

LOCAL DELIVERY

ON THE MOCE PLATFORM



MOCE WEBINAR

Local delivery makes it easier for customers to support small and local businesses and is a great way to differentiate your brand, attract new customers, and drive sales.



Shoppers spend **23% more** and
have 25% higher cart size
when convenient order options
like local pickup and delivery are
offered by independent retailer



90% of consumers say convenience impacts their decision when selecting retailers

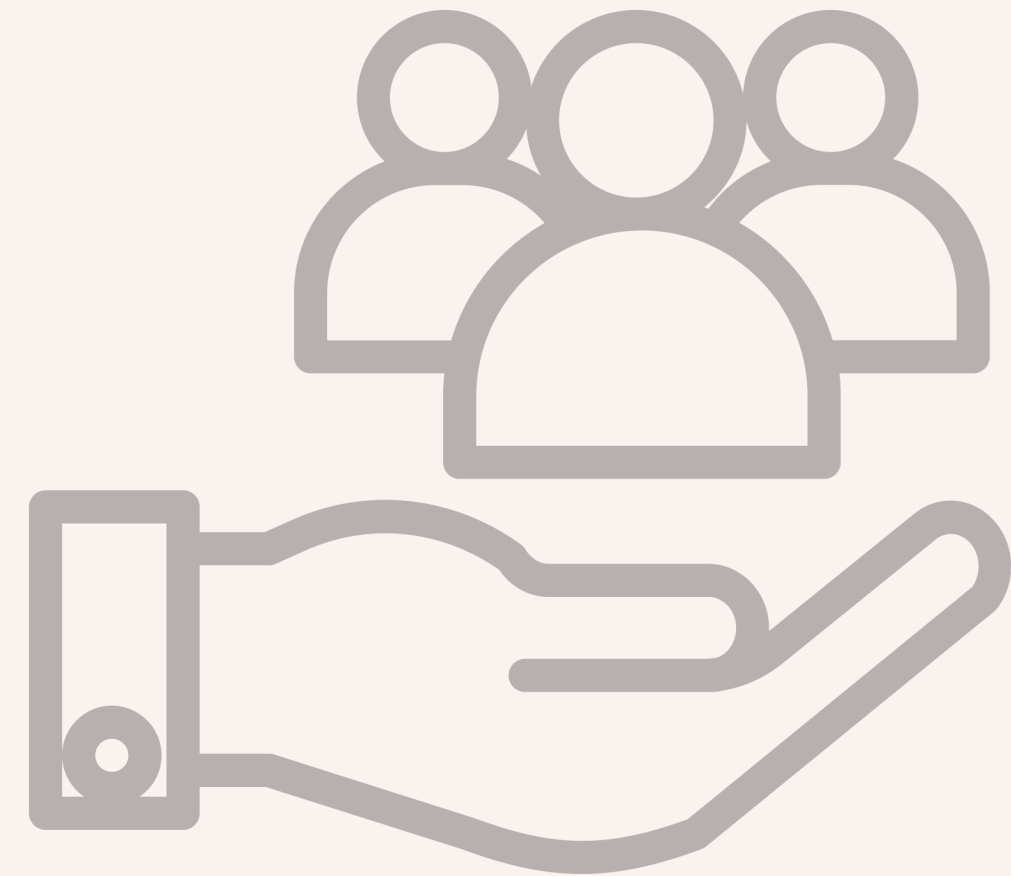
97% of consumers reported that they had abandoned a purchase because they felt it was inconvenient.

