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Grow Your Business



5 Promotion Ideas to Boost the Bottom Line

Paul Decker – Music Villa (*Bozeman, Montana*)

Brett Mulzer – Moore Music (*Evansville, Indiana*)

James Schultz – The Guitar Store (*Seattle, Washington*)

Moderated by:

Eric Feldman – founder of **Guitar Shop Tees &**

Guitar World Magazine “Shop Talk” Columnist



What's your most **powerful** source of advertising?

It's your customers.

But are you **engaging** and **encouraging** them to **return**, while **increasing** your **sales** and **brand exposure**?



It is 5 times more expensive to attract a new customer than it is to keep an existing one.



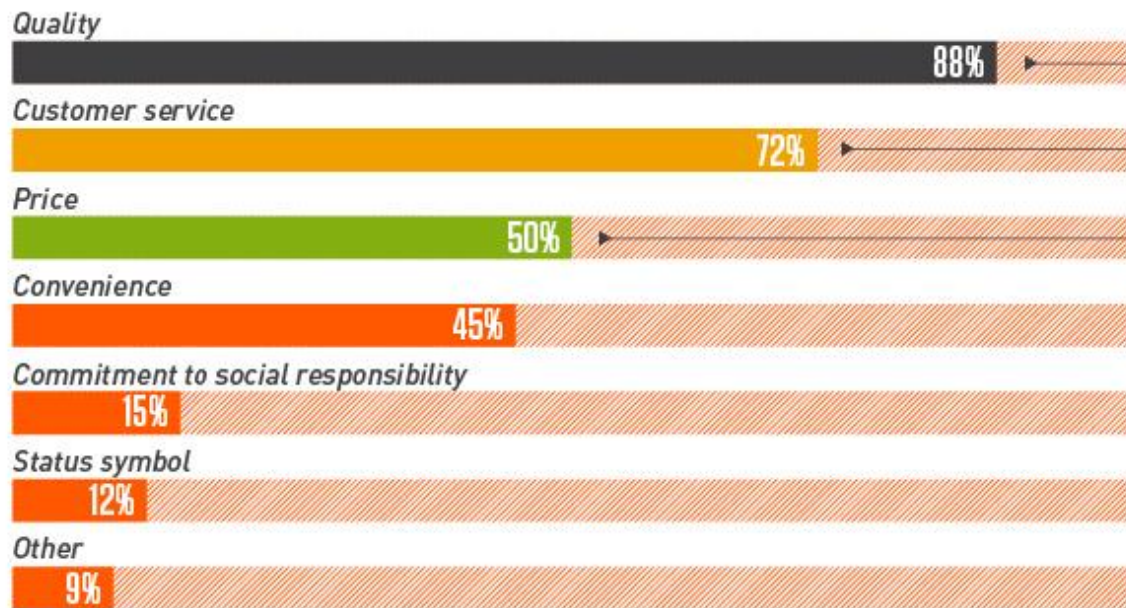
20% of a company's existing customers will provide 80% of their future revenue.



Existing customers
spend 67% more
than new customers



What makes you loyal to a brand?



Respondents valued quality (88 percent) and customer service (72 percent) above price (50 percent).



How do you show your loyalty?



I spread the word and tell others.



I buy more.



I don't consider other competing products/companies.

Over half (54 percent) of loyal consumers said they do not consider other competing products and admitted to purchasing more from the company (69 percent).



Promotion Concept #1

Community Coordinated Retail Promotions

Work with complementary local businesses to attract and share consumer attention.

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SIMMONS COLLEGE OF KENTUCKY

ROCK THE BLOCK PARTY

1PM TO 7PM
FREE & OPEN TO THE PUBLIC

VENDORS INCLUDE:

- GIVER LOCAL LOUISVILLE DONATE ON OCT. 1ST
- UPS
- EBAY
- TARGET
- BOYS GIRLS HAVEN
- Degrees

ALSO FEATURING: LIVE BANDING, TOMBA LIVE ENTERTAINMENT, AND SO MUCH MORE!

DONATE CANNED GOODS TO SUPPORT A S...

