



## Store Design and Merchandising

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- Huge display window with a stage - utilize TV's throughout store to change displays.
- Back to school promotion "Children Learn & Grow With Music"
- Summer promo - tropical theme - worked well. Employees dressed in Hawaiian attire.
- Changing store look is very important. Customers & employees love it. It generates excitement.
- Pop up events have worked well - guitar & car shows. Getting out into the public & setting up a booth allows them to constantly look at physical products/displays & how best to place them so that they are most attractive to customers.
- Display window changed every 2-4 weeks from fun/whimsical (blow up aliens playing guitars) to holiday scenes & camping theme. These have worked well & people stop to take pictures of their store window displays. Helps bring customers into the store & encourages them to try new instruments out.
- Unique displays very important. Comfy chairs placed throughout the store to create the feeling of "home". Murals up on the wall have helped cultivate a community store feel vs large corporate cookie cutter feel. Very personal & customers love it. They feel like they belong & stay longer!
- Hire professional merchandisers to assist with store displays, design & lighting. A bit more expensive, but it's more cohesive & well designed & a good investment. Focus on maintaining store cleanliness & organization.
- Stack products up to look like a warehouse including boxes & it boosted sales of that particular product..

# Holiday Marketing

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- Bi-monthly meetings with Constant Contact marketing professionals re: holiday marketing ideas.
- Revamping website to gear up for online holiday sales months in advance of holidays
- Increase email marketing for holidays & trying out different products to find best ones for holidays.
- Notebook full of ideas for holiday sales promotions
- Small quick to grab display near cash register with accessories & Sammy The Elf on it that worked well “Sammy says Don’t Forget the Strap” - fun way to engage customers & worked well to sell out of certain products. Customers enjoy whimsy, fun & unique ideas
- Take pictures of holiday store display ideas to try out.
- Christmas is a good time to “over-decorate” the store as customers love it & look forward to it.
- Inform customers about Small Business Saturday. Fun kids games bring families in. Clearance & sale items important. Local customers love coming into the store in person especially during the holidays.
- Email marketing once/twice week during holidays
- Join in with neighboring stores re: holiday promotions to enhance community feel.
- Begin planning early in the year for the holidays - different holiday promotions added to the calendar well in advance. Important to be organized.
- Invest in holiday decor & go all out but storage can become an issue. After holidays, they redecorate store with an all white winter theme.