

# Increasing Retail Sales Part II

Presented by Roger Brooks



Destination Development  
Association

## Seven Things You Can Do to Increase Your Retail Sales

Presented by Roger Brooks



Part I



Gardnerville, Nevada



Gorham, New Hampshire







The power of curb appeal

Fort Macleod, Alberta



**70%** of first-time sales can come from curb appeal

Stellarton, Nova Scotia

Remember\_\_\_\_\_

Marketing will bring customers to you just once. Period.

The **ONLY** thing that brings them back is:

- YOU! And your staff
- The products or services you sell
- The experience: the setting, ambiance, and atmosphere you provide:



The Idea Book - Part II

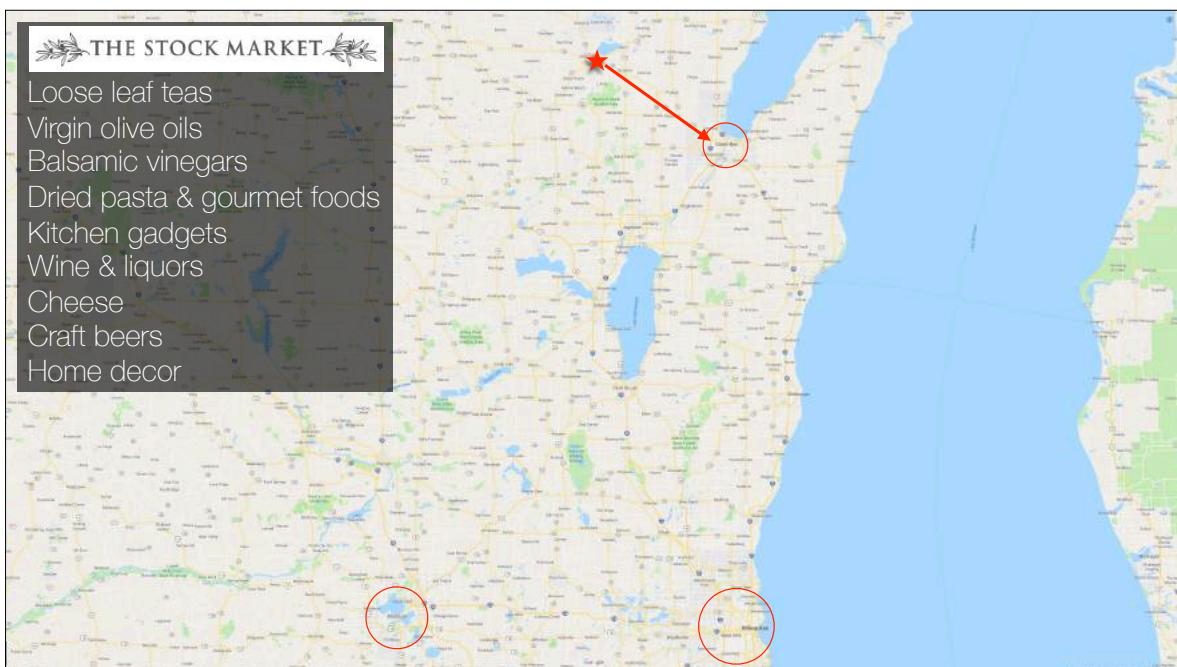


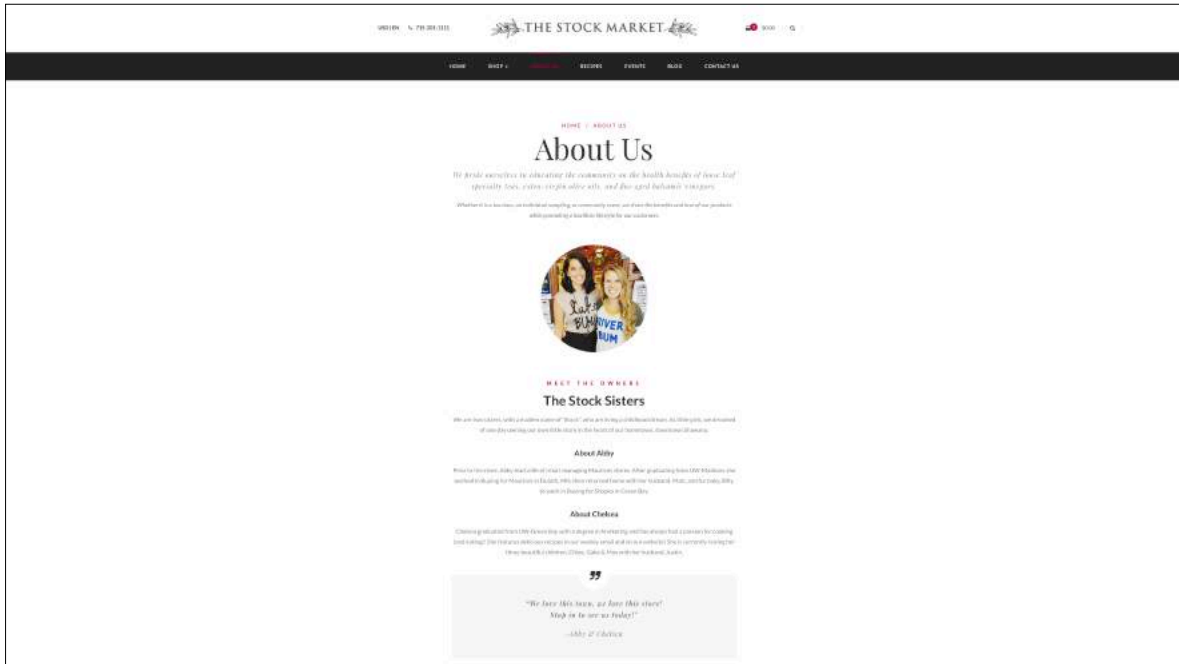


Shawano, Wisconsin  
(population 8,500)



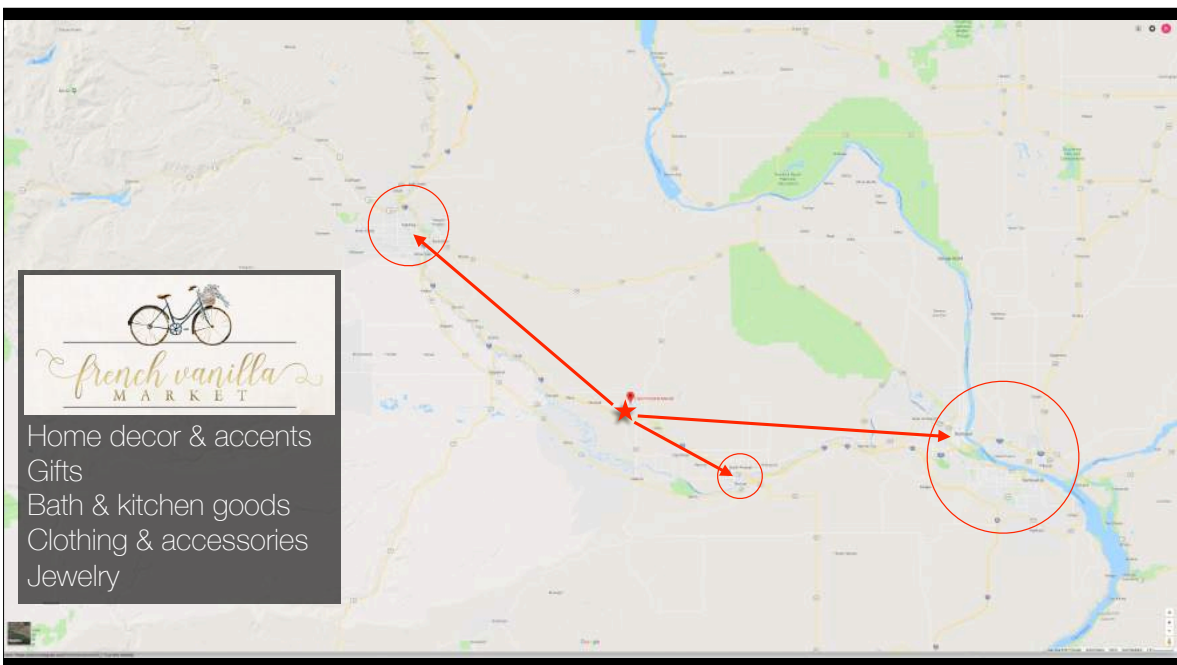
Sunnyside, Washington  
(population 16,500)





















## Eight more ideas that can increase YOUR retail sales

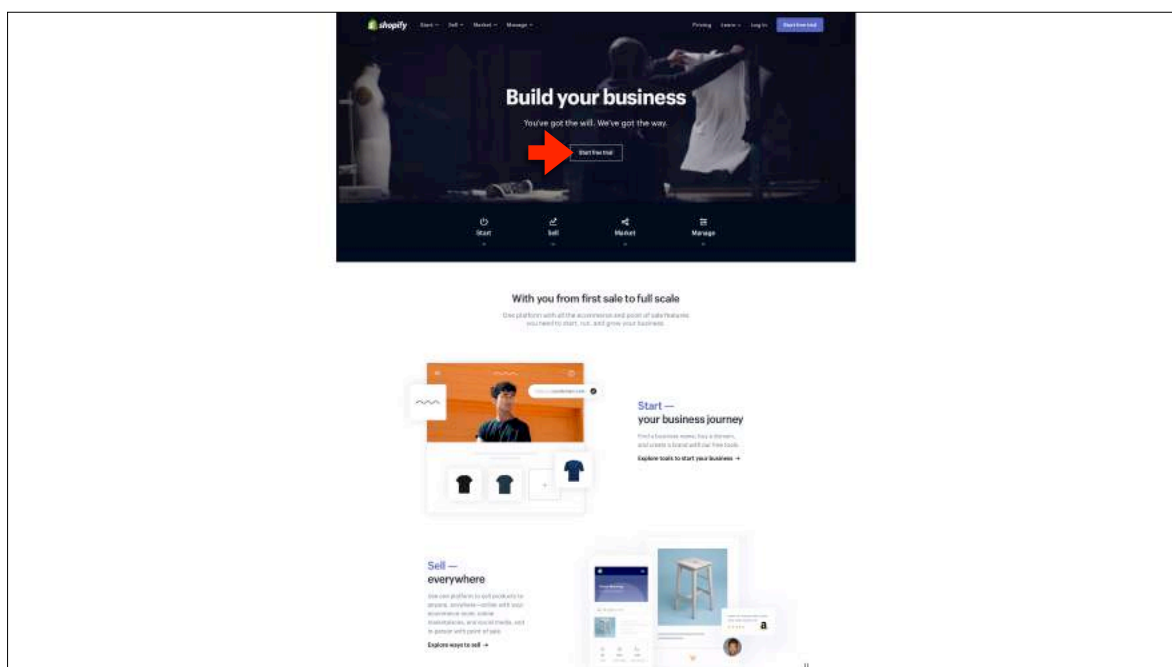
Some that Lori, Abby and Chelsea are doing great at,  
and some they might want to implement to go the next step,  
with a few other examples tossed in the mix



