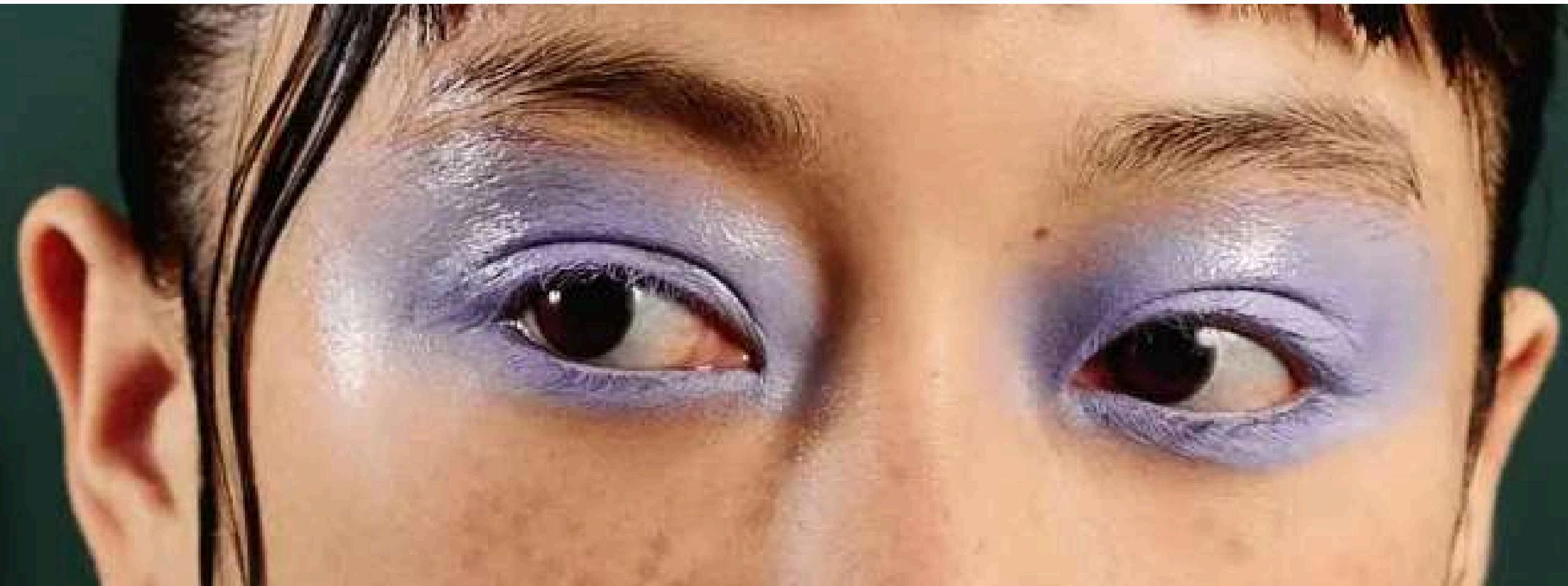


# WSN ACADEMY

Learn  
Grow  
Innovate

## DIGITAL TOOLS THAT BOOST RETAIL BUSINESS

PagesMode



**01 DIGITAL TODAY**

**02 GOOGLE & PAGESMODE**

**03 INSTAGRAM & VISIBILITY**

**04 SAVE TIME**

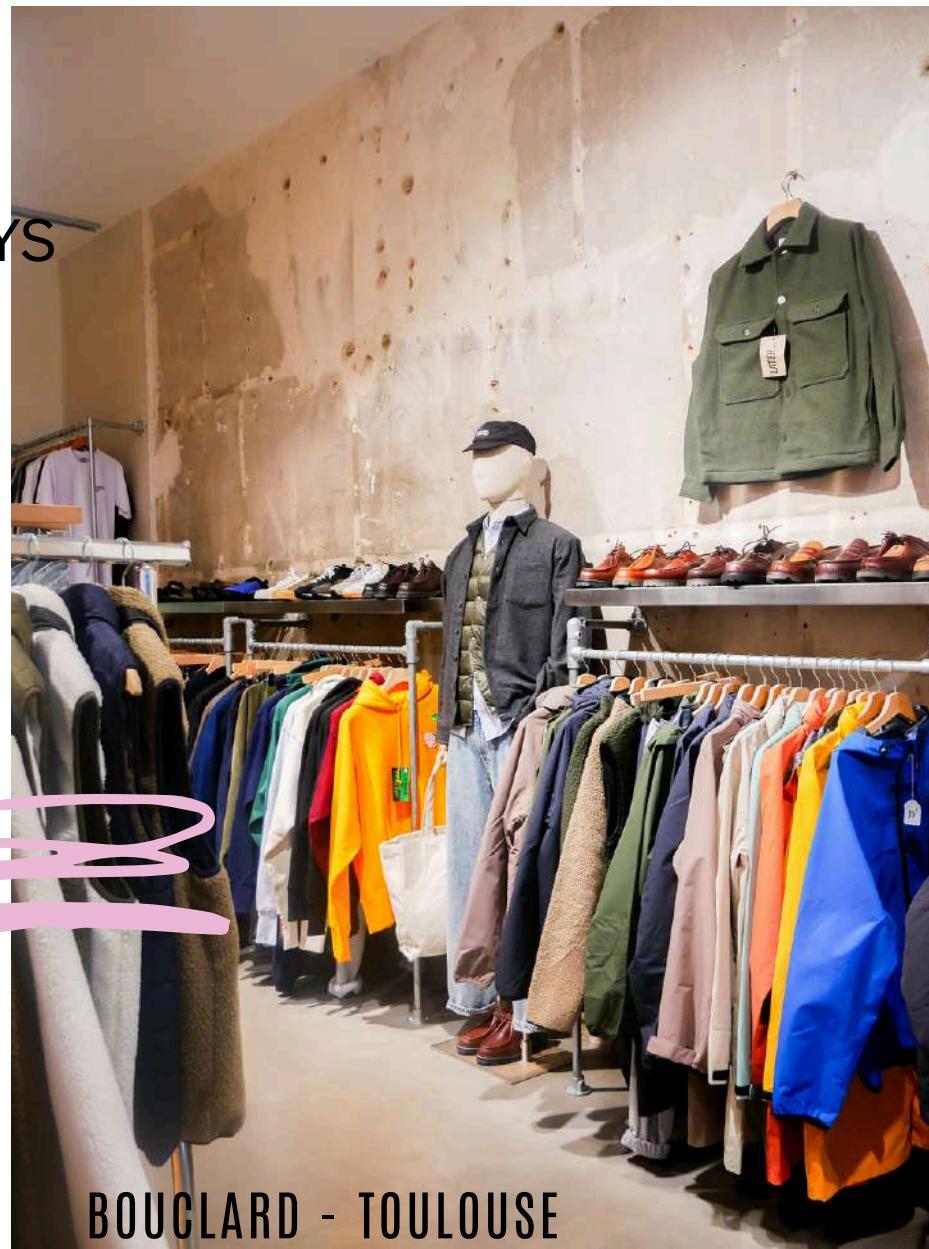
PagesMode

# 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

Source: We Are Social / Hootsuite – Digital Report France I  
Google / Think with Google

