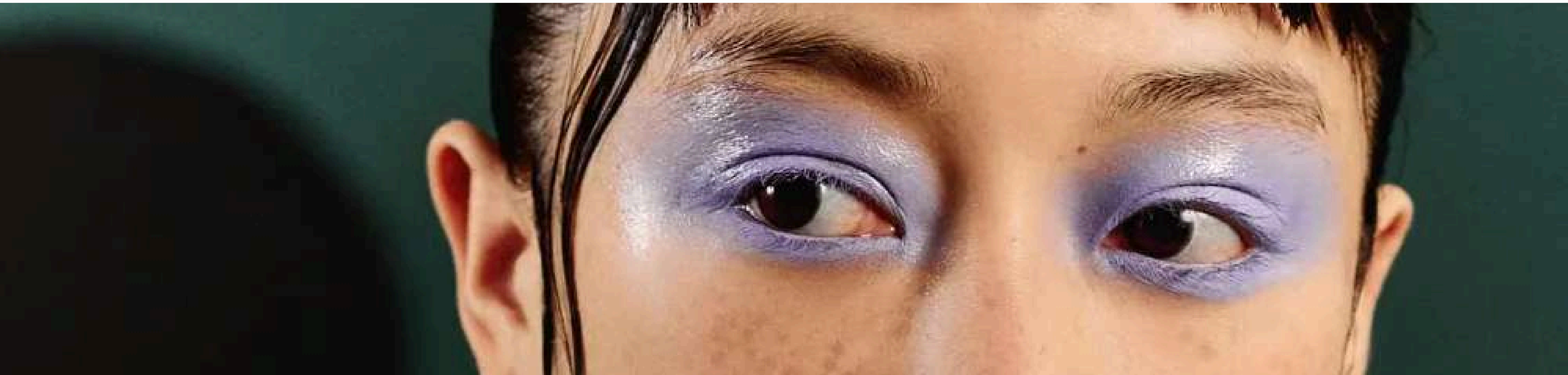


WSN ACADEMY



DIGITAL TOOLS THAT BOOST RETAIL BUSINESS

PagesMode



01 DIGITAL TODAY

02 GOOGLE & PAGESMODE

03 INSTAGRAM & VISIBILITY

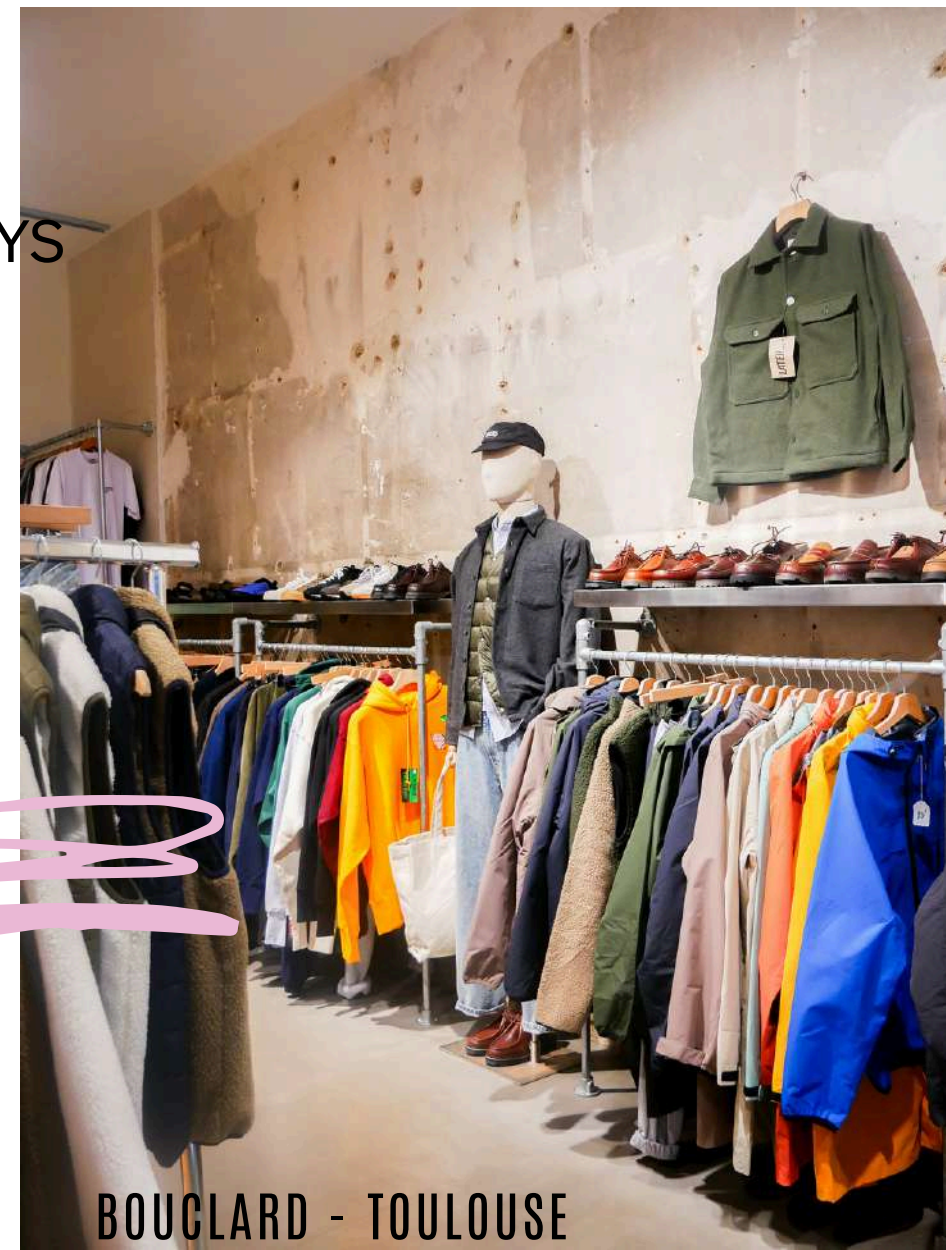
04 SAVE TIME

01 DIGITAL TODAY



BEING A SHOP TODAY MEANS:

- BUILD A BEAUTIFUL PRODUCT RANGE
- ADVISE CUSTOMERS
- CREATE ATTRACTIVE WINDOW DISPLAYS
- SELL IN-STORE



BOUCLARD - TOULOUSE

REALITY IS ALSO, AND ABOVE ALL:

- GETTING YOUR KNOWN
- BUILDING CUSTOMER LOYALTY
- BUILDING YOUR PRODUCT OFFER
- MANAGING INVENTORY
- FACING A LOT OF COMPETITION
- DOING IT ALL ALONE, OR ALMOST ALONE, WITH LIMITED TIME

AND WE'RE FAR FROM HAVING SAID EVERYTHING...

LES CONSOMMATEURS

76%

SEARCH ONLINE
BEFORE BUYING

46%

THEY USE GOOGLE TO
SEARCH FOR A BRAND.

32%

USE SOCIAL MEDIA TO
SEARCH FOR BRANDS

02

GOOGLE & PAGESMODE

GOOGLE'S HEGEMONY

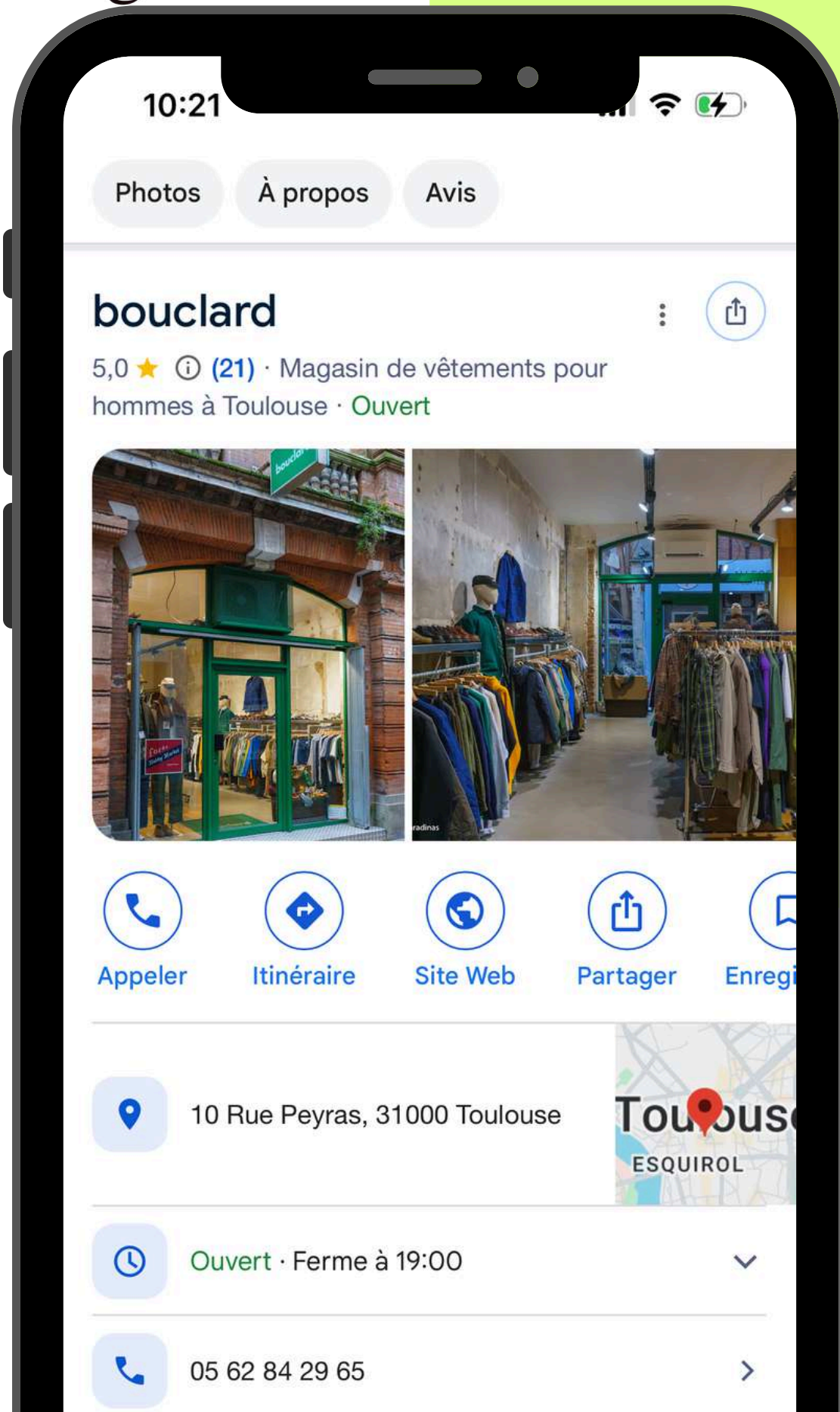
- 9 out of 10 searches are done via Google
- 16 billion searches per day
- 60% of searches are done on mobile

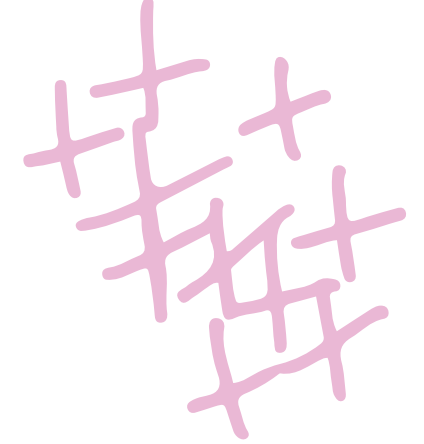
Sources : StatCounter · Think with Google – 2025

NO WEBSITE?

