

BOOTH # 1442

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 presentation.

SOCIAL MEDIA PRESENCE

Engage their help by commenting, Liking, sharing, and checking in.
