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Grow Your Business

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Grow Your Business

POWERHOUSE PROMOTIONS THAT DRIVE SALES AND TRAFFIC

Hosted By: Tim Spicer of
Spicer's Music in Auburn, AL.



In This Session You Will Learn How To

- Create & Maintain Loyal Customers
- Become the “Go To” Store in Your Area
- Compete with the Retail Giants
- Increase Foot Traffic and Sales

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What's the Secret?

**Be.
Everywhere.**





How Do You Get Everywhere?

- Events
- Community Engagement (Beat the Retail Giants)
- Street Team
- Make Music Day



How To Hold Successful Events

- Know What You Want To Achieve
- What Is Your Competition Doing?
- “Plans are nothing. Planning is everything.” – Albert Einstein
- Advertise – Target Your Audience
- Recap and Post





How To Hold Successful Events

- Experiment
- Don't Cheap Out
- Events are About the Experience
 - 64% of people think that customer experience is more important than price in their choice of a brand - Neosperience



Event Examples

- Open Mic Night
- Vintage Musicians
- Fall Kick Off Party
- Birthday Party/Surprise Party
- Jam Sessions/Clinics, Retail Events

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Open Mic Night



Birthday
Party

Surprise
Birthday
Party



College Jam Night



Gospel Jam



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Youth Jam Night/Pizza Night





Community Engagement

- “If I Only Had Two Dollars Left I Would Spend One Dollar on PR.” – Bill Gates
- Taking Down the Retail Giants
- I’ll Say It Again, Be. Everywhere.
- Cultivate Customer Loyalty
 - Loyal customers are worth an average of 10 times more than their first purchase – Christine James



Community Engagement

- Lean On Chamber, Tourism Bureau, City Leaders
- Become Friends With Local Businesses
- Get Involved in City Events
- Churches – Worship Leader Meet & Greet
- Restaurants, Venues, etc.

School Programs



University Programs



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Ticket Giveaways

Reward Loyal Customers

The image shows a Facebook post from the page 'spicersmusicllc'. At the top, the word 'GIVE AWAY' is written in large, white, outlined letters. Below this, there are two concert tickets and several wristbands. The ticket on the left is for 'THE FALL BOOGIE' at 'WAVERLY, ALABAMA' on 'OCT 15 2016'. It features a large number '5' and the text 'The ONE' and 'The ONLY'. The ticket on the right is for 'WAVERLY' at 'OLD 280 BOOGIE' on 'APRIL 22, 2017'. The wristbands are yellow and red with the event name and dates printed on them. Below the image, there are icons for a heart, a comment bubble, and a share arrow. The text of the post reads: '♥ paulinakelsey, kelsey.cassandra and 89 others spicersmusicllc Like and Tag 3 friends for a chance to win TWO All Access Passes to the Waverly Fall Boogie! \$50 value! We will select a winner Thursday October 13th at 5:00pm View all 11 comments'.

spicersmusicllc

GIVE AWAY

THE FALL BOOGIE
NO. 5
WAVERLY, ALABAMA
OCT 15 2016

WAVERLY
OLD 280 BOOGIE
APRIL 22, 2017

♥ paulinakelsey, kelsey.cassandra and 89 others
spicersmusicllc Like and Tag 3 friends for a chance to win
TWO All Access Passes to the Waverly Fall Boogie! \$50 value!
We will select a winner Thursday October 13th at 5:00pm
View all 11 comments



Street Team/Brand Ambassadors

- The Bigger, The Better
- Be Selective – Quality vs. Quantity
- Don't Get Complacent
- Make it Fun, Attractive, and Create an Brand Army

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Make Music Day

MAKE
MUSIC
JUNE 21

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Hundreds of Potential New Customers





Free Advertising





Bring Your Community Together





Be The Focal Point



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6.21.16

OVER 850 PEOPLE SHOWED UP IN
AUBURN, AL TO CREATE ONE OF THE
WORLD'S LARGEST ROCK BANDS



Let's Review

- Be the Center of Your Community
- Create Experiences
- Get a Street Team
- Get Involved with Make Music Day
- For The Last Time, BE EVERYWHERE

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Make Music Day

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