

Marketing Ideas

There are 5 ways that you can reach your market: **Direct mail, face-to-face,, telephone, e-commerce and institutional advertising.** Use this worksheet as a prompter to assist you in defining the strategies necessary to accomplish your sales goals. Write in any additional marketing options that you are going to establish during the coming year.

Face-to-face

- Sales
 - Annual client appreciation event (private sale by personal invitation, held after hours, walk-ins are not turned away!)
 - Annual 10% off summer sale – runs 6 weeks
 - After Christmas Gambler's Sale (Promote with 50-60 radio spots per day, runs for 5 days, involves entire store – sell stock only, set deliveries by area, offer 5% discount 1st day, 10% discount 2nd day, 15% discount 3rd day, 20% discount 4th and 5th day. Great way to turn over the stock in your store!)
 - Tent side walk sales (held once a year to clean out scratched or old inventory, advertise on the radio, on web site and in the newspaper. Contact rocking chair manufacturers to bring in a truckload to round out the inventory for the sale.)



- Client event
 - The Great Pumpkin Give-away (give away pumpkins at your store front)
 - Host an annual customer party or picnic in your own home or local park
 - Family fun day (clowns, magician, free soda and pop corn)
 - Trees for life program with Laurel Green Seedlings 800-987-3362
- Mall promotions (run through CMP, a national mall promotion vendor, rent a 10x15 booth, hand out discount coupons)
- Set up booths at local county fairs
- In-store staining and finishing workshops (posted on website, posted on schedule in store, must sign up, do them regularly)
- Speak to local business organizations and civic groups about how to finish or repair furniture
- Visit chamber of commerce meetings
- _____
- _____
- _____

Direct Mail

- Handwrite thank you notes to each customer after the sale
- Color postcards 4 times a year highlighting new pieces of furniture
- Newsletter
- Note Pads
- Post card mailing or email offering free give-aways to past customers and clients:
 - Free tire change
 - Free pumpkin
 - Free dessert at a restaurant
 - Free flower
- Send birthday cards

- Send a “thanks for a great year” letter
- Send thank you note to referring customers with a discount coupon
- Buy mail lists of people who just bought a new home. Send out coupons for a discount off their first purchase.
- _____
- _____

Telephone

- Follow-up with each customer after the sale
- Call each past customer each year and ask “how can I serve your furniture needs” , invite them to stop in the store)
- _____
- _____

E-commerce

- Set up a website (we recommend Concept Design Group, www.conceptdesigngroup.net)
- Set up an email farm using World Merge or Netmailer software (send out a newsletter four times a year telling customers to visit your website for the latest news, furniture, and staining tips)
- _____
- _____

Institutional

- Personalized shirts
- Wear name badges when on the show room floor! No exceptions!
- Web site
- Yellow page ads
- Bill boards
- Cable television ads
- Delivery services instead of classified ads (Newspaper inserts or door-to-door)
- Home & garden TV promotions
- License plates with slogans
- Movie theater ads
- Newspaper column
- Park benches
- Place the GF Waterbase Finishing Video in supermarkets as a rental
- Radio ad
- Traveling billboard (magnetic sign on van or car - make up several with different #'s on them)
- Delivery trucks with advertising, web site and store name painted on the side

Other tips

- Rearrange your store frequently to create energy
- Organize a buyer’s club
- Offer gift certificates before Christmas
- Have a lay-away policy
- 90 days same as cash (use a finance company)
- Organize a bridal registry