

60 Ideas in 60 Minutes
Tuesday, February 23, 2010

Business Attendees

Marilyn Puccio, Marich Music
Dick Puccio, Marich Music
Sherri Arnold, Small Business Development Center
Rita Reed, Rockwell Museum
Cynthia Dickerman, Beyond Baskets
Donna Grzesik, Pip's Creativewear
Pam Weachock, Market Street Coffee & Tea

Gaffer District

Coleen Fabrizi
Mike Melaro
Kristen Stewart
Sandie Wilson

Merchandizing

- Chocolate Trail offers an opportunity for non-food businesses to participate with specialty chocolates. Consider cross marketing within the district by working with Beyond Baskets
- stumbleupon.com
- Bundle non-selling items as a package with other related items
- Include promotional stickers on products to lead customers to store website
- Embrace Shop Local – it's fun and rewarding
- Businesses should get engaged in trivia as a tie-in to GlassFest
- Select inventory responsibly so that products tie in with customers day-to-day lives
- Follow trends to offer popular products; i.e.: current trend to support local products (made locally); movie night at home (Palace Theatre); Check out www.faihtpopcorn.com website that follows trends
- To appeal to male customers, make packages that are ready to go (clothing & jewelry)
- Use live models in storefront windows
- Coordinate merchandise (shirt with tie)

Inventory Management

- Bundling rather than giving product away – buy one, get one 1/2 off works better than 20% off everything
- Give it away if you have to – stale inventory is a bad idea
- Move things around within the store; catches customers' attention
- Broaden target market to avoid taking loss

- Sell excess inventory on eBay
- Take advantage of free opportunity to email customers; control price flux
- Take older inventory and “unpack it” from a shipping box, if they think it is new product it quickly has appeal and often they buy it on the spot!
- Invite customers to have a "sneak peak" of exclusive inventory in back room only

Cross Marketing & Promotions

- Pam gives Donna free coffee certificates for customers that have to wait
- Rockwell Museum gives out little buffalos with every purchase
- Appeal to children – DumDum lollipops
- Bucket of rubber ducks for kids to play with – customer bought \$25 worth of merchandise while child played with ducks
- Ways to get people in the store beyond regular advertising – Random acts of kindness – free coupon; brought people in, gave stacks to merchants to give out
- Coupons to customers at 2300 for glass bead holders at Cabin Fever – partnering with someone will allow your image as a business to be impacted
- For anniversary thank customers with a coupon good for a month – 12 promotions
- Shop Local handouts are available on GD website now so you can personalize or use the generic handout
- Check your welcome signs which are provided by the Gaffer District– notice where people are staying, dates, numbers; see if you can add something to their stay (chocolates on pillows, etc.)
- Advertise your events at Gaffer District events with handouts of schedules at the door
- Passport coupons handed out in welcome bags that CVB gives to registered groups
- Never underestimate the power of a testimonial; example: Check out the Gaffer District website linking Facebook comments to visitor testimonial page
- Add press page – keep updated – search engine optimization

Next Seminar

Next seminar to focus on programs and services offered by the Gaffer District for our businesses both free or at low cost – April 22, 2010 at 8:30am at 114 Pine Street.