



Fran Riseley

20 marketing ideas for locked down independent retailers and makers – that will cost nothing to implement

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Independent Retail Consulting and Training

February 25th 2021

My Objective for Today



To help you increase sales now and prepare for the easing of lockdown through:

- Communicating your Unique Selling Points to your customers more effectively
- Giving you some ideas that will remind customers you exist and bring in new customers
- And doing this without spending too much

1. Be Able to Communicate What Makes You Special



Make it short and sweet



2. Golden Rules of Retail Marketing

Out of sight

- Even regular customers can forget you exist

6 times

- You need to tell people something at least 6 times before it registers
- Use different mediums, e.g. Facebook, web site, email, shop window
- Use different times of day and days of week

Make it human

- Regulars know you and are interested in your story and expertise
- People need to smile



3. Look Like You Are Still in Business



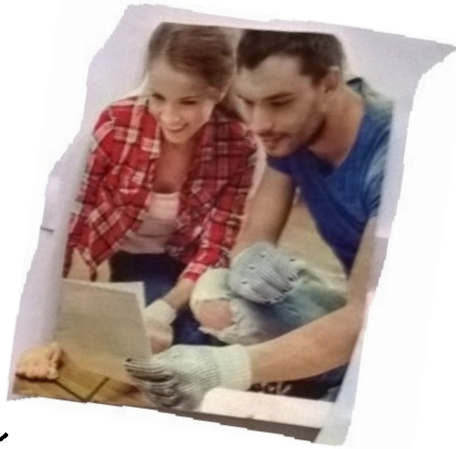
4. Have a Plan

Month	Theme	Target Audience	Products / Departments
March	W&L is the perfect place to spoil your mum with a treat for Mothers' Day.	Dads buying with / for younger children. Teenage and upwards adults buying for mums and grandmas.	Womenswear – easy to choose items like handbags, scarves, tops. Kitchen and dining – cook mum a special breakfast or lunch and make a special tablescape.
April	W&L offers a great range of green and eco products in all departments. We source from the UK / locally where possible.	Eco conscious customers, all ages, but aiming to attract new younger customers.	Clothing – organic cotton e.g. White Stuff. Sewing and knitting – mend and repair existing clothing. Kitchen – water flasks, beeswax wraps etc. Anything that's local / UK sourced.
May	Cheer yourself up with some of our bright, cheerful, flowery clothes and have some fun.	Younger audience who maybe don't know about some of the more youthful brands you stock, plus day trippers who are in the mood to treat themselves.	Menswear and womenswear – bright colours and floral prints. Bright coloured accessories and handbags. Cheerful cookshop items.
June	Enjoy summer with our al fresco dining and picnic ranges.	Parents and grandparents planning family events. Younger people planning barbecues and picnics with friends and family.	Cookshop and dining ranges. Also garden party type outfits for men and women.

5. Play The Customer Game



Anne (28%)



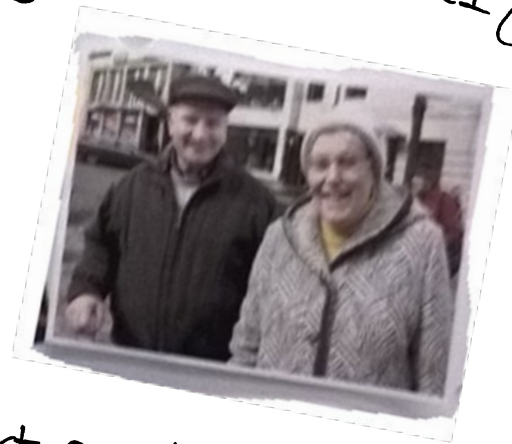
Chris and Nicky
(14%)



Bob (21%)



Dave (3%-9%)



Bert and Vi (14%)

* Figures in brackets are estimated % sales

Meet Bert and Vi





Who are Bert and Vi?

Age bracket	>65 years
Lifestyle	Live independently of their children Work at home or in the garden Live in a small house they own Repairs done by themselves Have old car which they keep in the garage Weekend – Meet children, family, friends Weekday – Work at home, watch TV, garden, read a book, walk to the shops
Financial situation	Low income – survive on State pension Have debit card but no credit card
Purchasing pattern	Purchase 1 x month (more often in summer) Average purchase £30 (retail segment specific) Focus on promotional items Expect good promotions and service at store



What are Bert and Vi looking for?



