

Schoolhouse

BOOTH # 1442

15 Marketing Tips in 30 Minutes Presented by Heidi Kaisand, publisher of AQR and owner of Hen & Chicks Studio and Roseann Kermes, owner of	
Rosebud's Cottage.	
Discover clever marketing techniques to push your business to the next level of success.	
1. GIVE PEOPLE A REASON TO COME TO YOUR STORE	
Host events, classes or clubs.	
2. LET YOUR WINDOWS SPEAK Draw people in with extraordinary window displays. Let me know who you are.	
3. KEEP BUSINESS CARDS IN YOUR POCKET Be ready to share who you are with anyone you meet.	
4. CREATE A LOYALTY PROGRAM Use this to reward your best customers and to attract new.	
5. USE VIDEO MARKETING Facebook Live and Instagram videos get attention	
6. SPONSOR A CHARITY EVENT OR AWARDS Get seen in front of new groups.	
Heidi's Must Read List:	
Get more marketing ideas from these resources. Essentialism by Greg McKeown	
Uncontainable: How Passion, Commitment, and Conscious Capitalism Built a Business Where Everyone Thrives by Kip Tindell	
Traction: Get a Grip on Your Business by Gino Wickman	
The Compound Effect: Multiplying Your Success One Simple Step at a Time by Darren Hardy	



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7. TRACK YOUR MARKETING CAMPAIGN	
Find out what works and doesn't work by keeping track of the details of each effort.	
8. ENCOURAGE CUSTOMERS TO WRITE REVIEWS	
Post testimonials on your website.	
9. WEBSITE ACCURACY	
Make sure your information is correct and up-to-date and searchable.	
10. LOCAL PR	
Write press releases for events and classes and share with local newspapers and media outlets.	
11. COMMUNITY ACTION	
Be familiar with and participate in local events.	
12. HOST OPEN HOUSE FOR OTHER BUSINESSES	
Introduce yourself to other business owners by inviting them in to see what you do.	
13. BECOME A SHOPERTAINMENT EXPERT	
Make your store the place to be!	
14. TAKE YOUR SHOP ON THE ROAD	
Get a booth at a local event or sewing expo to share what you do and sell with potential new customers.	
15. CREATE SPECIAL OFFERINGS Pair a slow-moving item with a best seller and offer a	
discount/special offer for a limited time.	
BONUS IDEAS:	
SELL ON MORE THAN ONE PLATFORM	
In-store, website, Facebook, Instagram, email	
PAY ATTENTION TO THE DETAILS	
Customer service and store presenation.	
SOCIAL MEDIA PRESENCE	
Engage their help by commenting, Liking, sharing, and checking in.	