ACCORDING TO A STUDY CONDUCTED BY THE NATIONAL RETAIL FOUNDATION,



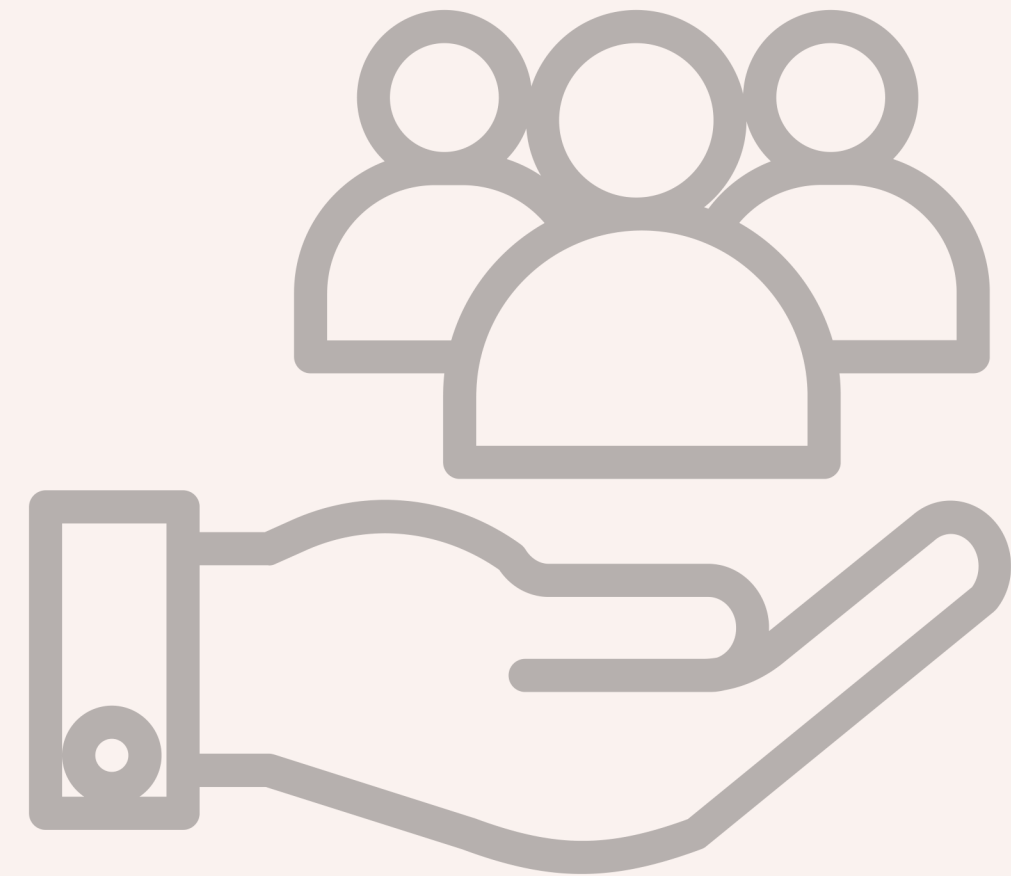
64% prefer home delivery

23% prefer curbside pickup
when given a choice



Baby Boomers have an especially strong preference for home delivery:

73% of the demographic prefer delivery over curbside



WHEN WILL YOU DELIVER ORDERS

- Same Day
- Next Day
- 2-3 Days
- The faster you can delivery more you can charge



WHEN WILL YOU DELIVER ORDERS

- Consider a schedule based on neighborhood especially if serving a large geographic area
- If you can't do it every day/as orders come in, define specific delivery days/time
- Communicate this to your customers before, during, and after



SHORT-STAFFED BUT STILL WANT TO ADD VALUE?



**Tractor Supply Company is teaming up
with DoorDash.**

Consider 3rd party options:

- Postmates
- Roadie
- Dolly

Optimize your own delivery

- Optimo (subscription svc)

HOW YOU DELIVER ORDERS

Keep customers aware via text or email

- On the way
- Estimated delivery time
- Photo once delivered



PROMOTE IT!

In addition to promoting with your website:

Social media

Posts and paid ads targeting the area where offered

Email marketing

Consider incentivizing with a coupon code for first local delivery order.

Search engine marketing

Most likely, customers in your area are searching for “local delivery near me.”



PROMOTE IT!

Optimize for local SEO to show up in Google search results.

Retargeted ads

Send campaigns to past and current customers or site visitors. Let them know that local delivery is new and they can take advantage of it today.

