. With over 2.96 billion monthly active users and 2 billion people using Facebook daily (67.5%), it's easy to see why marketing on Facebook yields high returns. In fact, Facebook generates the highest return on investment among all other social media platforms.

As video marketing continues to gain popularity, an average of 87% of retailers are requesting **more short-form video content**. After all, 72% of people prefer short-form video content on Facebook and the average engagement rate of short-form videos is around 50%.

Read on to take a look at what retailers are looking for in your industry!

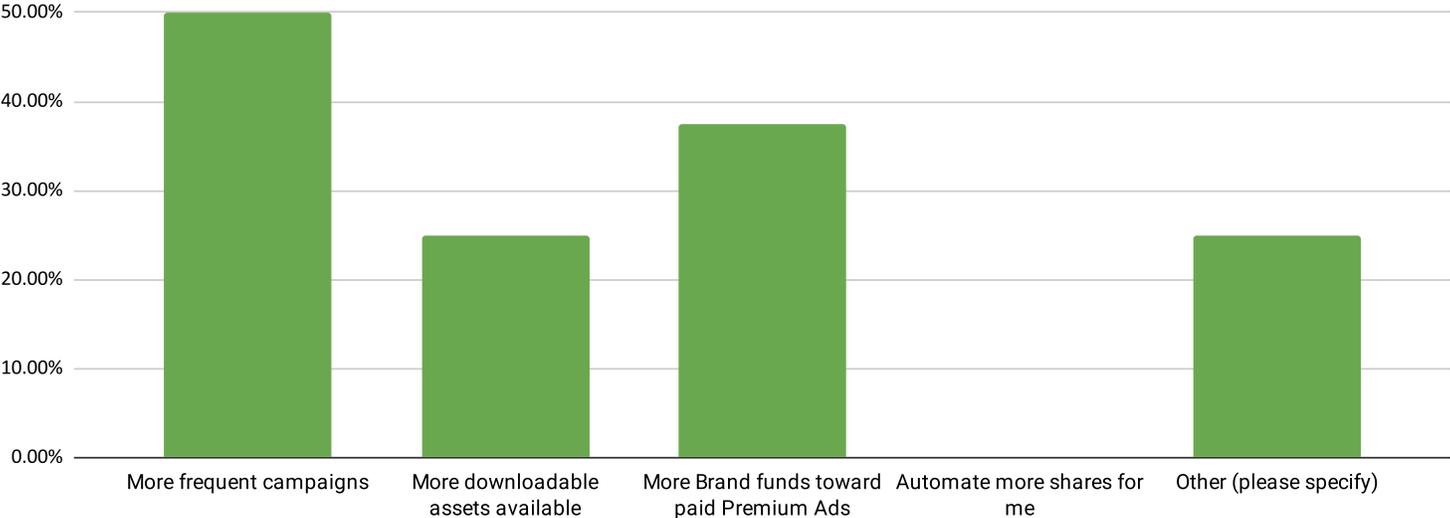


Brand Support

Retail marketing helps businesses reach local customers across retailer social media channels to drive in-store sales and interest. Between managing and operating their own store, small business owners are in charge of everything from inventory management to customer service. This includes ordering products, setting prices, managing employees, and handling finances.

Therefore, **retailers need simplified, easy to post, brand marketing support** to create a positive and memorable shopping experience for customers, differentiate their store from competitors, and understand their customers' buying journey.

How can your brands better assist your marketing efforts?



Ad Support

Local small businesses typically have fewer resources than larger brands, but what they lack in budget, they gain by being strong contributors in their community ecosystem. Brands can provide valuable advertising investments to increase the online presence of their retailers, therefore boosting brand awareness to the communities they serve. **79% of retailers find this advertising support highly effective in driving local traffic.**