BRAND

Wide assortment and lowest prices

PRODUCT

Value for money

Clear labelling

Clear instructions with large print

'Supporting' goods

Tools not too heavy

STAFF

Good service skills

Supportive

Helpful, can offer advice

Available when needed

ENVIRONMENT

Easy to find product

Easy returns

Easy access to store

Right advertisement material with big print

SERVICE

Advice desk

Home delivery

Carry out to car for heavy stuff when needed

User friendly trolleys

6. Try an Online Event

Charlie Doodle
UNIQUE GIFTS & CLASSES

Follow us



Search



HOME

STORE

WORKSHOPS

REVIEWS

CONTACT

WHOLESALE

DELIVERY

Cart (0)

Log In

STORE > Workshops > LIVE Online Nipple Tassel Making Class & Kit

Online
Nipple Tassel Making
Lesson



LIVE ONLINE NIPPLE TASSEL
MAKING CLASS & KIT

£24.95

Online Nipple Tassel Making Class & Kit

Click [here](#) to order your kit and receive all the materials to follow the lesson and create your very own nipple tassels at home.

You will receive materials and instructions to make one pair of nipple tassels, we will include 5 templates shapes for you to choose from:

Events

- Free or paid for
- Events / demos / mini tutorials
- Friends and family events
- Create a community
- Team up with other local businesses
- Give or email “personal” invitations to your top customers, e.g. invite in with online orders
- Check your date to avoid clashes
- Record it so you can use snippets on social media



Dates for your Diary

January
Friday, January 25 – Charity Quiz & Supper Evening in aid of League of Friends Musgrove Park from 7pm. Booking now open.

March
Friday, March 8 – Gin Tasting Evening. Booking now open.
Saturday, March 30 – Mother's Day Afternoon Tea. Booking opens February 1.
Sunday, March 31 – Mother's Day Lunch. Booking opens on February 1.

April
Thursday, April 18 – Children's Easter Tea Party. Booking opens on February 1.
Sunday, April 21 – Easter Sunday Lunch. Booking opens on February 1.

May
Friday, May 10 – Charity Quiz & Supper Evening in aid of Compass Disability from 7pm. Booking opens on March 1.

June
Friday, June 7 – Burger Night from 7pm. Booking opens on April 1.
Sunday, June 16 – Father's Day Lunch. Booking opens on April 1.

All dates are subject to change

Contact us
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www.rumwellfarmshop.com

Find us On   

Breakout Rooms: Discussion 1

HATCHERS
Taunton's Own Department Store

Our doors may be closed, but you can still with us shop online

We are delivering all around Taunton, and also offering a click & collect option

Kettles, Toasters, Heating, Electric Blankets & Food Prep all on our website as well as many toys, gifts and homeware

Visit
HatchersDepartmentStore.co.uk

Or scan here:



SCAN ME

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7. Make Your Shop Front Work

- How to buy now
- Signage
- Window display
- Leaflets



8. Make It Easier for Your Customers

- Not just the % off
- But the price they will pay





9. Check Out Hidden Opportunities

- Are there potential customers you are missing because
 - They are in a residential home?
 - They have only just moved into the area and don't know you exist?
 - They have problems getting to your shop?
- Can you run promotions to reach them?
- Make sure people know where you are, e.g. next to the Red Lion pub, or opposite the library, they may not know the name of the road
- Tell people where it is possible to park, and also where they can park if they have a blue badge (make it easier for them)

10. Use Themes to Merchandise and Promote



- Books – what to read when Game of Thrones is over and Read it Before You See It
- Eco ranges
- Vegan ranges
- Colour blocked items
- Unicorn themed

11. Your Regulars are the Key to Increased Sales

- **For most retailers:**
 - 80% of your business comes from 30% of your customers
 - Existing customers are more likely to spend with you again
- **Personal trade – repeat and referral customers**
 - **It costs five times more to attract a new customer than to keep an existing one**



12. Refer a Friend

- Reward your customer
- Reward their friend
- Make it a significant benefit
- Time limit
- Doesn't have to be a discount
- Timing is key