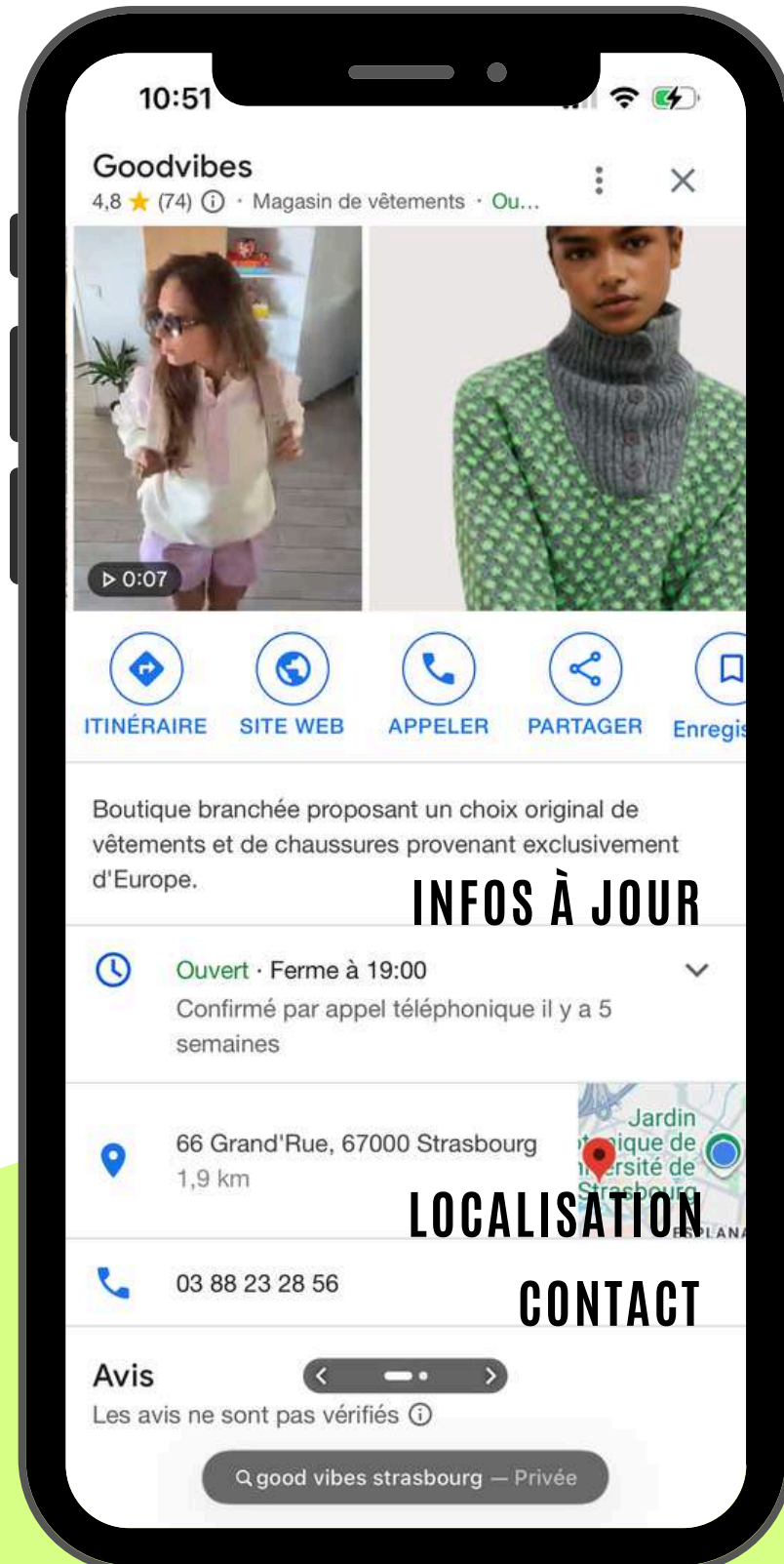
NO STRESS:
THERE'S ALREADY PLENTY TO DO.

- Google Business Profile
- Local visibility on Google
- Photos, news & customer reviews

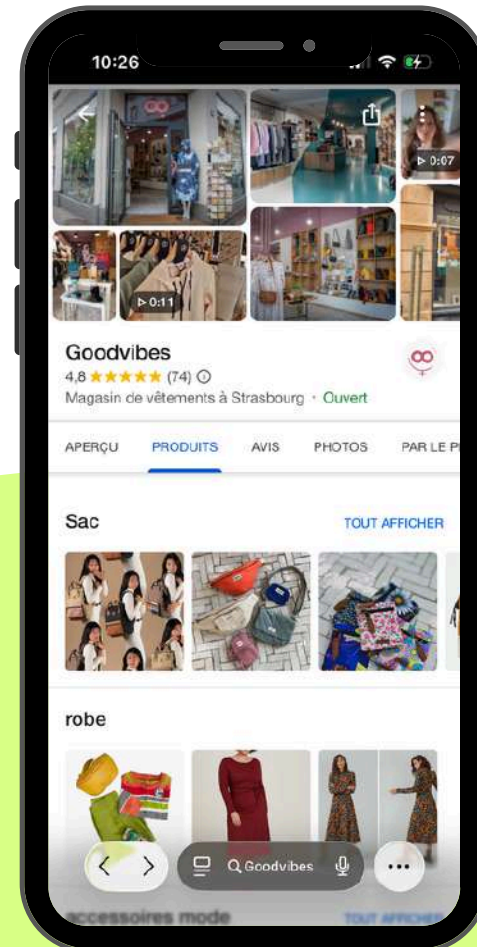




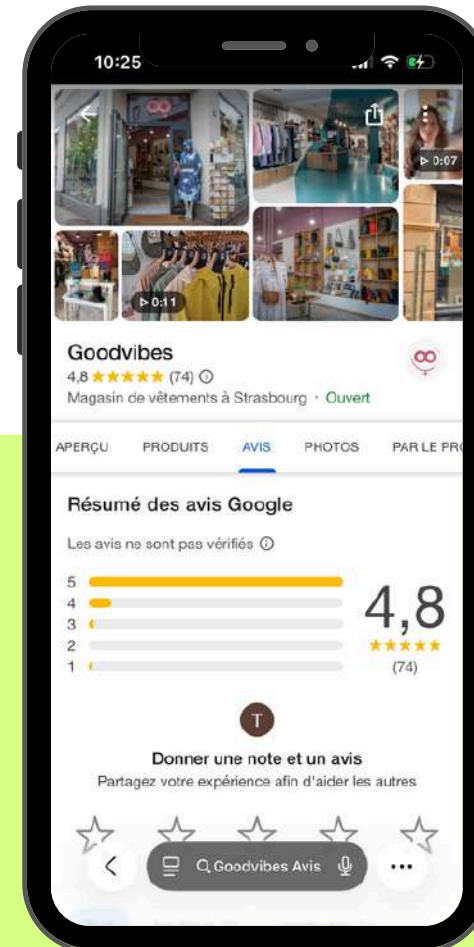
A WELL-CRAFTED GOOGLE LISTING IS ALREADY A SHOWCASE.



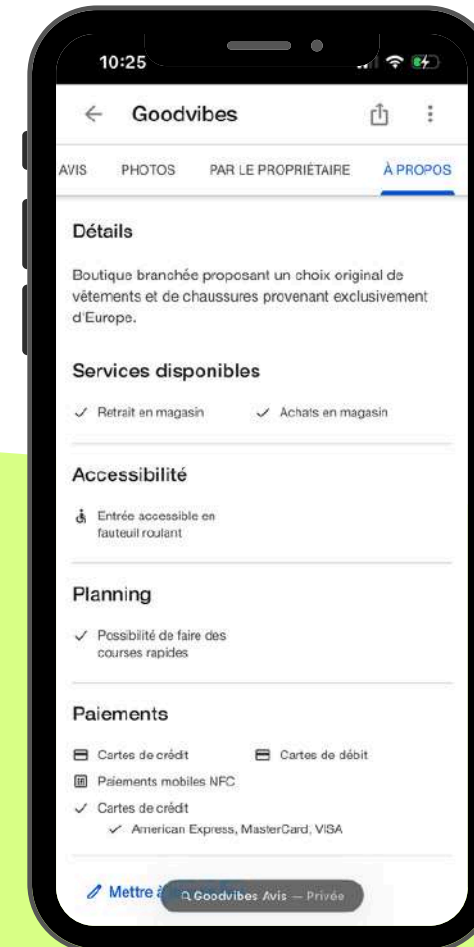
GOOD VIBES - STRASBOURG



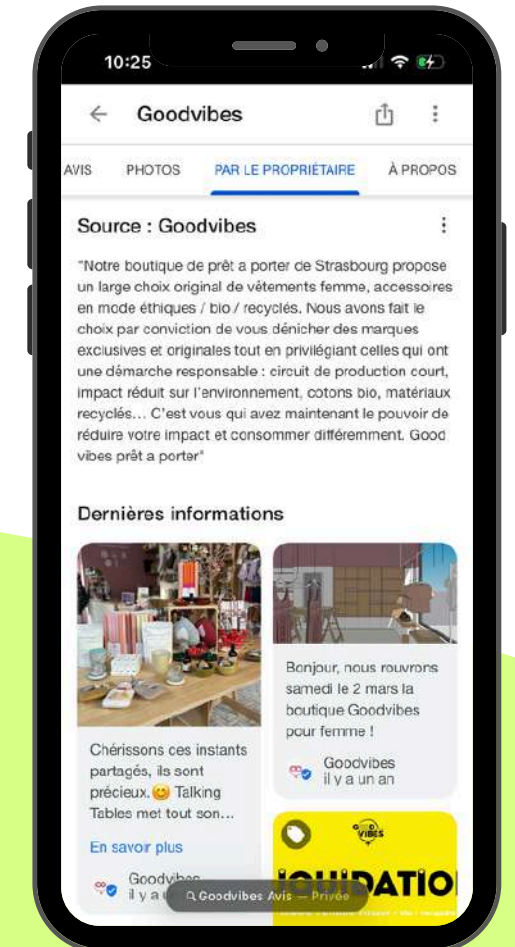
REGULAR PHOTOS
AND PRODUCT
FEATURES



CUSTOMER
REVIEWS
AND RESPONSES
TO REVIEWS



SHOP SERVICES



SHOP
DESCRIPTION &
NEWS

DO YOU HAVE A WEBSITE (OR ARE YOU THINKING ABOUT IT)?

GOOD NEWS: GOOGLE IS BECOMING EVEN MORE POWERFUL.

- Being found on Google
- Reassuring before the visit

Goodvibes
https://www.goodvibes.fr

Goodvibes, mode éthique femme & homme à Strasbourg

En 2023, Goodvibes a fêté ses 30 ans ! avec une large collection de vêtements éthiques et atypiques pour la femme. Envie de fresh news ? Découvrez d'autres choses à faire à Strasbourg...