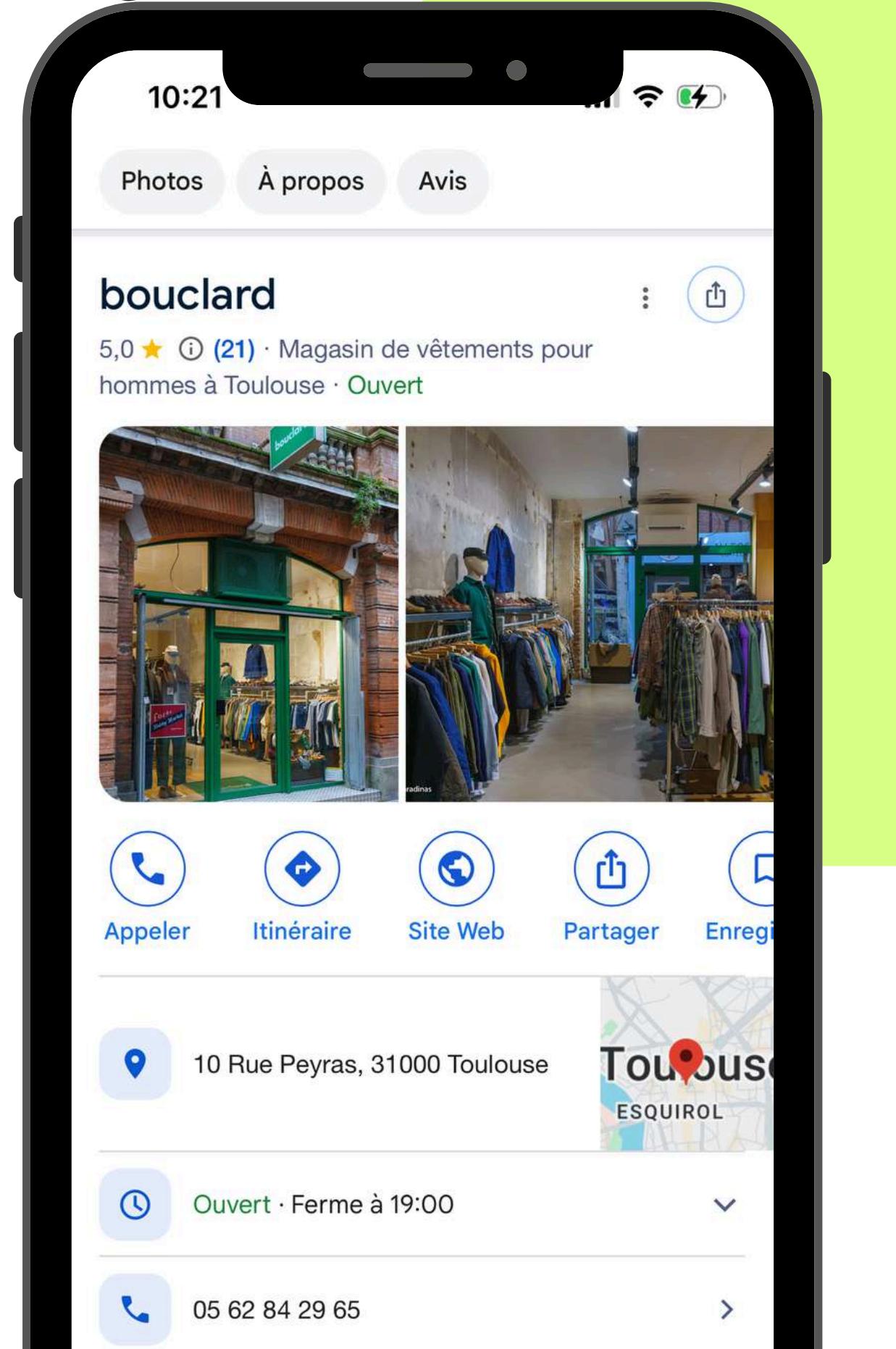


PagesMode

02

GOOGLE &  
PAGESMODE

PagesMode



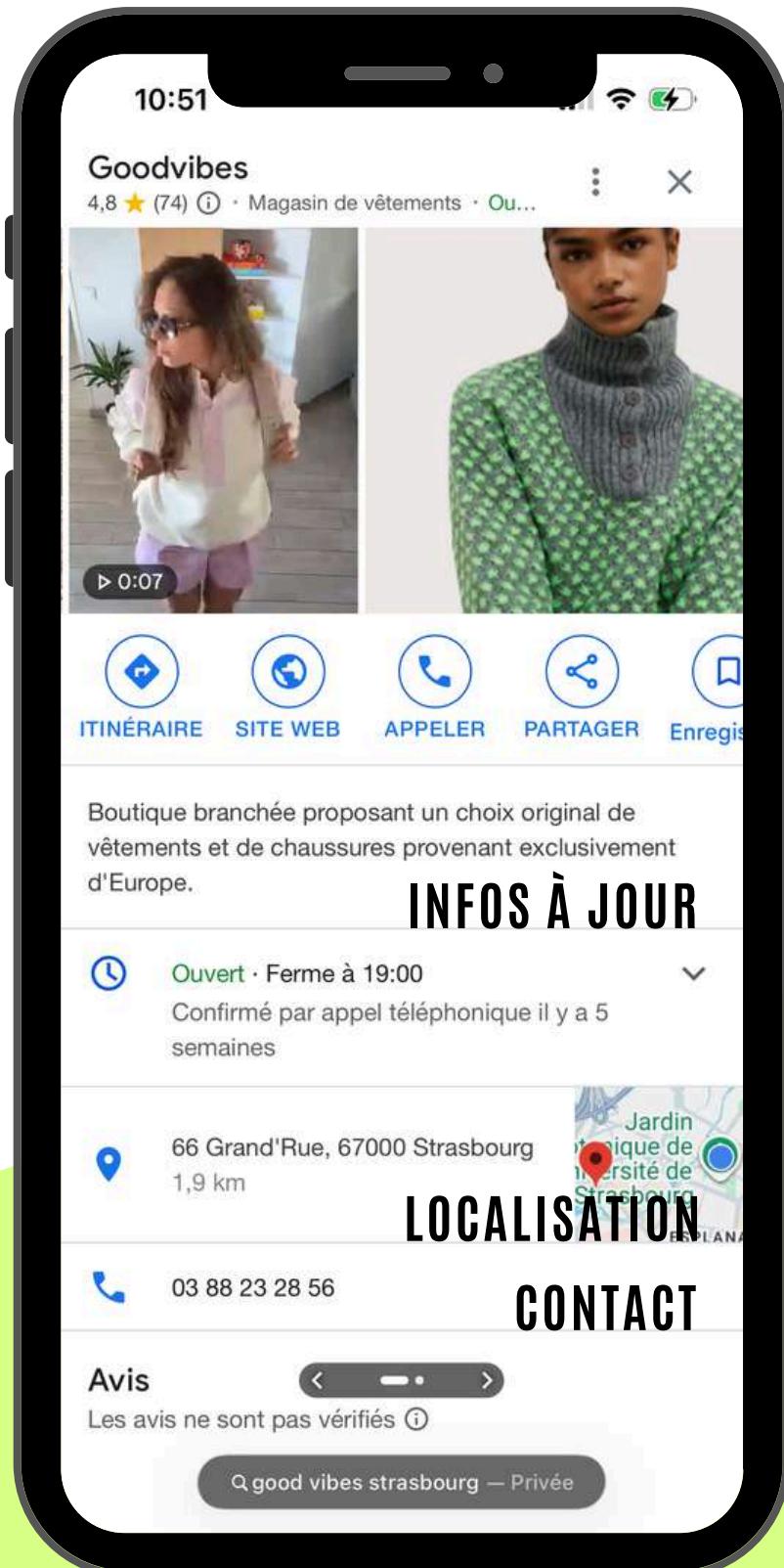
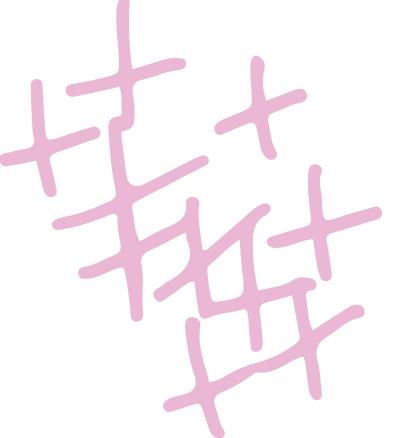
# GOOGLE'S HEGEMONY

- 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

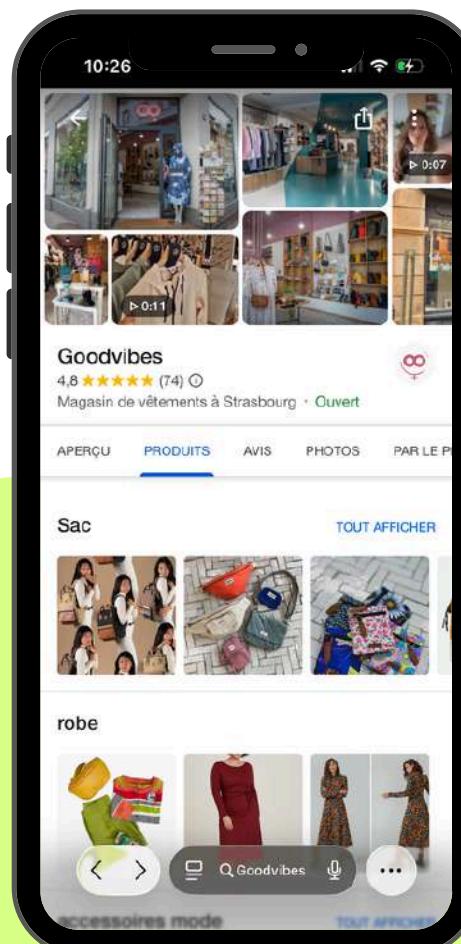
**NO WEBSITE?  
NO STRESS:  
THERE'S ALREADY PLENTY TO DO.**

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

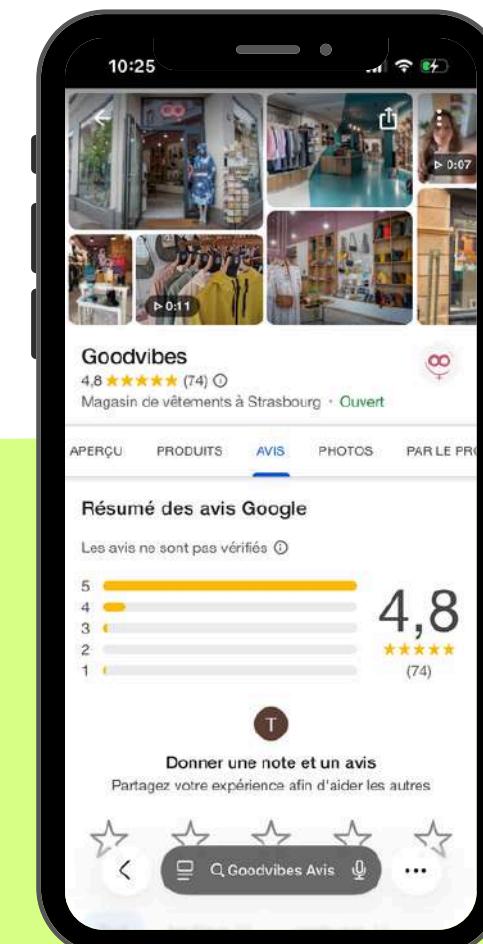


GOOD VIBES - STRASBOURG

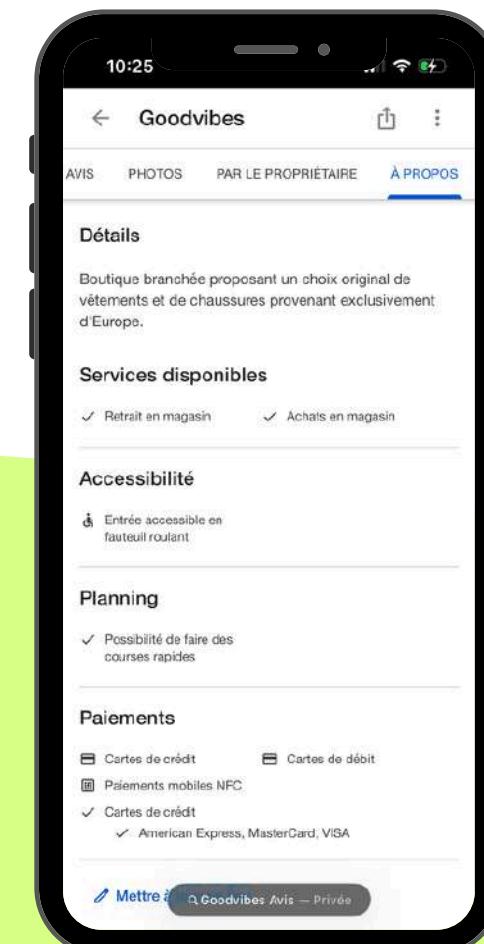
## A WELL-CRAFTED GOOGLE LISTING IS ALREADY A SHOWCASE.



