

Breakout 1 Notes

Best practices for increasing traffic after the holiday season.

- Trying to stay afloat during COVID. Continuing with their lesson, rental, etc. programs. Using this time to relaunch virtual music lesson program due to quarantines and closures, allowing people to choose if they want in-person or remote. Owners' daughter has joined the business and so they have increased video production capability, creating a lot of video content.
- Done much fewer community events and marketing but it seems the community has really rallied around the store and are shopping local. Even after the holidays, they're still coming in. Gift cards are being redeemed and people are spending beyond the value of the gift cards. New Years resolutionists are coming in to buy first instruments. They usually have to market more this time of year, but it's a weird situation where people are coming in on their own.
- Priority isn't so much marketing or going after customers, but to climb through all the new dealership requirements. Things have changed drastically, and suppliers have tightened up requirements. Traffic at the store has been great and they had a record year last year.
- Tone is different. There is some extra energy in anything that feels good to people. Traffic is great. Where there is education, there is purchases. He's had a lot of requests to rent his room for programs. They are offering choice for virtual lessons again.
- Focus has shifted on the COVID restrictions and how they can still do their school band rental nights. Larger districts start their recruiting in January and have summer programs then go into the fall band season.



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PIP and ADA Information

- [NAMM Provides Industry Comments on PIP \(3:1\) Rulemaking](#)

- [ADA Website Compliance](#)