

Tips for Marketing your Retail Brand Successfully

DIGITAL MARKETING

- Ensure your location is listed on appropriate directories and maps
 - Apple Maps: <https://mapsconnect.apple.com>
 - Yelp
 - TripAdvisor
 - Urban Spoon
 - Open Table
 - Countless others
- Audit and clean up your directories
 - You can do this yourself or outsource to companies like Yext or Moz Local
 - Make sure all of your info is EXACTLY the same in all locations
 - Business name
 - Address (Pkwy. vs. Parkway)
 - Phone number
- Website
 - Ensure your website is mobile-responsive
 - Feature click-to-call functionality that is pinned to the top of the page
 - Online ordering can help you expand your reach and is proven to increase overall website traffic
- Create and maintain your Google My Business Listing and Google+ Page
 - Claim/ Verify your listing – Google will send you a postcard
 - Add your photos
 - Create YouTube video, tag & link it back to G+
 - Blog posted or linked to G+
 - Google reviews are important to your search ranking
- Social Media
 - Set up pages on Facebook and Instagram
 - Build your following
 - Post regularly
 - Incentivize people to like and engage with your pages when they are on site
 - i.e. Have customers tag your page for a free drink or half price app
 - Create offers on Facebook that are redeemable online or in store
 - Boost posts and offers for additional reach
 - Select your audience based on location, demographics and interests
 - This is an inexpensive way to increase your reach
 - Social media contests are easy to engage your audience
 - Determine your goal – increase traffic, promote a specific product, etc
 - Set a specific incentive, time frame and redemption process
 - Follow up with the winners/redeemers for positive reviews
 - Happy customers will expand your network naturally
- Ratings and Reviews sites
 - Follow your reviews from Facebook, Google & Yelp at a minimum
 - Follow up PROMPTLY to both good and bad posts about your business
 - You have a chance to win back customers with the way you respond

- Paid search
 - If you're not already showing up in the ranks with just your map and Google + optimization, look into paid search as an avenue for additional traffic
 - Optimize to keywords that drive the most ROI
 - Organic search is only about 10% of your search traffic
 - Maps + Paid search make up about 90% of your search traffic
- Retargeting/Remarketing
 - Digital marketing tool that allows your ads to show up to people who have already searched you or a restaurant like you
 - Can be a supplement to a paid search campaign and can keep your brand top of mind for people who have shown interest
- Email Marketing
 - Low-cost way to build and sustain customer loyalty
 - Collect emails through online ordering or by asking for emails in store or online for additional coupons and specials
 - Low-cost email marketing systems provide easy templates and database management
 - Examples: Mail Chimp, Constant Contact

TRADITIONAL MARKETING

- Signage & Banners
 - Ensure monument sign and storefront sign are visible and readable
 - Do a digital mock up before production to ensure colors and fonts are legible to save thousands on a re-do
 - Know your city's temporary signage ordinances
 - If the city allows Grand Opening banners, max them out
 - If the city allows flutter flags or bandit signs, make sure they are in high traffic areas that lead to your storefront
 - Put out temporary bandits during high traffic times for increased exposure on special events or offers
- Photos & Videos
 - Hire a photographer or videographer for high-quality photos
 - Have a set list of photos you will need over the course of the next 6 months/1 year
 - Ensure you negotiate full usage rights
- Events
 - Partner with local organizations or groups to bring new customers to your area
- Public Relations
 - Send out Press Releases to local media outlets for grand openings and community events
 - Highlight a chef/ concept/ event that is new or different to the area
- Outreach Marketing
 - Create an outreach marketing calendar to hit multiple industries
 - Visit local businesses to drop off samples and coupons
 - Coordinate with larger corporations to plan events on site or provide catering for meetings
- Service is still KING
 - No matter what you do to get people in the door, at the end of the day your customer service will be a huge indicator of your success
 - Hire a secret shopper to visit your store online and on site; take their feedback to implement action plans for your website and your on site staff

Checklist for Marketing your Retail Brand Successfully

DIGITAL MARKETING

- Add business listing to directories
- Audit existing directories
- Mobile-responsive website
- Phone number on mobile site pinned to top
- Online ordering capable
- Create Google My Business listing and Google+ Page
- Set up Social Media accounts
 - Facebook
 - Instagram
- Set posting schedule for social media
- Incentivize LIKES to pages for store visitors
- Create offers on Facebook
- Boost offers and event posts
- Create and execute social media contest
- Read and follow up on all reviews
- Set up paid search campaign
- Set up retargeting/remarketing campaign
- Set up email marketing software
- Implement methods to collect emails
- Schedule regular emails with offers, promos & events

TRADITIONAL MARKETING

- Monument and storefront signs up and readable
- Install temporary banners or flutter flags if allowable
- Schedule photo & video shoot for digital content
- Create an events schedule for on-site events
- Send out press releases for new openings and big events
- Create outreach marketing calendar
- Determine offerings to bring to local businesses
- Set up meetings with corporate HR or administrative groups
- Set up secret shopper
- Implement action plan from secret shopper results

RATE YOURSELF – 5 = FANTASTIC/CAN'T GET ANY BETTER

- How easy is it to find your business through Google searches? 1-5 _____
- How visually appealing is your website? 1-5 _____
- How easy is your website to navigate? 1-5 _____
- When searching online, how easy is it for customers to find your physical location? 1-5 _____
- How are the quality of your reviews, and your business response to them? 1-5 _____
- How strong is your social media presence? 1-5 _____
- How often do you post on social media? _____

- How often do your followers engage with you on social media? Low engagement, average, high?

- Are the photos and videos on your website, social media and digital advertising representative of your business and high quality? 1-5 _____
- How much additional digital marketing are you currently running? List all that apply:

- What does the physical appearance of your storefront and signage convey to customers?
Rate 1-5 _____
- How high quality are the posters, signs and collateral material in your store? 1-5 _____
- How are customers greeted on the phone and in store? 1-5 _____
- How often are you asking for additional reviews from happy customers? Always, sometimes, never?

- How often are you asking for referrals from happy customers? Always, sometimes, never?

- How often do you host events to get customers into your store? _____