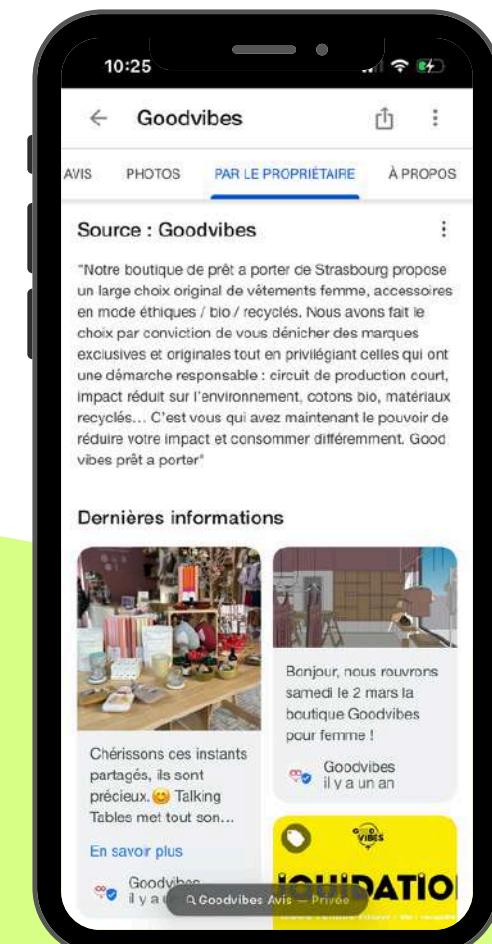
REGULAR PHOTOS  
AND PRODUCT  
FEATURES



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> :

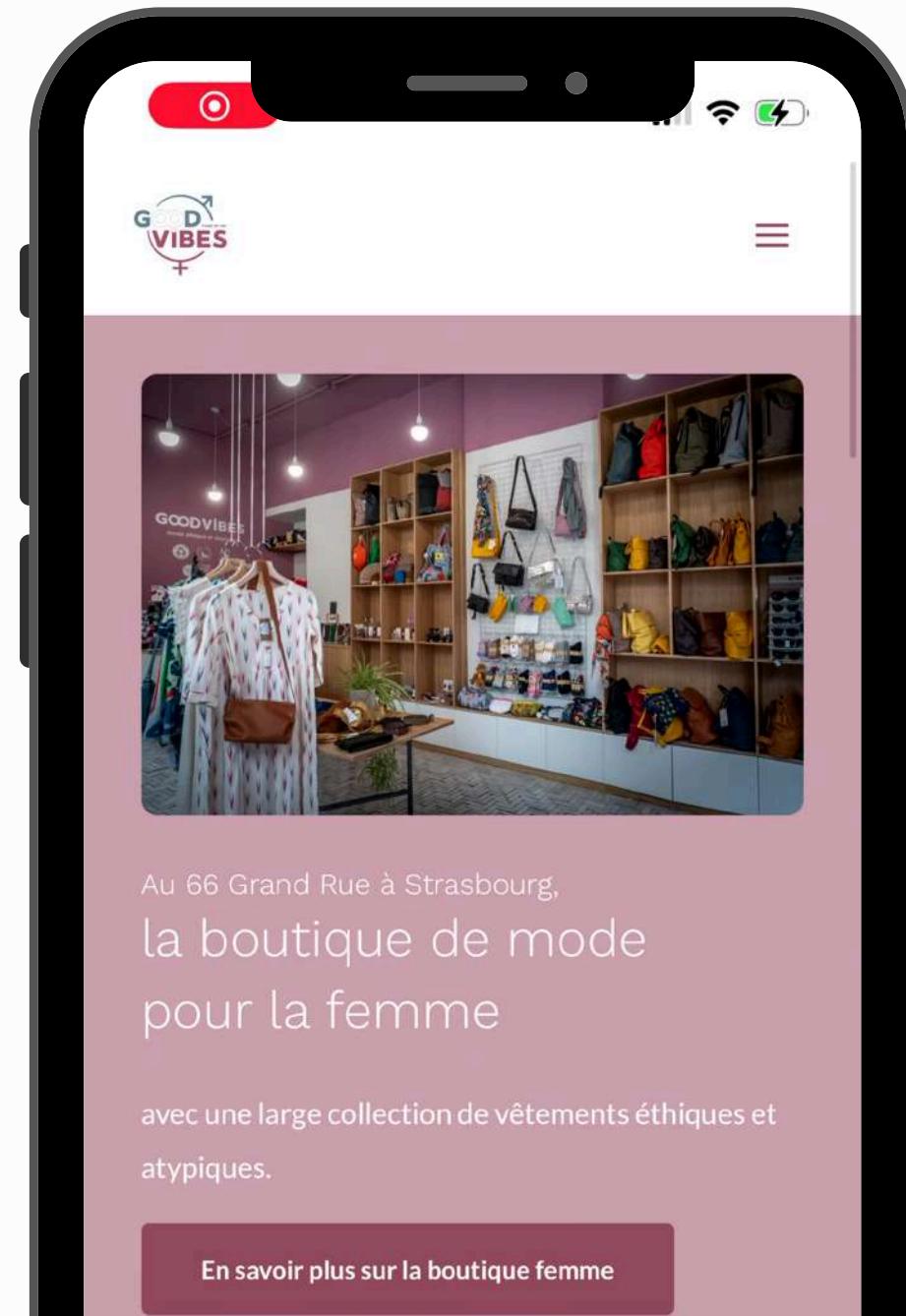
**Goodvibes, mode éthique femme & homme à Strasbourg**

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

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 soutient, 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 ravis 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 vêtement 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**