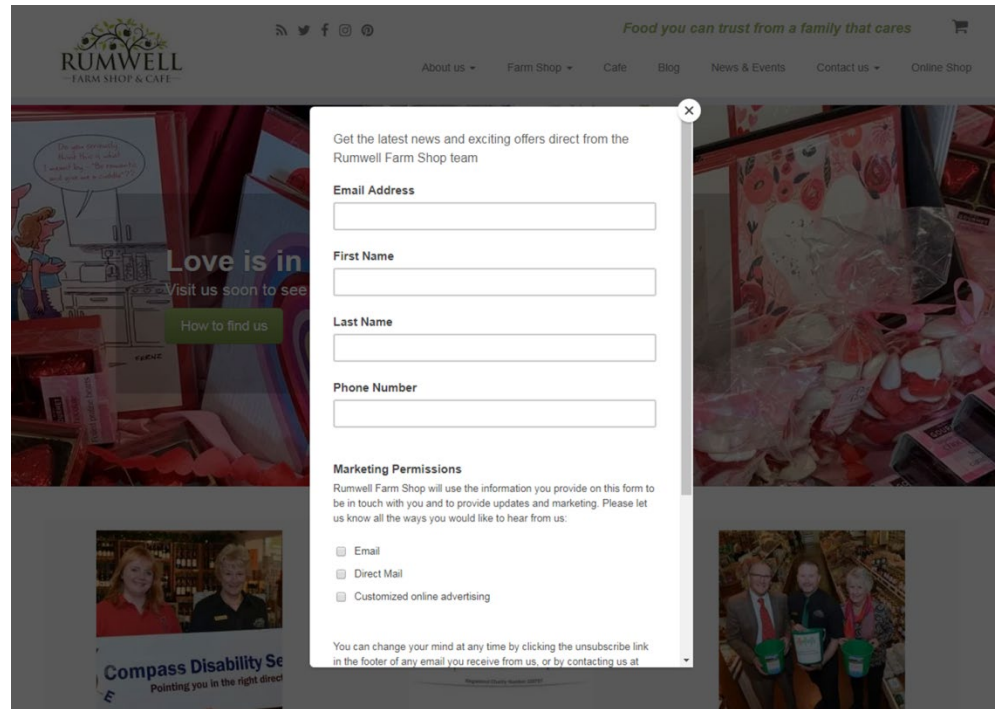


13. Try Selling More Add Ons

1. **Related Items** – complete the look or enhance it's use
2. **Value Added Items** – to increase the value or life span of the original product
3. **Impulse Items** – often totally unrelated to the original purchase

14. Use Emails

- Direct communication with people who want to hear from you
- Email addresses are usually best
- Ask each customer at the till if they want to be on the mailing list



The screenshot shows the Rumwell Farm Shop & Cafe website. The header includes the logo, social media icons, and navigation links: About us, Farm Shop, Cafe, Blog, News & Events, Contact us, and Online Shop. A tagline reads "Food you can trust from a family that cares". A central banner features a cartoon illustration of a person at a till with the text "Love is in the air. Visit us soon to see how to find us". A white sign-up form is overlaid on the right side of the banner. The form includes fields for Email Address, First Name, Last Name, and Phone Number. Below these is a "Marketing Permissions" section with checkboxes for Email, Direct Mail, and Customized online advertising. A disclaimer at the bottom of the form states: "Rumwell Farm Shop will use the information you provide on this form to be in touch with you and to provide updates and marketing. Please let us know all the ways you would like to hear from us." and "You can change your mind at any time by clicking the unsubscribe link in the footer of any email you receive from us, or by contacting us at [email address]".

Get the latest news and exciting offers direct from the Rumwell Farm Shop team

Email Address

First Name

Last Name

Phone Number

Marketing Permissions

Rumwell Farm Shop will use the information you provide on this form to be in touch with you and to provide updates and marketing. Please let us know all the ways you would like to hear from us:

☐ Email

☐ Direct Mail

☐ Customized online advertising

You can change your mind at any time by clicking the unsubscribe link in the footer of any email you receive from us, or by contacting us at [email address]

- GDPR – opt in and make sure you respect opt out requests etc.
- Regular emails with useful content, e.g. recipes, top tips, trend information
- Start monthly and increase frequency if required, but avoid overkill
- Relate email frequency to average frequency of consumer purchase
- Reuse content from social media e.g. Facebook posts and blogs



15. Make Sure Your Website Does The Basics

- Name and logo and photo
- Address. Location helps you get found in a search
- Telephone number (top of every page)
- Contact us - email address / web site enquiry option
- Opening hours
- Add to mailing list



- About us – what is your USP
- Focus on the customer and what they will get out of shopping with you, not “I”, “we” or “us”
- No heavy reading
- Consistent with your brand. Web and store must be in harmony