Boutique homme

57 Grand rue à Strasbourg
09 52 02 15 34

Horaire d'ouverture

Lundi : 14h - 19h
Mardi au samedi : 10h - 19h

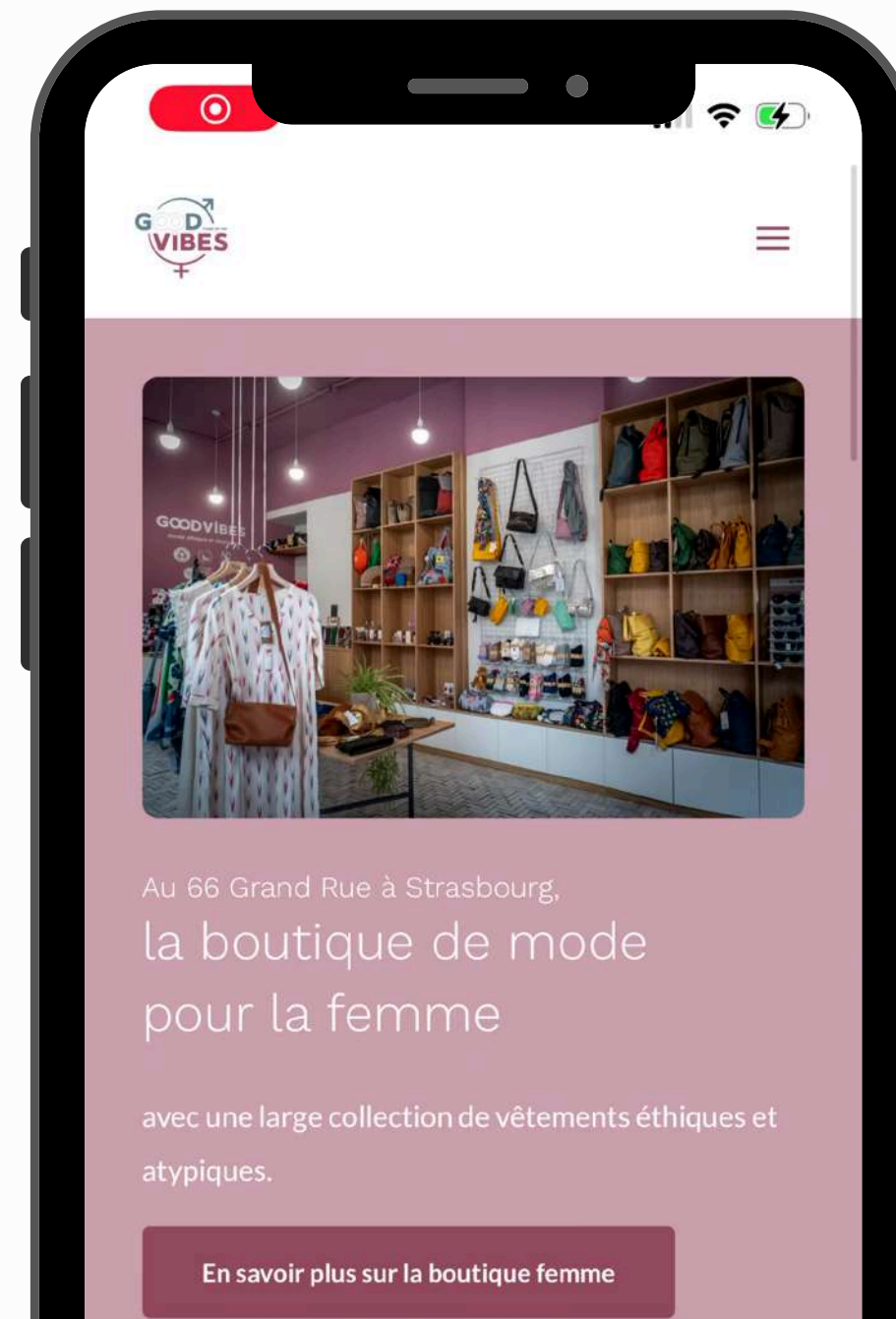
Votre boutique dédiée à la mode homme éthique / bio / recyclée

Rien que pour vous, Messieurs ! Envie d'un tee-shirt au print original ?

A la recherche de LA paire de chaussures qui vous manquait ? Ça tombe bien, on a un large choix de... dans notre boutique à Strasbourg !

Notre démarche reste inchangée depuis plus de 27 ans, nous souhaitons plus de vêtements bio et une mode plus responsable.

GOOD VIBES - STRASBOURG



SHOWCASE WEBSITE ≠ FOR SALE ONLINE

Votre boutique dédiée à la mode femme éthique / bio / recyclée

Comment faire un choix parmi des robes féminines et originales à soutait, des tops et des jupes aux matières exquises ou encore des pantalons, des pulls, des sacs, des objets déco, des idées cadeaux ???

Passez nous voir en boutique, nous serons ravies de vous aider à trouver ce qui vous rendra encore plus belle avec des marques exclusives !

Depuis plus de 27 ans, notre démarche reste inchangée, nous souhaitons une mode plus responsable et plus de vêtements bio.

Boutique femme

66 Grand rue à Strasbourg
03 88 23 28 56

Horaire d'ouverture

Lundi : 14h - 19h
Mardi au samedi : 10h - 19h

La mode femme avec les marques

absolut
cashmere.

ICHI

indi & cold

KOMODO

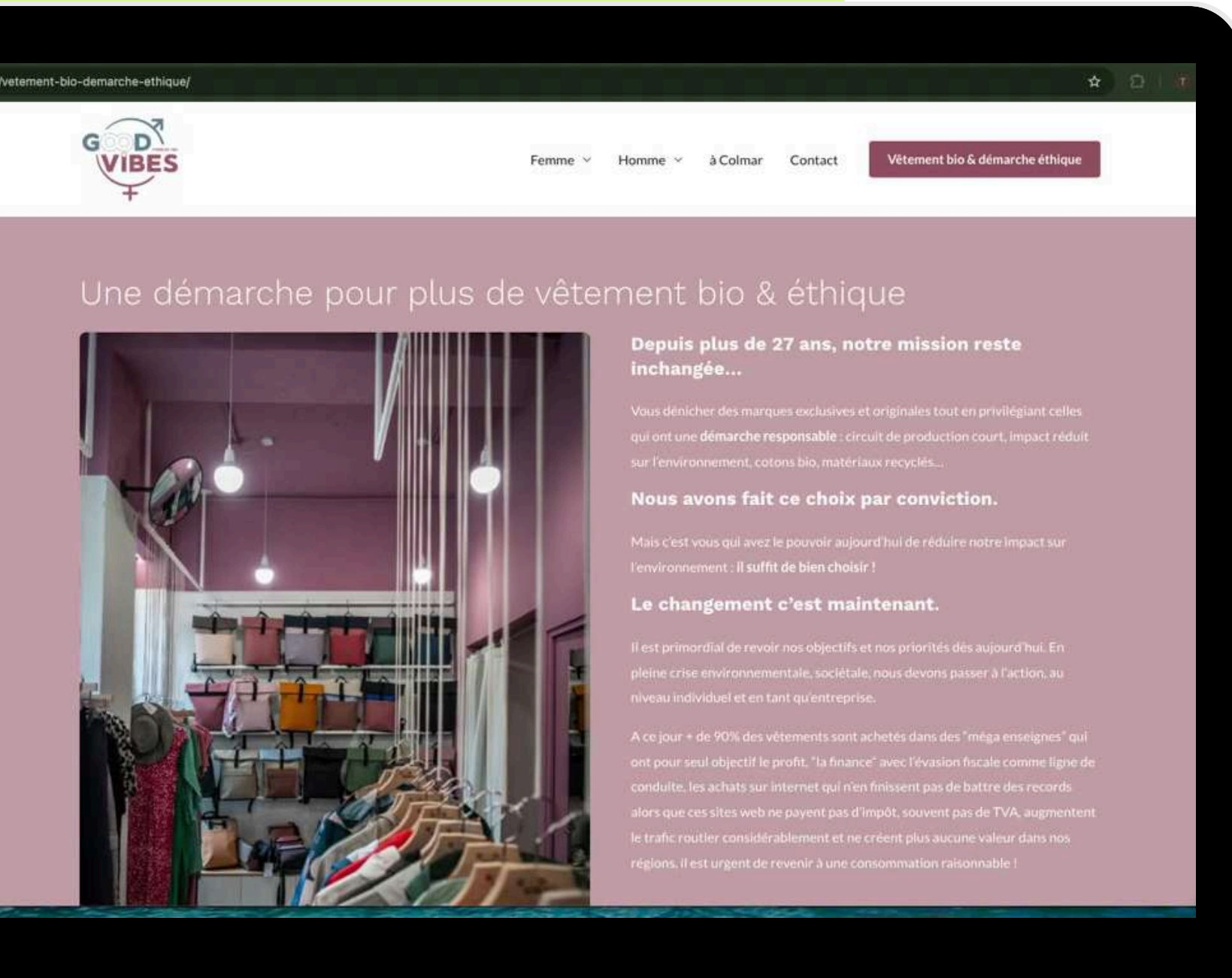
KRAKATAU

mademoiselle
yayé

100 YEARS
M

SKFK

- Showcase the world of the store
- Make people want to come to the store



THE BASICS OF A WEBSITE THAT'S USEFUL FOR GOOGLE

NATURAL REFERENCING (SEO)

What Google needs to understand:

- **TEXT:** The shop's name, city, brands, and overall feel
- **UP-TO-DATE INFORMATION:** Address, opening hours, contact information
- **PHOTOS:** Products, atmosphere, window displays
- **REGULAR POSTING:** Show that the shop is active

PagesMode

TODAY, VISIBILITY DOES NOT RELY ON
A SINGLE TOOL.

PAGESMODE

The [fashion] platform that connects **shops**,
brands and consumers.