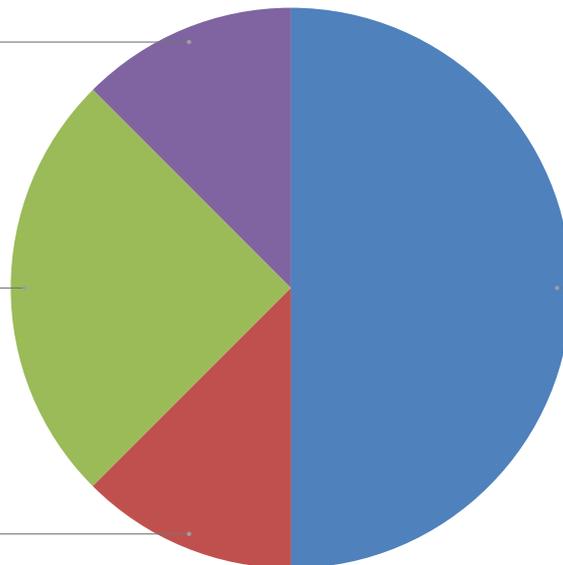
Now more than ever, brands have the opportunity to demonstrate their commitment to retailers by funneling digital advertising dollars through their business. With the shared goal of driving local traffic and sales, retailers will stay active, and consumers will stay loyal.

Brands can fund Facebook and Instagram ads for you in your local area through Premium Ads with their own money. Would you like your brands to fund Premium Ads for you?

Other (please specify)
12.5%

I take advantage of Premium Ads today
25.0%

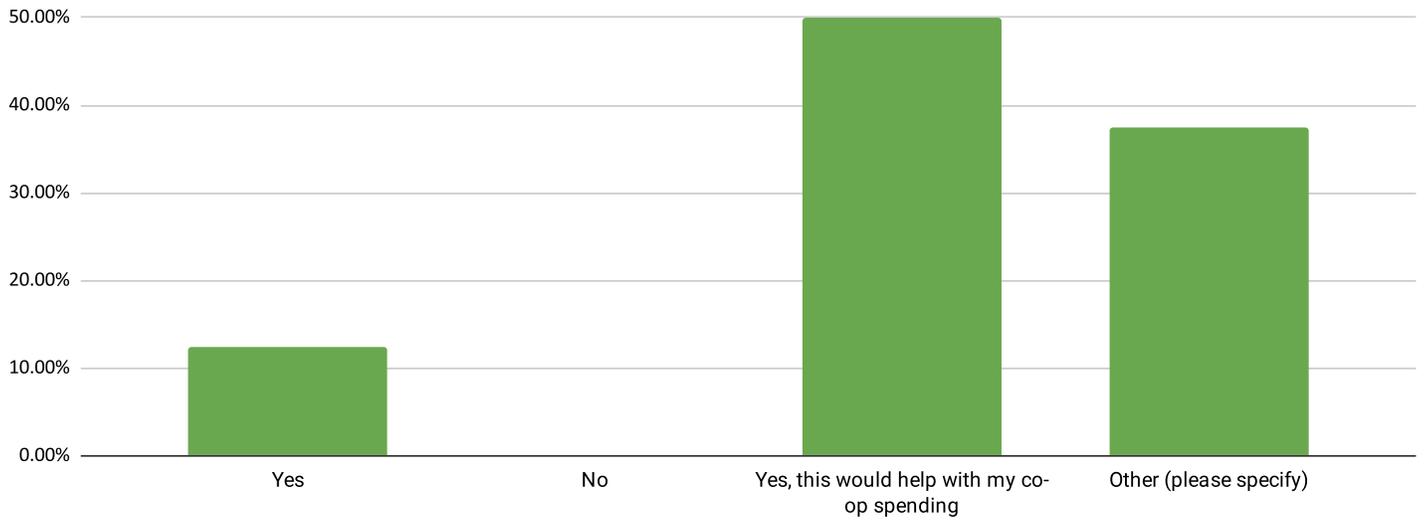
No, I do not want free brand funded Premium Ads at this time
12.5%



