

NAMM® RETAIL

ROUNDTABLE

The post-holiday slump. We'll explore strategies to keep customers coming back in January — and maintain momentum throughout the year.

- New strategy to bring customers in after holidays - you'll always have returns & using gift cards. Trying to think outside the box - February Album, Songwriters Happy Hour in January & collaborate in Feb - March is the follow up to share their songs. Uploads to SoundCloud but they have a specific shared website as well. Goal is to bring in a new community into store post holidays.
- Successful post holiday campaign started 1-2 years ago was a "Kohls Cash" style printed coupon handed out during Black Friday - \$10 cash for every \$100 spent up to \$1000. Coupon is only good for the month of January but some customers want to use it past January & they are flexible with that to drive people into the store & it worked. Will do it again this year. The return was awesome!!
- Others have done a similar promo, but one retailer does a "New Year New Gear" sale. Push lessons at Christmas to start in the new year - BOGO's & Thurs Group Clubs to encourage students to play together - open mic nights in Jan/Feb/March. Promotes lesson program via December "free month of lessons with purchase of an instrument" or "20-30% off lessons if purchase a year of lessons" which has boosted student retention.
- Art of Guitar (Dubai) gets hot in the summer so many customers leave the country because of the heat so they have reverse problem of customers being away. Run largest music academy in country. Big "back to school" campaigns for lessons as their school year starts in late Jan/early Feb - if they sign up for a full school year of lessons, they bundle in a package/discount or they do guitar launches or other events to bring customers in which increases engagement.
- New year lesson bundles of 4 - buy a guitar & get a month of lessons.
- What things are NOT working for post holiday promotions? Not doing anything - something is better than nothing! DO something, say something & promote something! Don't be afraid to try a bunch of things & see what works. Eliminate what doesn't work & do what does work!
- Recruit from within current students for other instrument lessons - they may be learning piano but they are encouraged to try another instrument so they take 2 classes/week vs 1. Music lesson gift cards sold in December to give as Christmas gifts. Discounts on instrument rentals if you're actively taking lessons at the store. Keep candy at counter which keeps students coming!
- Store recitals done at a nice 700 seat venue - students come onto their Lifting Spirits Program (live stream on Facebook). Kids want to watch the livestream which encourages engagement & participation.
- 6 Box Program - come in 6 times between August-December then use their discount in Jan/Feb

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- Move most of advertising budget online to drive people into store post holidays.
- Younger customers (late teens-early 30s) like to click a video to generate a sale so posting videos on social media has worked well
- Small Business Saturday events is their kick off into the holiday season. Live music in store, open house atmosphere & massive discounts.
- Black Friday & Saturday/Sunday parking lot Rummage Sales have been successful. Do something on that weekend to bring customers into your store. In past 5 years that weekends sales has shrunk, so that was the incentive to do the rummage sale - heavy discounts to move product on that weekend plus a live music element. Fosters sense of community. (Many members wanted to “steal/borrow” this rummage sale idea)
- Serialized product discounts on specific items (100 instruments). Release list a few weeks before the Black Friday Sale weekend which generates a lot of customer interest. Only one of this item is discounted so it creates a sense of urgency - customers go nuts over that list as it's a one off item that is discounted vs a group so they want it. Email marketing campaigns to reach entire customer list of several thousand people. Photos from past Rummage Sales inserted into the email marketing campaign generates much better results. They can also fine tune the demographics if they are wanting to sell a specific product like guitars.
- Black Friday & Small Business Saturday attendance has dropped, so we've done a Halloween event which was very successful. All 100 candy bags were handed out within the first 2 hours. Generated lots of walk ins, 4 appointments & lots of interest.
- We are going to The NAMM Show in January so we are looking to sell a ton of gear/instruments now to make room for all the products we will order at the show. Incorporate that statement into holiday marketing tactics.