Become a **"brick-and-click"** shop  
You should be selling online

## Quick facts

- GenXers shop more online than Boomers and Millennials
- **12%** of all retail sales (worldwide) via online sources (2018)
- **#1** reason for shopping online: 24/7 access
- **51%**: Consumers trust companies who make it easy to reach the people behind the company.
- **61%**: Smart phones used for retail site visits
- **68%**: Of online purchases are by men (that's right, men)



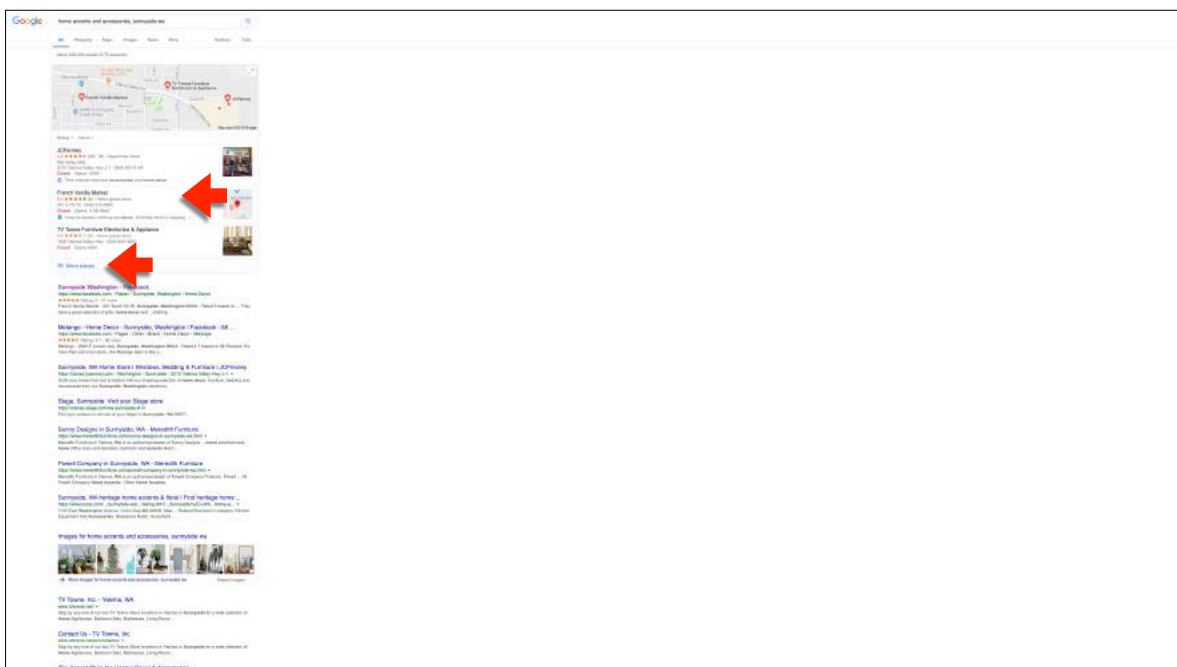


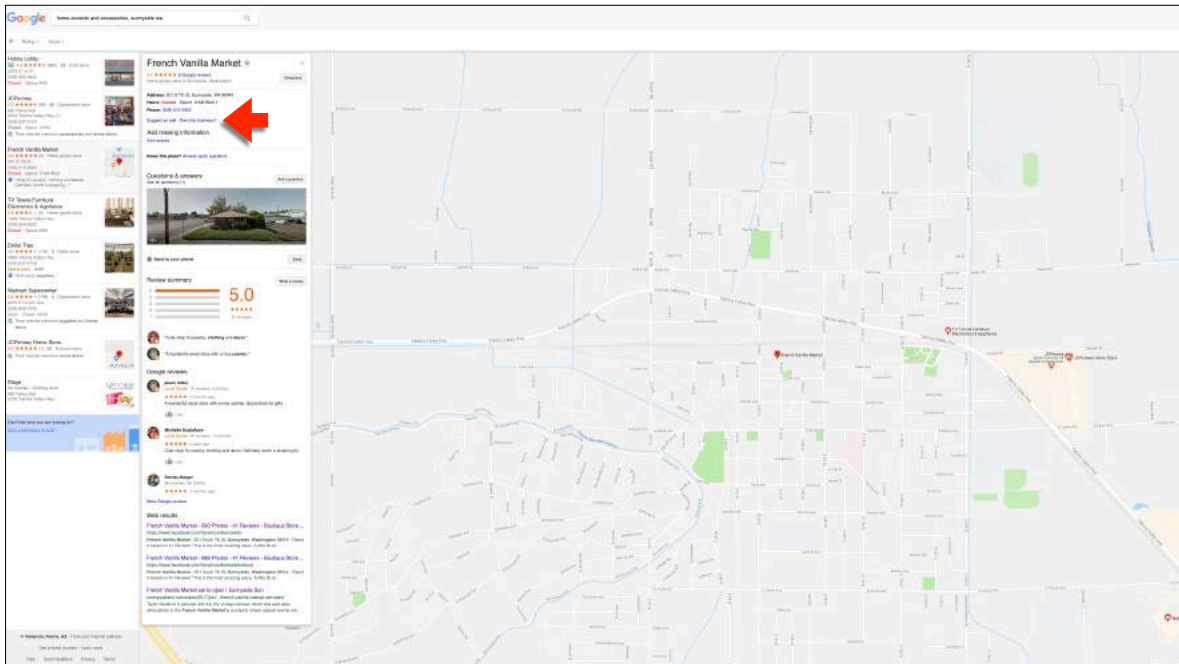
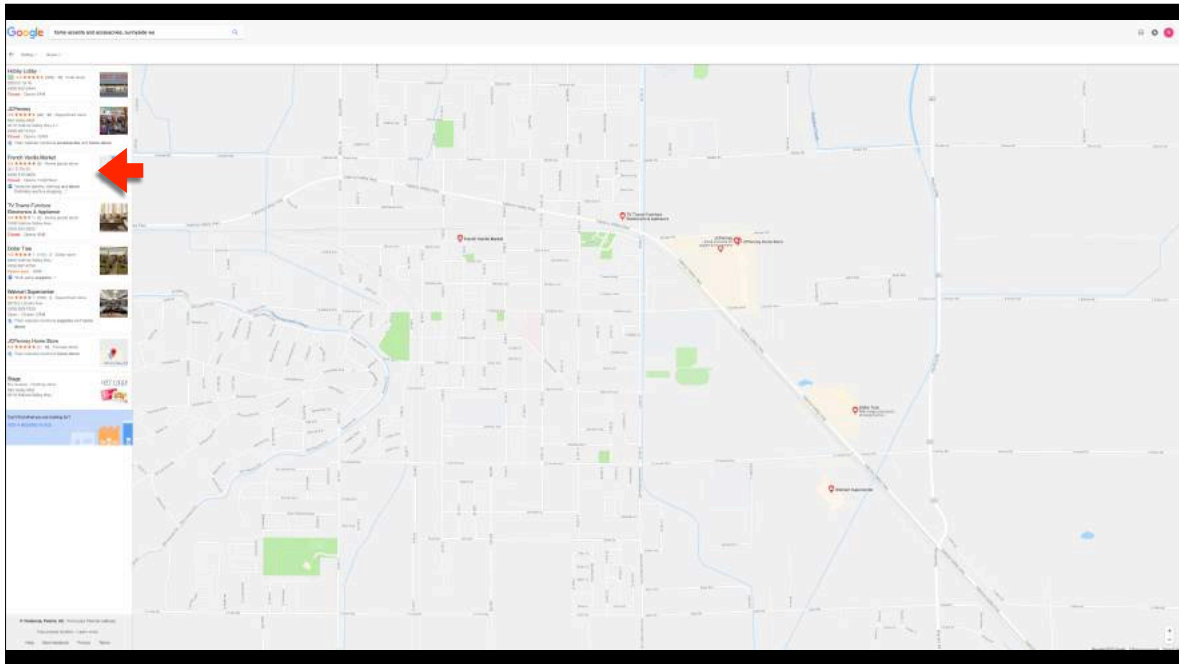




