

NAMM[®] | U



Grow Your Business

Proven Promotions to Drive Store Traffic

Get people into your store, introduce them to your brand, and make them long-term customers

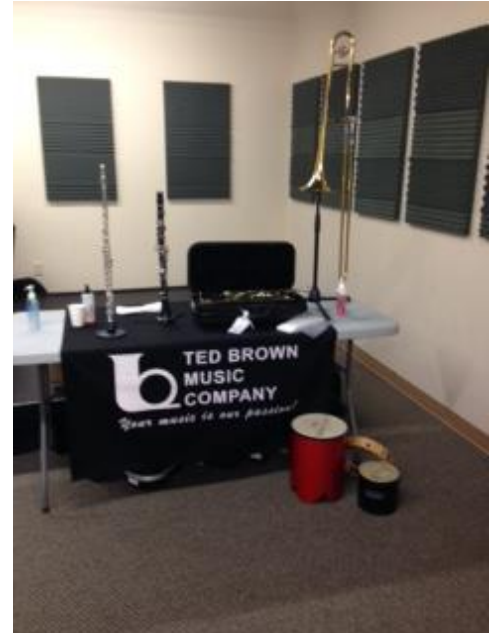


Whitney Grisaffi, President



Idea #1: Host store tours for your young visitors.

- Simple, low-cost way to bring new people into the store
- Introduce potential customers to the history of your brand
- Form relationships with local early childhood educators
- Show your business as a place where kids want to go
- Introduce kids to music!





Idea #2: Host birthday parties in your store.



- An affordable themed party option for parents
- A great auction donation
- Introduces families to the store, and to musical instruments
- Different party themes appeal to different age levels (from age 4 to age 13) – drum circles to Rock Star Karaoke!



Idea #3: Host a drum circle or ukulele circle.

DRUM CIRCLE

Last Thursday of the month
5:00-6:00 pm



Bring a drum
or use one of ours!

TED BROWN MUSIC
2612 W Hob Hill Blvd, Ste B
Yakima, WA 98902
(509) 248-6015
tedbrownmusic.com



UKE 'AN JAM!



"Uke 'An Jam" Ukulele circle is open to all ages and skill levels. so bring your ukulele and learn new songs and meet new people! It's free!

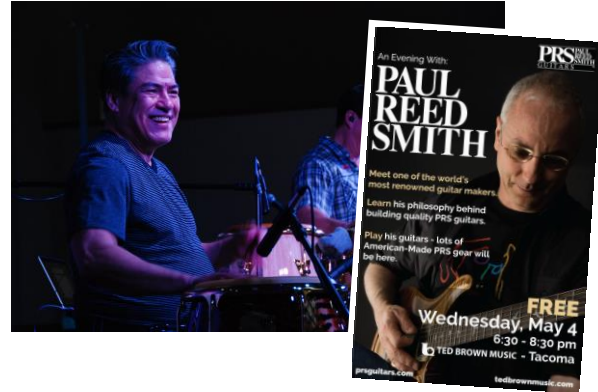
Every Wednesday
6:30pm to 8:00pm

TED BROWN MUSIC
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- Brings a broader audience into your store (non-musicians, seniors, kids, etc.)
- Establishes you as the “community” music store, and place to meet people.
- Consistent store traffic during slower times of the year.



Idea #4: Work with vendors to host clinics.



- Invite your customers to meet and learn from master musicians
- Big-name clinicians invite press coverage and social media engagement
- Establish yourself as the place to go to learn about music
- A great way to add new subscribers to your email list
- Gather info on attendees to target them in the future

Idea #5: Host a community event in your store.



- Invite people who don't have a reason to come into a music store
- A good way to develop strong partnerships with visible community organizations
- A fundraising resource for organizations
- A low-cost way to gain broader visibility in your local area
- Showcase local musicians and performers



Idea #6: Make your store a UPS Access Point.

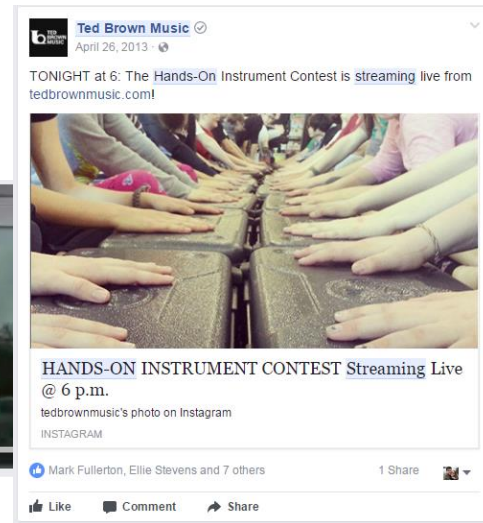
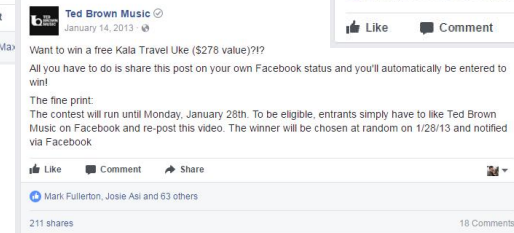


- A great way to bring in new people, and learn about the neighborhood your store serves.
- Works well in densely populated areas, with residences within 1 mile
- Brings in regular store traffic, especially during busy times of the year.
- Try offering a coupon or other incentive to new customers who visited the store via the UPS pickup.



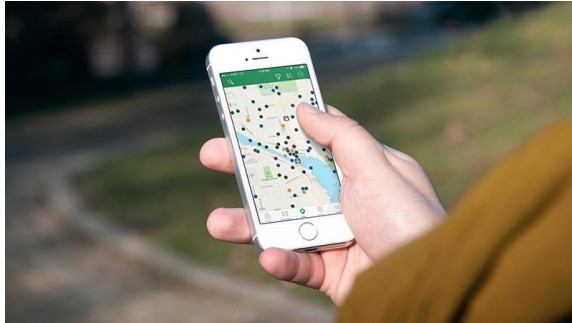
Idea #7: Use social media to drive store traffic.

- Target audiences on Facebook to deliver store promotions just for them. Advertising can start at just \$5.
- Hold virtual events using Facebook Live Video (live stream in-store events)
- Employee-generated content (such as product demo videos) can start a conversation to bring people into the store.





Idea #8: Promote your store using geocaching apps.



- New digital “treasure hunting” apps are catching on with people of all ages, and will become more popular over time.
- Stay relevant to customers by being up to speed on the newest technology.
- Apps like Pokemon Go bring young people into your store who may not have otherwise come in.
- Try an incentive for customers who visit your store through an app.

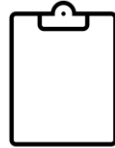


Any questions?



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Thank you!