

VISUAL MERCHANDISING

The Visual Merchandising course provides you with techniques to attract, engage and influence consumers.

In an era of digital transformation in retail, it offers a deep understanding of the evolution of visual merchandising to create engaging and innovative shopping experiences.

Target Audience

This course is designed for all store associates in the wholesale channel.

Implementation Support

This course has been created by MODO with the support of visual merchandising specialists.

Course content

The role of visual merchandising in the customer journey

The store is the primary place where consumers physically interact with the brand, perceiving its values and identity. This module explains how visual merchandising guides customers through the brand story.

The Art of Layout

This chapter explores the basic principles of creating the balance and harmony needed to attract and hold the customer's attention, making the store a powerful tool for attraction right from the entrance.

How technology helps attract new customers

This module explores the digital store and its characteristics. We examine digital tools that transform the shopping experience, integrating visual merchandising with innovative solutions that enrich the customer journey.

Visual Merchandising and Social Media Sharing.

Memorable and impactful Visual Merchandising encourages customers to create content in-store, extending brand visibility and encouraging sharing and active participation on social networks.

Discover simple yet powerful tactics you can implement in-store to give your customers a unique shopping experience!

MODO ready-made courses are designed to meet your company's needs.

Want to schedule a demo or design a VISUAL MERCHANDISING course for your organization?

Contact us.

