

# Engagement that Lasts

Evolving Your Marketing Mix for Today's Shopper

Moderated by:  
Shawn Tuckett, CEO  
Webstop

THE  
**nga** SHOW  
2026

conference: **feb 1-3, 2026**  
exhibits: **feb 2-3, 2026**

mgm grand conference center  
las vegas / nevada



“In the last decade, marketing shifted from broadcasting messages to building relationships. Shoppers moved to mobile, retail media turned marketing into inventory, and trust started outperforming discounts. The retailers winning today aren’t the loudest — they’re the most remembered.”

- ChatGPT (with prompting by Shawn Tuckett)



Chains buy attention

Independents earn trust...and trust compounds

90% of consumers trust recommendations from people they know more than advertising.



# Modern marketing isn't about traffic spikes — it's about habit formation

Weekly ad traffic is great but we want shoppers thinking of you as their nightly dinner solution.

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# Your shopper is standing in your store — and still being influenced by Walmart, Amazon, & TikTok

Roughly 80% of shoppers use their smartphones while inside physical stores.

If you aren't engaging them there, someone else is.





# Shoppers don't want MORE marketing — they want marketing that knows them

71% of shoppers expect personalization and feel frustrated when it doesn't happen.

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# Your aisles, website, app, and weekly ad are not just “marketing” — they’re inventory brands will pay for

3 out of 4 advertisers say they’ll increase retail media spend in 2026.

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# Shameless Plug: Webstop

25+

years of  
experience

8500+

stores-to-  
date

\$50mm+

in retailer  
savings

Family-owned digital agency that drives digital success for regionals and independents



Websites



Digital Circulars



Email Marketing



Monetization



CTO/Brother, Founder/Dad, HR Exec/Mom, CEO/Me, COO/Brother

Partnership Est.



2009



2010



2010



2015



SpartanNash.

2021



2022



2024



2024

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# Our All Star Marketing Panel



Samantha Johnston

Director of Marketing  
- Clarks Market



Matt Corbin

Director of Marketing  
- Lowe's Market



Rebecca Reichardt

Director of Marketing  
- Nugget Market



Elise Kunkel,

Lead, Independent Accounts  
-SpartanNash

# PERK Season

What's the Perk?

Rotisserie's Perk

## ROTISSERIE CHICKEN

Now **\$3 OFF**

Clark's PERK Season

SPREADING SOME LOVE TO THE LOCALS WITH

<p>VALID 8/7-8/13</p> <p><b>\$200 off</b></p> <p>Tide</p> <p>8/7-8/13</p>	<p>VALID 8/7-8/13</p> <p><b>\$300 off</b></p> <p>Simply Done Paper Towels</p> <p>8/7-8/13</p>
<p>VALID 8/7-8/13</p> <p><b>\$200 off</b></p> <p>Simply Done Bath Tissue</p> <p>8/7-8/13</p>	<p>VALID 8/7-8/13</p> <p><b>SPEND \$30 GET \$500 off</b></p>
<p>VALID 8/7-8/13</p> <p><b>\$200 off</b></p> <p>Made With</p> <p>8/7-8/13</p>	<p>VALID 8/7-8/13</p> <p><b>\$200 off</b></p> <p>Red Button Ice Cream</p> <p>8/7-8/13</p>
<p>VALID 8/7-8/13</p> <p><b>\$100 off</b></p> <p>Hostess Donettes</p> <p>8/7-8/13</p>	<p>VALID 8/7-8/13</p> <p><b>\$100 off</b></p> <p>Food Club Apple Juice</p> <p>8/7-8/13</p>
<p>VALID 8/7-8/13</p> <p><b>\$300 off</b></p> <p>Urban Pie Pizoz</p> <p>8/7-8/13</p>	<p>VALID 8/7-8/13</p> <p><b>\$200 off</b></p> <p>Dots Pretzels</p> <p>8/7-8/13</p>
<p>VALID 8/7-8/13</p> <p><b>\$100 off</b></p> <p>Dreco</p> <p>8/7-8/13</p>	<p>VALID 8/7-8/13</p> <p><b>\$100 off</b></p> <p>Jack Links Jerky</p> <p>8/7-8/13</p>



5 FOR \$15

5 FOR \$25



**Nugget focused on their heritage and what made them unique as an independent during their 100th year celebration**

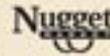
## CENTENNIAL GIVEAWAY #1

### THIS LITTLE PIGGY WENT TO THE MOVIES

Enter for your chance to win a year's worth of bacon and movie tickets!