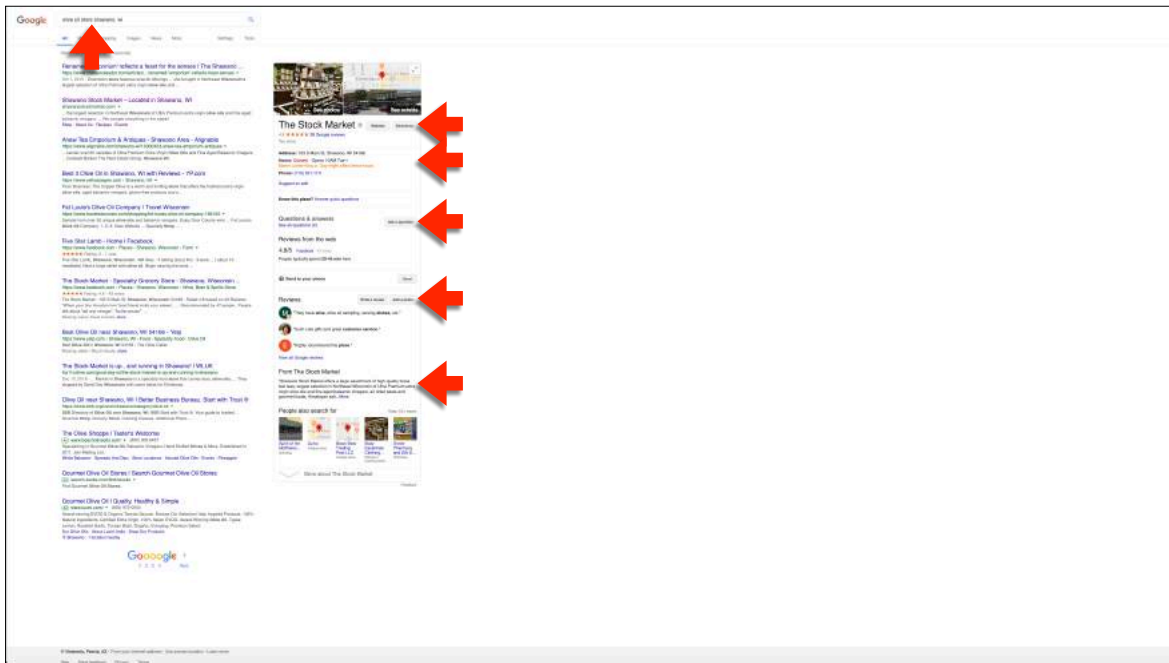


Fill out your Google My Business profile

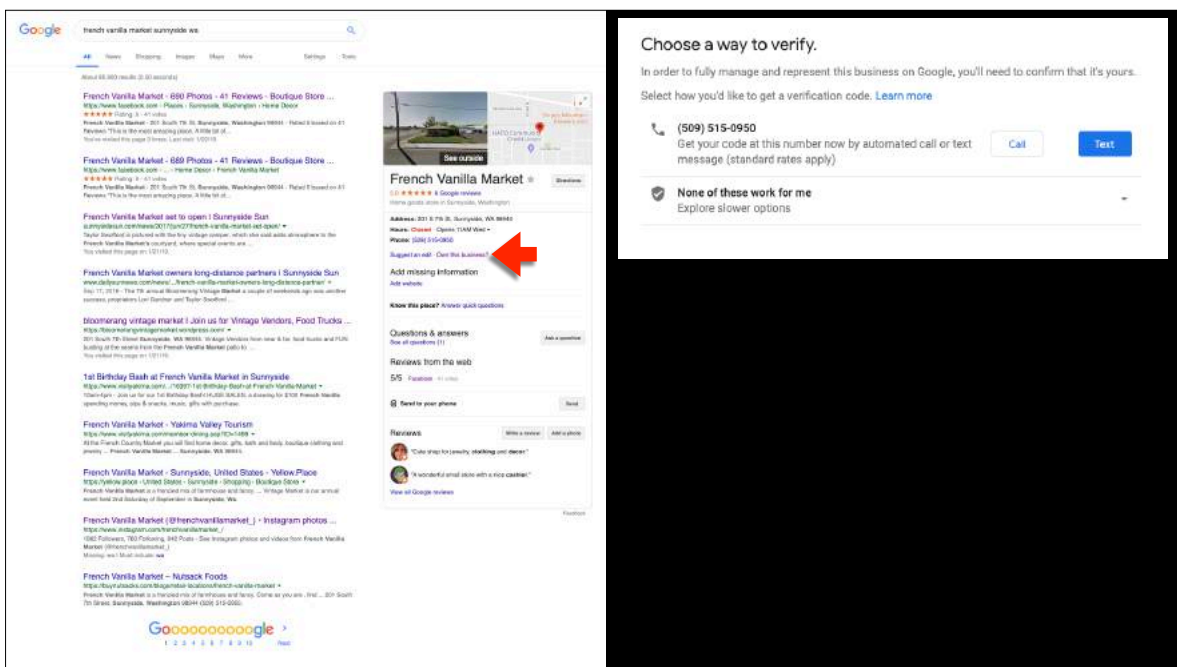
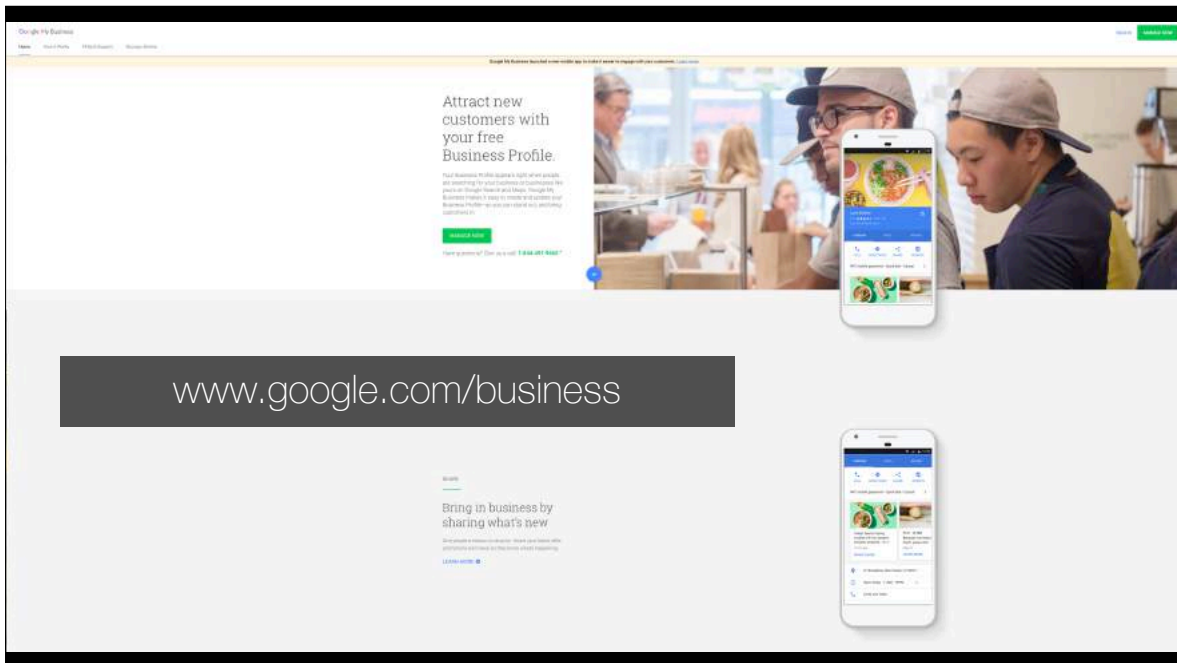








"Shawano Stock Market offers a large assortment of high quality loose leaf teas, largest selection in Northeast Wisconsin of Ultra Premium extra virgin olive oils and fine aged balsamic vinegars, air dried pasta and gourmet foods, Himalayan salt tiles, and a unique selection of wine & liquors. Complete your shopping experience by browsing our antique and home decor showrooms, sure to find a one of a kind piece!"



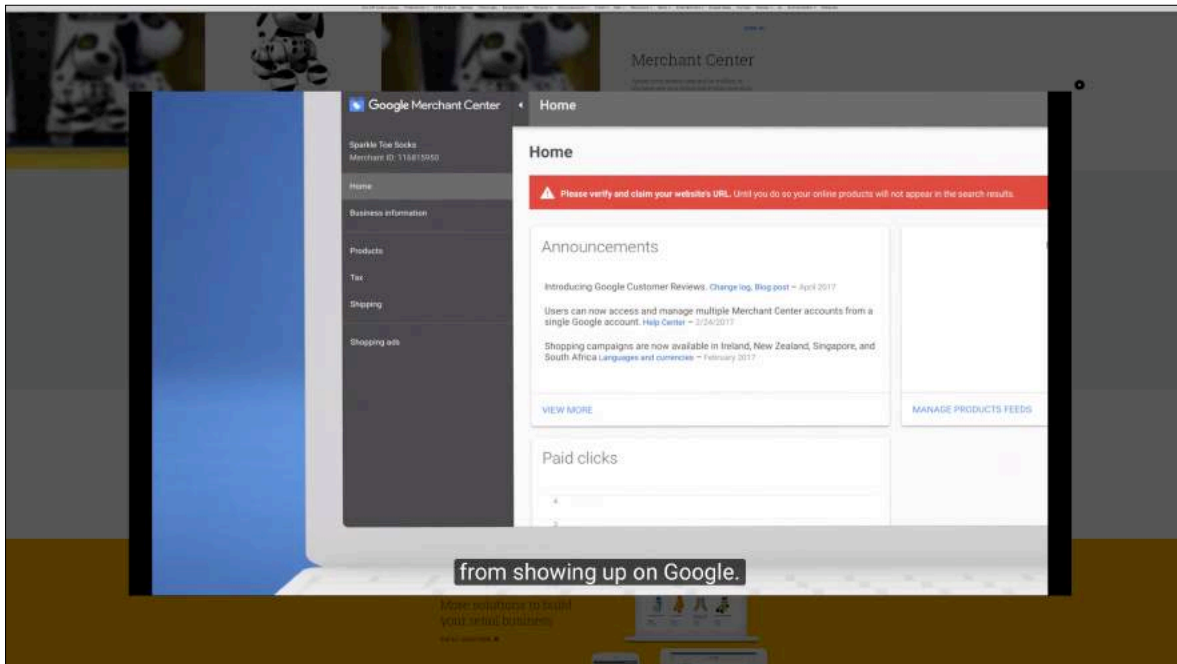
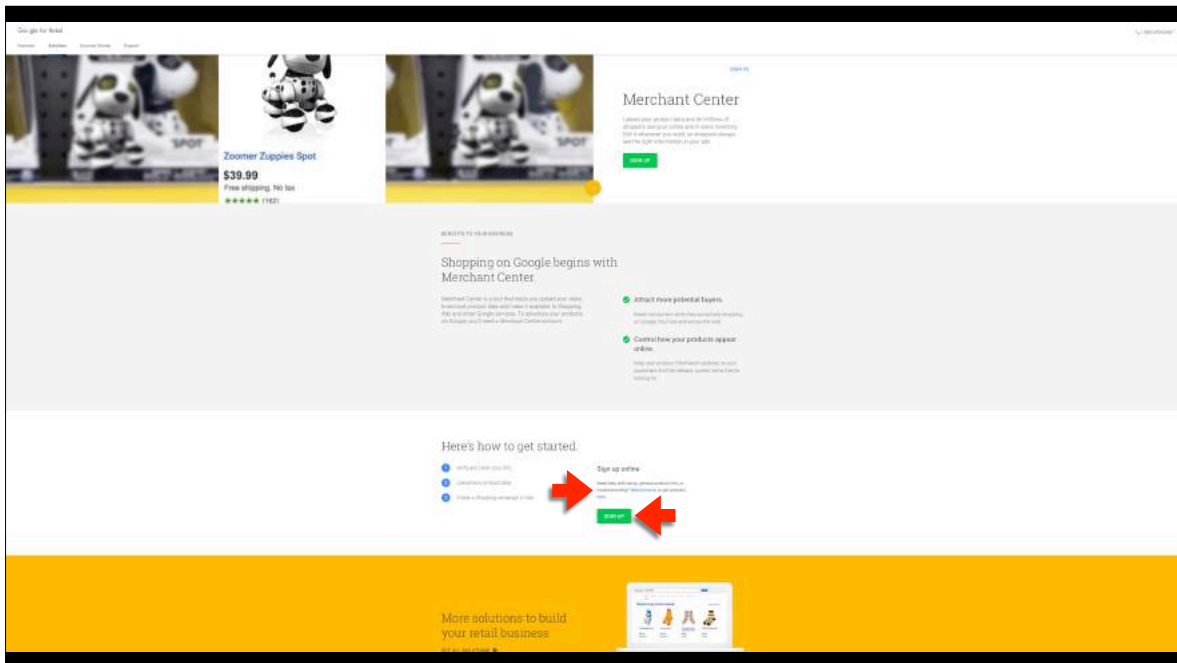


