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No-cost, Low-cost In-Store Event Ideas

Happy 2nd quarter! How are your calendars looking? Have you planned any events for your customers to keep them visiting your store? Below are some great ideas compliments of Kizer and Bender (www.kizerandbender.com). Enjoy!



www.kizerandbender.com

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No-cost, Low-cost In-Store Event Ideas that WORK!

- **Teen Night.** Get teens together for a night teens enjoy. Offer make-it/take-its jewelry making, etc. (Check out Ed Hoy's iHOUSE kit for cell phones/iPods) Order plenty of pizza and soda. Let the participants bring their own music to play during class and turn up the volume to eleven!
- **The Boss Is Gone Sale.** We love this idea! Send out an e-mail blast to all your customers and make it look like it came from one of your staff. The e-mail should read, "_____ has gone to the _____ Show and I'm putting everything on sale!" The contributing retailer said customers thought the employee did this on the sly and sales were brisk. Try this idea the next time you attend a trade show or go on vacation.
- **Scrap & Stamp Session.** This is the perfect way to shake things up when your store suffers from low class attendance. This twice-a-month program introduces attendees to new techniques - whatever techniques you wish to highlight. The contributing retailer holds Scrap & Stamp Sessions on Sundays.
- **Summer Solstice Sale.** Begin at sunrise on the day of the summer Solstice, offering discounts that decrease hourly: 40 percent off from sunrise to 7 a.m., 35 percent off from 7:01-9 a.m.; 30 percent off from 9:01- 11 a.m., 25 percent off from 11:01 a.m. – 1 p.m.; 20 percent off from 1:01- 3 p.m.; 15 percent off from 3:01-6 p.m., and 10 percent off until close.
- **New Arrivals Update.** Send an e-mail blast, and place notes on your Web site and blog, whenever you return from a trade show or when new product arrives. Talk it up! Romance the copy so it encourages customers to come to the store and shop. Create and distribute Bag Stuffers, and place signs in your windows and throughout the store. Add "As Seen Online" signs next to the merchandise.
- **Lunch Break Make & Take.** Target working women and hold this twice a month. Run this free event from 11 a.m.-1 p.m. and watch what happens. This event is so successful for the contributing retailer that she's added a "Stop-in Saturday Make & Take" with longer hours.
- **Annual Scavenger Hunt.** Hide unusual items throughout your store and give customers a list of all the things they must find in the store. Be sure to include

boxes they can check off when each item is found. This list will encourage them to walk through your entire store, where they're sure to see all the cool things they just have to have. Give a prize to the customer who finds the most items.

- **Trade Show Recap Night.** Do this as a preview event to talk about all the new items you found at a trade show, or you can wait until the product arrives and hold a Mini-_____ Show. Use the vendor gifts and goodies you collected at the show as door prizes and give-a-ways, serve refreshments, and be sure to give everyone a Bounce Back Coupon to bring them back next week.

- **Frequent Shopper Program.** Customers earn a free class for every \$100 they spend in the store. The contributing retailer calls her program the S.M.I.L.E. Card, which stands for Scrapping Makes Ideas Look Exciting. What can you call it?

- **Yard Sale.** Participating customers can “sell” all the product they had to have, but never used, plus gently used supplies. Set up tables throughout your store or in the classroom. Sales are translated into store credit.

- **In-store Craft Fair.** Why should your customers go to the craft fair at the mall when they can just as easily come to your store? Feature local crafters and artisans; assign each participant a table to showcase his/her wares. Build a buzz about town with email blasts, in-store signage, and Bag Stuffers. Encourage each participant to advertise their participation in church bulletins, neighborhood newsletters, and community publications. And make sure your store is open for business during the entire event!

There are so many more ideas to share, we could go on forever! You know that **we recommend you host one major in-store event and at least two minor in-store events each and every month** – now, you have an entire list to choose from!

Continued Success,

Maria

mmoran@edhoy.com



1.800.323.5668

info@edhoy.com

www.edhoy.com