10M

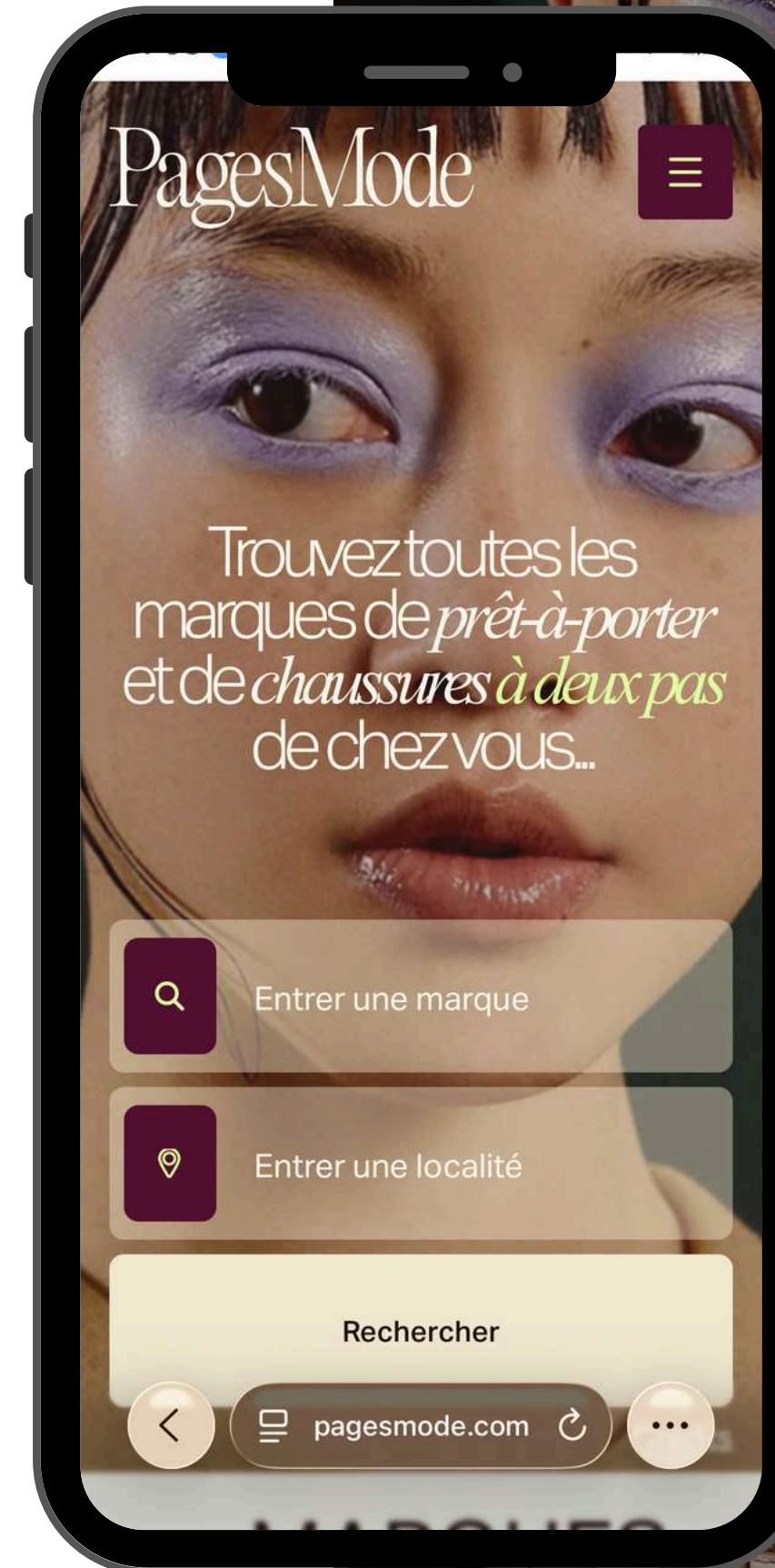
display numbers
(December 2025)

13K

multi-brand stores

223K

of users
(December 2025)



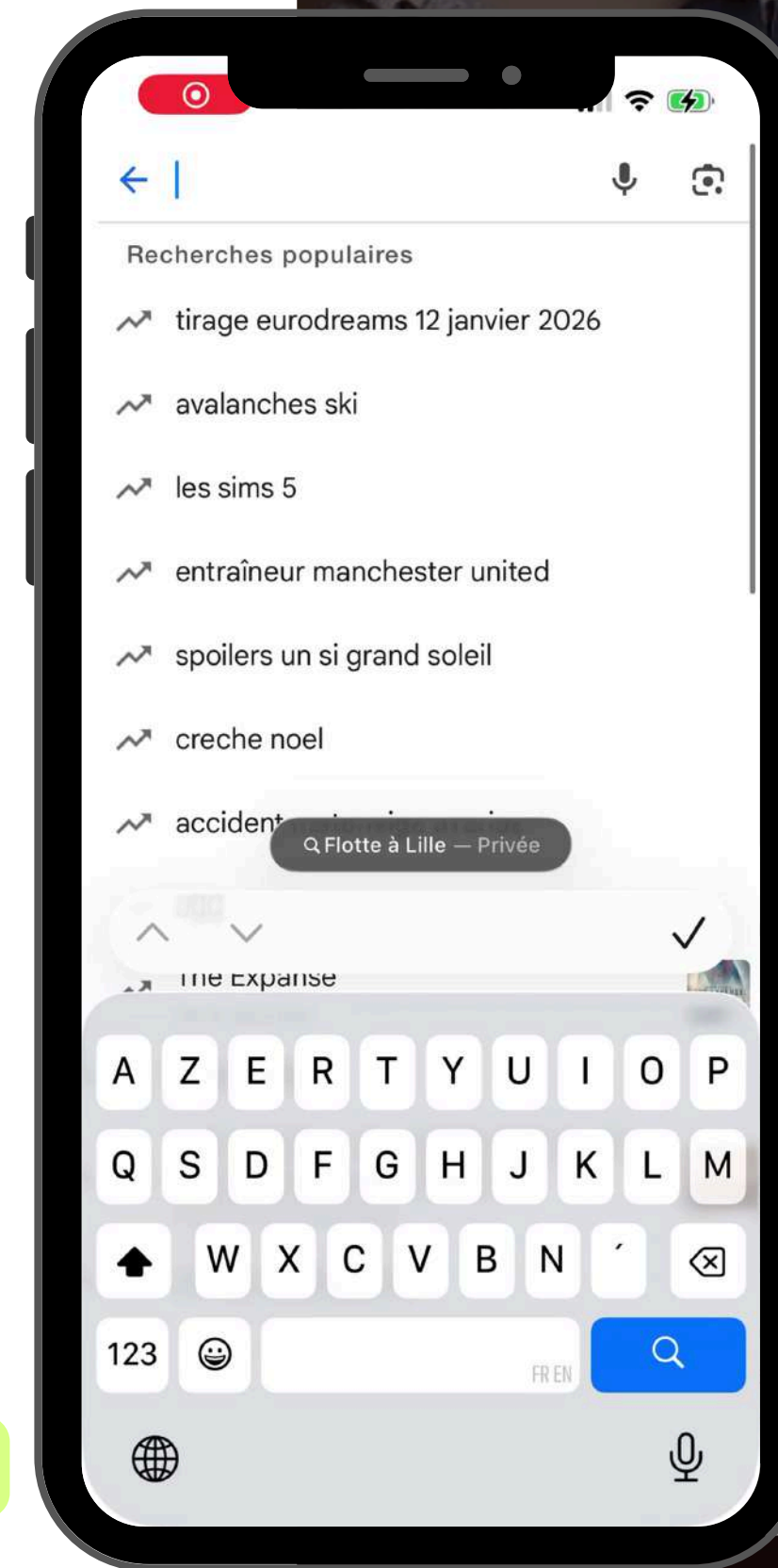
PagesMode

PAGESMODE, CUSTOMER SIDE

To be found for free by the right customers, in the right place

- A digital storefront
- A selection of brands
- Up-to-date practical information
- Direct access to the store
- Designed for mobile and local search

The goal isn't to be visible everywhere.
It's to be visible at the precise moment a customer is searching.
And that's exactly where PagesMode comes in.



PagesMode

PAGESMODE, CUSTOMER SIDE

A link to affiliated brands ↔ shops

Thanks to the integration of brand catalogs, PagesMode makes it possible to transform an online search into a store visit.

WEB TO STORE



Recherche en boutique

Interroger les boutiques près de chez vous sur la disponibilité de cet article
FLOTTE Tuileries - Trenchcoat Court

 Courbevoie [Changer](#)

Quelles boutiques souhaitez-vous contacter ?

☐ **L'incontournable**
Paris, 3 Rue Des Batignolles

☐ **La Capsuline**
Paris, 38 Rue Du Poteau

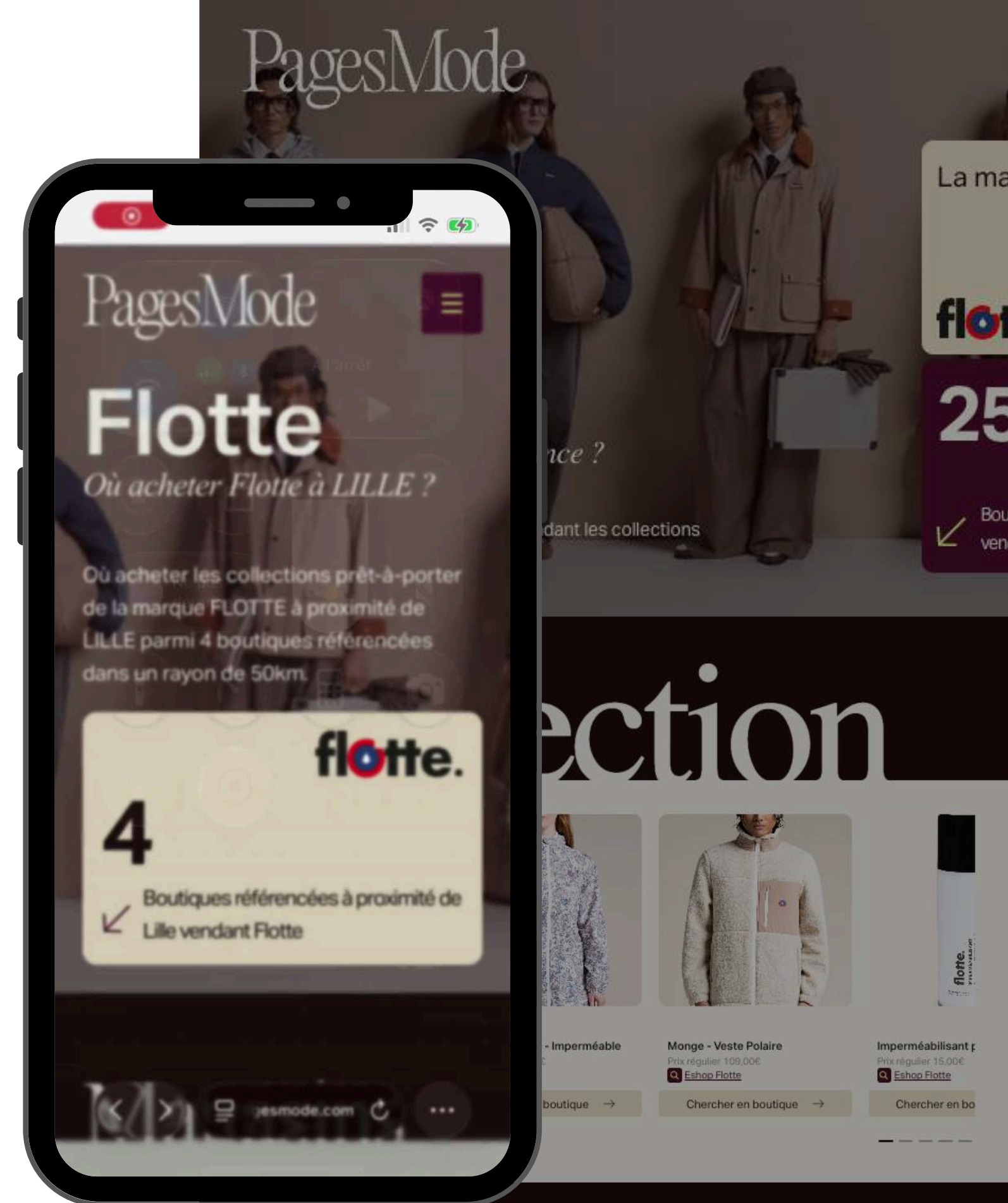
☐ **Make My D**
Paris, 7 Rue La Vieuville