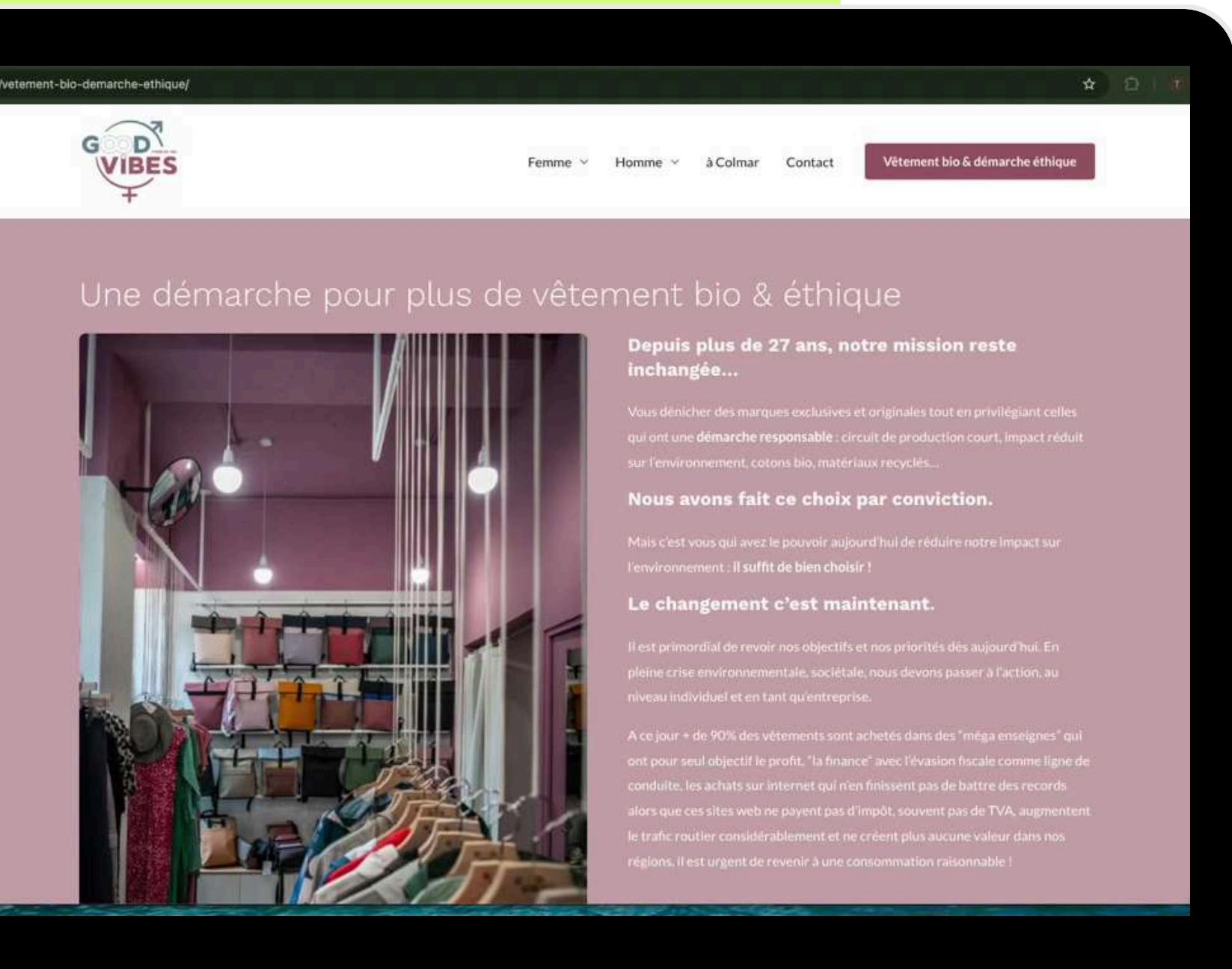
indi & cold

**KOMODO**



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

# PagesMode



## 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

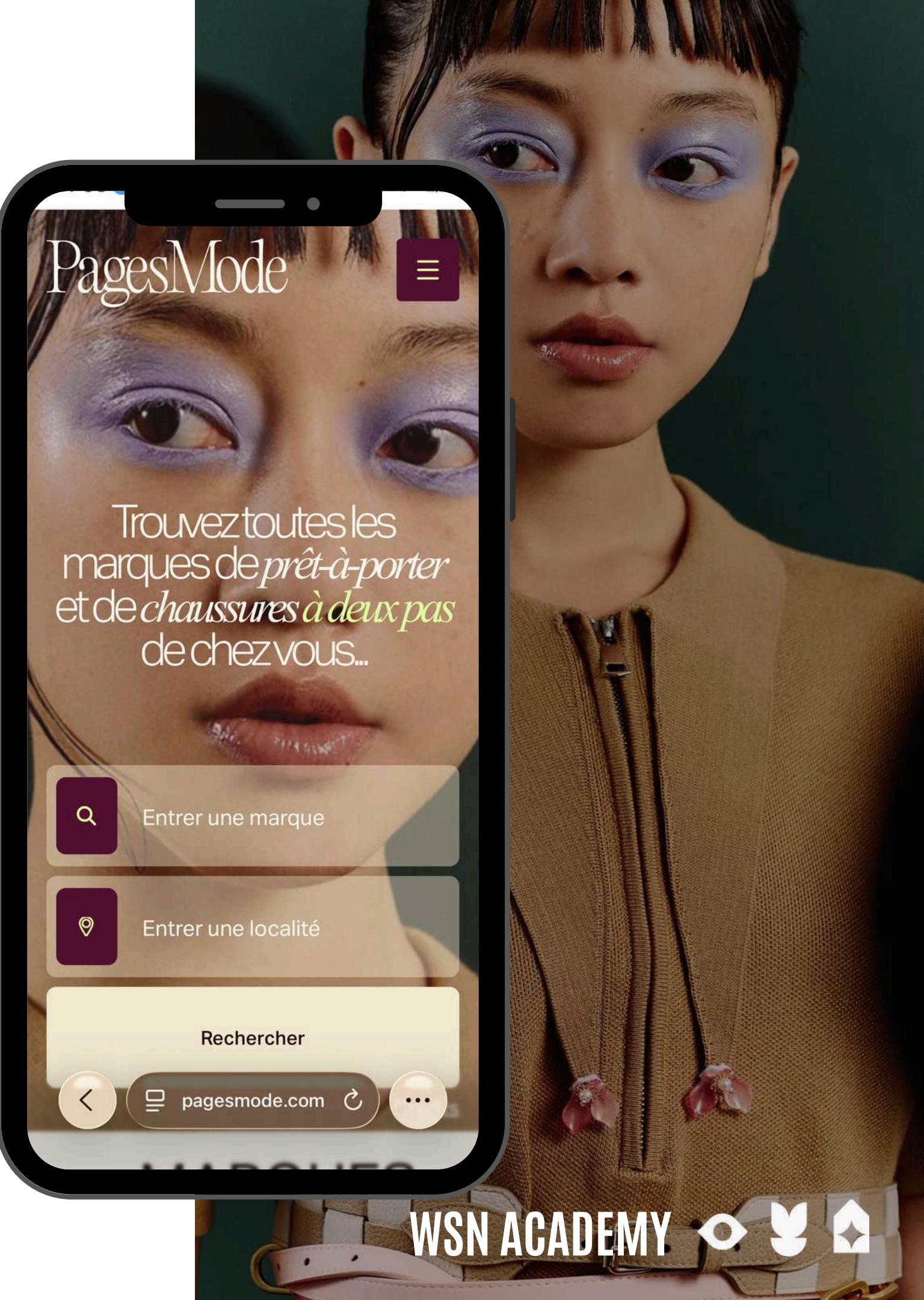
display numbers  
(December 2025)

# 13K

multi-brand stores  
(December 2025)

# 223K

of users  
(December 2025)



Source : Google Analytics & Google Search Console – PagesMode

# PagesMode

## PAGESMODE, CUSTOMER SIDE

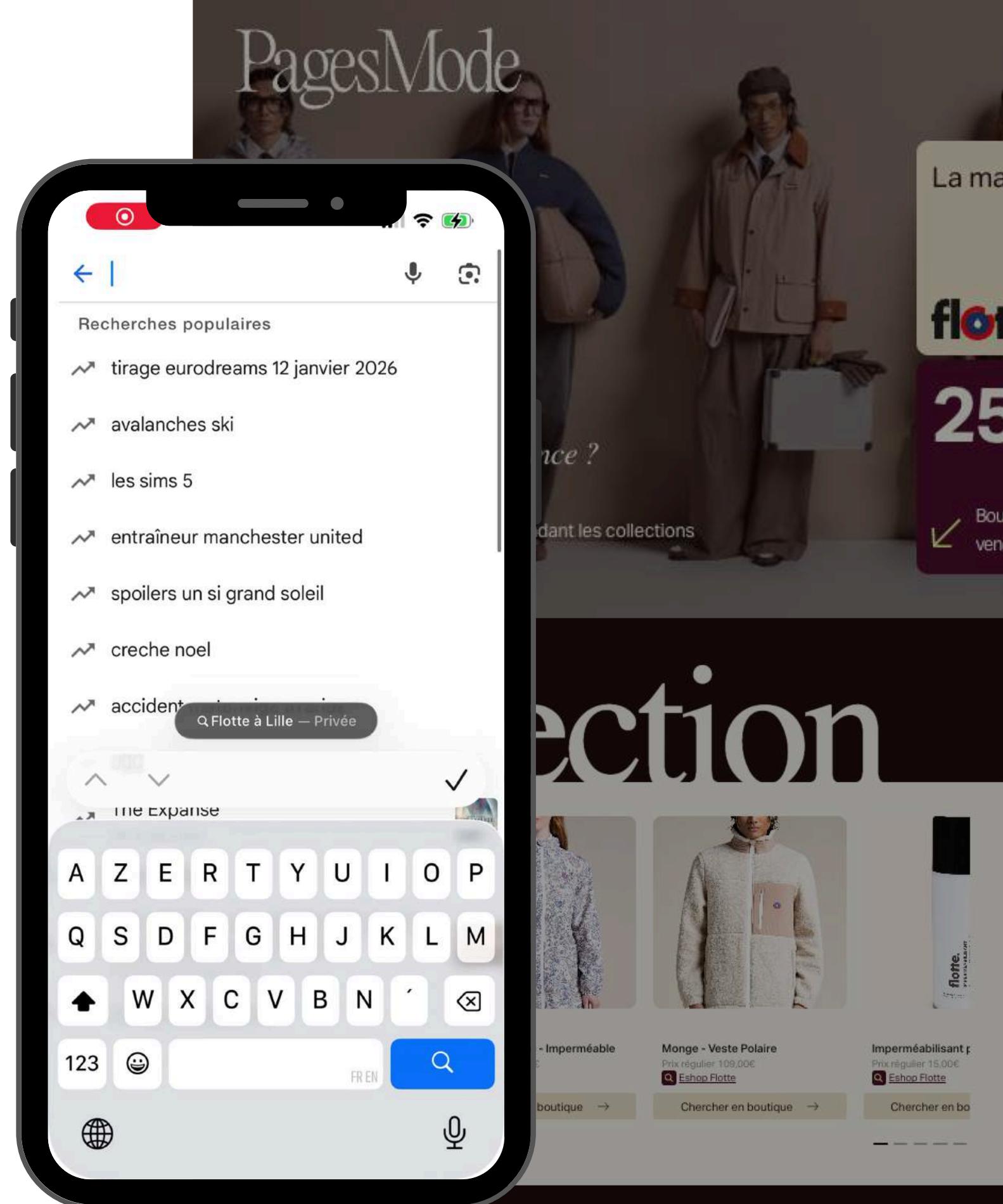
To be found for free by the right customers, in the right place

- 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 Tuilleries - 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 Furstenberg