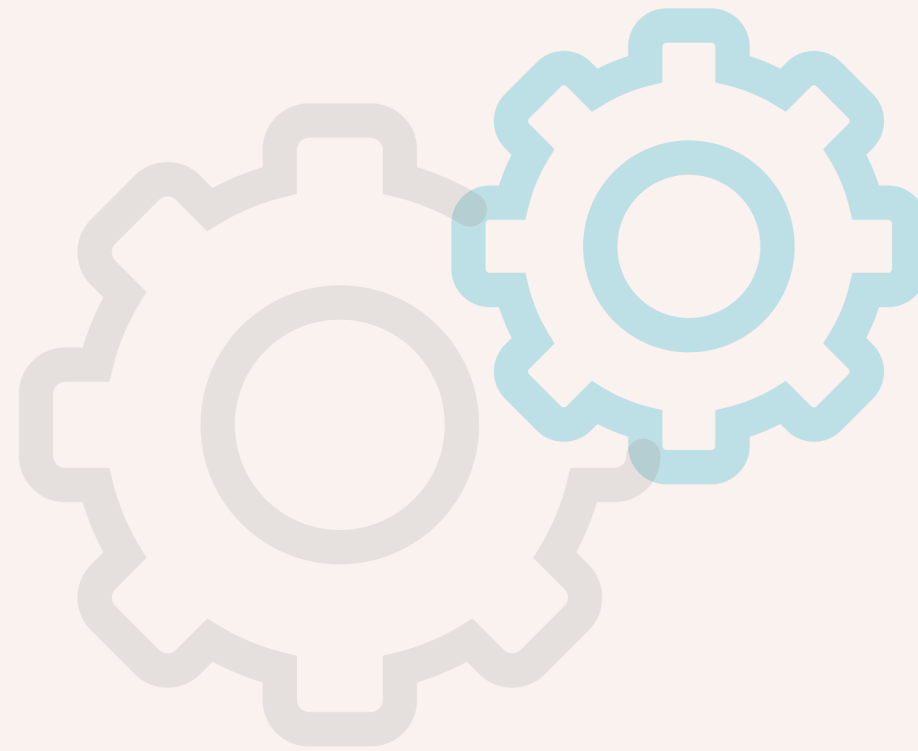
Post flyers in community hot spots and consider collaborating with other local businesses.



TIP: While local delivery is a great option for many customers, you can also offer curbside pickup as a free alternative to save time and avoid crowds.



How does it work?



- All -

Pickup / Delivery

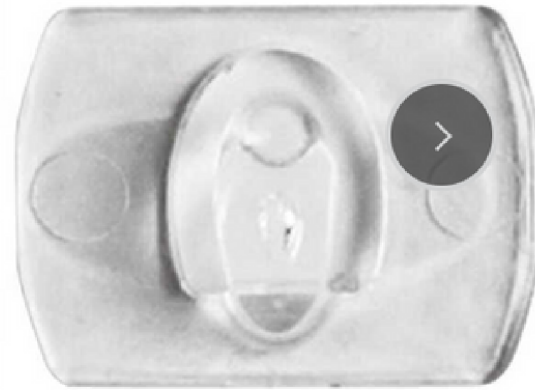
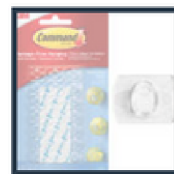
- Ship to Address
- In Stock at: PLEASANTS
HARDWARE
- Free Ship-to-Store
- Local Delivery from: PLEASANTS
HARDWARE

apply

Shopper can filter by In Stock or Local Delivery for inventory in-stock at store location.



Command Decorating Adhesive Clip



Command Decorating Adhesive Clip

20CT CLR DECOR CLIP MODEL # 17026CLR-ES-20PK



4.8

39 Reviews

[Write a Review](#)



97%

of respondents would recommend this to a friend

by [3M](#) | Item #601771 | UPC: 00051141346991

\$7.99

In-store price may vary from online price. Not all products available at all stores.

Quantity:

-	1	+
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ADD TO CART

Free Store Pickup

✓ **3 in stock**

HELLER'S HOME & HARDWARE

42 RED HILL COURT
NEWPORT, PA 17074 US

Estimated pickup day: **TODAY**

Qualifies for Local Delivery! [Learn More...](#)

Ship to Address

✓ Ground Shipping Available

✓ Expedited Shipping Available

Template example provided by
MOCE

Local Delivery at Barry County Lumber



Barry County Lumber offers Local Delivery to our customers. You can now find the products you need online and have them delivered to you by a helpful Barry County Lumber associate as early as the same day!

Local Delivery Steps



Order Online

Find available products with the "Local Delivery" filter.



Receive Notification

We will call to confirm delivery details.



Order Delivered

A friendly associate will deliver to the location.

Find what you need online and have it delivered using our Local Delivery service. Select items are even available for same-day delivery!

Local Delivery is available for all in-store inventory items. Select Local Delivery as your shipping method at checkout and our associates will promptly begin preparing your order. One of our associates will call to confirm your selected date and time before delivery. It's that easy!


