



## Rental Program Best Practices and Email Marketing Strategy and Tips

- Relationships are important with schools and educators
- Hire the right people
- Use quality instruments
- Online services and Promotion
  - Use social media
  - Keep is short
- Adding road teams
  - Use experienced teams, take time to train them well
  - They are the face of the business especially in rural areas
  - A lot of trust with your sales rep's
  - Start them part time to develop their skills
- Getting stock & accessories ready
- Set dates & programs
- Make the process easier for your customers by going digital
  - Stations for folks to sign digital contracts in store
  - Kit packages
  - KISS
  - Set up default clicks
  - Make contracts simple
- Some school districts are doing the rental instead of the students/parents
  - Some schools are buying and lending out instruments
- How far are you going to get customers
  - 1.5-3 hours drive



## Rental Program Best Practices and Email Marketing Strategy and Tips

- Email is still the strongest marketing tool
- Birthday emails tend to get a lot of revenue
- What promotions do/don't work for you
- Need a program that fosters your relationship/gives advice etc. more of a partner, use the tools to their full advantage
- Consistency/frequency
- Video content
- Animated content
- Pay attention to what others are doing and see if it will work for you, not necessarily music related
- ROI tracking, what works/doesn't work
- Join friends/competitors lists to see what they are doing
- Segmentation is important
- Incorporate local area events
- Use tools like Podium