Use Google's Retail Tools

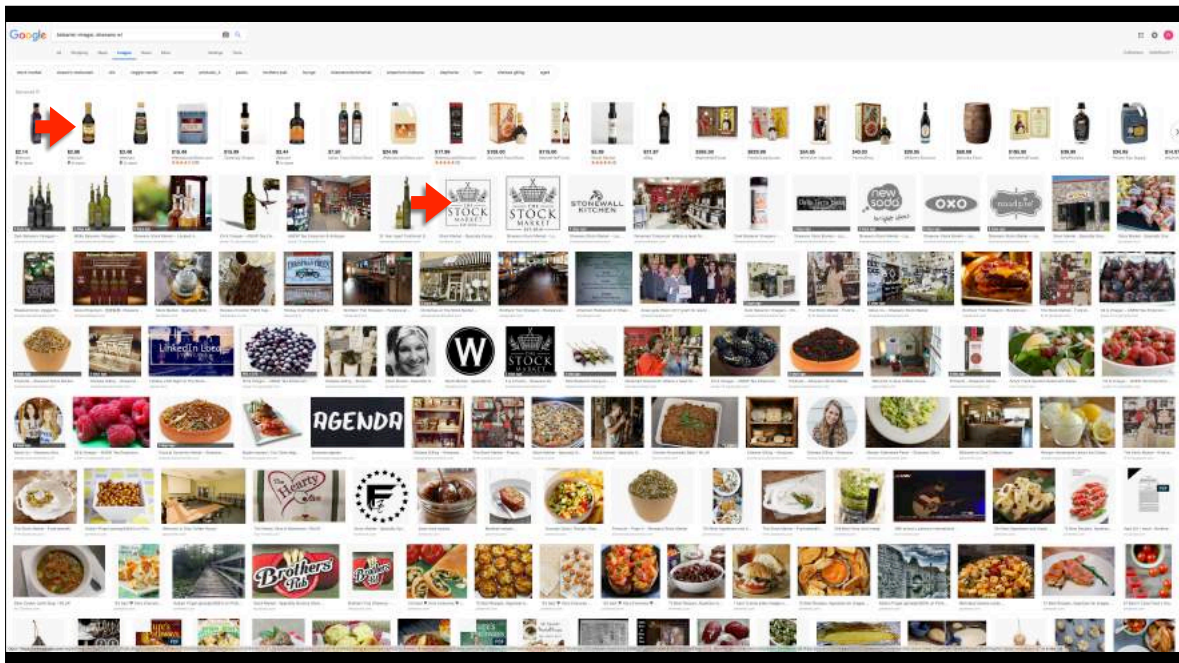
<https://www.google.com/retail>











Use social media to sell your products:  
Facebook







**DOWNEAST**  
Customer Information | Shipping Address | Payment Method

**Cart** **My Account**

**Cart Information:** [View Cart](#) [Checkout](#)

☒ [Save this information for future orders](#)

**Shipping address:**

☐ [Save this information for future orders](#)

**Order Summary:**

|              |               |
|--------------|---------------|
| Subtotal     | \$1.00        |
| Shipping     | \$1.00        |
| <b>Total</b> | <b>\$2.00</b> |



Use social media to sell your products:  
Instagram







### Step 3. Your account will be reviewed

Once it's been confirmed that all the necessary details are correct, your account will be reviewed. Information reviewed includes the details of the shipping labels. If you're creating a new business, you'll also need to provide the necessary details for the account. Once the account is reviewed, you'll be able to create a new post. The account will be reviewed by the Instagram team, which will take about 24 hours.



### Step 4. Add product tags or stickers on Instagram

#### You can use tags

1. Tap the 'Shop' button on the bottom right of the Instagram app.
2. Tap the 'Shop' button on the bottom right of the Instagram app.

#### To use a product tag

1. Tap the 'Shop' button on the bottom right of the Instagram app.
2. Tap the 'Shop' button on the bottom right of the Instagram app.
3. Tap the 'Shop' button on the bottom right of the Instagram app.
4. Tap the 'Shop' button on the bottom right of the Instagram app.
5. Tap the 'Shop' button on the bottom right of the Instagram app.
6. Tap the 'Shop' button on the bottom right of the Instagram app.

Tap the 'Shop' button on the bottom right of the Instagram app.



### Step 5. Create a shopping post or story

For shopping posts, you can tag up to 8 products and up to 8 people. For shopping stories, you can tag up to 8 products and up to 8 people. For shopping posts, you can tag up to 8 products and up to 8 people. For shopping stories, you can tag up to 8 products and up to 8 people.

1. Create a new story or post.
2. Tap the 'Shop' button on the bottom right of the Instagram app.
3. Tap the 'Shop' button on the bottom right of the Instagram app.
4. Tap the 'Shop' button on the bottom right of the Instagram app.
5. Tap the 'Shop' button on the bottom right of the Instagram app.
6. Tap the 'Shop' button on the bottom right of the Instagram app.



### FAQs

#### Q: Can I tag products and people in a post?

A: Yes, you can tag up to 8 products and up to 8 people in a post.

#### Q: Is shopping on Instagram available with paid ads?

A: Yes, shopping on Instagram is available with paid ads. You can create a shopping post or story and then promote it with a paid ad.

#### Q: Can I preview feed posts and save as draft?

A: Yes, you can preview feed posts and save them as drafts. You can also create a shopping post or story and then save it as a draft.

#### Q: Why is the product I want to tag in my Instagram post not appearing?

A: There are several reasons why a product might not appear in your shopping post or story. It could be that the product is not available in your location, or it could be that the product is not tagged correctly.

#### Q: What is the "Shop" button on my business profile?

A: The "Shop" button is a button on your business profile that allows you to view and create shopping posts and stories.

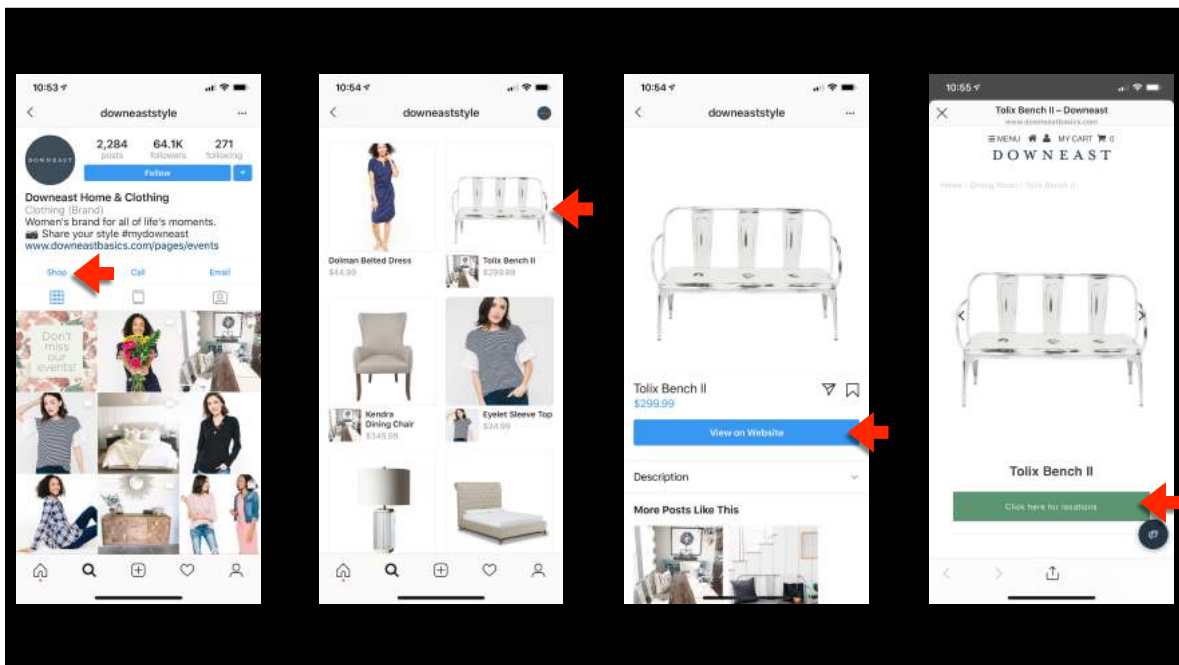
#### Q: What insights are available for shopping?

A: There are several insights available for shopping, including the number of views, the number of likes, and the number of shares. You can also see the number of people who have tagged your product in a post or story.