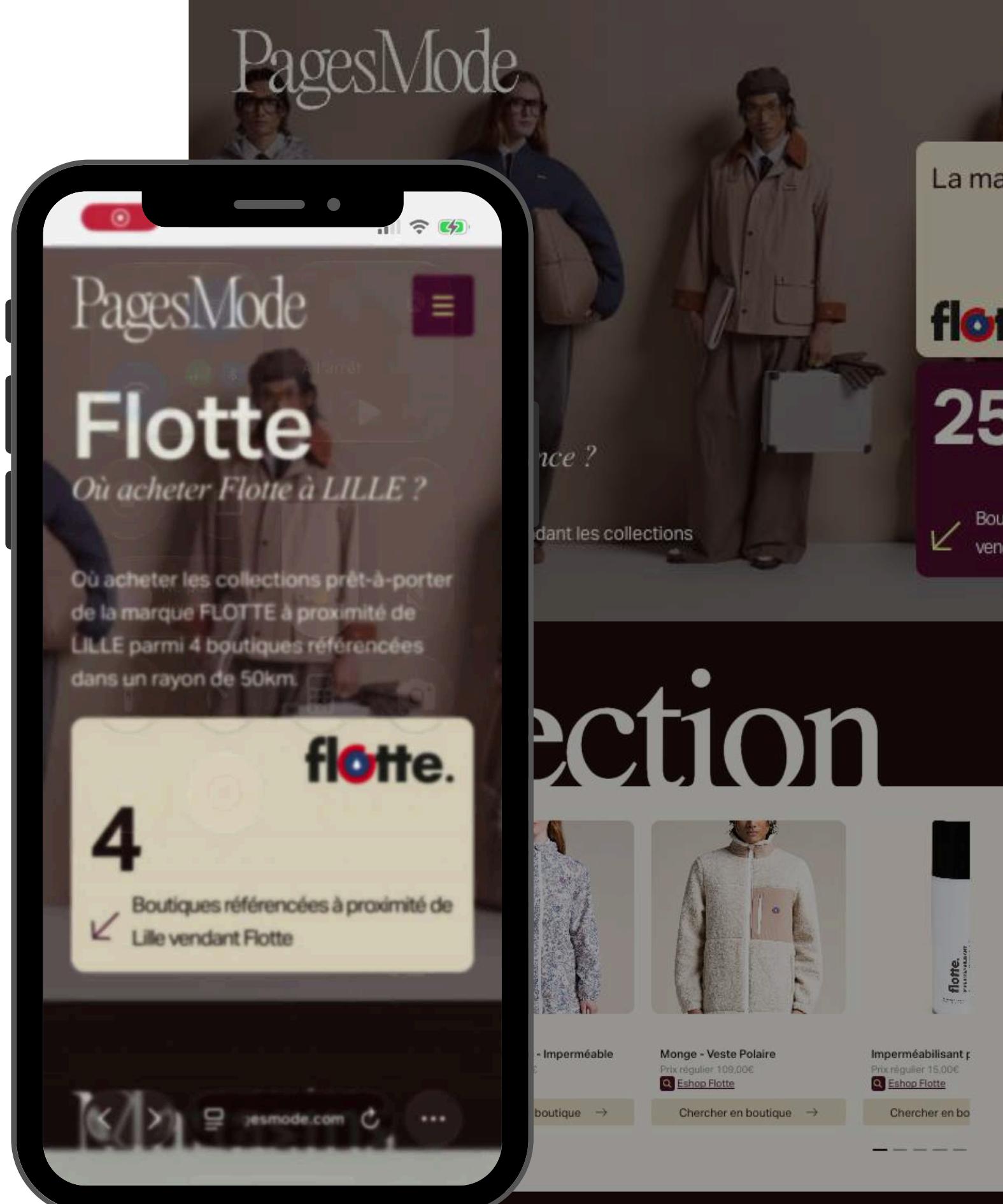
Votre nom et prénom      Votre taille  
Votre nom et prénom      36

Adresse email  
nom@example.com

Détaillez votre recherche (optionnel)  
Couleur, préférences de coupe, etc.