16. Bring Your Website Up to the Next Level

- Be able to buy stuff
- Easy to find stuff – think like your target customer
- Easy to find delivery charges and return policy
- Good descriptions and photos
- Entertainment – videos, top tips, tutorials, blogs
- Demonstrate trust and credibility – testimonials, quotes, awards, press releases, reviews
- Incoming links to help you get found
- Resources section with videos, blogs, style guides, recipes etc. These can be ones you have used on social media

BATH PLACE MUSIC

REPAIR SERVICE CONTACT ABOUT ONLINE STORE

Repair Service



At Bath Place Music we operate our own in-store workshop, where we offer repair, maintenance and service for your instruments. Darcy, the Store Manager is a highly skilled and experienced Luthier and Electronics Technician, able to fix or modify a wide range of instruments, guitars, amps, pedals and keyboards being his speciality. So whether it's a simple restring, or small repairs like a replacement guitar nut or a more complex modification of the pickups on your prized electric guitar, or new speakers in your amp, don't hesitate to get in touch, or call into the store.

As main dealers for many of the world's leading manufacturers such as Fender, Marshall, Orange, Ibanez, and so much more, we have great relationships with these companies and thus will source and use genuine parts in repairing your precious instruments. Because of this, we are an approved repair centre for many companies, including Orange Amplification and Fender, so you can be sure that the services we offer, we are qualified to carry out.

Prices for our common repairs and maintenance services are as follows

Restringing	Price
Standard Restring	£12 + Strings
Floyd Rose Locking Tremolo Guitars	£15 + Strings
Gibson Tronica Tuning System	£15 + Strings
Pickup Fitting Service	
Fitting a Pickup	£25
Pickups can be bought from us or from a 3rd party	
Setups	
Basic Setup	From £35 + Strings
Basic setup includes: Fretboard deep clean + oiling, polish frets, neck set, intonation adjustments, action height adjustment and nut height adjustment	
We strongly recommend a new set of strings for this service to get the best possible setup on the guitar	
Other Services	
Nut Replacement	£25 + Cost of Material
Electric Guitar Electronics Work	£35 P/H + Cost of Material

17. Link Your Merchandise to Locked in Activities



Rocket and Bird

January 30 at 10:40 AM · 🌐



Who's doing the 'BIG GARDEN BIRD WATCH' this weekend??
Do you have a favourite garden bird?

Here's a few of the products that I've (Susie) created using my original paper-cut artworks. Mugs, tea towels, coasters, greetings cards, prints...All available online.

The original bird artworks are made using the pages of old children's books. I have a few original artworks soon to be added to the website!!

[#biggardenbirdwatch](#) [#Gardenbirds](#) [#shoptaunton](#)



👍❤️ 20

6 Comments 2 Shares

👍 Like

💬 Comment

➦ Share

Breakout Rooms: Discussion 2

- Can you share something you have done that has generated extra sales or customers for your business?





18. Recycle Content

- Maybe start with a tweet on new range or product
- Take some photos and use on Instagram
- Expand a bit and post on Facebook
- Do a short video for YouTube
- Use this in a blog
- Convert to content for a short newsletter email
- Add blog to website with links to YouTube, Facebook, Twitter and Instagram

