



Breakout 1 Notes

Best practices for a successful holiday season.

- Year-round, active participation in local community events. Ramped up with COVID, since typically they are outdoor events. Participation helps to spread the word about the store and is an opportunity to invite people to visit the store.
- Participated in a community "Weekend Craft Crawl." Handed out string bracelets; handmade guitars to be painted.
- Supports the local holiday lighting ceremony.
- Participates in AMEX's Small Business Saturday.
- Ramping up video posting for social media and website.
- Increasing selection of gift items in the store.
- Placed Reverb store on 'vacation' to keep merch in store for in-store shoppers.
- Created a virtual Holiday Shopping Guide to promote online and on social media. Highlighting employee staff picks and gift suggestions.
- Partners with the local chamber of commerce for "Fall for Local" campaign.
- Celebrating 40th anniversary with "Anniversary Bucks" redeemable in store only in January, a la Kohls bucks.
- Provides audio gear and lights for the local tree lighting.
- Flyers to local schools; email campaigns; holiday specials on website.
- Rummage sale of deep stock. Black Friday weekend.
- Engage in more conversations and have better ears. Listening helps lead to more sales.
- Focusing on Small Business Saturday, giving back to the community, and giving musical gifts. Free restring or lesson for canned food drive.

Breakout 2 Notes

Best practices for reaching GenZ during the Holiday Season.

- Relies on personal consulting and follow up. Develops relationships with customers and solicits feedback on a case-by-case basis.
- Uses a widget online that shows a product's packaging sustainability. At the register, asks each customer if they need the bag or packaging.
- Community is very 'green' so already conscious of sustainable packaging.
- Hesitant on feedback tools. Has experienced social media rants where customer deliberately blamed the store for his issue when he was at fault. They refunded and he still ranted and never accepted responsibility.
- Pointed out that the time to ask for a review is at the high-point of the transaction while the customer is most happy with the purchase.
- One suggestion was to keep lessons short and host smaller recitals throughout the year, instead of large yearly recitals.
- Making sure the parents are included in the marketing. Finding attention span is a challenge for GenZ with lessons.
- Take time to speak with customers of all ages.
- We are using Tik Tok and Instagram and Youtube to review products, though we have not been targeting Gen Z as much.