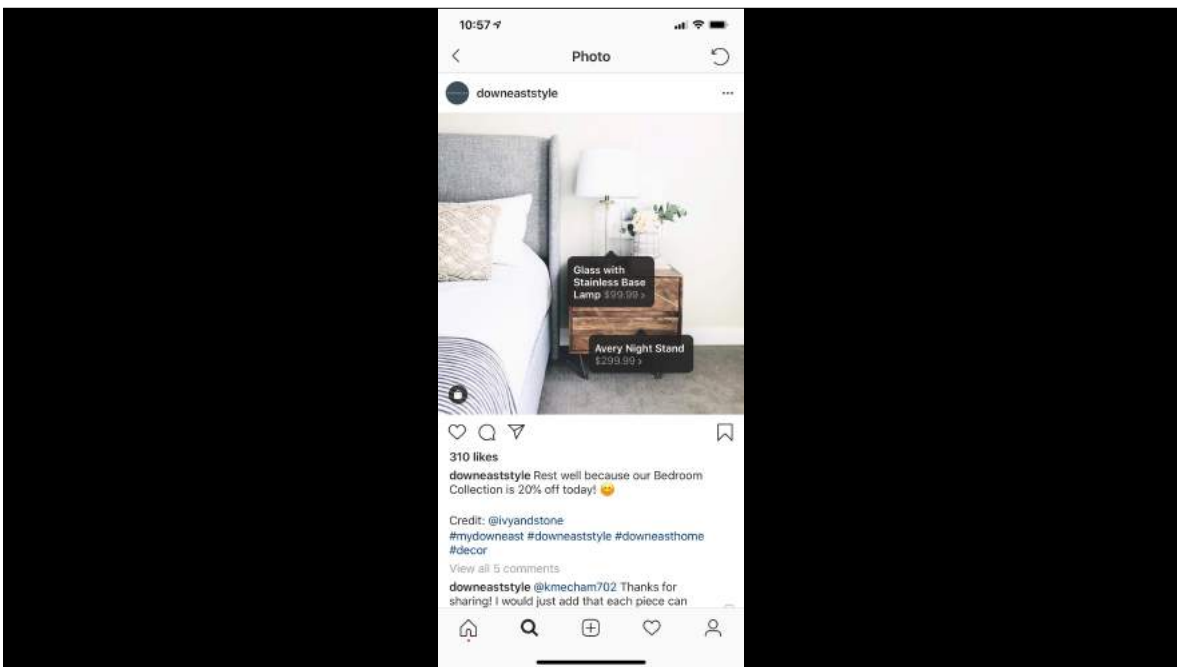
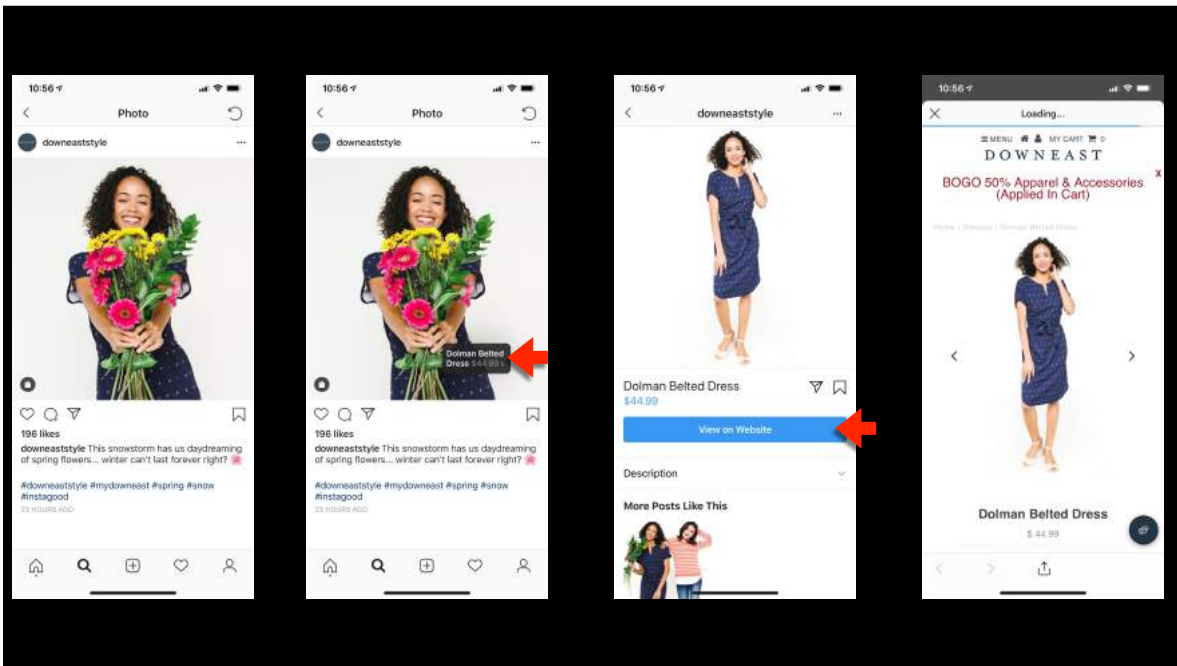
#### Q: I have a global audience. How should I leverage shopping on Instagram?

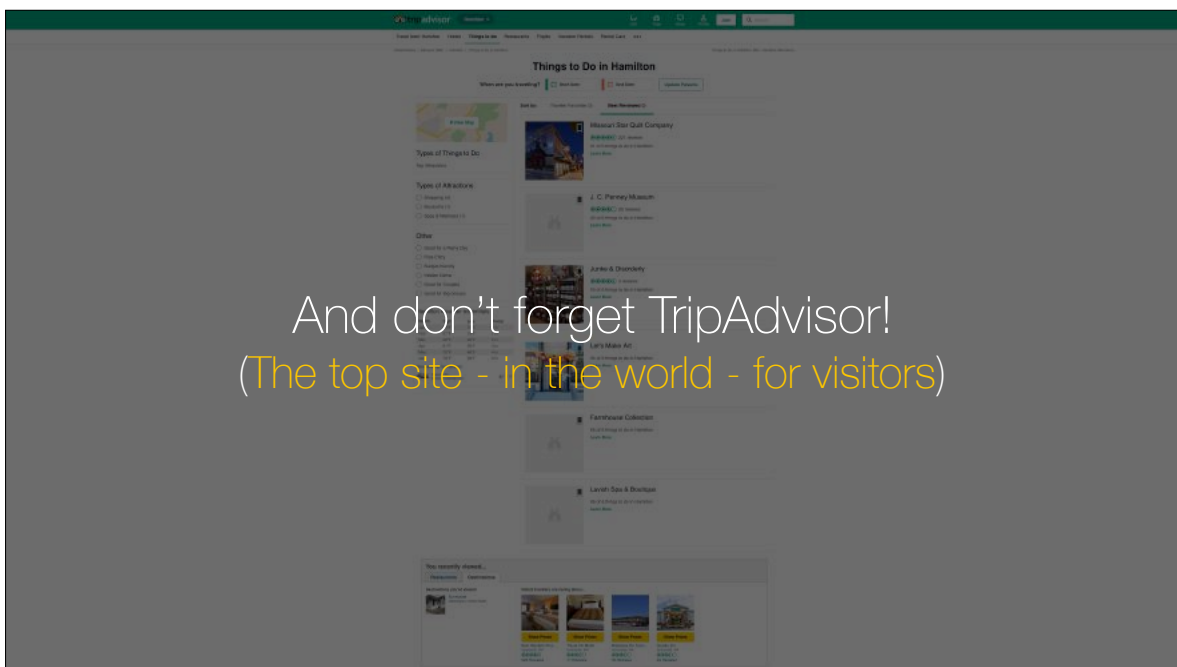
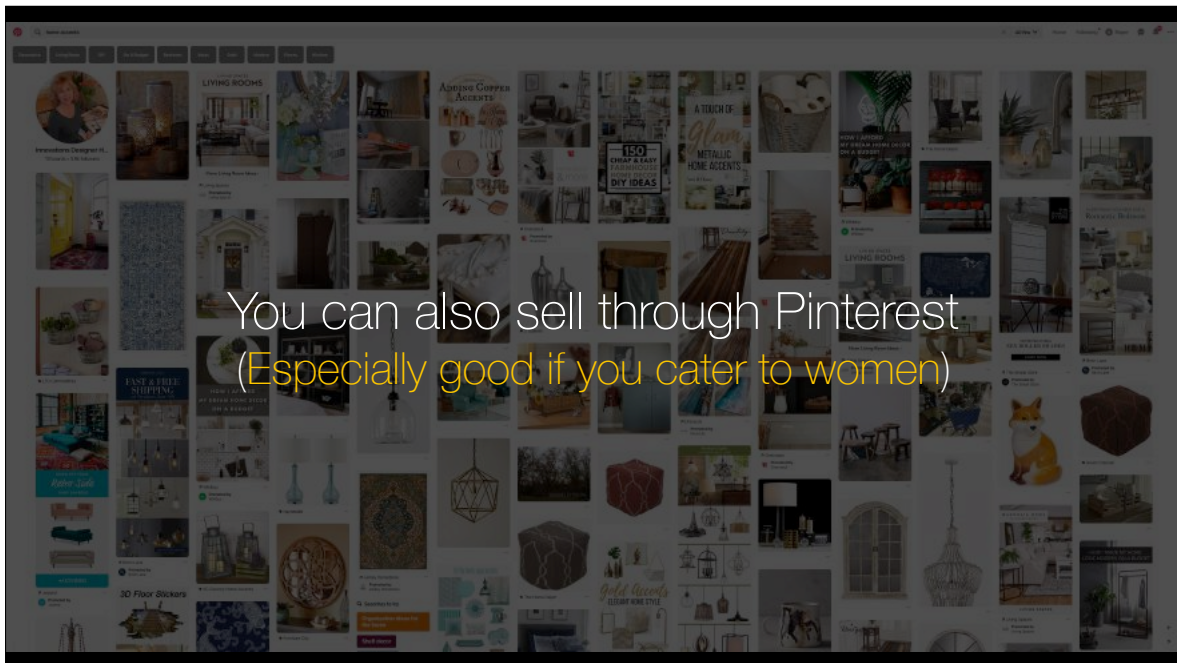
A: If you have a global audience, you should consider using the "Shop" button on your business profile to create shopping posts and stories that are visible to your entire audience.