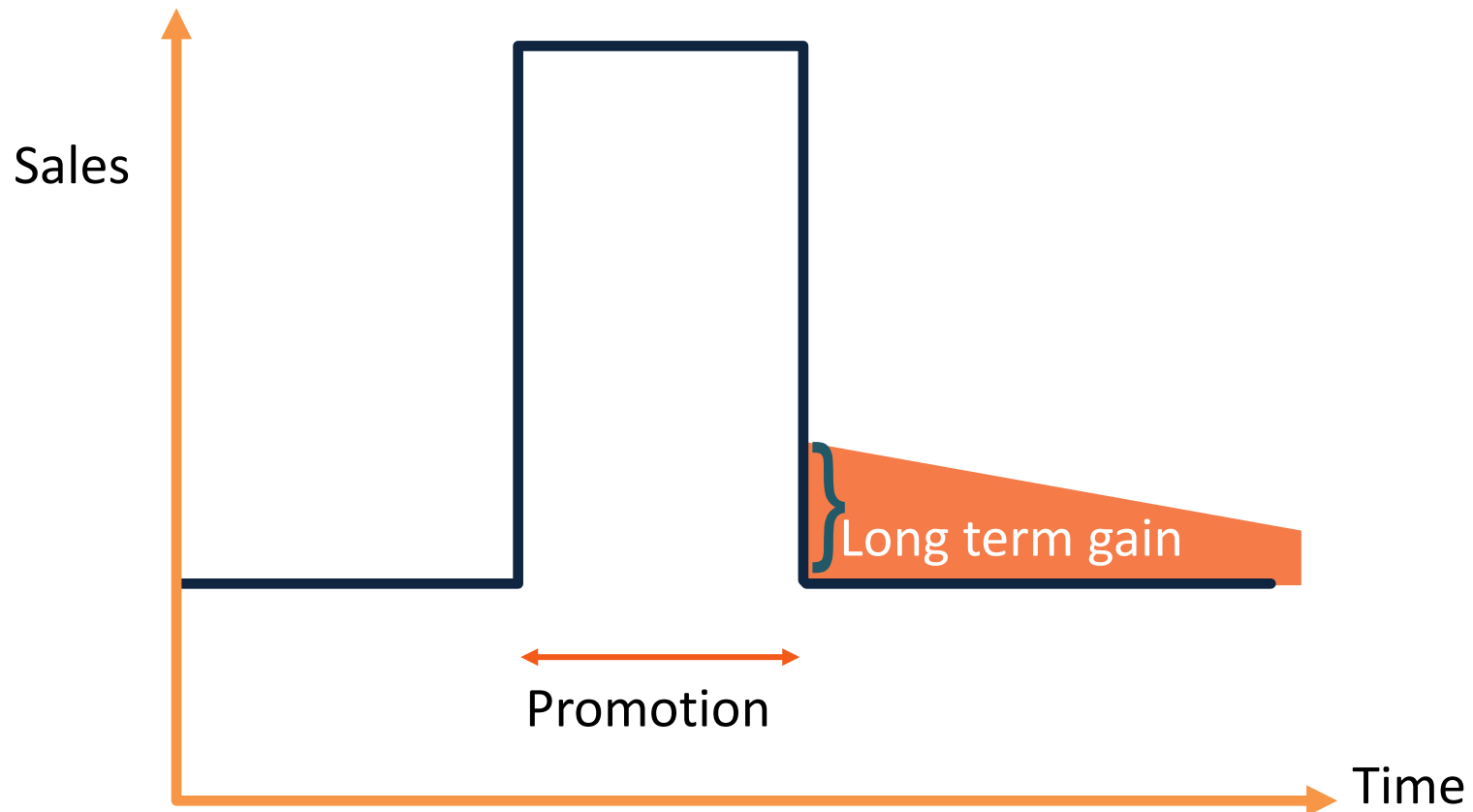
19. Brainstorm

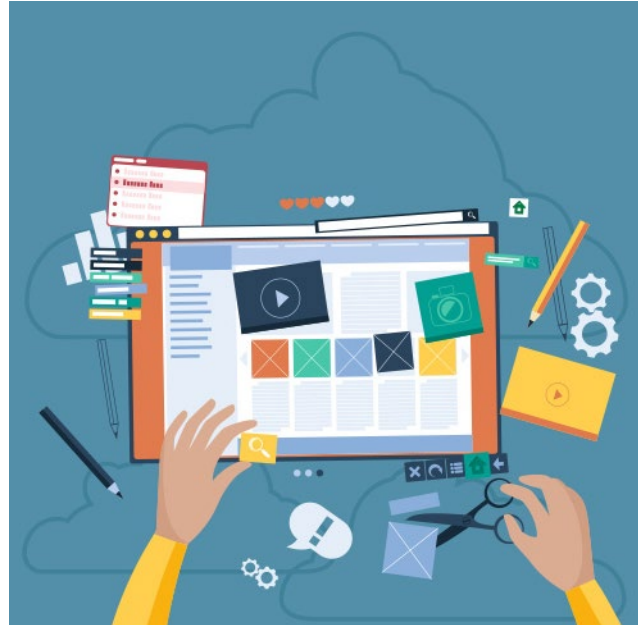


- Ask your team for ideas
- Set aside a regular time
- Don't do it all yourself
- Have a WhatsApp group or handover book for ideas and comments



20. Measure Effectiveness of Your Marketing





Write your own action plan now



Next Steps

- Think about your action points
- Start work on them this week
- Call me or email me with any questions / things you want me to review or discuss
- Fran Riseley 07765 257213, friseley@gmail.com
- This offer stands till next Thursday 4th March
- Good luck!