

Attracting More Customers through your doors! Practical Sales & Marketing Toolkits & Self Help Manual

Ask most retailers if they would like to increase 'footfall' through their doors, and the answer is invariably "Yes please, as many as you can get me!"

The real value of this 'self help' manual is that is written with small owner managed business retailers in mind.

The manual gives individual retailers a structured plan to market their business in a toolkit form, with templates and a raft of media information to help make the right decisions on marketing and brand.

It also has a section on **quick wins** at no cost that are likely to increase trade.

It can also be used as part of a group initiative for towns, looking to put themselves on the map!

For those who have no marketing experience, it provides a start and a blueprint to follow. For those looking for a refresher and perhaps some new ideas, it is also suitable.

In today's highly competitive environment, small retailers need to rethink how they will attract more customers into our towns. Businesses need to understand some of the latest techniques in creating marketing communications plans to build awareness of their brand and bring more customers through the door.

This is especially relevant for those who stock different and unique products, often at prices that are comparable with some of the out of town stores.

The Outline Content

- **Quick wins for immediate implementation that cost NO money!**
- **An easy to follow format to write a plan – template;**
- **A discussion of marketing strategy and how it applies to small retail business;**
- **The concept of different target audiences and how to understand them;**
- **The brand / your brand on the high street;**
- **Develop key messages and knowing where you are different;**
- **Communicating your difference;**
- **Pros and cons of online formats – Facebook, YouTube, Twitter etc;**
- **Pros and cons of offline formats – local press, events, telephone, word of mouth;**
- **Planning template;**
- **Time resource for your plan – built into your annual calendar;**

Outcome

- Increased business in weeks!
- Happier returning customers!
- Improved sales opportunities/ sales leads!
- Retailers empowered to market their business!

Using the material

Stand alone

The material can be used as a stand alone document for individual businesses to activate. It is also ideal for town centres and group initiatives looking to galvanise individual businesses into action.



Formal sessions

Manual can be presented in an upfront formal session to introduce the sales/marketing topic and show how to work the modules.

Ongoing follow up / ask a question

Available on a timebank basis –an expert help line for all those little questions that pop up - .e.g. should I advertise in this publication? Timebank can use phone or skype.

This is a real 'added value' tool to get retail business moving and to understand more about the competitive situation they face.

Clients have seen results in increased revenue and more returning customers.

Previous work

- 5 Town centre operations - Ayrshire
- Countryside farm shop - destination
- Independent butcher – coastal town
- Visitor attraction - island
- Island hotel looking to increase customer base and on site revenue
- Hospitality operator – food service
- Hospitality outlets in Wales
- Gift & textile retailers - Ireland

Book Now!!

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