SIMMONS COLLEGE
1910 SOUTH 7TH STREET LOUISVILLE, KY 40203

celebrate NORTH SEATTLE know your neighbors

BLOCK PARTY

Sunday, June 24th, 2-6pm
Oak Tree Cinema Parking Lot

LIVE MUSIC

PRIZES

- LIVE ARTIST
- CARNIVAL GAMES
- BOUNCE HOUSES
- FOOD VENDORS
- ETHNIC DANCERS

QR CODE

WILWOOD DINER

THE WALT GRACE Sessions

8PM - 11PM | JULY 14TH

LIVE MUSIC IN THE LOUNGE

FEATURING...
Local Musicians
#GETMIXEDUP

C.O.M.M.U.N.I.T.Y.

Music & Heritage FESTIVAL

& Community Health Fair

Join BREC and the Scotlandville Hornet Alumni Association for this great day of...

HUGE COMMUNITY

FUN DAY

FOR RESIDENTS

4 PM

LIST OF ATTRACTIVE ANNOUNCEMENTS SOON HERE

SOMETHING FOR EVERYONE

ON STAGE: ENTERTAINMENT, DANCERS, MUSICIANS

ACTIVITIES: T-SHIRT WORKSHOPS, FACE PAINTERS

KIDS: BOUNCY CASTLE UNDER 5 SOFT AREA

STANDS: FOOD, LOTS OF LOCAL ORGANIZATIONS

ROCKTOWER

CUSTOMER APPRECIATION

SALE

OCT 15

SATURDAY

Saturday, October 26th

Prize Giveaways Free Food

Loads Of In-Store Specials

Free Instruments For The Kids

A STEADY DIET OF JAMS!

Guitar Town at Copper Mountain, Colorado

Friday, August 12 thru Sunday, August 14 - 2016

LEE RITENOUR + GUITAR ARMY - ROBBEN FORD
BARTIN TAYLOR + FRANK VIGNOLA

JAM SESSION

LIVE MUSIC

SEPTEMBER 15TH, 2012

CULTIVATE FESTIVAL

OF FAS & MUSIC



Promotion Concept #2

In-store Events/Workshops

Special Sales, Featured Speakers,
Performances and Interactive Workshops -

Give your customer something to **SEE**, to **DO**,
to **LEARN**, and to **TALK ABOUT**.

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EXTENDED BY POPULAR DEMAND!!

ALL JULY LONG!

TRUE TONE MUSIC GIBSON-A-THON

- HUGE SAVINGS ON ALL GIBSON INSTRUMENTS!
- NEW MERCHANDISE SHIPPING THROUGHOUT THE MONTH!
- ONE-OFFS, DISCONTINUED AND UNIQUE PIECES IN STOCK!
- TRADE-INS WELCOME!

FIRST-COME FIRST-SERVE!

TRUE TONE MUSIC 714 SANTA MONICA BLVD
SANTA MONICA, CA 90405
TRUE TONEMUSIC.COM | 310-393-1111



Taylor Days at APPALACHIAN BLUEGRASS

Thursday, October 29

Find Your Fit 2 pm - 6 pm
Taylor factory expert

Road Show 6:30 pm
An evening of guitar talk & demos with the Taylor staff & guitar players from El Cajon, California

Taylor GUITARS

Jennifer Batten
Guitar Clinic

LET YOUR EAR DECIDE

TAKE THE BOSS PEDAL CHALLENGE

BRAND X Distortion

技師 CROSE

HOT LICKS GUITAR SHOP
Presents A NIGHT WITH **Breedlove**

FENDER CUSTOM SHOP ROADSHOW

FEATURING MIKE LEWIS
FENDER CUSTOM SHOP VP

JOHN CRUZ
MASTER BUILDER

JULY 27 - 29, 2015

Fender Custom Shop
WHEN YOU'RE READY

MESA ENGINEERING

Meet the Maker - Tone Workshop

With Legendary MESA/Boogie Founder & Amp Designer, **RANDALL C. SMITH**



MOORE MUSIC

MONTHLY PEDAL GIVEAWAY
SIGN UP THIS MONTH ONLY!!!

DECEMBER GEAR GIVEAWAY

FACTORY SALES EVENT
Saturday, 9/26 • 10am-6pm

- **FREE GUITAR GIVEAWAY!!**
- Incredible deals for 1 day only
- Acoustics, Hollow Body Electrics, Archtops, Mandolins & More!
- Over 50 instruments will be marked down for HUGE savings!
- Factory Reps will be on hand
- Giveaways throughout the day!