Envoyer ma demande →

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



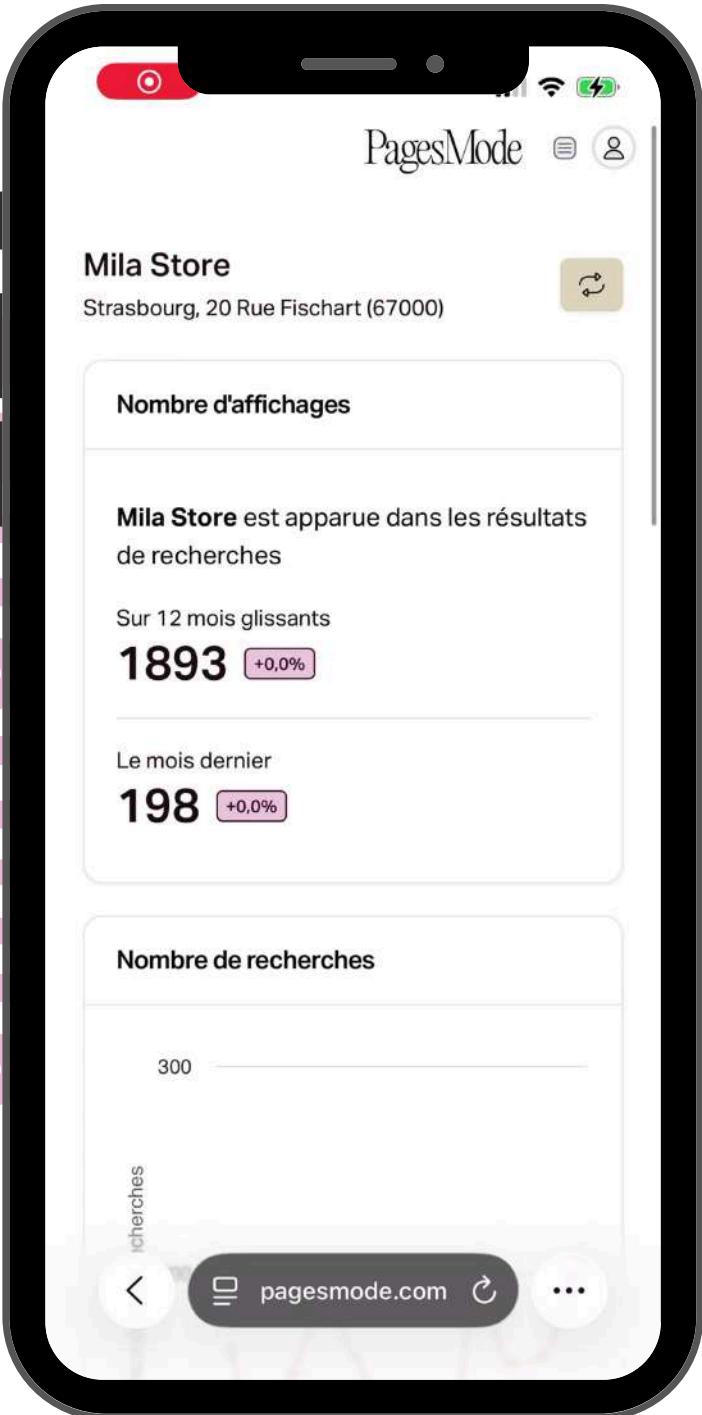
WSN ACADEMY Infos



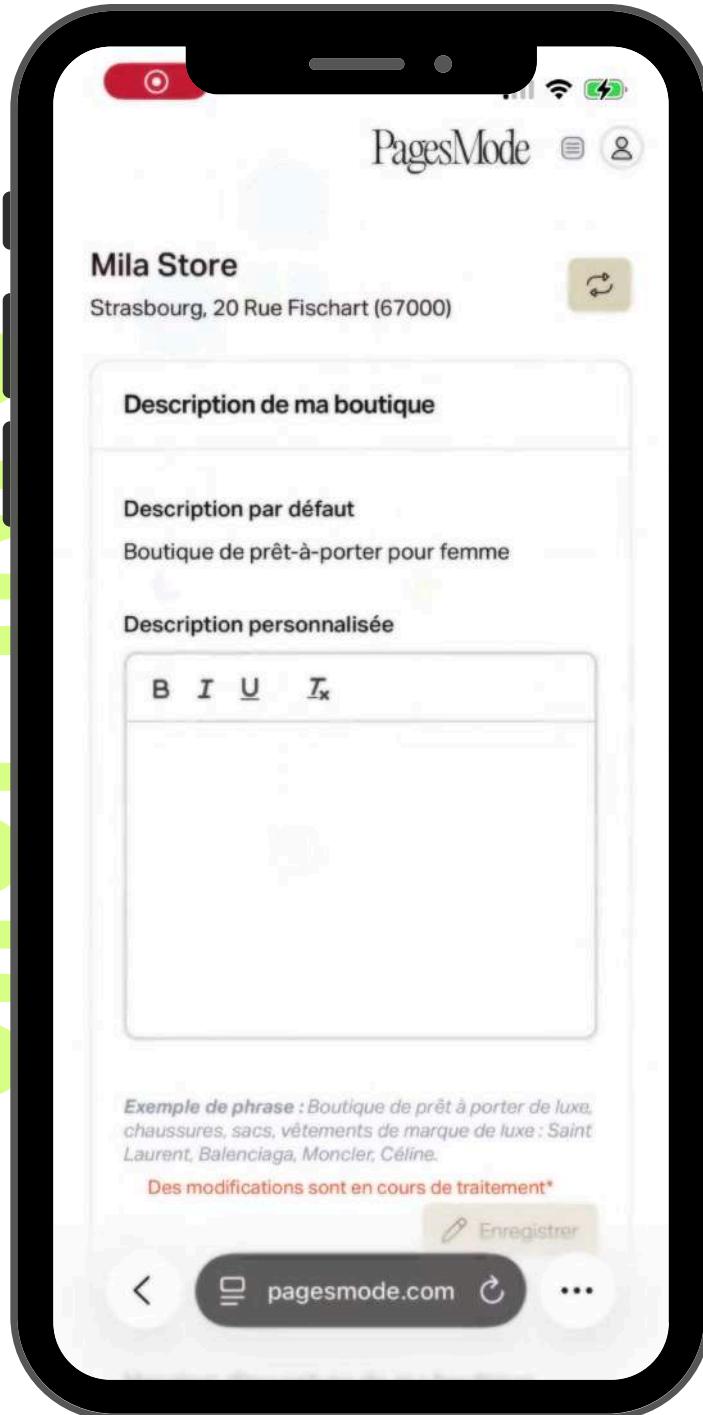
# PAGESMODE, SHOP SIDE

## 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, FLOTTE

#### **PAP**

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

#### **Chaussures**

**femme :** AUTRY, DR MARTENS

#### **Underwear/Swimwear**

**femme :** DD DORE DORE

### **Votre assortiment a changé ?**

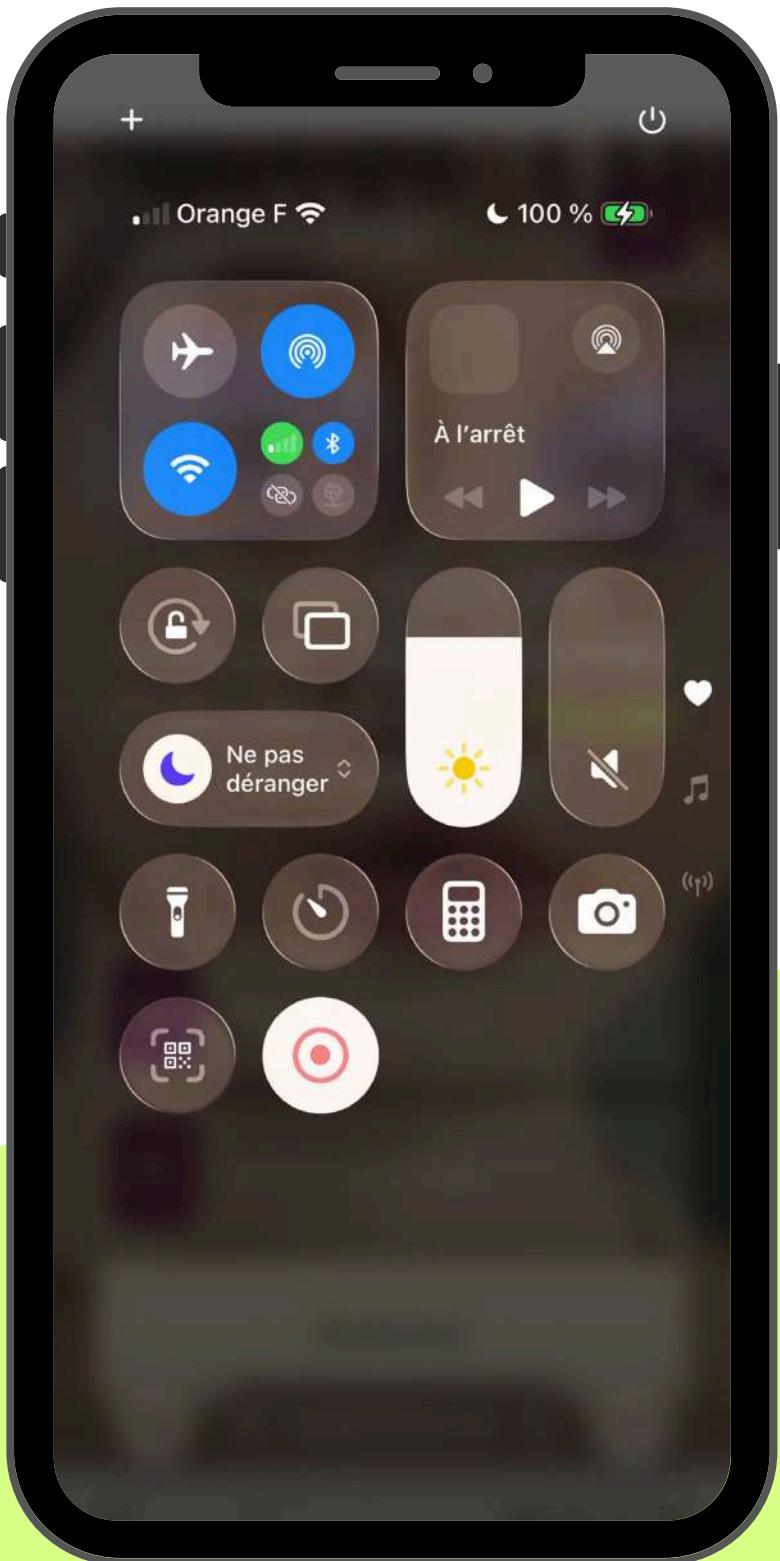
Que vous ayez ajouté, retiré  
ou certaines de vos  
marques, pensez à *mettre à  
jour votre assortiment* sur  
**PagesMode**.

[Référencer ma boutique](#)

