



Member Focus: Integrated Retailing

For this month's issue of Member Focus, DACC talked to Dr. Roger Selbert, former DACC President and director of the board. Roger's own company, Ask Dr. Roger Publications, has recently launched its second newsletter, Integrated Retailing, so we asked Roger about the concept behind the newsletter and what challenges he has faced promoting his new product.

Roger has been a professional futurist and business trends analyst for 25 years, starting his career as a corporate futurist for the Strategic Planning & Marketing Department of Security Pacific National Bank in Los Angeles. Roger left Pacific National Bank to start his own company, Futurescan, which was also the name of the newsletter he wrote and published, a name he later changed to Growth Strategies. In this newsletter, Roger covers fields such as economics, demographics, technology, consumer trends, political trends, social trends, lifestyle trends and many more.

Roger Selbert's second newsletter, Integrated Retailing, is a result of Roger's longtime interest in retailing and the fact that many of his customers were in the retailing industry. The name was carefully chosen, as Integrated Retailing, according to Roger, is, "how leading retailers are managing the shift to a multi-channel universe, combining their in-store and online operations to enhance traffic, sales, profits and share price". When asked about why the concept of integrated retailing is so important, Roger explains that "a large majority of consumers already shop online before buying in stores, and the majority of online sales are already generated by retailers with physical stores." And therefore: "retailers need to create seamless, integrated, multi-channel retail operations both to give customers a seamless experience across channels (stores, web sites, catalogs), and to give management a single, unified view of products, consumers, inventory and logistics".

In launching his recent newsletter, Roger has experienced a number of challenges. The biggest of all has been to determine his target audience since, according to Roger "retail is a huge industry, involving not just retailers of every size, type and shape, but retail industry analysts, real estate developers, architects, suppliers, manufacturers". Two other challenges have been to get noticed and to convince his customers that Integrated Retailing holds truly unique information about the retailing industry.

To conquer the latter two issues, Roger's marketing approach has involved both direct mail and public relations, which has gotten him exposure in newspapers and web sites around the country. Roger is furthermore contributing to a well respected industry website and the speaking agency that has marketed him for years as a skilled trends analyst is now marketing him as a retail trends analyst as well.

So far, feedback from his customers has been both positive and negative: "I made the mistake of bundling two different products: the main newsletter, with its qualitative analysis of trends in integrated retailing, along with a monthly national survey of American households, a qualitative product called the Consumer Demand Index." Roger's next step will be to separate the two products and offer them individually.

Turning to the matter of where Roger sees himself in a year, he answers: "I hope a year from now the Integrated Retailing newsletter and web site will be successful, with hundreds of subscribers, and that this will in turn lead to a full calendar of speaking dates and consulting contracts."



For more information on Roger Selbert and his Integrated Retailing newsletter, please visit his website at www.integratedretailing.com or send him an e-mail at roger@integratedretailing.com.

About Member Focus

As part of the new DACC Newsletter, the monthly issue will feature an article on a member company. Should you have an interesting story to share, please contact Trine Fogtmann Hansen at tfh@dtcla.org.