☐ **Myc Boutique**
Paris, 54 Rue Saint-dominique

☐ **Arty Dandy**
Paris, 1 Rue De Furstemberg

→

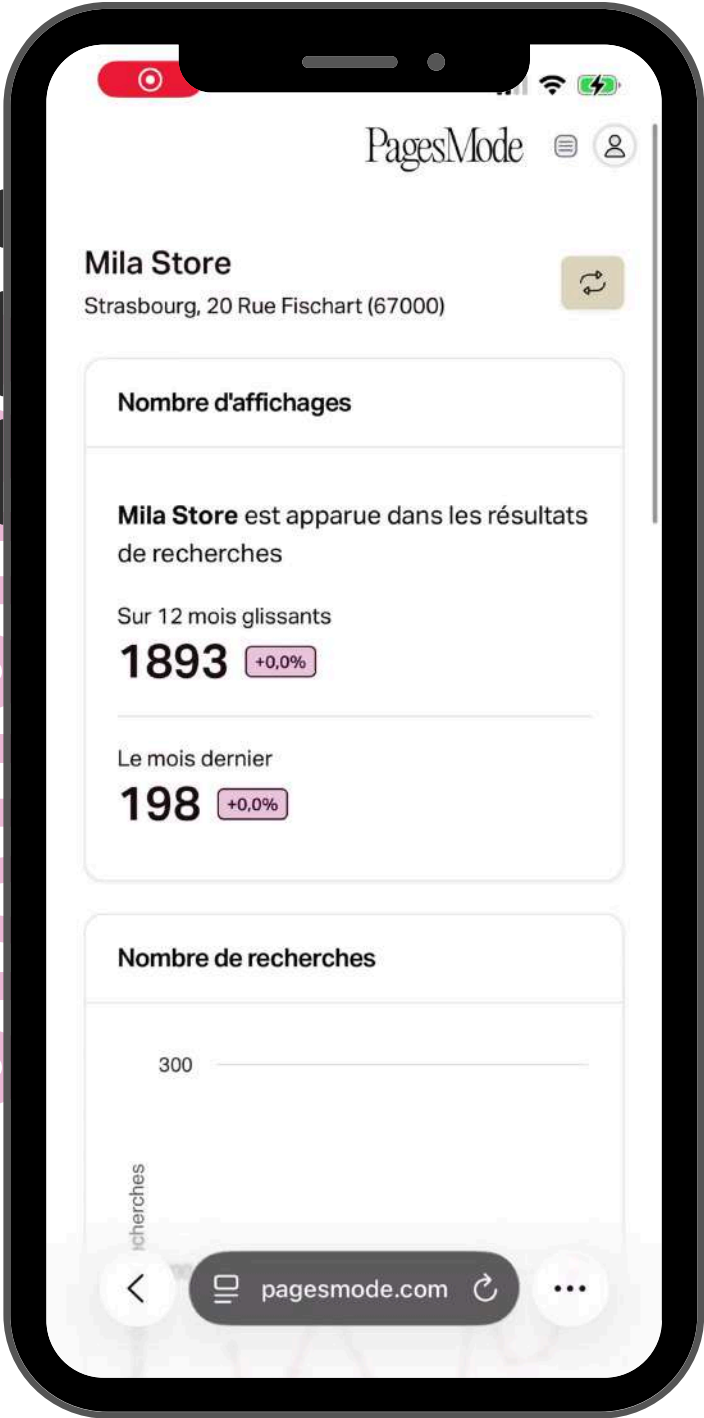
A customer is looking for a product, contacts the shops that offer it, then goes to the store to pick it up.



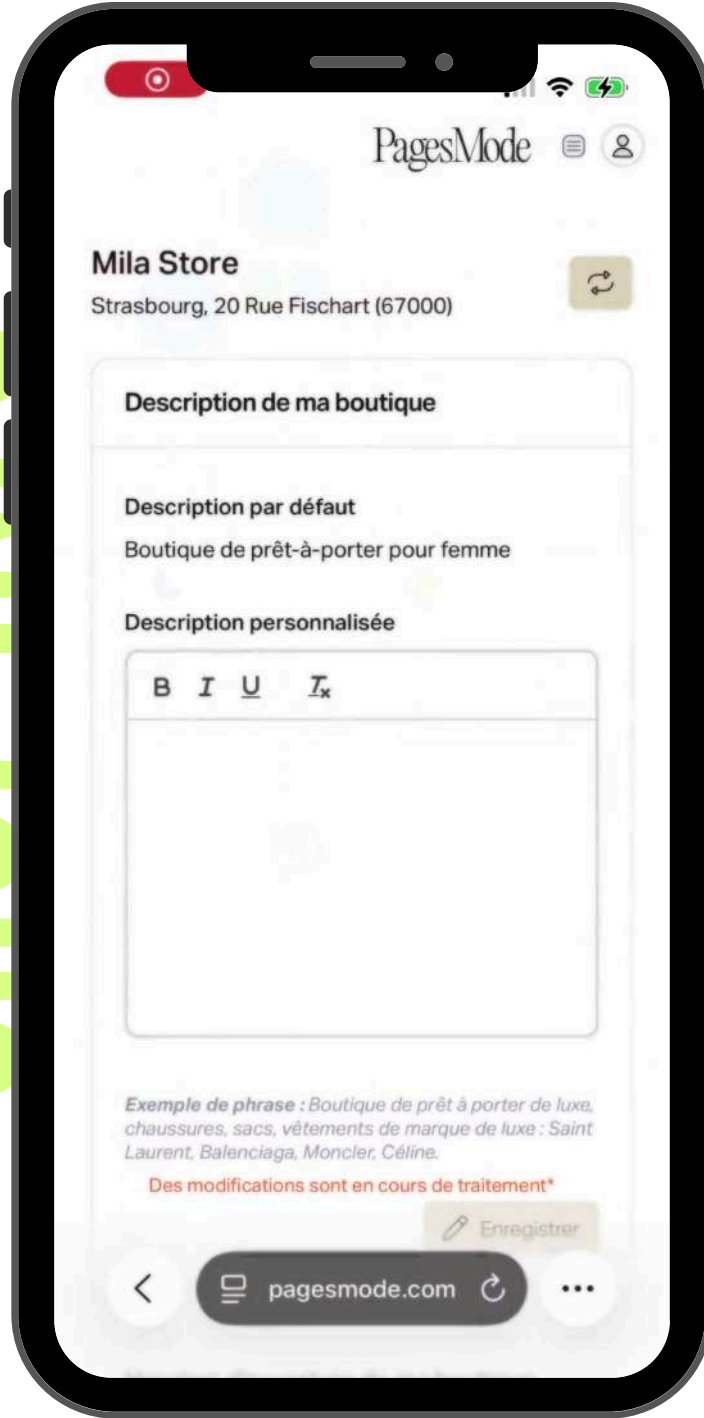
PAGESMODE, SHOP SIDE

MANAGE YOUR VISIBILITY FOR FREE

STATISTICS



SHOP INFO



BRANDS



PagesMode

PAGESMODE, SHOP SIDE UPDATING, MADE SIMPLE

COMPLETELY INDEPENDENTLY
via the PagesMode boutique back office.

(Updates are then checked and validated by the PagesMode team)

WITH THE PAGESMODE TEAM
during a call each season to update your information.

BY EMAIL
thanks to the update reminders sent by PagesMode.

PagesMode



**On n'a pas réussi à
vous joindre !**

Pour la nouvelle saison, pensez à **mettre à jour vos informations** sur **PagesMode**. Une boutique à jour, c'est **plus de visibilité** et **des clients mieux informés**.

Vos marques de la saison dernière

PAP
femme : COLUMBIA, RAINS, DICKIES,
THE NORTH FACE, FLÔTE

PAP
homme : THE NORTH FACE, COLUMBIA,
RAINS, NIKE

Chaussures
femme : AUTRY, DR MARTENS

Underwear/Swimwear
femme : DD DORE DORE

Votre assortiment a changé ?

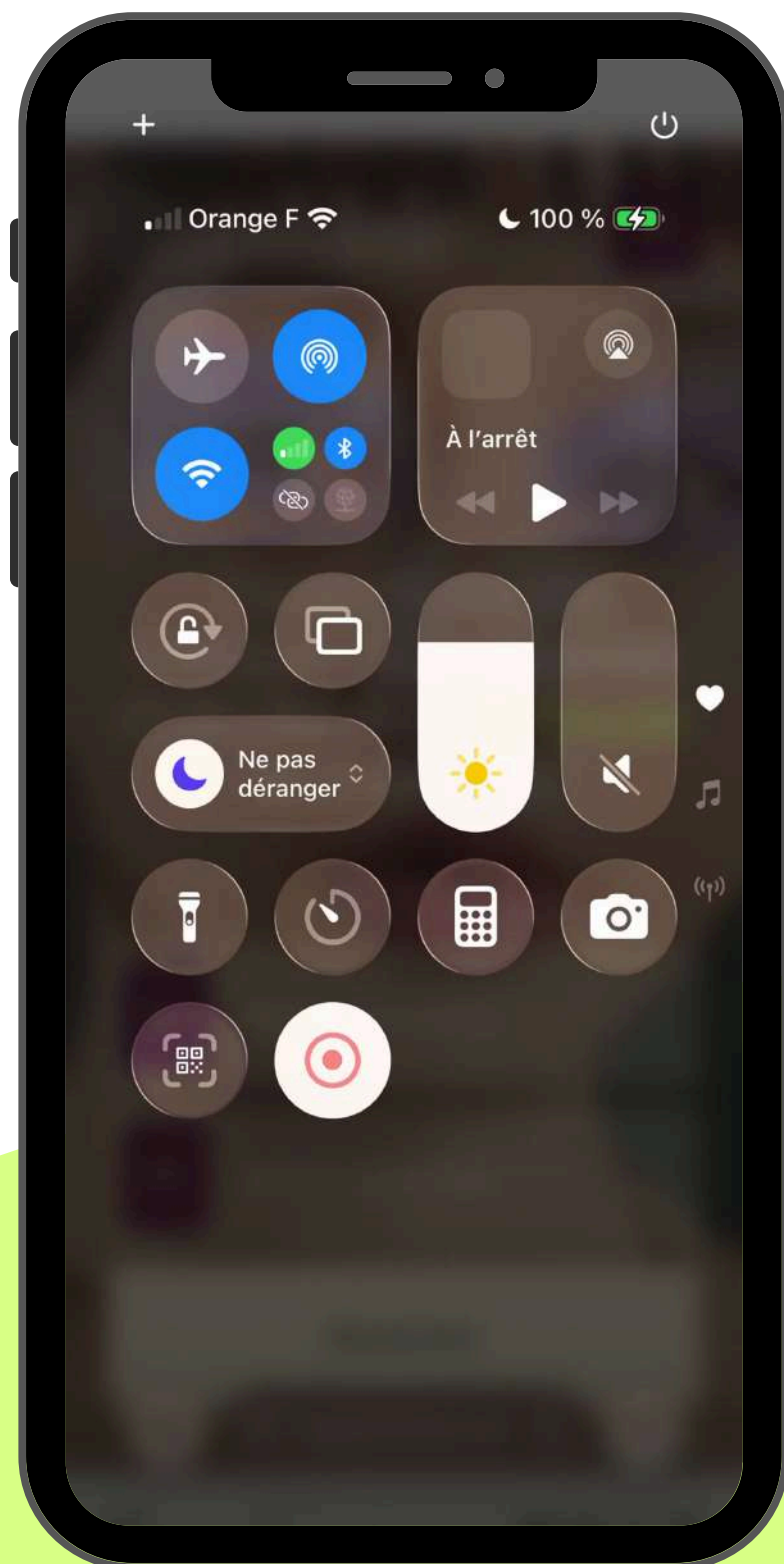
Que vous ayez ajouté, retiré
ou certaines de vos
marques, pensez à **mettre à
jour votre assortiment** sur
PagesMode.