**WSN ACADEMY**



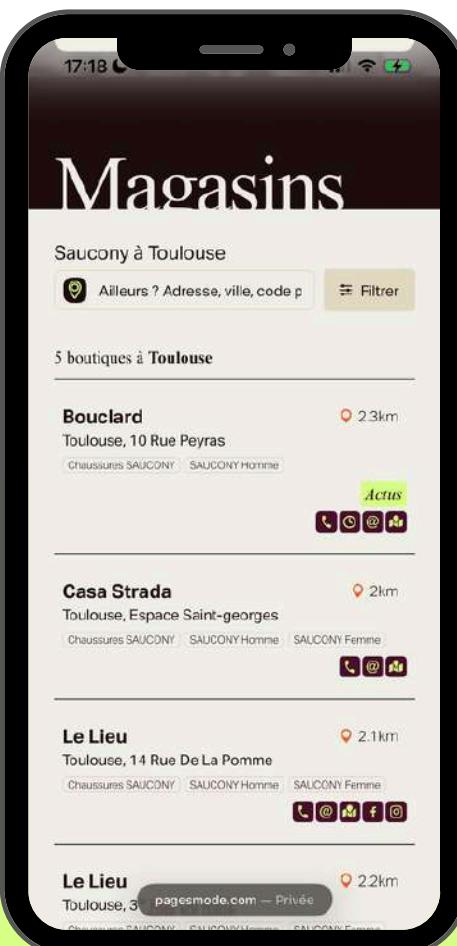
# PagesMode



BOUCLARD - TOULOUSE

## PREMIUM SHOP

- 10% FRIENDS FOR PAGESMODE MEMBERS



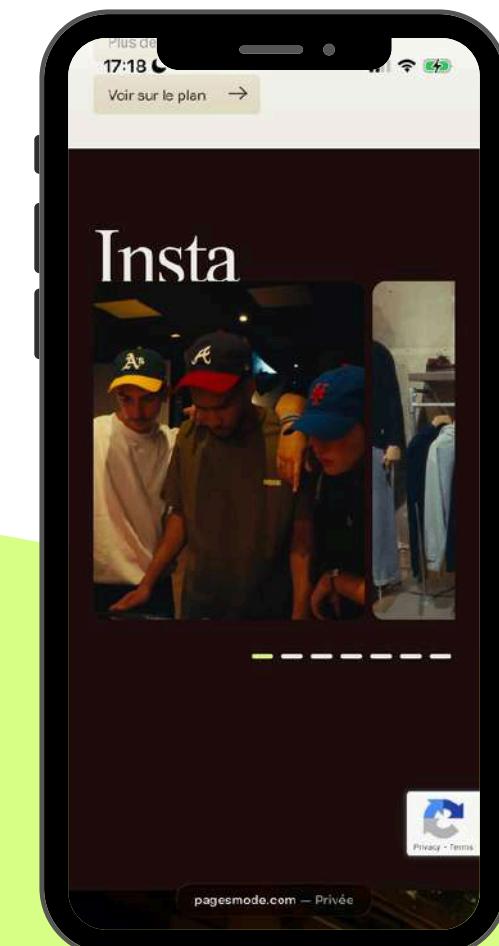
DISPLAYED AT  
THE TOP OF THE  
LIST



SEO: DESCRIPTIONS



NEWS



INSTA MODULE

WSN ACADEMY

# PAGESMODE, SHOP SIDE TO GO FURTHER

PagesMode

# 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

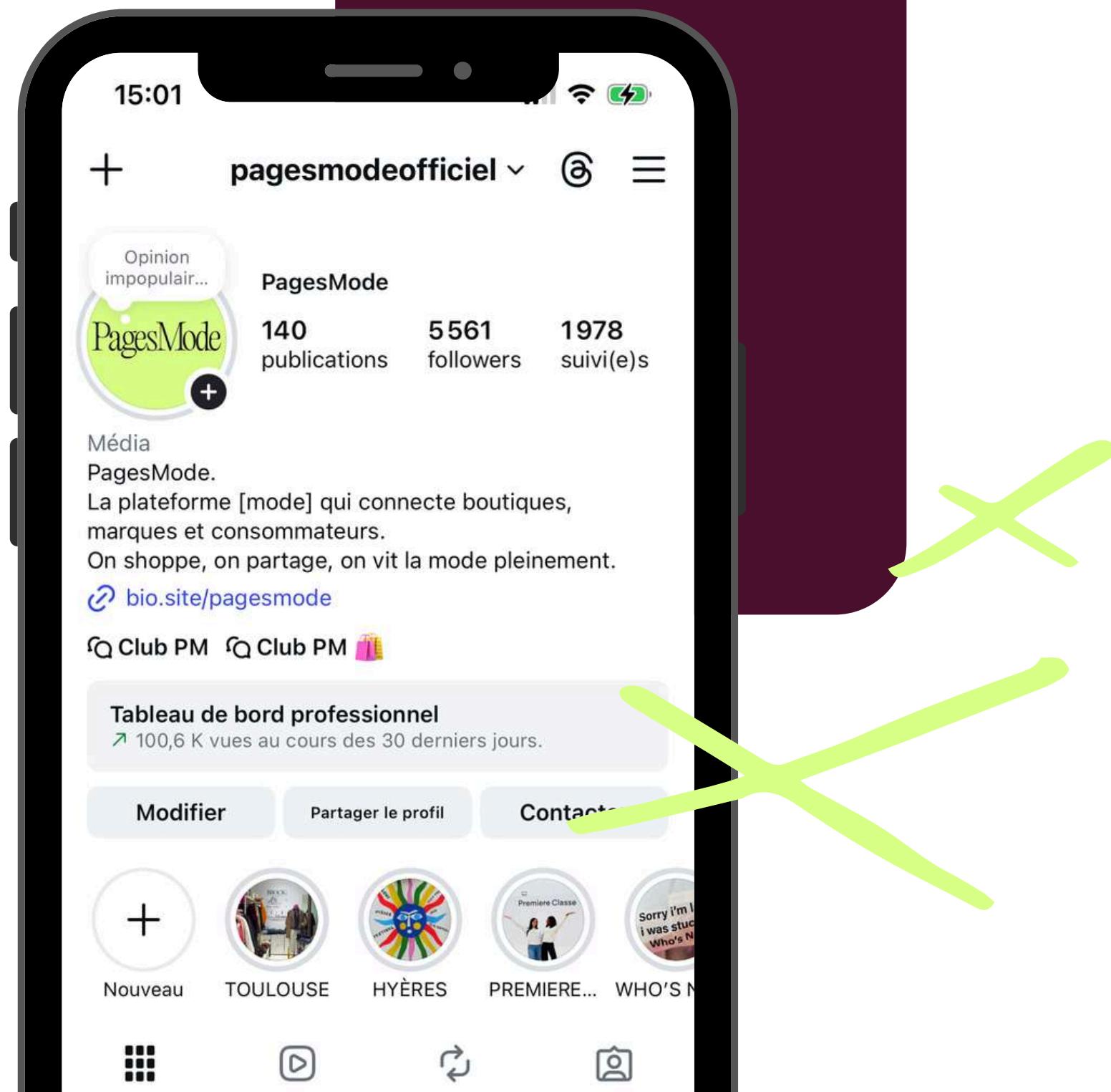
Profitez de nos Soldes Hiver 2026 pour acquérir les pièces les plus techniques et authentiques de la saison à prix exceptionnels.

Découvrir →

03

# INSTAGRAM & VISIBILITY

# PagesMode



## 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

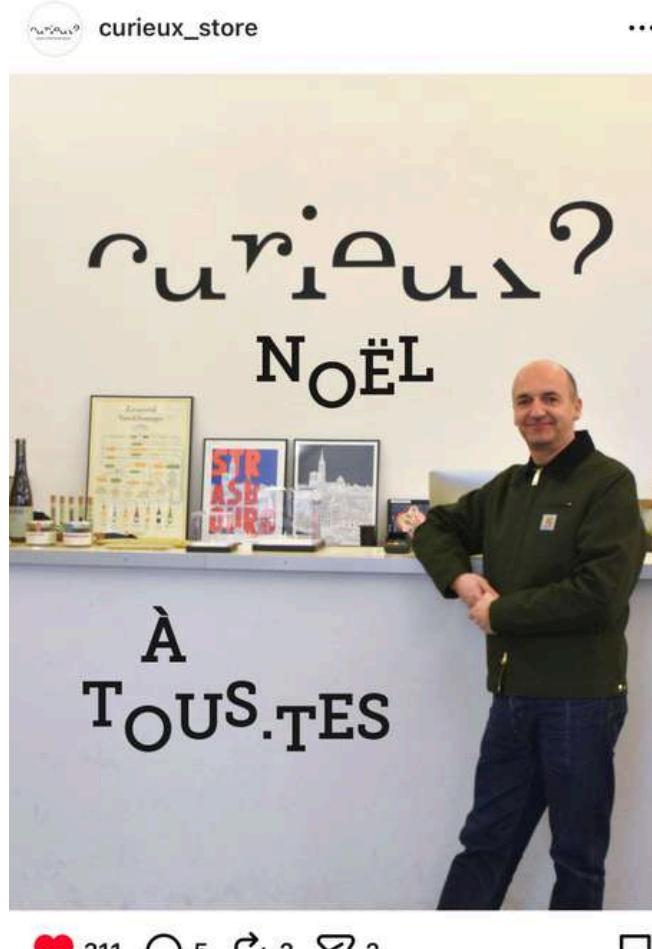
- First impression of the store
- Complementary to Google & Pages Mode
- Puts the human element first
- Visible 24/7, on mobile



MADMEN - ANNECY



42 1 2 11



311 5 2 2

madmenannecy  
Annecy

...