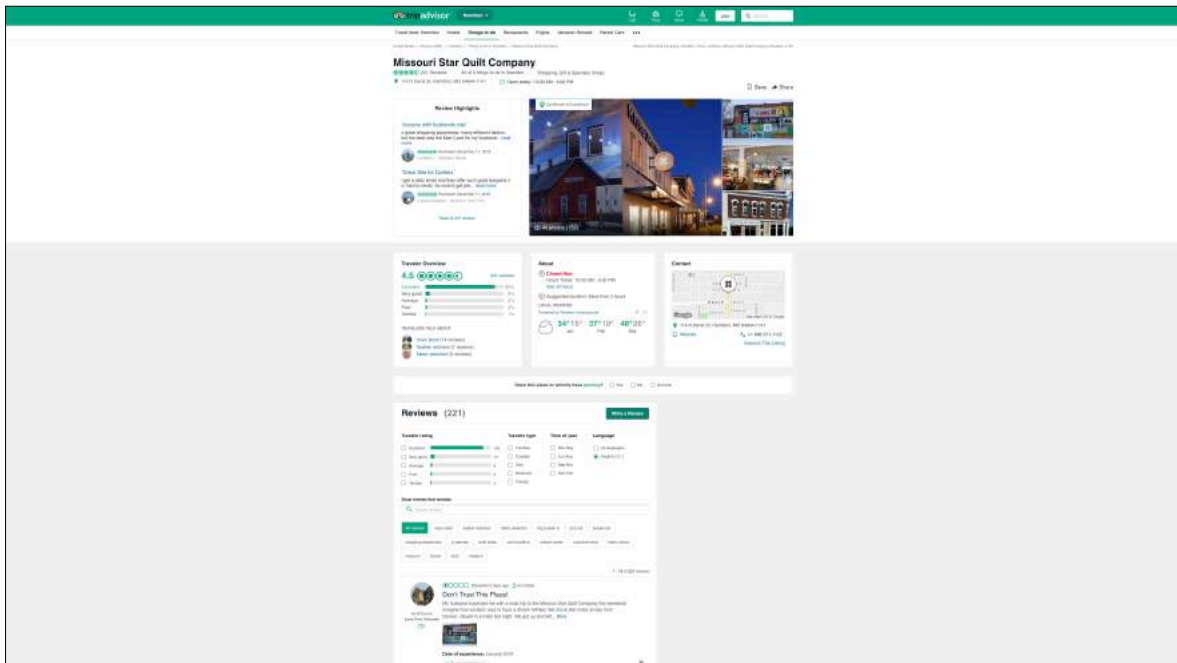




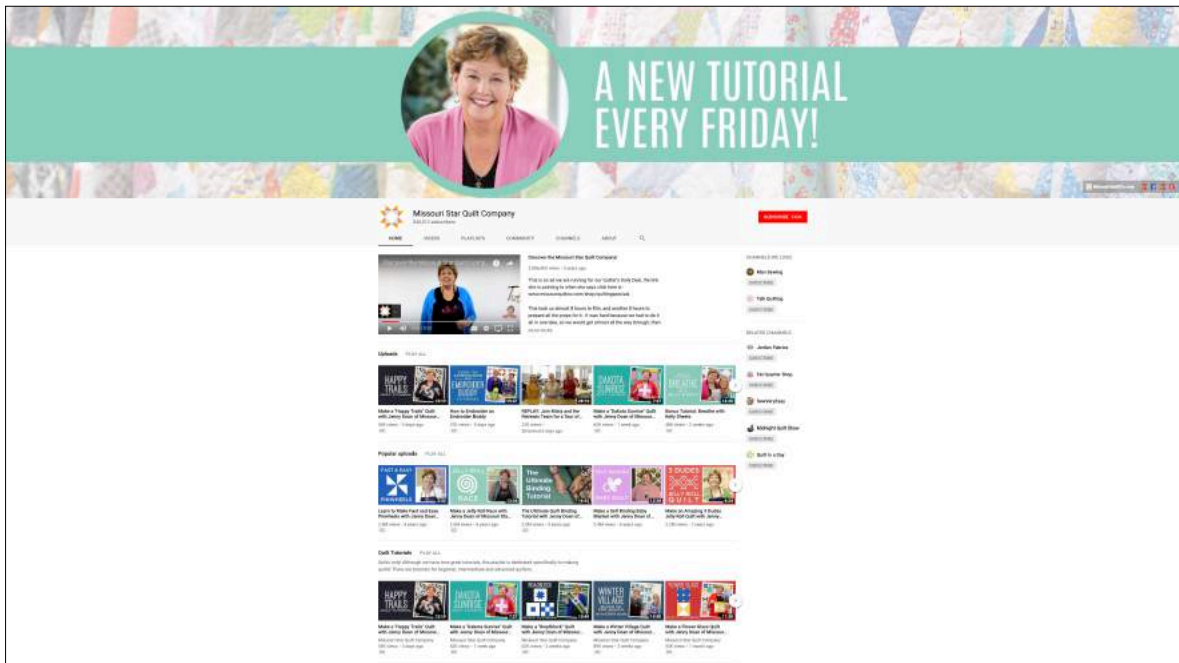




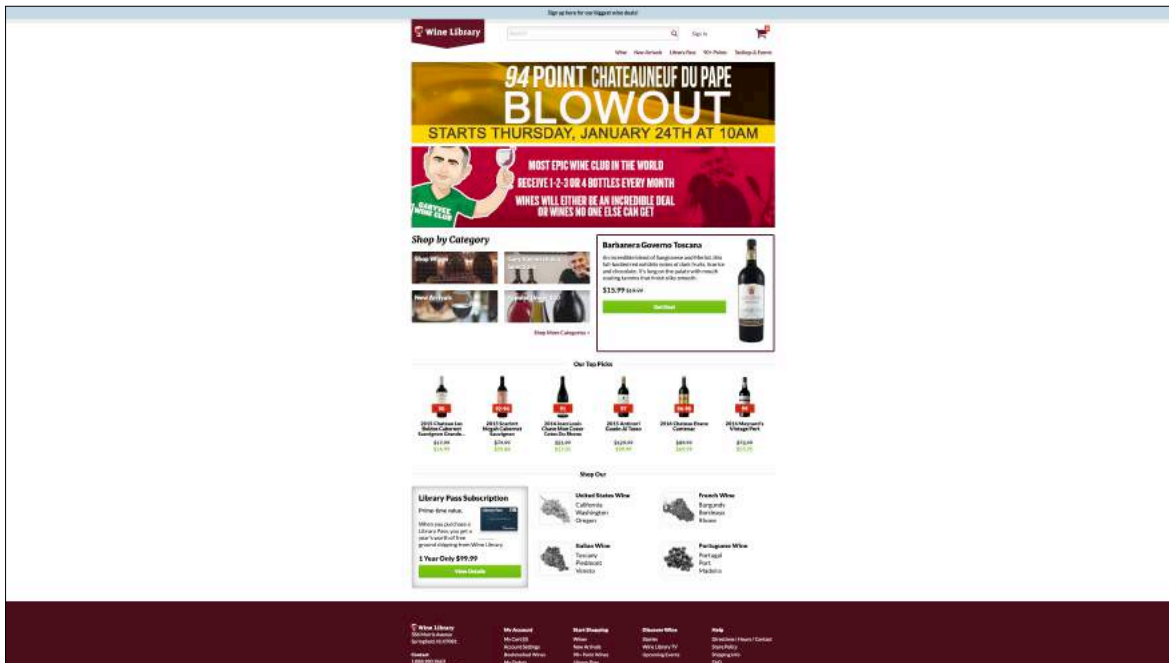




Offer advice, tips, tricks & ideas  
 YouTube | Other Social Media | Email Marketing | Your blog







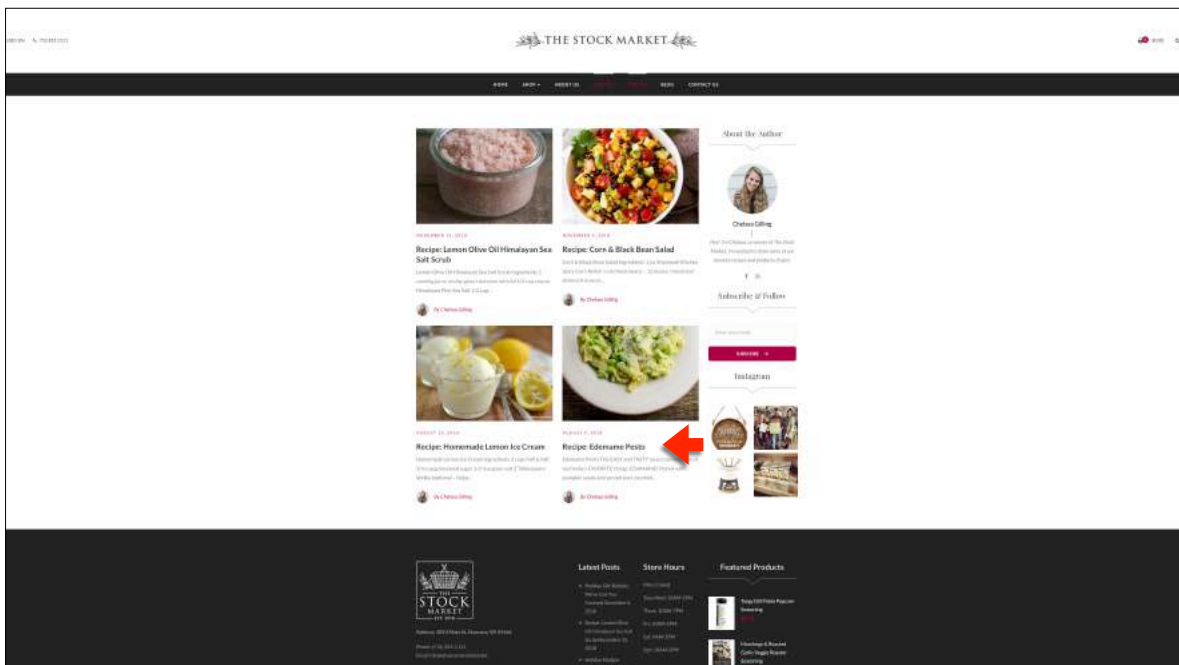
Gary Vaynerchuck



1996-1999: Built the retail business (New Jersey)  
 1999-2002: Website and e-commerce  
 2002-2004: Search marketing  
 2004-2005: Improving the online marketing & sales

2006: Wine Library TV (**content marketing**)

*"Went from spending millions of dollars to spending no money, while increasing sales by \$20 million a year"*