Référencer ma boutique

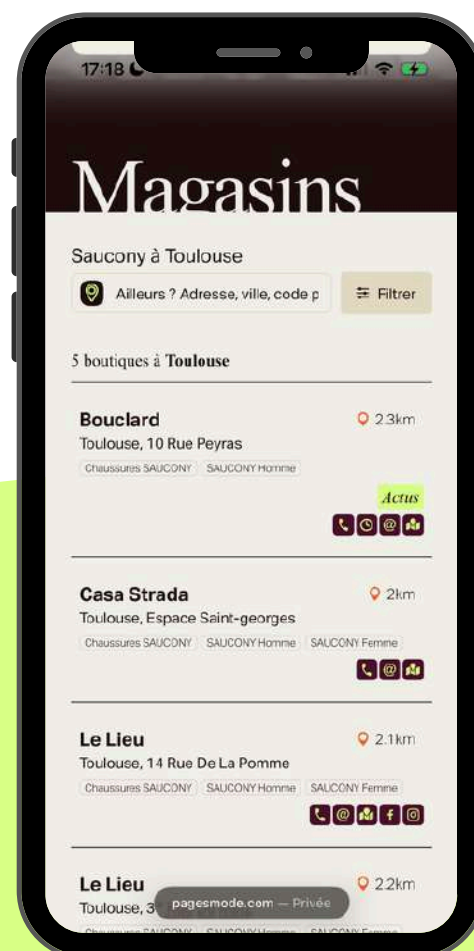


PREMIUM SHOP

- 10% FRIENDS FOR PAGESMODE MEMBERS



BOUCLARD - TOULOUSE



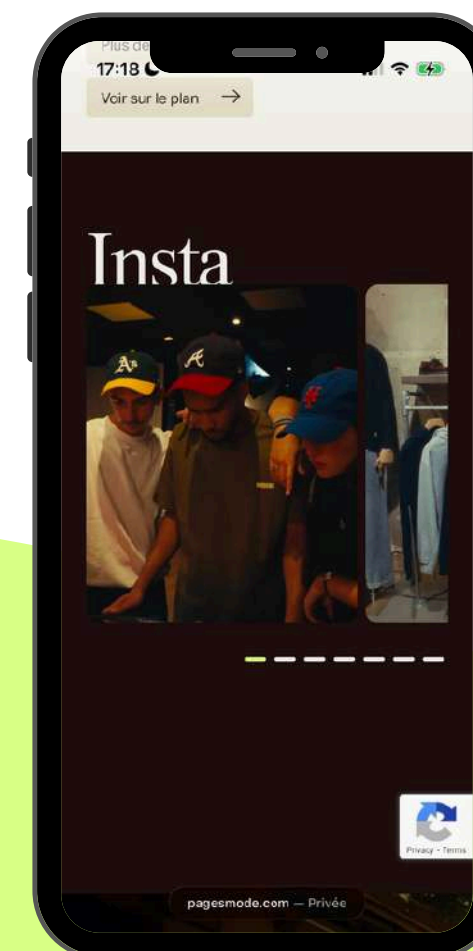
DISPLAYED AT
THE TOP OF THE
LIST



SEO: DESCRIPTIONS



NEWS



INSTA MODULE

PAGESMODE, E-SHOP TO GO FURTHER

TARGETED SPONSORED ADS
FEATURED ON THE BRAND PAGES OF THE BRANDS YOU SELL

Annonces sponsorisées



Chez Maman Rouen

STONE ISLAND
SOLDES !

Profitez de remises exceptionnelles sur une large gamme d'articles pour hommes et femmes. Ne manquez pas cette opportunité unique de renouveler votre garde-robe à prix réduit.

Découvrir →



Galeries Lafayette

STONE ISLAND
SOLDES : jusqu'à -50% !

Exclu web : -10% suppl. dès 85€ aujourd'hui uniquement.

Découvrir →



Purple Store

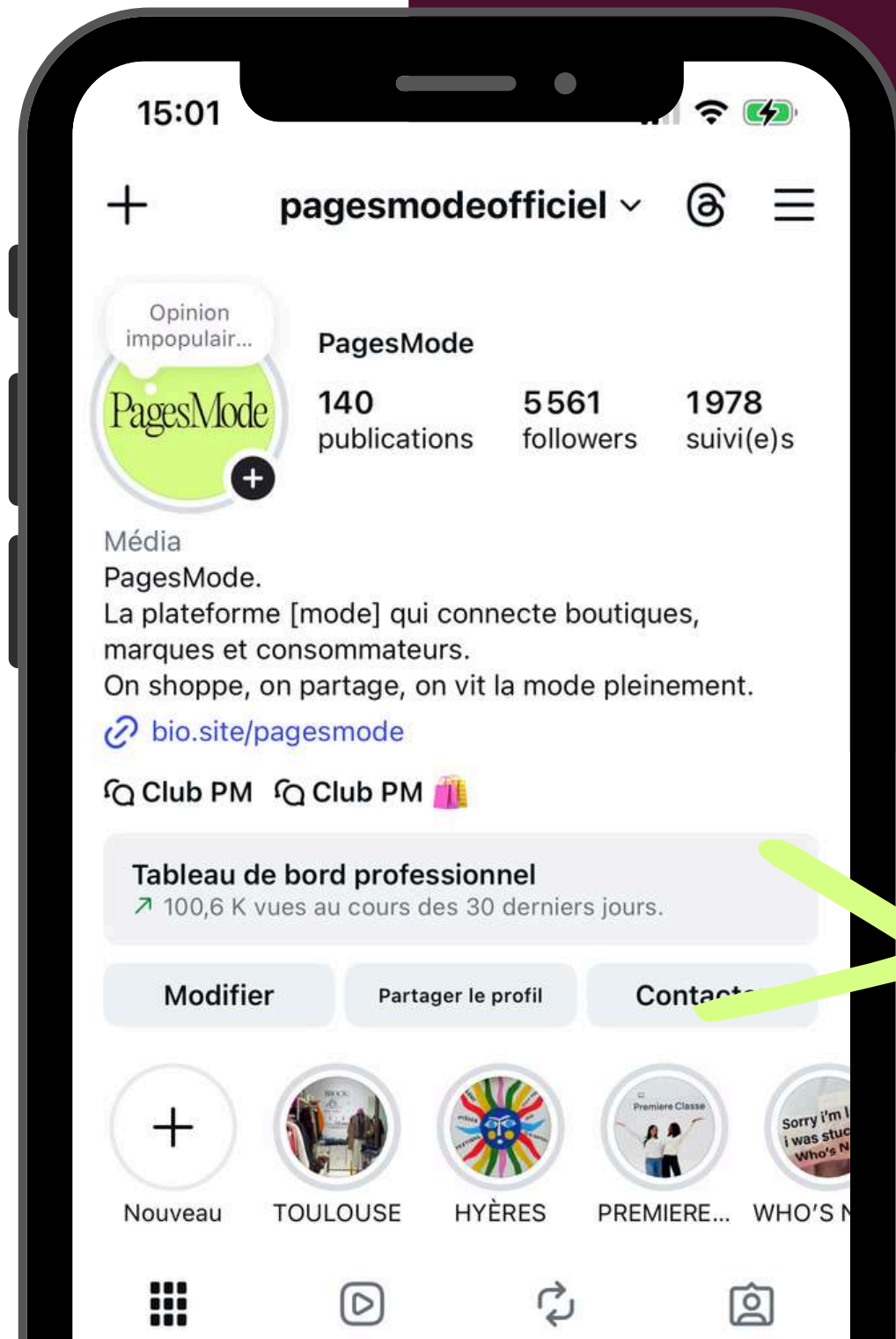
STONE ISLAND
SOLDES Hiver 2026

Profitez de nos Soldes Hiver 2026 pour acquérir les pièces les plus techniques et authentiques de la saison à prix exceptionnels.

Découvrir →

03

INSTAGRAM & VISIBILITY



INSTAGRAM TODAY

- 63% of fashion posts are on Instagram
- +26 million Instagram users in France
- 1 in 2 French people discover brands via Instagram

Sources: We Are Social & Meltwater (2025) - Meta
- Social Media Fashion Studies

PagesMode

A DIGITAL SHOWCASE

- First impression of the store
- Complementary to Google & Pages Mode
- Puts the human element first
- Visible 24/7, on mobile