Fees and Locations:

- Local Delivery fee is \$25
- We deliver within 5 miles of the store, additional fees apply beyond 5 miles.

Still Have Questions?

[CONTACT US](#)

Cart

ITEMS (1)	CHOOSE SHIPPING METHOD	PRICE	QUANTITY	TOTAL PRICE
 <p>OXO Good Grips All-Purpose Magnetic Clip (4-Pack) MAGNETIC MULTI-PURP CLIP</p>	<input type="radio"/> Ship to Address <input type="radio"/> Free In-store Pick up <input checked="" type="radio"/> Local Delivery (Learn more...)	\$8.49	<input type="text" value="1"/> update	\$8.49 X remove

ORDER SUMMARY

SUBTOTAL:	\$8.49
Shipping: (AK & HI info)	---
Delivery: (Learn more...)	\$5.00
Tax: (Tax Exempt?)	---
TOTAL:	\$13.49

[CHECKOUT](#)

Shopper can select ship method. "Learn more..." which will open the custom page with process.

Template: Common FAQ's covered



Local Delivery FAQs

Our Local Delivery service is the perfect solution for customers that can't make it to the store, need larger or hard to transport items, or just need items fast. At participating locations, browse our online storefront to have products delivered by a Do It Best associate, in some cases as early as the same day!

Placing a Local Delivery Order:

1. Find your favorite products on your local Do It Best store's website.
2. During checkout, select your location to see if delivery is available in your area.
3. Choose Local Delivery!
4. Select your preferred delivery date and time. Our associates will contact you to confirm your delivery date. For no-contact delivery (no signature required), we will leave your order at your door or inside your building of residence. Please note that some items may not be eligible for no-contact delivery.
5. You, or your representative, must be 18 years or older to accept a delivery where your presence or a signature is required.
6. Your local Do It Best store may charge a fee to pick-up items for return. In these cases, you will not be reimbursed for the original delivery fee.
7. For inquiries about damaged, incomplete, or missing orders, please contact the store that is delivering your order.
8. If you will not be available for your confirmed delivery time, you must reschedule your delivery (change fees may apply), or your order may be cancelled.
9. Delivery fees will be shown at checkout.
10. Same-day orders must be placed on days the store is open, before 4pm local time, or 2 hours before store closing time, whichever is earlier.

Delivery cost can be adjusted based on member's preference.



Order Online

Find available products with the "Local Delivery" filter.



Receive Notification

We will call to confirm delivery details.



Order Delivered

A friendly associate will deliver to the location.

Find what you need online and have it delivered using our Local Delivery service. Select items are even available for same-day delivery!

Local Delivery is available for all in-store inventory items. Select Local Delivery as your shipping method at checkout and our associates will promptly begin preparing your order. One of our associates will call to confirm your selected date and time before delivery. It's that easy!

Fees and Locations:

- Local Delivery fee is \$40
 - Delivery is free for purchases over \$400
- We deliver within the Union County area
 - If outside the county we charge an additional \$1 per mile each way.

Still Have Questions?

MEMBER FEEDBACK

Popular orders: skids of hardwood pellets, lumber, concrete mix

The positive thing about these orders has been the opportunity for the member to pick up the phone and talk through the order and confirm if they've bought all the necessary products to help complete their project.



MEMBER FEEDBACK

The delivery feature works well for members with simple instructions.

When it comes to more complex items like grills, where the DIB member may do pick up of old grill, set up of new grill, etc., the feature falls short of asking the right questions to help.

However, it doesn't mean the DIB member can't pick up the phone and learn exactly what the customer would like.



IT'S A WIN-WIN FOR EVERYBODY

Gives customers the choice of how and when to receive their orders

Removes barriers

Boosts your bottom line

Chance to plug into a community

Drives customer loyalty



HOW DO YOU GET STARTED?

- ① DETERMINE YOUR INTERNAL PROCESS
- ② WORK WITH JH TO ACTIVATE
- ③ JH WILL HELP WITH TEMPLATE PAGES



Q & A ---

Next Steps



oDash **MOCE**

Training: Your Program Manager (Jared or Lucas)

Plan Changes: Abby Willig

MOCE DiB Plans

STANDARD	ADVANCED	PROFESSIONAL
Custom Website	Custom Website	Custom Website
Do it Best SRP	Your Pricing	Your POS Data (Pricing / Inventory Qty)
—	—	Non-DiB Products

Who to Contact



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