Email marketing  
Website platforms  
Google  
Social media  
SEO

## Increasing Your Online Exposure: Social Media, SEO, and Web Tools for Beginners

Presented by Roger Brooks



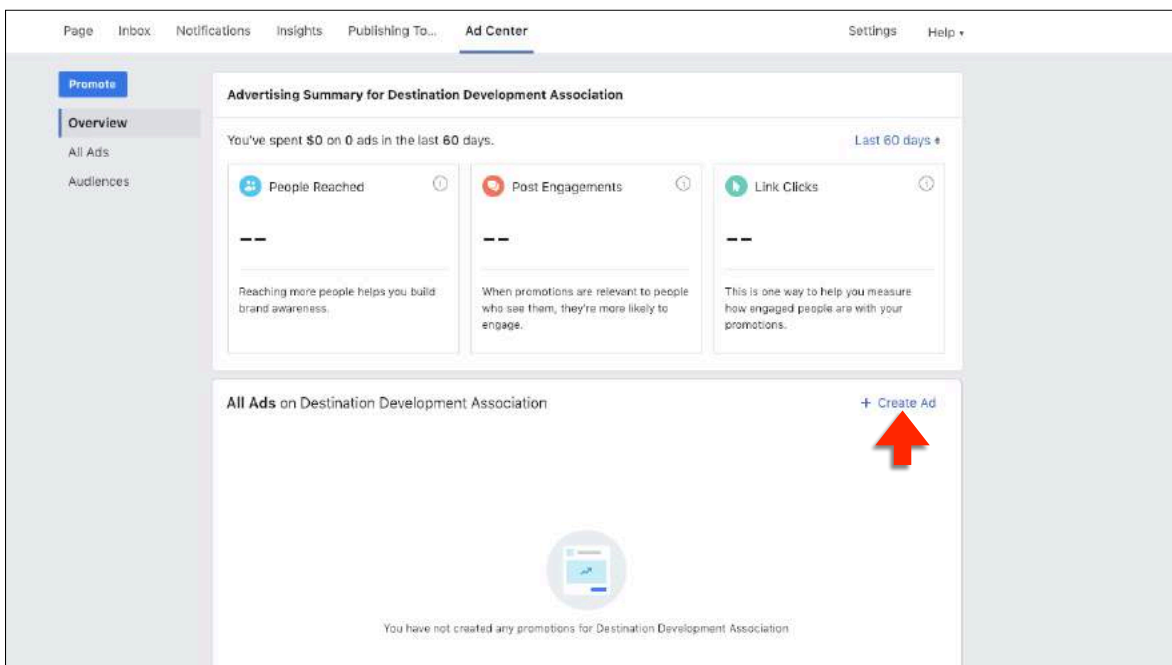
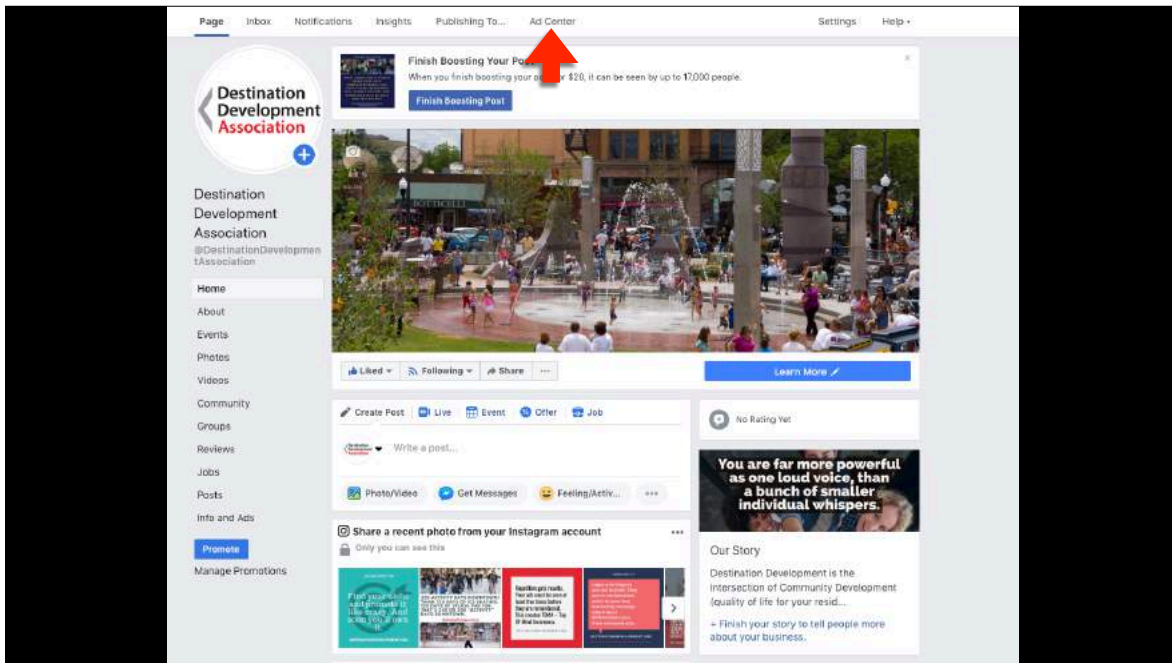


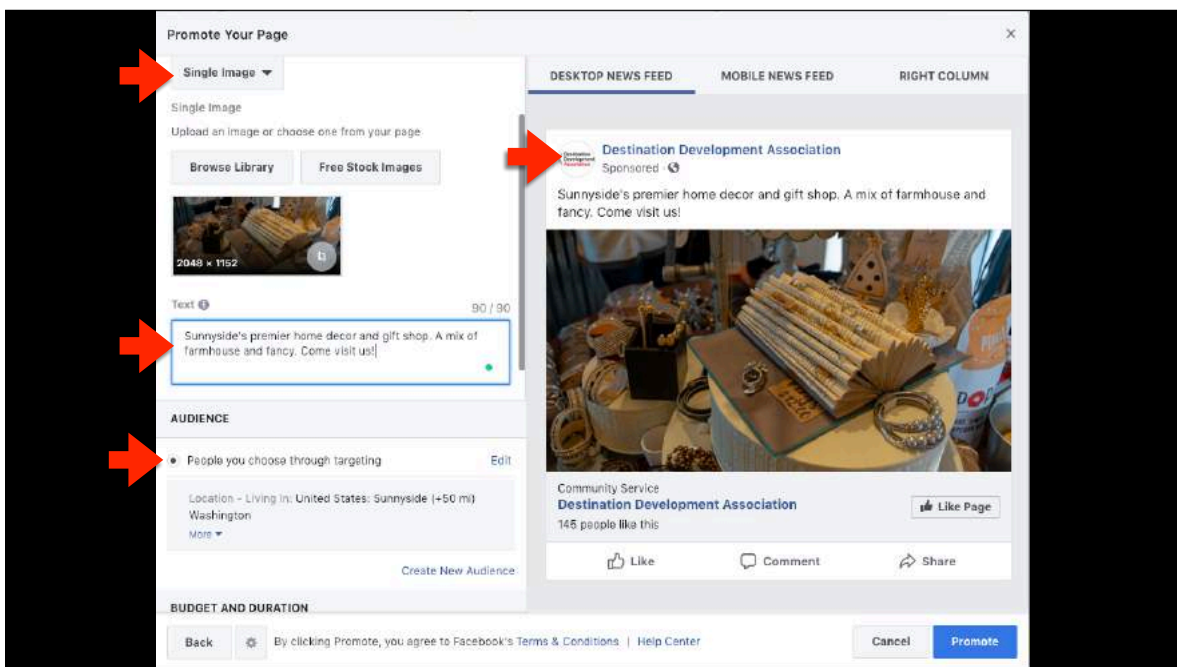
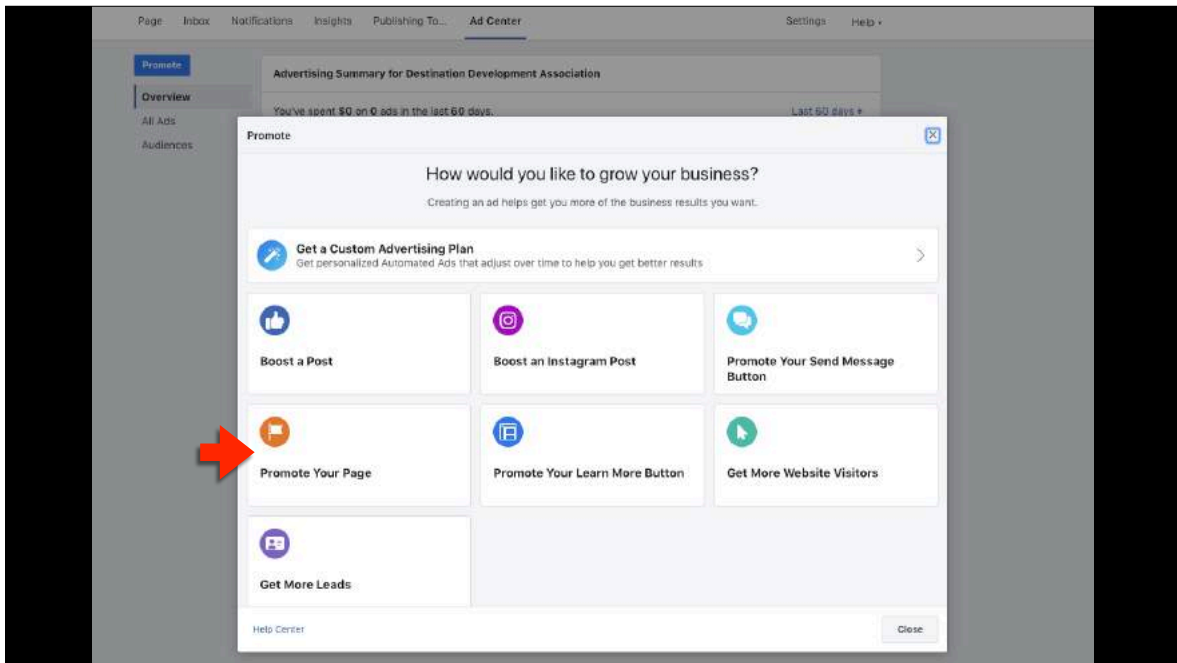
Advertise on Facebook

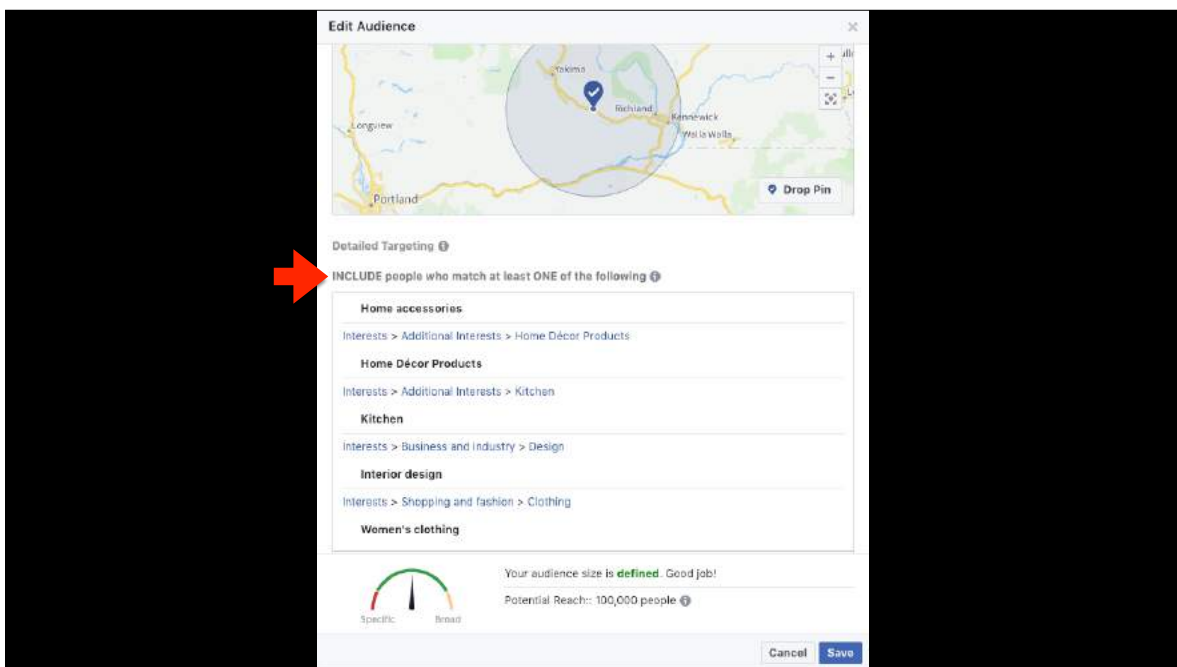
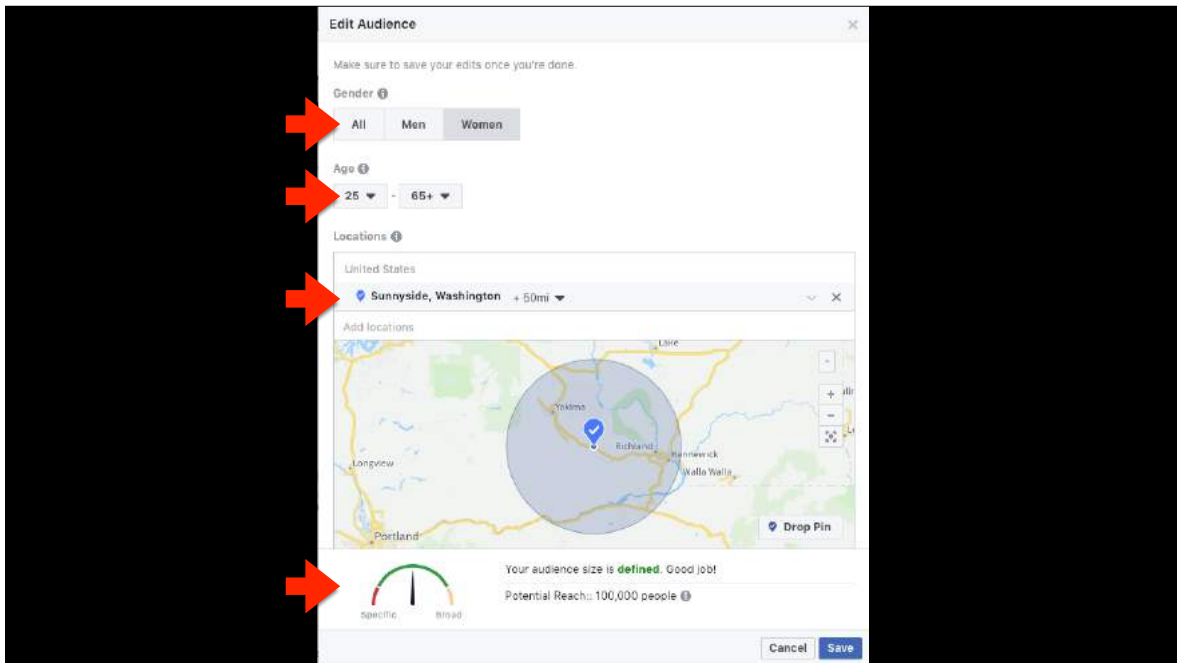