MADMEN - ANNECY



BOUCLARD & LES TRAITS FRANÇAIS - TOULOUSE



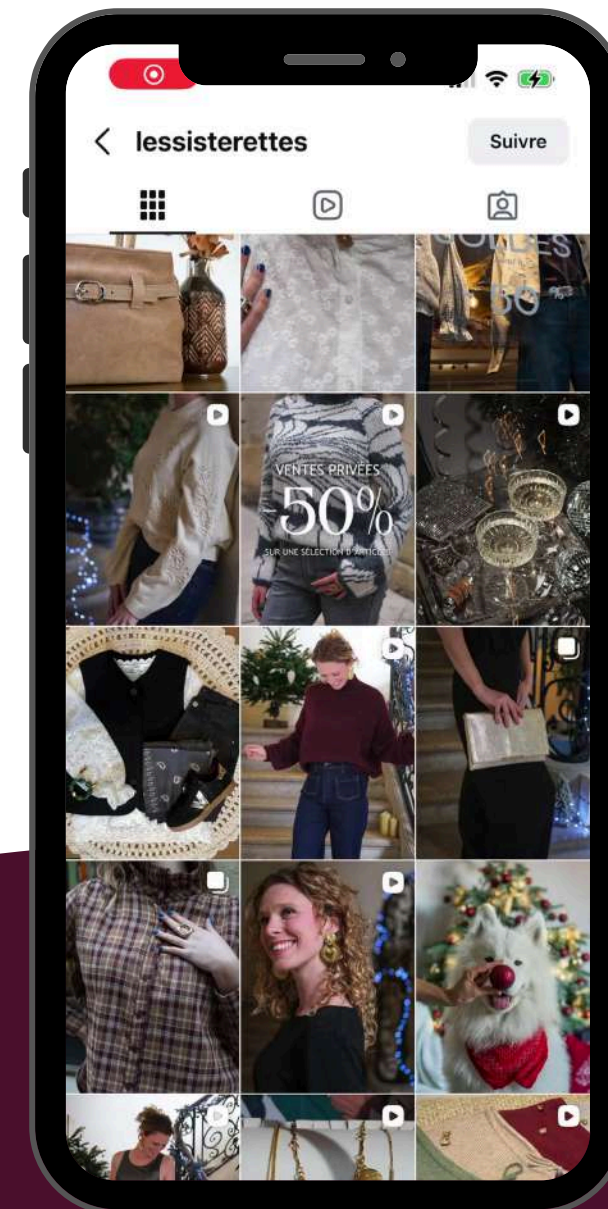
CURIEUX - STRASBOURG



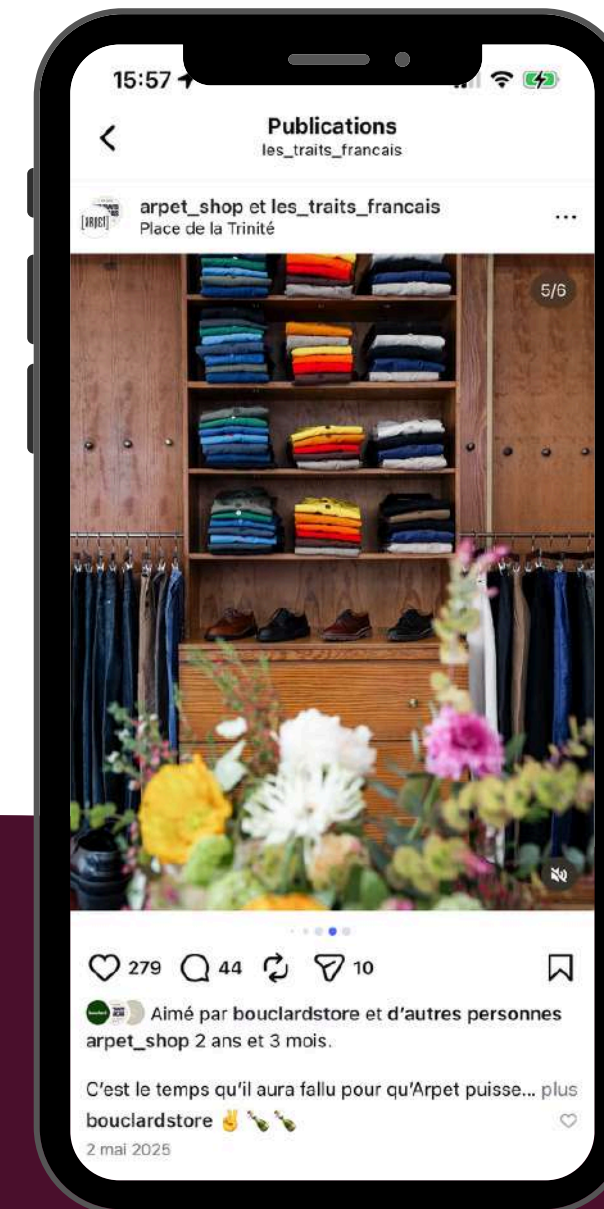
SHOW THE REAL LIFE OF THE SHOP



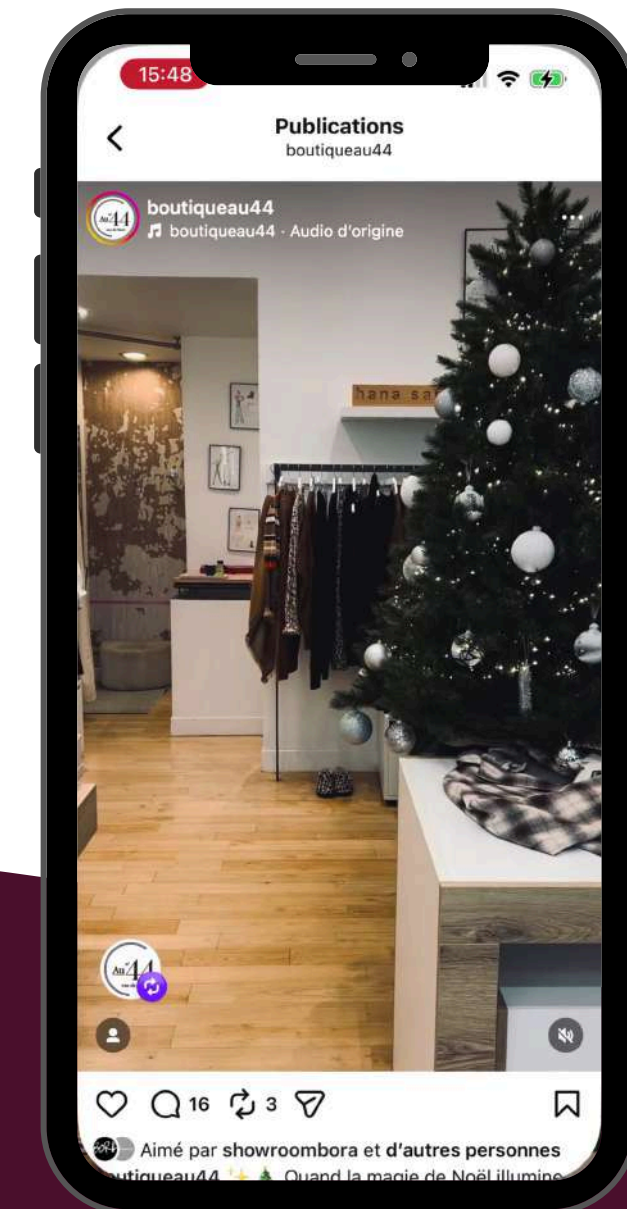
THE SHOP



PRODUCTS/ COLLECTIONS



THE WORLD/ THE
ATMOSPHERE



BEHIND THE SCENES/
THE TEAM



TO BE INSPIRED ≠ TO COPY

TO BE INSPIRED IS:

- observe what works
- understand what is engaging
- gather ideas

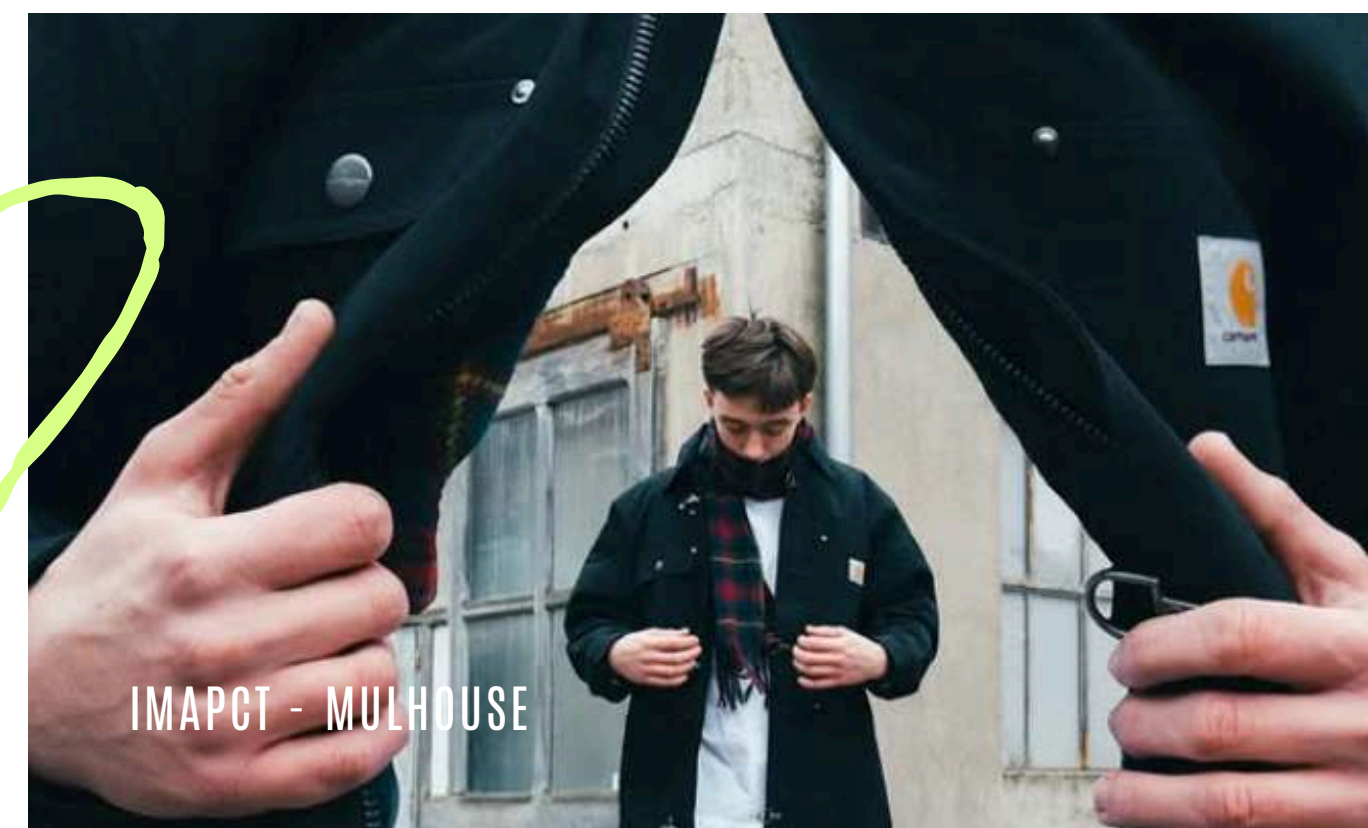
IT IS NOT:

- copy an account
- reproduce exactly
- lose one's identity

THE OBJECTIVE:

- adapt to its shop
- stay true to its world

Observe → Understand → Adapt



COLLABORATE TO INCREASE YOUR VISIBILITY

Collaborating means:

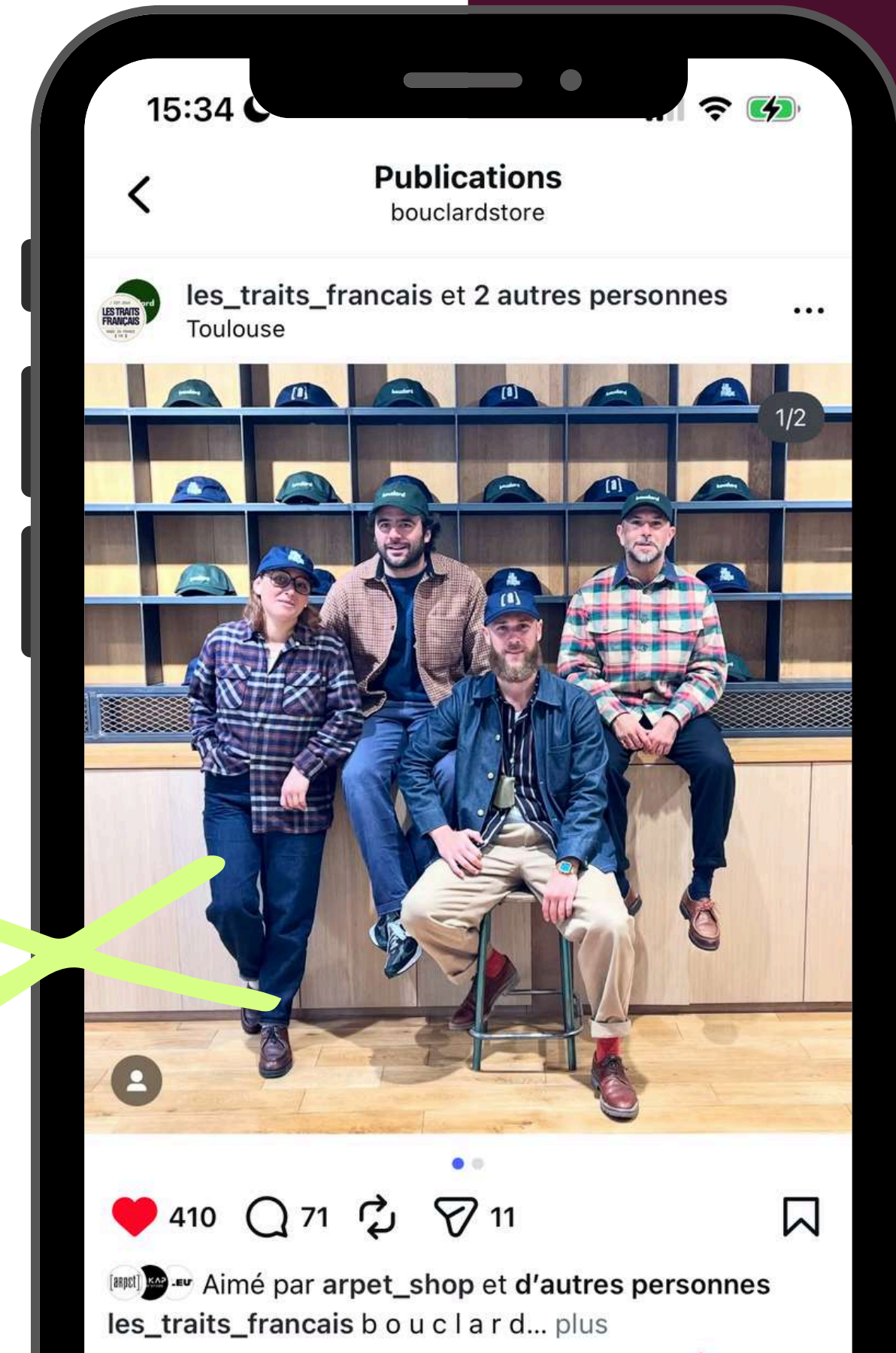
- Share content with multiple people
- Reach new audiences
- Gain visibility and credibility

With whom ?