ENTER NOW



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### THIS LITTLE PIGGY WENT TO THE MOVIES

Enter for your chance to win a year's worth of bacon and movie tickets!



ENTER NOW



One of the

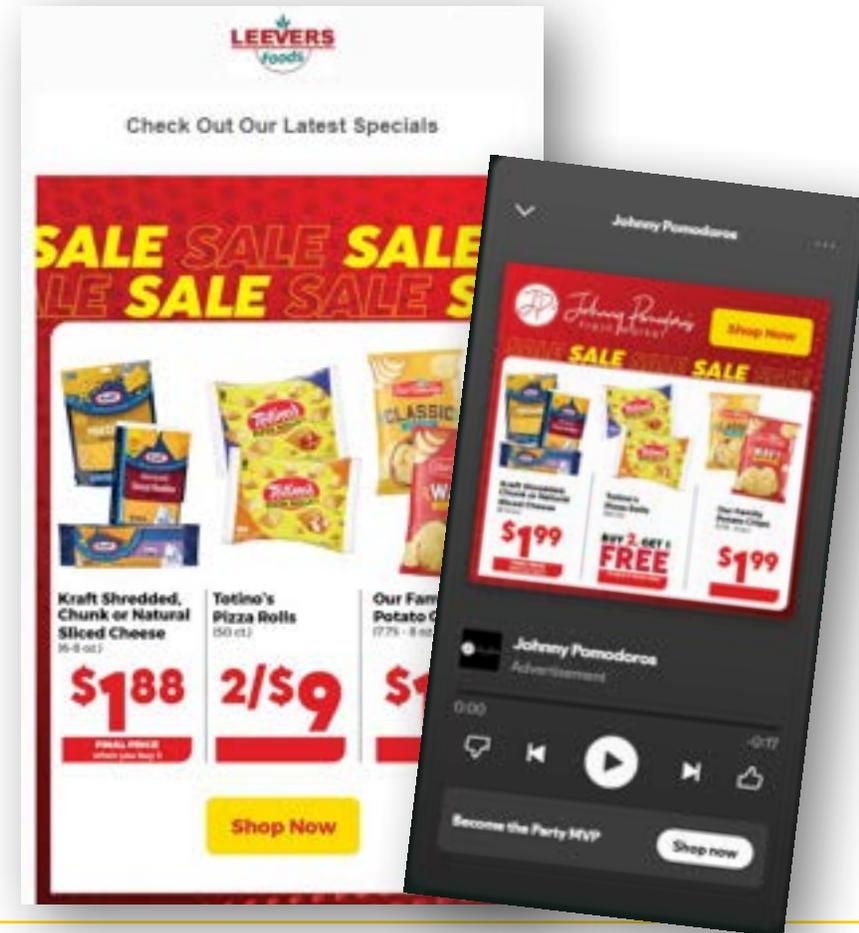
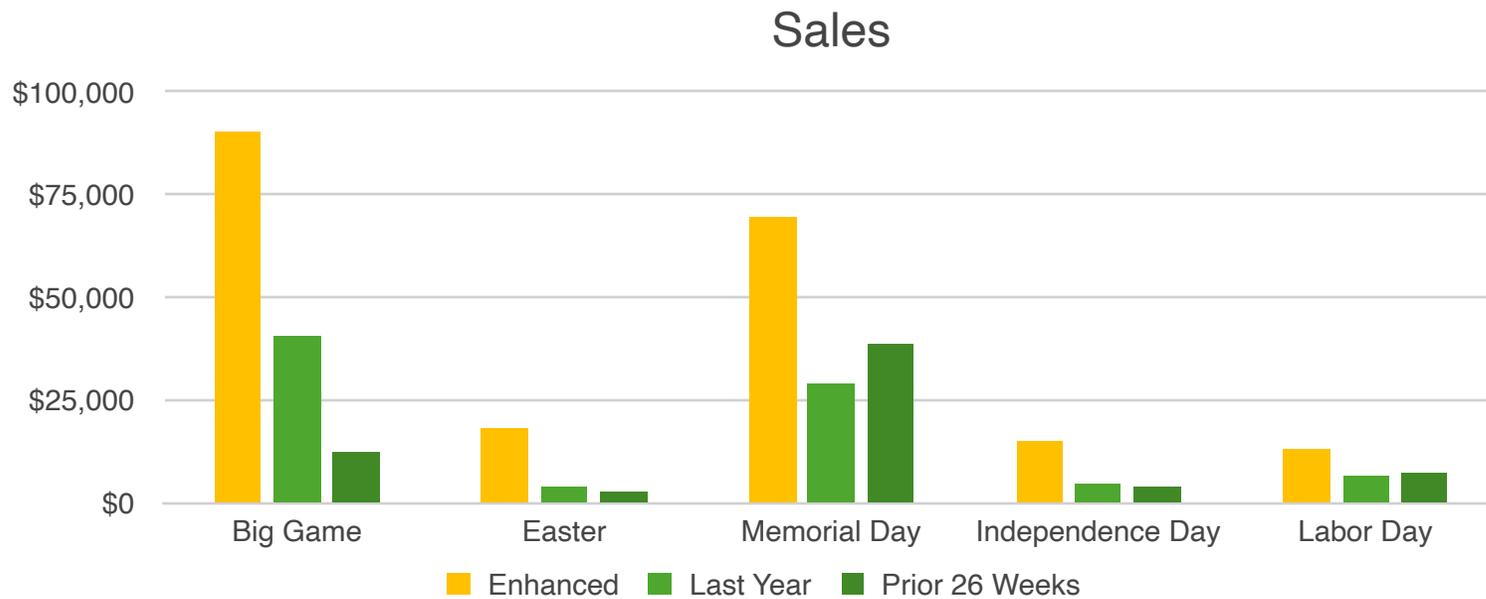


