

5 Promotions to Make You the Go-to Store

NAMM[®] | U



Grow Your Business

**Tracy Leenman
Musical Innovations
Summer 2015**



Make It Easy

- Consider Seasonal & Local Opportunities/Hindrances
 - Consider extended hours or after-hours
- Be sure to have adequate stock and staff
 - Be ready with add-ons, print
- Anticipate any parking/traffic issues
- Have fliers ready
 - Coupons to generate urgency
 - Product info to educate your customers





Make It Known

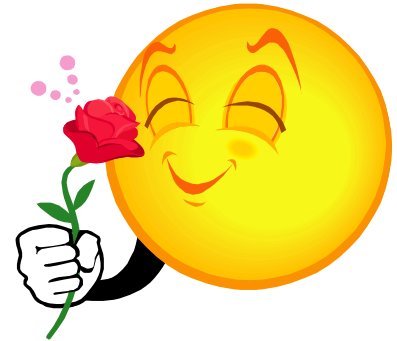
- Invite local “celebrities,” the media
 - Consider having an Emcee or other special guest role
- Local radio/TV calendar of events (free!)
 - Be ready for interviews
- Write an op/ed or PR article to generate interest
- Use paid ads sparingly — be sure to track success





Make It Pretty

- Use signage
 - Be sure to use correct S-A-F
- Clean up!
 - Especially check your bathrooms!
- Decorate if it's around a holiday
- Merchandise neatly and attractively
 - Group add-ons together, impulse items near register
 - FAB signs to educate your customers





Make It Profitable

- Make sure to have a Marketing Timeline
- Have a “Call to Action” to create urgency
 - Look for manufacturers’ rebates, etc.
 - Consider “loss leaders” (clearance items)
- Balance margin and turn to maximize GMROI
- Get contact info from all attendees (mailing list)
 - Use a freebie from a manufacturer as a drawing





Make It Replicable

- Take notes (as you go, and right after)
 - What worked? What didn't? (Be honest)
 - Ask your salespeople (and customers, too!)
 - Take photos, keep them on file w/ your marketing plan
- Keep (and use) your mailing list
 - Contact at least every 6 months
- Be creative in replicating events to avoid “ho-hum”
- Learn from others in the industry when possible





Ribbon Cutting for M.I. Conservatory

- Partnered with Mauldin Chamber of Commerce, manufacturers, publishers (door prizes)
- Invite everyone you know!
 - Manufacturers' reps
 - Local “celebs” (mayor, congressmen, ToY's)
- Have food and entertainment (M.I.C. students)
- Give people a reason to come (certificates)
- Take lots of photos — and then recycle them!



Dave Pirtle, CEO Gemeinhardt,
 Donnie Todd, DM, Buffet
 Dave Kaminsky, Antigua/Getzen
 Gov. Dick Riley, Guest Speaker
 Chip Lehman, DM, Conn-Selmer

Brad Wingate, Fine Arts Coordinator
 with Gov. Dick Riley and
 Adam Scheuch, Teacher of the Year



Music playing all night long!

Brass group comprised of 4 employees
and an area band director



Students from our studios

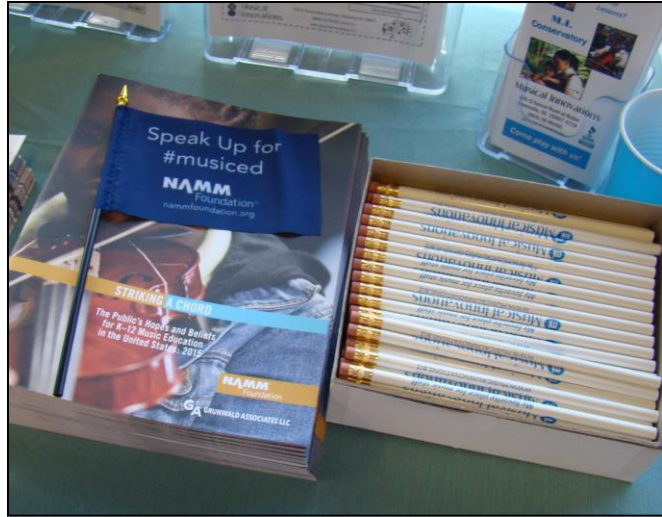


The Mayor of Mauldin, Chair of the Chamber of Commerce,
and M.I. staff cut the ribbon and open M.I. Conservatory



Make it a special event –
celebrate *something!*

“Everything you do is advocacy, and advocacy is everything you do.”





Make Music Day – Come Uke With Us!

- In conjunction with Make Music Day (June 21st)
 - Could replicate with guitars, drum circle, etc.
 - Use the NAMM promotional packet provided
- Partner with manufacturers (giveaways, special deals)
- Be sure to have plenty of handouts, chairs, ukes
 - Don't forget accessories, print music
 - Download simple chord charts, familiar songs
- Pair “newbies” with experienced players
 - Bring in an area group to perform



Make Music Day – Come Uke With Us!