- other shops
- local micro-influencers
- fashion media

How ?

- Cross-posted stories
- reposted content





4.8 - SANARY-SUR-MER



CASA STRADA - TOULOUSE

PAGESMODE AS A VISIBILITY RELAY

PagesMode on Instagram is:

A media platform dedicated to fashion, bringing together a community of boutiques, consumers, and brands.

Through local content designed to showcase boutiques, PagesMode highlights addresses, styles, and curated selections, while amplifying their visibility on the website and social media.

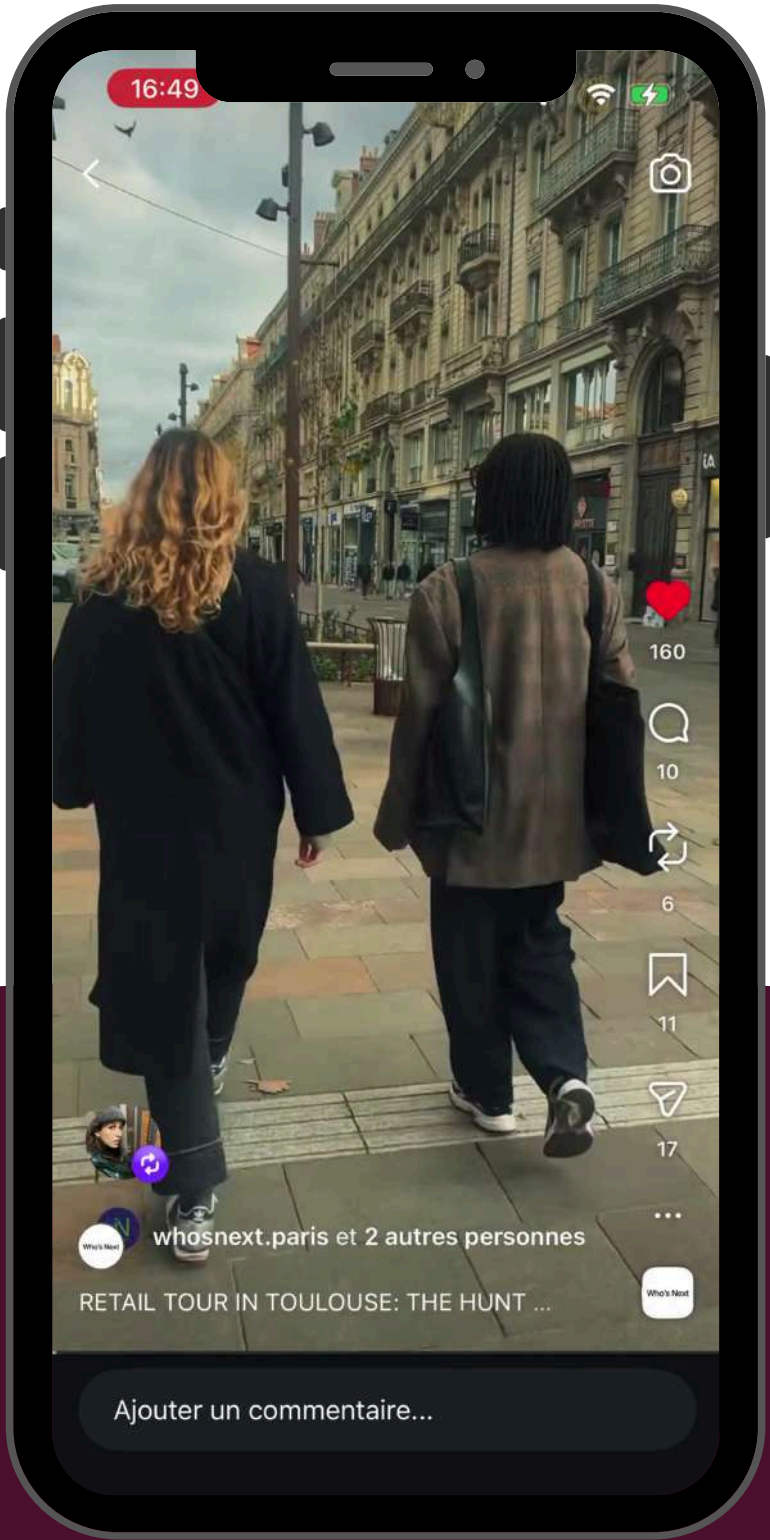
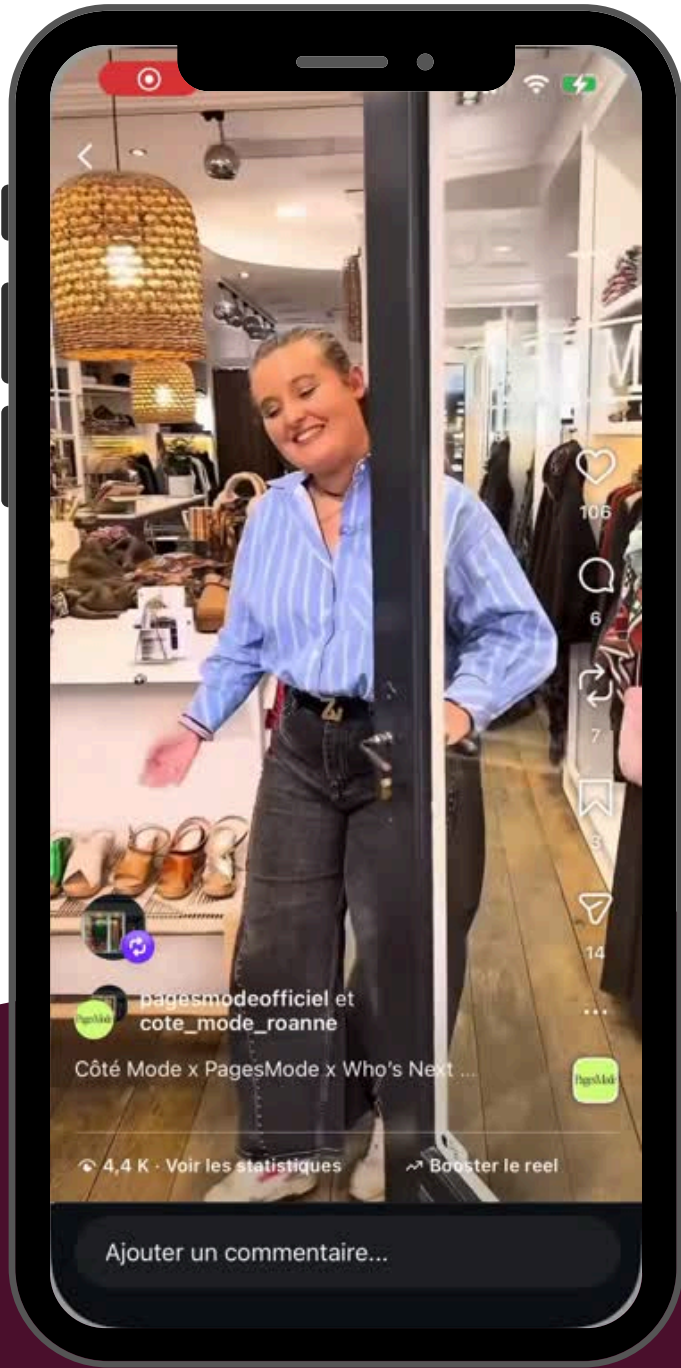
PagesMode

FASHION SIDE - ROANNE

"Je pense qu'il faut vraiment conserver la *boutique multimarque indépendante*."

Laurence, Côté Mode

•••••



04

SAVE TIME

RELYING ON THE RIGHT TOOLS



For ideas

- AI (ex : ChatGPT)
- Pinterest



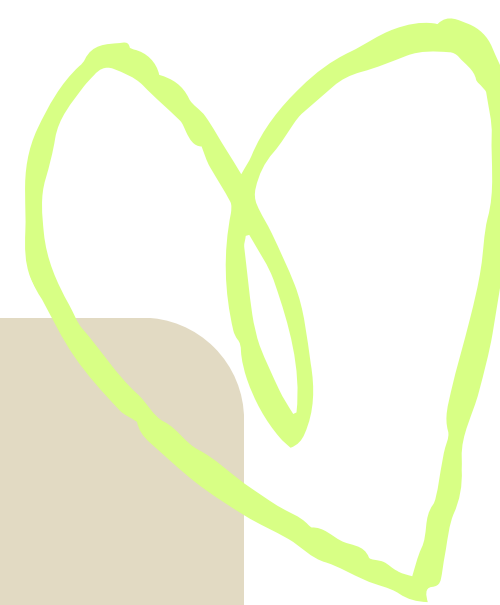
For creation

- Canva
- Adobe Express
- Capcut
- Edits (insta)



For visibility

- Google business
- PagesMode



SURROUND YOURSELF WITH THE RIGHT PEOPLE

- APPRENTICES/INTERNS/YOUNG PROFESSIONS IN COMMUNICATION
- FREELANCE/COMMUNITY AGENCY
- PHOTOGRAPHERS OR VIDEOGRAPHERS
- SMARTPHONES ARE MORE THAN ENOUGH
- OBSERVE WHAT OTHER SHOPS ARE DOING

We progress faster when we don't do everything alone.



TO REMEMBER

Being visible on Google is essential today.

This is the first reflex of customers when looking for a store, a brand or a product.

THE PURCHASING JOURNEY HAS BECOME WEB-TO-STORE

Customers gather information online (Google, social networks), then travel to the store to make a purchase.

SOCIAL NETWORKS COMPLEMENT GOOGLE

They serve to discover, to inspire, to project oneself and to create a link with the store before the visit.

PAGESMODE STRENGTHENS THE LOCAL VISIBILITY OF SHOPS

Whether you have a website, an e-shop or not.

PagesMode connects online searches with physical stores.

Customers search for a brand or product and find where to buy it near them.

PagesMode showcases boutiques through dedicated content.

On the website and on Instagram, via local and editorial formats.

PAGESMODE IS FREE FOR SHOPS

With only a few optional paid services.

CONTACTS

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✉ therese@pagesmode.com

📷 @pagesmodeofficiel

PagesMode

THANK YOU

Questions?



Votre avis nous intéresse !

wsn-academy@wsn.community

WSN ACADEMY