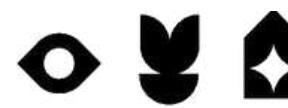


410 71 11

BOUCLARD & LES TRAITS FRANÇAIS - TOULOUSE

CURIEX - STRASBOURG

WSN ACADEMY

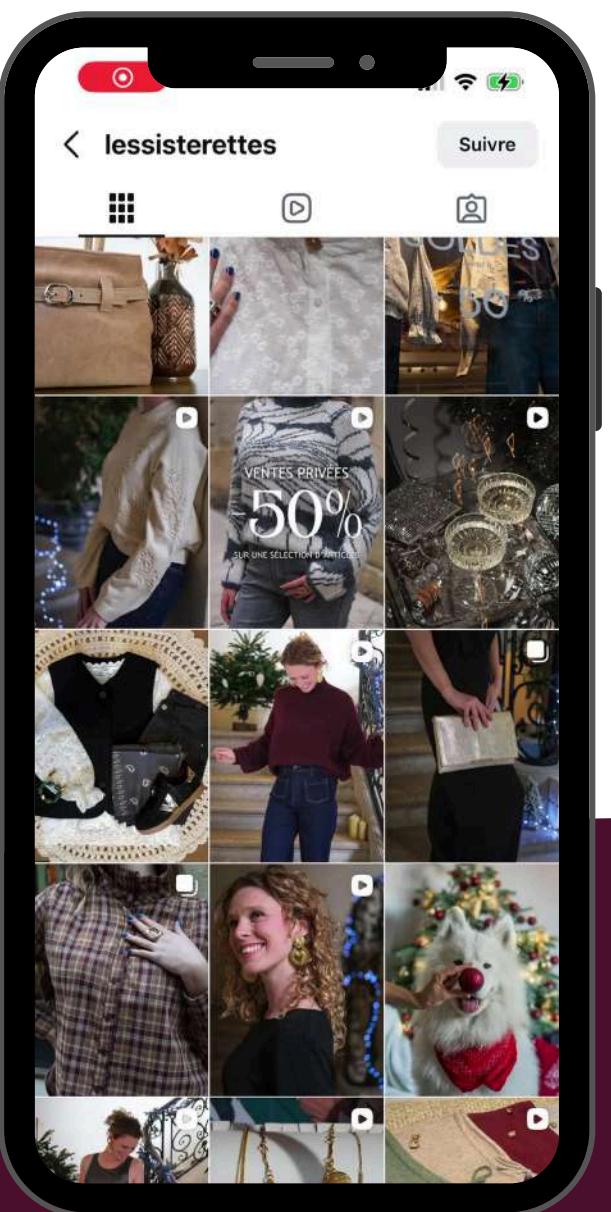


PagesMode

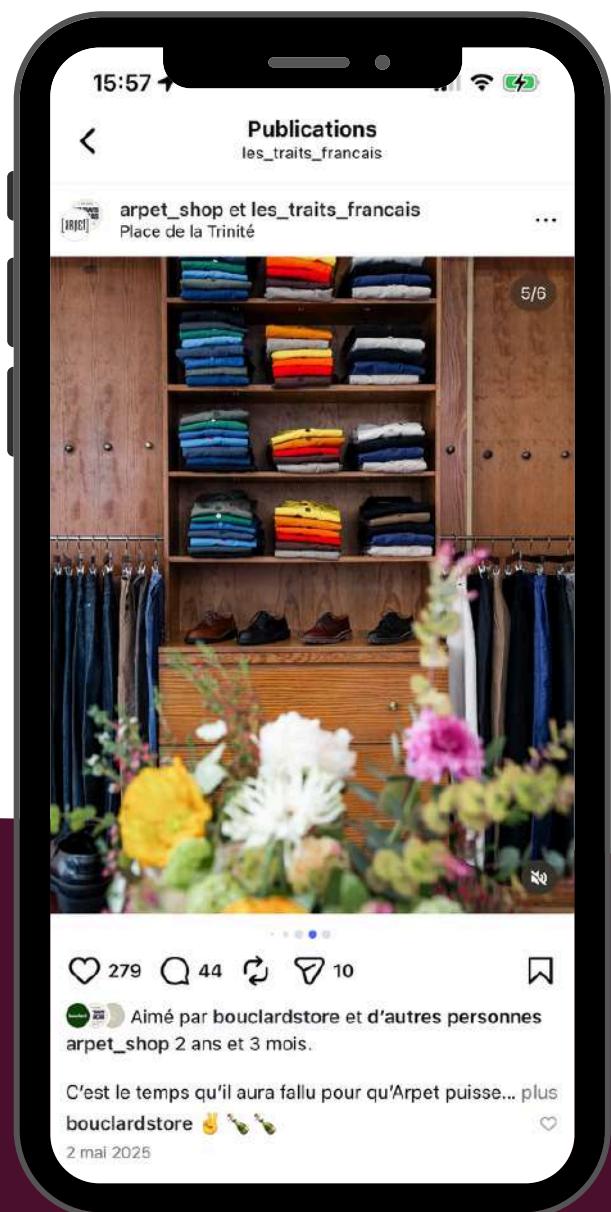
# SHOW THE REAL LIFE OF THE SHOP



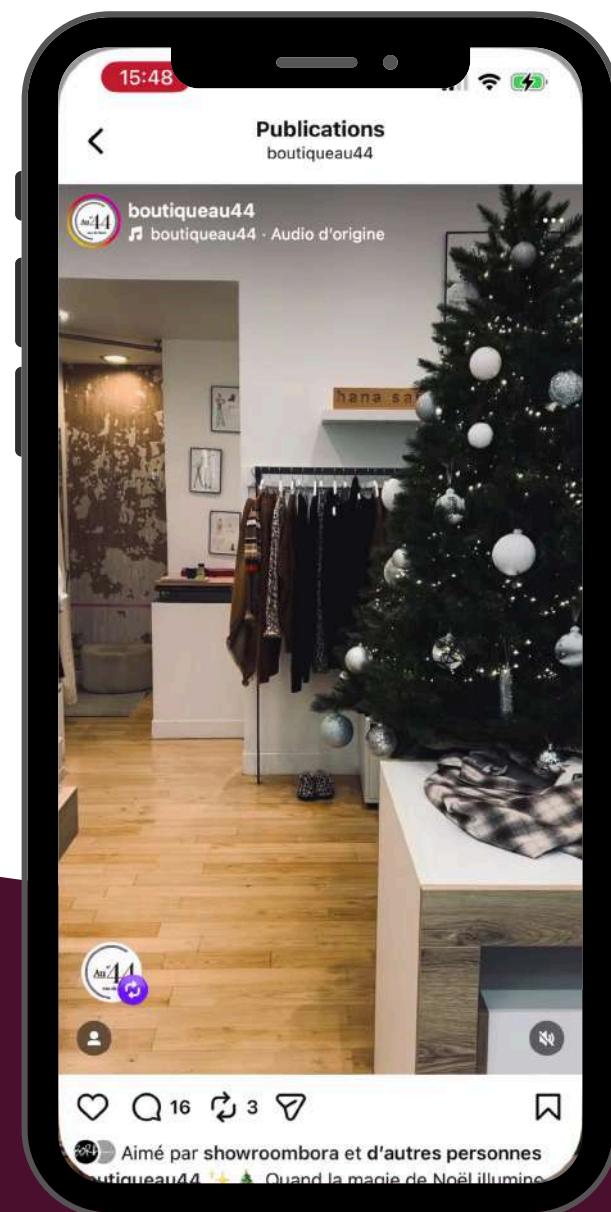
THE SHOP



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



MERCI - PARIS



IMAPCT - MULHOUSE

# COLLABORATE TO INCREASE YOUR VISIBILITY

## Collaborating means:

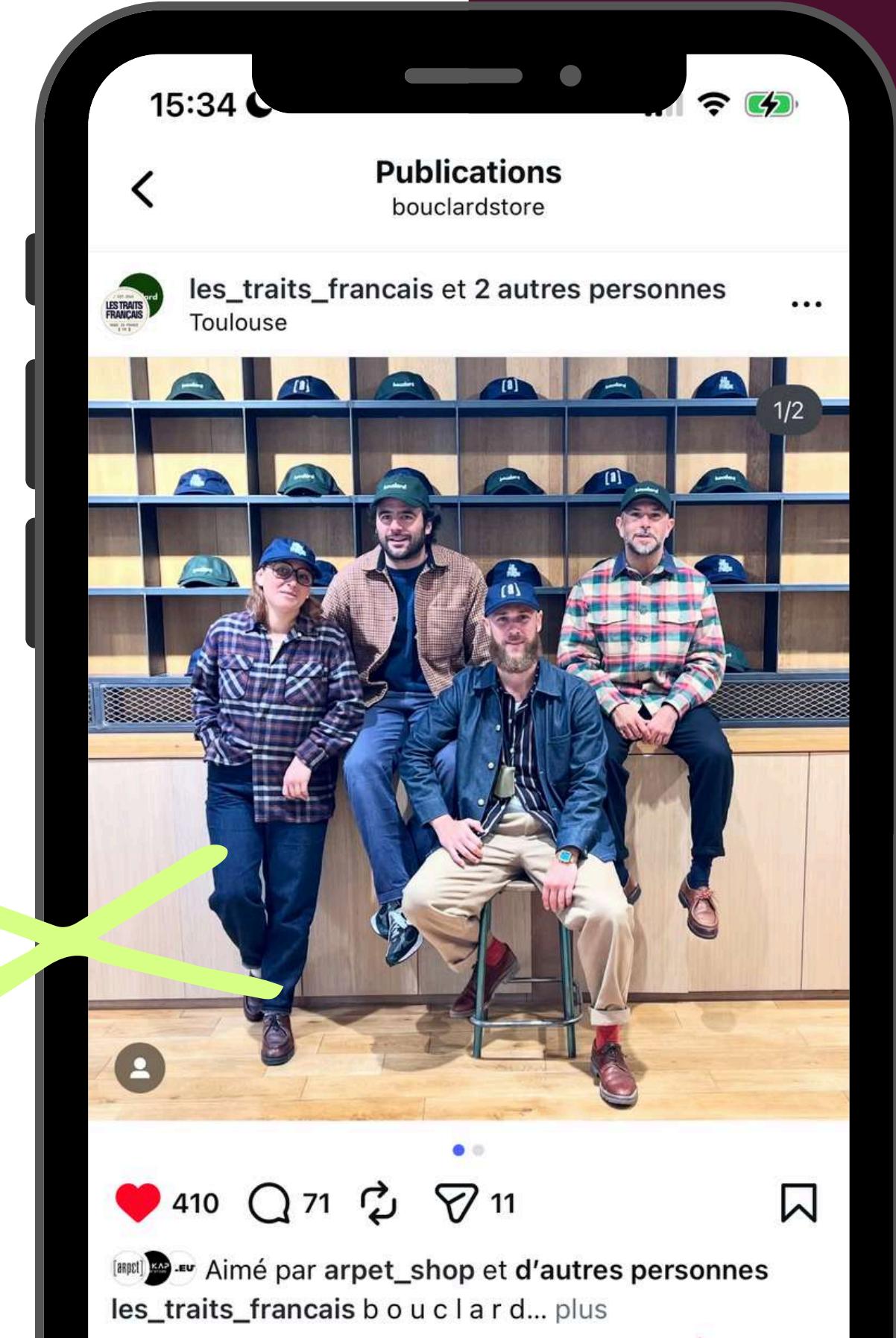
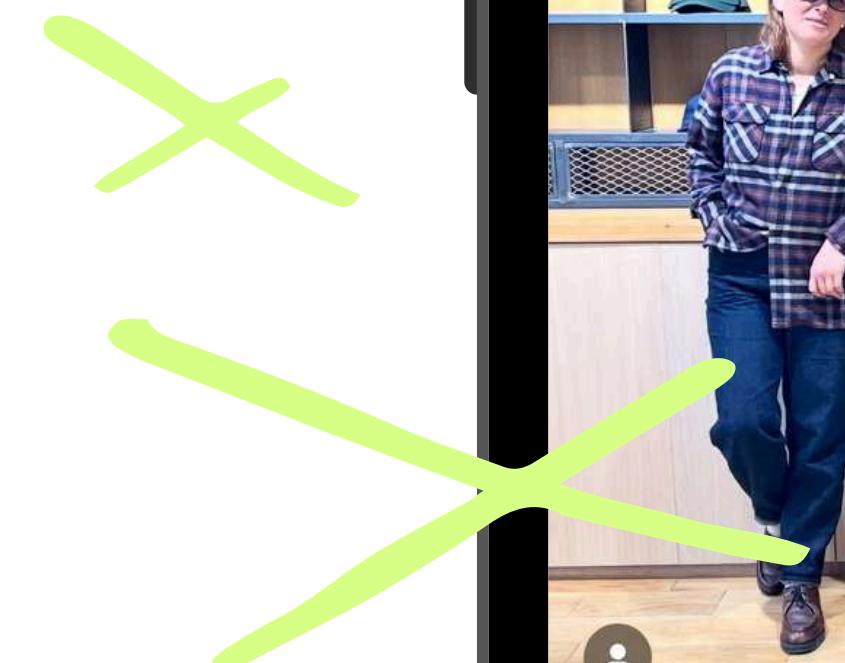
- Share content with multiple people
- Reach new audiences
- Gain visibility and credibility

## With whom ?

- other shops
- local micro-influencers
- fashion media

## How ?

- Cross-posted stories
- reposted content



PagesMode



4.8 - SANARY-SUR-MER



## 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.



CASA STRADA - TOULOUSE

FASHION SIDE - ROANNE

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

Laurence, Côté Mode

....

# PagesMode



PagesMode

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



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.

PagesMode

# CONTACTS

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📞 +33686902715

✉️ therese@pagesmode.com

🌐 @pagesmodeofficiel

# THANK YOU

Questions?



Votre avis nous intéresse !

wsn-academy@wsn.community

WSN ACADEMY ◉ ♡ ♦