



#SHOPLOCAL WITH US



Tips for Holiday Retail Success

12 Promote your goods. Get noticed. Bang that drum. Whether increasing your online presence through social media and your website or going traditional with print advertising and coupons, increase customer interest in visiting your location.

11 Co-op opportunities can leverage smaller budgets. Whether partnering with neighboring stores to create a block of shopping experiences or combining with similar outlets that support your brand, the opportunities are endless. You can share advertising costs. Offer referrals and coupons for like-minded partners. There is no limit to what you can do.

10 Increase your visibility. Leap out from the crowd with signature colors that set you apart. Beat out other distractions so your customers will want (and need) to escape into the warm, welcoming space that you offer.

09 Communicate. Take the time to share goals, expectations, timelines, etc., with your sales people. Work together to reach your goals. And let them know the answers to common questions. The customer will appreciate it more if the employee has the answer.

08 Create demonstrations. Whether it is the benefits of the latest kitchen gadget or how to set up and use the newest toys, create an interest with the customer. Entice them to want to take that product (or two) home with them.

07 Customer service is key. Train and review and train some more.

06 Create displays that get noticed. Don't throw everything at the display. Keep them consistent in color, theme, and appearance. In fact, if you have items that are slow to sell, put them with the must-have product so they get noticed.

05 Offer rewards. Whether you offer a reward to customers for referrals or to your sales team for meeting goals, encourage them to support your efforts. Be sure the reward is something they value.

04 Appeal to the customer's senses. Play festive, but not loud, music to encourage shopping. Keep browsing areas clean and bright, but not so bright they squint. Create a welcoming area with seasonal smells that are not offensive to the nose. Elicit memories of the season to encourage their browsing.

03 Offer additional services. Can you set up a gift-wrapping station? Upsell additional accessories? Keep a supply of batteries at the registers? Offer delivery or assembly service?

02 Be unique. Whether you offer local products that highlight the community or tea and cookies to welcome your customers, do something that will set you apart. It'll increase their remembering you.

01 Thank your customer with a smile and kind words. They can spend their money anywhere – even online! Thank them for supporting you, your family, and community.

BONUS TIP Post your promotion at www.AuroraChamber.com and so we can help promote it on social media in the weeks leading up to Saturday, Nov. 24. Contact the Chamber at info@aurorachamber.com if you need your login credentials.



CONNECT. GROW. INFLUENCE.

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