Eastman
HANDCRAFTED GUITARS & MANDOLINS

Music Villa





Create a calendar! Plan one **MAJOR** event (speakers, performances, special sales) per quarter and at least one **MINOR** event (demos, workshops) in your store each month.

- 48% of event attendees say face-to-face interactions are more valuable today than they were two years ago. [CEIR]
- 74% of attendees say they have a more positive opinion about the store, product or service being promoted after an event. [EMI & Mosaic]



Promotion Concept #3

Merchandising & Branding

Use **YOUR** brand to promote **YOUR** business.

Whether it is a T-shirt or a shopping bag, always have your customer leave the store representing the brand.

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- The availability of branded merchandise enables you to position your business into a brand.
- Merchandising provides an immediate extension of that brand beyond your immediate store location.
- Effective merchandising provides a valuable long-term marketing and advertising effort.
- Consistent branding gives your business a personality and identity that consumers can relate to.



Promotion Concept #4

Loyalty & Rewards Programs

An effective way to give your customers an incentive to think about your store and feel rewarded for their repeat business.



WHAT ARE THEY?

Loyalty programs help retailers add value and give customers a reason to return

Different forms:



Giving Back a Certain
Percentage of the
Purchase Amount



Physical Cards



Reward Account
Linked to Your Email
or Phone Number

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PLAYERS CIRCLE

The New, Easy Way to Earn Rewards

JOIN NOW

SEPHORA

BEAUTY INSIDER

FOR THE AVG. CUSTOMER

PROS:
Birthday gift, gifts after gaining 100 and 500 points, invites to events, discounts, first look at product launches.

VIB

SPEND MORE THAN \$500 PER YEAR

PROS:
Beauty Insider benefits, more frequent free gifts, private VIB only events, beauty concierge.

VIB ROUGE

SPEND MORE THAN \$1000 PER YEAR

PROS:
All other benefits, free shopping, private VIB Rouge only events, unlimited access to beauty studio, surprise gifts.

	Beauty Insider	VIB	VIB Rouge
Spend per calendar year	\$50	\$500	\$1000
Free birthday gift	•	•	•
Free beauty classes	•	•	•
Seasonal savings	•	•	•
Handpicked gifts	•	•	•
Free Custom Makeovers	•	•	•
Flash 2-day shipping on all orders*	100%	100%	FREE
Private hotline	•	•	•
Invitations to exclusive events	•	•	•

REGAL CROWN CLUB

movies • rewards • and so much more!

THE MORE YOU EARN

The more you visit

Introducing the **CROWN JEWEL** bonus program! Regal Crown Club* already rewards your love of movies. Now earn rewards even faster by visiting more frequently.

- Emerald:** 6+ visits per year. Receive 250 extra credits every visit.
- Ruby:** 10+ visits per year. Receive 500 extra credits every visit.
- Diamond:** 20+ visits per year. Receive 1000 extra credits every visit.

*A ticket must be purchased for a visit to qualify. Visits begin accruing as of January 1, 2008. Bonus credits are awarded only once per year.

Member

BARNES & NOBLE
BN.COM

Sign Up Now and Start Saving Right Away!

Only \$25 a year. Receive over \$50 in Bonus Coupons by email when you join.†

Your Membership shall automatically renew. The fee will be automatically charged annually about 30 days prior to the expiration date. At any time prior to the charge date you may opt out of automatic renewal by managing your Member profile through your authenticated...

STAPLES rewards

5% back

on rewards on everything (over \$14.99)

Free shipping on orders over \$14.99

\$2 back

on rewards on everything (over \$14.99)

Free cash back

on rewards on everything (over \$14.99)

Earning levels

Based on spending over a 12-month period

	Base	Plus	Premier
Star rewards ...	2%	3%	5%
Free shipping every day ...	✓	✓	✓
\$2 in rewards every day ...	10	20	20
Stack awards ...	✓	✓	✓
Free Post and Packaging services ...		\$25	\$50
Free DayTech diagnostics ...		✓	✓
\$10 toward DayTech Support ...		✓	✓
Home bonus events ...		✓	✓

STARBUCKS REWARDS

TODAY

- 1 Star per visit
- 30 Stars to Gold level
- 12 Stars for a free reward (Gold)
- Three Levels: Welcome, Green, Gold

PLUS INSTANT STARBUCKS REWARDS™ BENEFITS

- 2 Stars per \$1 Spent
- Free Birthday Reward
- Order Ahead
- Free In-Store Refills
- Pay by Phone
- Member Events & Offers



ACCORDING TO AMERICANS THAT PARTICIPATE IN LOYALTY PROGRAMS...