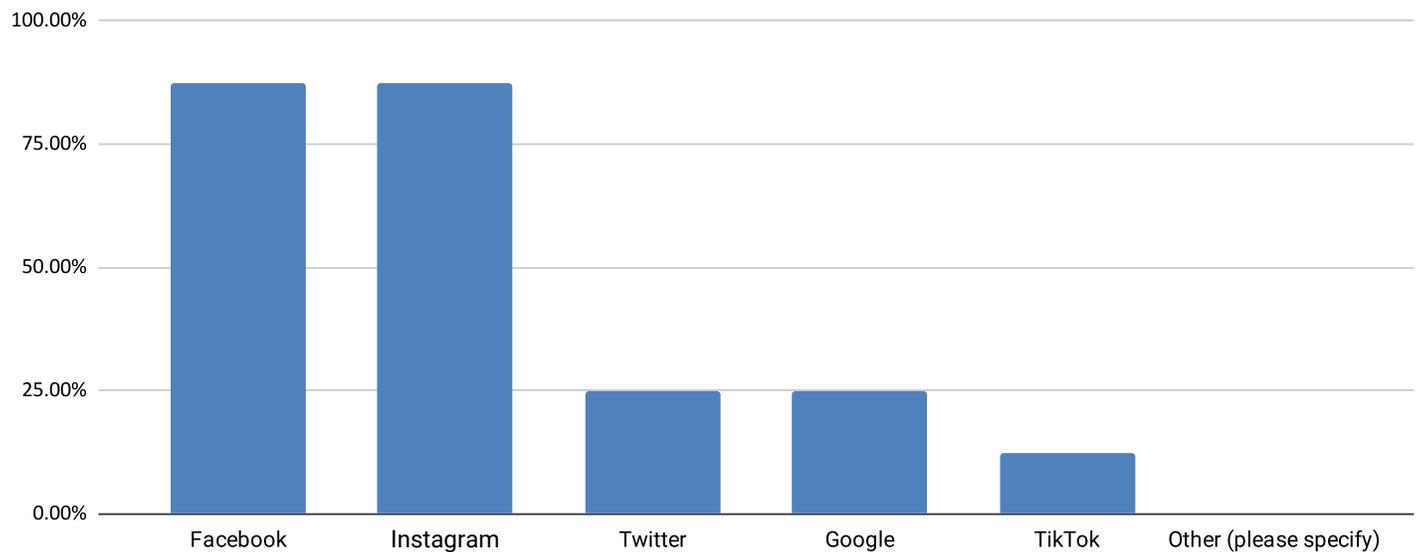
Yes
50.0%

Ad Support

Would you contribute your own funds to Premium Ads for your business on Promoboxx?



Select which platform(s) you would like to run Premium Ads on:

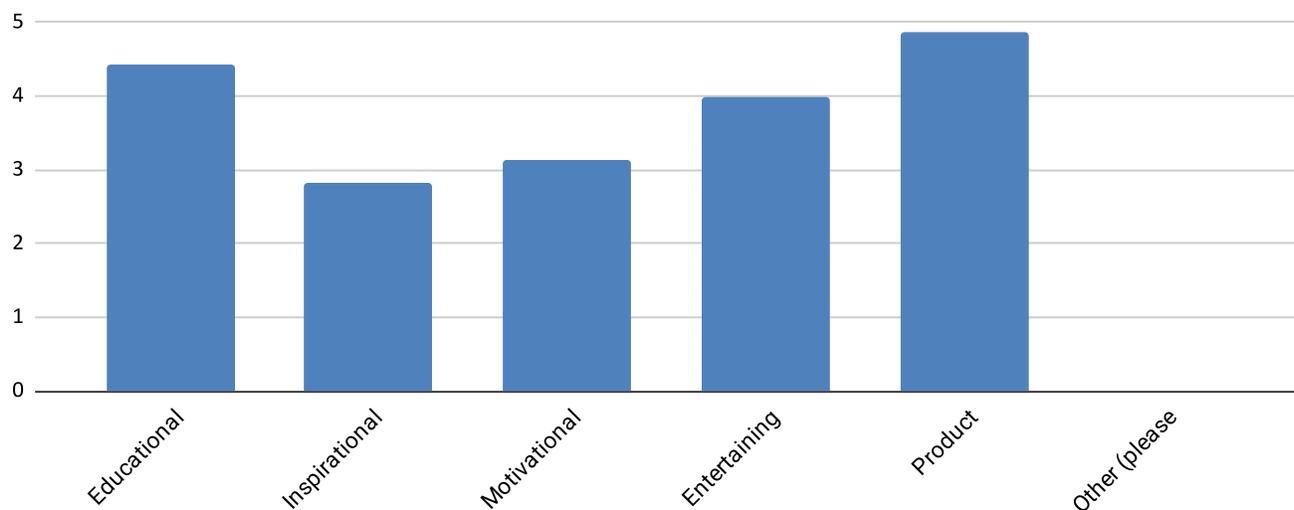


Content Strategy

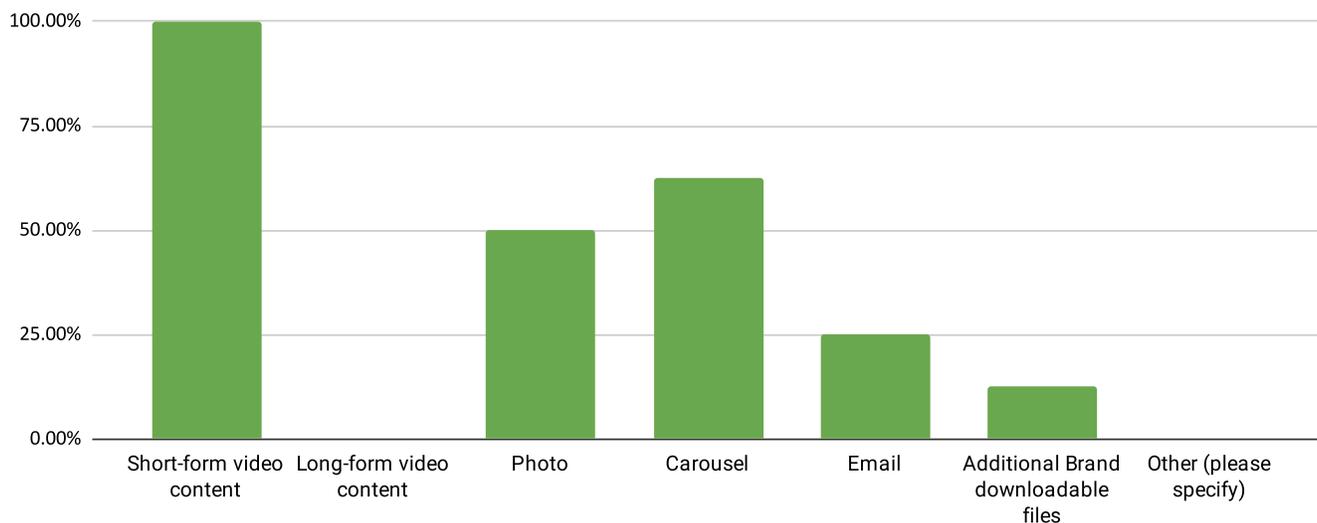
In today's social media landscape content is king and retailers are looking for brand support in boosting their content strategy. **Consistent, high-quality, and engaging content** impacts audience decision-making more than any other technique and can position a brand as an authority in its industry.

Content marketing is important for retailers because it aims to do more than just sell a product. Instead, the goal is to develop a relationship with customers and provide them with valuable information that they can use to make informed purchasing decisions.

What type of content is most important to you on Promoboxx? (1 being the least important, 5 being the most important)



What format types would you like to see more of on Promoboxx?



Best practices and actionable tips

Promoboxx's blog is written for brand marketers looking for social media education and best practices. With platform tips and creative content ideas, it's a great resource for those looking to step up their game and stay current with their social media strategy.

Channel Updates

How to Upload TikTok Downloadable Campaign Assets - Try It Now!

You can make TikTok eligible video assets available for your Retailers to download today from your new and/or existing Campaigns.

[Read Now](#)

News

The Retail Revolution: How Digital Ad Spend Can Create A Competitive Advantage in a Post-Covid Recession

Brand Strategy for navigating a recession.

[Read Now](#)

News

Promoboxx and AMEX Partner to Support Small Businesses all Summer Long

Promoboxx is proud to partner with American Express (Amex) for the Summer of Small Business Saturdays!

[Read Now](#)

Channel Updates

9:16 Reels are Now Supported on Promoboxx!

Read on for more on Instagram Reels and best practices.

[Read Now](#)

Feeling inspired?

[Log in](#) to your brand dashboard to create some new campaigns!

Connect With Us

Ask us how to conduct surveys for your brand! Promoboxx allows you to engage with your independent retailers and gather valuable insights about your brand.

Our campaign-based approach ensures that your messaging is consistent and trackable, making it easy to scale, automate, and evaluate your marketing initiatives. With Promoboxx, you can streamline your marketing efforts to drive sales for both your brand *and* your retailers. Try Promoboxx today and see the difference it can make for your business!

Phone: (800) 380-7502 x 1

Email Us: support@promoboxx.com

Chat Us: In-app

Schedule a Demo: [TalkPromoboxx.com](https://www.promoboxx.com)

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