



How to get new customers Marketing & Promotional Ideas

How do you look?

- **Shop Fronts** – How are you looking? Is your window display looking good and working for you? How often do you change it – monthly, with the seasons? Take pride in your shop and street and help by keeping the area in front of your shop clean and tidy.
- **Signage** - Is it clear from outside your shop what you sell – symbols can be as powerful as words as long as they are recognisable. Is it clear when you are open? Do you display opening times?

Publicity

- **Free publicity**

You can get free publicity by generating news stories. Use your local press and radio, they look for human interest stories and your business is about people. The types of stories the press will be interested in are:

- Arrival of new interesting product range
- Staff involved in community activities e.g. fundraising for local charity/park clean-ups/involved in local events
- Trade awards

- **How to write a news release**

- Keep to one page of A4.
- Type double spaces so release is easy to read.
- Use a headline which says what the story is about – news editors get 100's of these a day. Make sure your news release stands out as something their readers/ listeners will be interested in.
- Think about who will be reading this piece in the paper, what they want to hear.
- Include your contact details for the editor to gather more information

● **Paying for publicity**

Advertising When designing an advertisement for a newspaper, magazine use **AIDA**

Attention - make the ad eye catching

Interest - create interest in your product or service

Desire - why do people want what you are selling

Action - make sure the person can respond to the ad. Give contact details, telephone number and location

Why not consider getting together with a group of businesses in your road and take out a joint advert on the radio? It is cheaper than you think.

● **Websites**

Websites can be useful if you are trying to attract visitors or residents of neighbouring towns to your shop and especially if you are selling a unique product that may not be available anywhere else in the area. You can create your own website, or link into others by taking an advert or page on another website e.g. www.matlock.gov.uk

Other promotional ideas: Think about your target audience. Different promotions attract different groups. Are you selling to local people or visitors?

● **Leaflet**

Produce a map and guide to local shops and services for visitors to the town so they can see at a glance what is available in the town. It could be distributed in shops and through your tourist information centre.

● **Joint promotions**

Join with other traders in your town to offer a "Blue Cross Sale" on the same day to attract customers into town. Could you and a complimentary trader offer something together e.g. card shop and chocolate shop/wine shop and gift shop?

● **Late night shopping scheme**

A late night shopping night once a month for the whole town centre. In towns where many people commute to work this can be an opportunity to pick up some trade from people walking home from the station after work.

● **Best dressed window**

Get as many shops as possible to participate and get a customer to be on the judging panel. This is very visual so offers opportunities for good press coverage and it could be linked with other community events.

● **Christmas events**

Switch on events can be a great opportunity to remind people about their local shops and the array of products you sell. Shops can run mini quizzes or have a raffle or tombola with small prizes for children.

● **Local events**

Tie promotions into other events in your town such as carnivals and festivals. Have a themed weekend with special promotions for over 60s/young people. Or offer a promotion with a local community group, e.g. Local theatre & meal promotion.