69%

SAY CHOICE OF RETAILER IS INFLUENCED BY WHERE THEY CAN EARN CUSTOMER LOYALTY/REWARDS PROGRAM POINTS

321.7821.706.349.296

80%

AGREE THAT LOYALTY PROGRAMS ARE WORTH THE EFFORT



70%

FEEL LOYALTY PROGRAMS ARE PART OF THEIR RELATIONSHIP WITH A COMPANY

|||||

10% OFF

REWARDS PROGRAM

82%

OF SMALL BUSINESS OWNERS SAID THAT LOYAL CUSTOMERS WERE THE MAIN WAY THEY GROW THEIR BUSINESS



- 54% of consumers would consider increasing their amount of business with a company for a loyalty reward. [ClickFox]
- 50% of consumers will adjust their shopping behavior to reach a higher tier within a loyalty program. [Colloquy]
- At least once a month, 58% of shoppers make purchases from the companies whose rewards programs they belong to. [Break Time Media]



Promotion Concept #5

Social Media

Create a one-to-one accessible connection with
your customers



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NEW GUITAR REVIEWS EVERY WEEK!

The ACOUSTIC LETTER WITH TONY POLECASTRO



imperial_vintage

imperial_vintage Imperial Vintage Guitars -S...



IMPERIAL VINTAGE GUITARS

Thursday 17th November 6pm - 9pm

Live music, tacos, mezcal cocktails, vintage guitars 13340 Ventura Blvd, Sherman Oaks, CA 91412



TARGET: Sneak peek! Sunday only - take an extra 10% off in stores and Target.com* [http://d2c.target.mobi/c?](http://d2c.target.mobi/c?ADPX71B-)



Tweet



Martin Strings @cfmartinstrings

Start shopping at the 1833 Shop and score a FREE calendar with purchase! hubs.ly/H05psfD0 {While Supplies Last}

Thunder Road Guitars 15 hrs · 48 Today's Catch!! Minty 2011 Gibson Joan Jett Signature Melody Maker, Epiphone Riviera in Pelham Blue, relic'd 2011 Gibson Les Paul Junior w/ 50s P90, 1966 Fender Duo Sonic II, 1962 Silvertone Chris Isaak model, and Taylor 816, and a Taylor 522e



SHORT SCALE VS STANDARD SCALE



12 DAYS of DEALS

DEAL 8



The 1833 Shop

FREE 2017 MARTIN CALENDAR



JIM D'ADDARIO CEO OF D'ADDARIO

MATT SWEENE GUITAR



- Email marketing is the most effective digital tactic for building awareness, acquisition, retention, and conversion by 56% of digital marketers. [Gigaom]
- Marketing campaigns that include a redeemable offer are open 20% more than non-promotion emails. [SpotOn]
- 43% of consumers are more likely to buy a new product when learning about it through social media. [Nielsen]
- 85% of fans of brands on Facebook recommend those brands to others. [Syncapse]



Boost Your Bottom Line

- **Community** – leverage local businesses to promote each other to your current and potential consumers.
- **In-Store Events**- provide a special reason to bring people into the store
- **Merchandising** – give the consumer opportunity to take the brand out of the store and into their daily lives.
- **Loyalty & Rewards Programs** – Exclusivity creates loyalty. Loyalty creates long term and repetitive business.
- **Social Media Marketing** – Establish an accessible and on-going conversation with your customer.



Necessary Promotional Prerequisites

- A print ready logo (300dpi or higher)
- Establish a consistent way in which you use YOUR NAME!
(If you use a tagline, trademark or service mark, make sure it is included.)
- Photography (have ready access to several high resolution images)
- A written, spell checked description of your business: Who are you?
Where are you?
- Mailing list (i.e., MailChimp, Constant Contact, SendinBlue, GetResponse, etc.)



For more information, questions or comments:

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