Back to School Bash — Business After Hours

- Partner with community organizations (Chamber of Commerce)
 - Involve local vendors (Sonic)
 - Involve manufacturers (Conn-Selmer – pBones)
- Partner with area schools (marching band, ensembles)
- Take a simple “Business After Hours” and turn it in to a community-wide block party – 2 weeks before school starts
- Be sure to have plenty of staff, refreshments
- Donate a % of profits to participating schools

Back to School Bash — Business After Hours



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The Sonic *Tater Tot* learns to conduct!





Mr. Mayor and County Councilman



Lead MS Strings Teacher

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Grow Your Business



Instrument Petting
Zoo





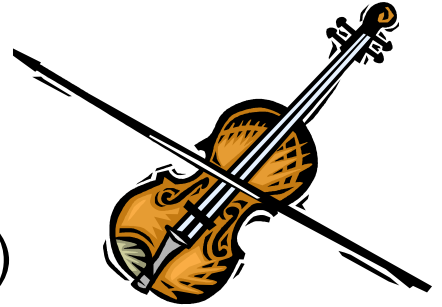
The Mayor is in the house!





String Change Day

- Partner with manufacturers (D'Addario)
 - Provide refreshments (always refreshments!)
- Goal was to help area schools that could not afford new strings
- Teacher had to be present to help change strings
 - Had to be school instruments — no limit (other than only 1 bass)
- Opportunity to find repair needs
- Have plenty of strings and staff on hand
 - “Why Are We Doing This?” handout



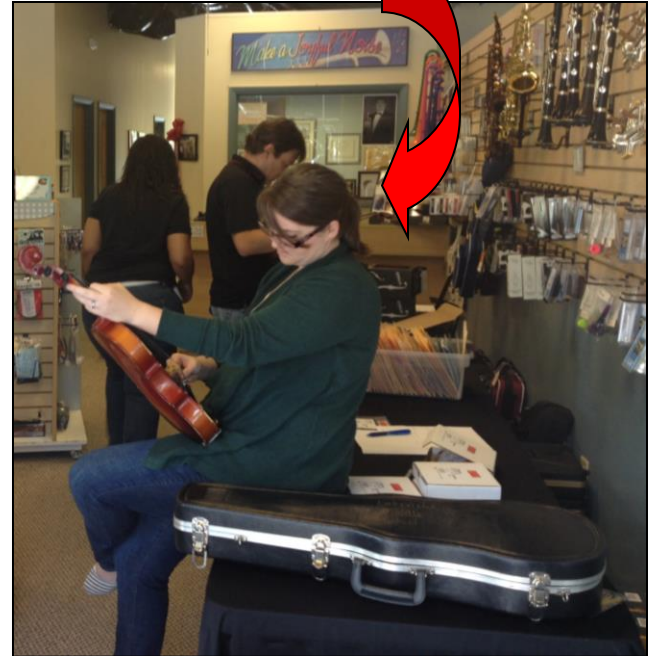
New customer!



New customer!



New customer!





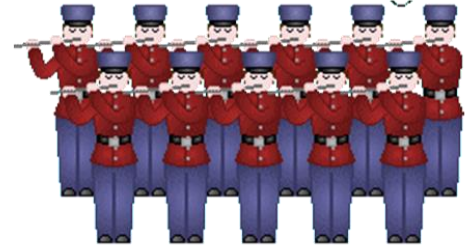
Piccolo Christmas at Haywood Mall

Piccolo Christmas

- Think “Tuba Christmas” up a few octaves
- Could be any group — Euphonium Christmas, New Horizons, etc.
 - Suzuki Play-In, in-store students, guitar ensemble
- Partner with suppliers (Gemeinhardt, Trevor James, print music)
 - Provides high visibility in the community
- Partner with in-store and area flute teachers (who may not know us)
- Allow students to play-test piccolos, alto & bass flutes, pro flutes
 - Results in step-up sales and music sales



Piccolo Christmas at Haywood Mall



- Rehearse early a.m., head to the mall
 - Invite families for built-in audience (attracts crowd)
- Wear Santa hats or other seasonal attention-getting garb
- Hand out lesson fliers to players and at the mall
- Use signage at the mall for brand recognition
- Take photos and send to local media for PR coverage
 - Give copies of photos to participants
 - Give copies of photos to their private teachers



Piccola Christmas



Area Flute Teachers





Mother and Daughters





Get Out and About!

- Go where your customers are — high visibility
 - Go anywhere and everywhere
 - “Something’s always going on over there”
- Partner with suppliers, publishers — national-name clinicians
- Partner with state/local organizations, schools
 - SCFS, SCTG, SCDRS, SC ASTA,
 - All-County, Region, All-State Band Festivals (and auditions)
 - Christmas and Spring Concerts
 - Booster meetings (parents are there anyway)





SC Flute Society Festival

SC ASTA





SC Trumpet Guild

HS Step Up Show at Booster Meeting



U of SC Brass Workshop



All-State Band Festival



Mauldin Chamber of Commerce Golf Tournament



Nina Perlove, Gemeinhardt





**Christie Beard,
Gemeinhardt Clinician**

Ali Ryerson, Gemeinhardt Clinician



Michèle Gingras, Buffet Clinician



Julian Bliss, Leblanc Clinician



Thank you!

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