*french vanilla*  
M A R K E T









The screenshot shows the 'Promote Your Page' window on Facebook. On the left, the 'BUDGET AND DURATION' section is highlighted with five red arrows. It includes options to 'Run this ad continuously' or 'Choose when this ad will end'. The 'Daily Budget' is set to '\$15.00 USD', and the 'Duration' is set to '7 days'. A summary at the bottom states: 'You will spend a total of \$105.00. This ad will run for 7 days, ending on Jan 29, 2019.' On the right, the 'DESKTOP NEWS FEED' shows a sponsored post for 'Destination Development Association' with a photo of home decor. A red arrow points to the 'Like Page' button. At the bottom right, a red arrow points to the 'Promote' button.

Promote Your Page

Location - Living In: United States: Sunnyside (+50 mi)  
Washington  
More ▾

Create New Audience

**BUDGET AND DURATION**

☐ Run this ad continuously  
Your ads will run continuously for a daily budget. This option is recommended. [Learn more](#)

☒ Choose when this ad will end

Daily Budget ⓘ  
\$15.00 USD

Actual amount spent daily may vary. ⓘ  
Estimated 11 - 43 likes per day ⓘ

Duration ⓘ  
3 days 7 days 14 days

Run this ad until ⓘ Jan 29, 2019

You will spend a total of **\$105.00**. This ad will run for 7 days, ending on Jan 29, 2019.

DESKTOP NEWS FEED

Destination Development Association  
Sponsored · ⓘ

Sunnyside's premier home decor and gift shop. A mix of farmhouse and fancy. Come visit us!

Community Service  
Destination Development Association  
145 people like this

Like Page

Like Comment Share

Back ⓘ By clicking Promote, you agree to Facebook's Terms & Conditions | Help Center

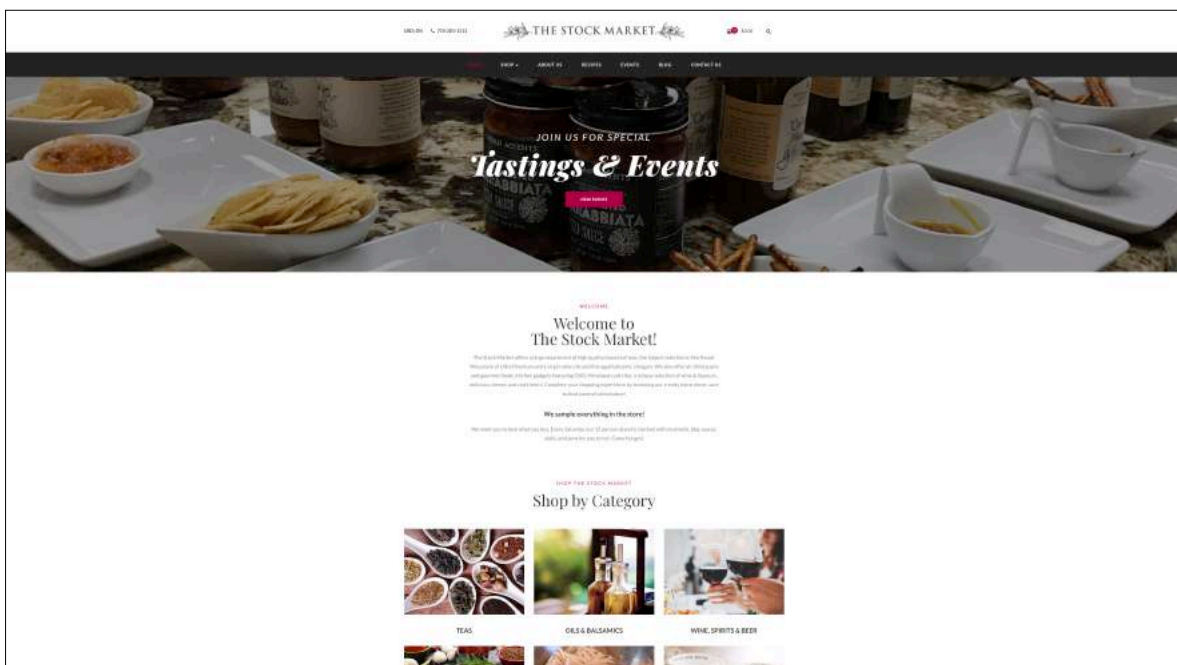
Promote

Remember:  
Take advantage of free ad promotions or credits





## Events & workshops (Making it **experiential**)



#### JOIN THE CIOX MARKET

## Shop by Category



TEAS



OBS &amp; BALSAMICS



WINE, SPIRITS &amp; BEER



SPACES &amp; SEASONINGS



#### SPECIALTY FOODS



HOME, KITCHEN &amp; GIFTS

### WEEKLY RECIPE

## Weekly Recipes



Received 14 March 2006; accepted 12 April 2006

Recipe: Lemon Olive Oil  
Himalayan Sea Salt Scrub

1 person/Chair OR 2 people/Chair (see that people  
is greater to 4, covering up or sitting down  
can't be more with 4) will be necessary to transport  
Please Don't take 2000...

2



\*\*\*\*\*

## Recipe: Corn &amp; Black Bean Salad

from a short (near) band (approximately 1 µm) through the center of the lens (approximately 1 cm) that reads: "I was once blind and deaf and dumb."



January 14, 2006

Recipe: Homemade Lemon Ice Cream

1. *Explain the concept of a vector space.*  
2. *Define the dot product of two vectors.*  
3. *Explain the concept of a linear transformation.*

1992, 1993, 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 26

## Latest from the Blog

— 444 —

## Events

Stay up to date with all of our events. [Testings and classes!](#)

The following are sample 10 of my greatest food products from the new season. I would like to see you try all 10. I have a great time in the heat of summer. We also can plan our meals with delicious appetizers (with eggs), but also in making for the year-round to be delicious. I am sure you will enjoy this list of 10 items.

| January 2019 |     |     |     |     |     |     |
|--------------|-----|-----|-----|-----|-----|-----|
| Mon          | Tue | Wed | Thu | Fri | Sat | Sun |
|              | 1   | 2   | 3   | 4   | 5   | 6   |
| 7            | 8   | 9   | 10  | 11  | 12  | 13  |
| 14           | 15  | 16  | 17  | 18  | 19  | 20  |
| 21           | 22  | 23  | 24  | 25  | 26  | 27  |
| 28           | 29  | 30  | 31  |     |     |     |

What to do: wear what you want, do things you choose.

Call us at 781-265-3122 for more information.





- #1: Instagram
- #2: Pop-up shops
- #3: Facebook
- #4: Being a pop-up shop



### Pop-up shop events:

- Typically three merchants: food, clothing, make-up, baby clothes...
- 2 in May | 2 in June | 3 in July | 2 in August | 2 in September
- Typically a Friday & Saturday | No charge to the shops

### As a pop-up shop

- At regional events, fairs, etc.

## BLOOMERANG VINTAGE MARKET

Join us for Vintage Vendors, Food Trucks, Music, Beer and Wine.

HOME ABOUT US

Boomerang Vintage Market 2018

**JOIN US for our 7th annual**

**Boomerang Vintage Market**

{ Saturday, September 8th 10 am - 4 pm }

Hosted at French Vanilla Market

**201 South 7th Street Sunnyside, WA 98944**

"Vintage Vendors from near & far, food trucks and FUN busting at the seams from the French Vanilla Market patio to the streets...what FUN this year will be!"

Follow French Vanilla:

Facebook & Instagram @frenchvanillamarket

Email: myfrenchvanillamarket@gmail.com

INSTAGRAM

No daily dose  
brighter than that of a  
good heart.



- #1 - Develop a “shoppable” e-commerce website (**the key project**)
- #2 - Fill out your Google My Business profile (**no cost**)
- #3 - Use Google's Retail Tools (**you set the budget**)
- #4 - Use social media platforms to sell your products or experiences: Facebook (**no cost\***)
- #5 - Sell using Instagram (**no cost\***)
- #6 - Offer advice, tips & tricks: Content marketing! (**little to no cost**)
- #7 - Advertise on Facebook (**you set the budget**)
- #8 - Make your store experiential: events and activities (**some cost / revenue generator**)

\* Comes with Shopify, BigCommerce and, some other e-commerce platforms





Here's to the incredible success of your retail shop!

For more how-to resources join us at [DestinationDevelopment.org](http://DestinationDevelopment.org)