# Independent Solutions | Enhanced Media Results



► **Sales.** Growth of **+216%** to Last year and **142%** to Prior 26 Week Average.

**27.8M**  
Digital Media Impressions



## 57 Stores across 16 Banners

# Year-Over-Year Growth



## ENGAGEMENT

**95%**

**INCREASE**

**TOTAL**

**501,732**

## NEW FOLLOWERS

**58%**

**INCREASE**

**TOTAL**

**39,592**

## TOTAL FOLLOWERS

**26%**

**INCREASE**

**TOTAL**

**162,937**



# Teammate Spotlights



## RETIREMENT CELEBRATION

LIKES

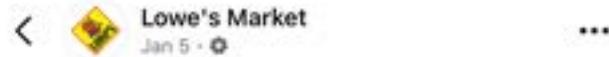
4.2K

COMMENTS

279

SHARES

98



Retirement Announcement! 🌟 Arturo joined our store in 1985 as a produce clerk with California Supermarket and spent the next 40 years doing what he loved, taking care of his produce and our customers. In 1998, he became the Produce Manager, keeping the department fresh, green, and welcoming every day.

In 2005, California Supermarkets was bought by Lowe's Market, and Arturo continued on as a steady, dedicated part of our family. Now, after 40 years, Arturo has announced his retirement. He will miss his produce and customers, but most of all, he will miss his Lowe's Market #21 family.

"Thank you all for the best years of my life" - Arturo



Here's to the real superheroes in our supermarkets! Lowe's Signature Market is proud to honor our team members on Supermarket Employee Day and every day. Thank you for all you do for our community 🧡



80 likes, 7 comments, 8 shares

Most relevant

Diana Lehr · 48w · by Author  
PLEASE bring a Lowe's Signature Market to Las Cruces!  
Reply 1

Raul Maynez Sr. · 48w  
I don't see John or Raul Sr. Retake?  
Reply 1

## SUPERMARKET EMPLOYEE DAY

LIKES

80

COMMENTS

7

SHARES

8

# Matt Corbin's Office White Board



## WHAT CAN WE COMMIT TO IN 2026?

1. While our competitors focus on the wallets of consumers, we can focus on the HEARTS of our NEIGHBORS.
2. We can OUT NICE the competition.
3. We can turn our stores into NICE MAGNETS in the community.
4. We can give UNREASONABLE HOSPITALITY. (book by Will Guidara)
5. We can TRAIN-UP a new generation of NICE TEAMMATES.

***“Culture eats strategy for breakfast.” - Peter Drucker***

Contact Webstop to Learn More:

Jenna Haynes

Sales Director

(727) 403 4653

Jenna@webstop.com

