

**V** INTERNATIONAL VISUAL



Promoting Your Retail Business



# V INTERNATIONAL VISUAL

- Founded in 2007 based in Dundee
- Owned and managed by Lynda Murray and Phill Hill
- Specialists in Visual Merchandising , displays and store environments
- One Stop Shop – Design, implementation, consultancy and training
- Variety of clients from High Street brands to small independents both UK and abroad

# Our Clients



## High Street Stores

Marks and Spencers  
John Lewis  
Boots  
Thomas Pink  
Allied Carpets  
L'Oreal  
Emporio Home  
Charles Tyrwhitt  
L K Bennett  
G Star  
Top Shop  
Pringle  
New Look  
Fat Face  
Variety of independents

## Non High Street

Rochdale Council  
V&A  
Hopetoun House Estates  
Cairnie Fruit Farm  
Tayside Aviation  
Shackleton Technologies  
Tony G design  
YMCA  
Scottish Antiques Centre

## International

Sarah Lawrence - Greece  
Hertie - Germany  
Alganhim Industries - Kuwait  
Hilco – Vienna  
Bogazzi Training Company - Istanbul

# Introductions



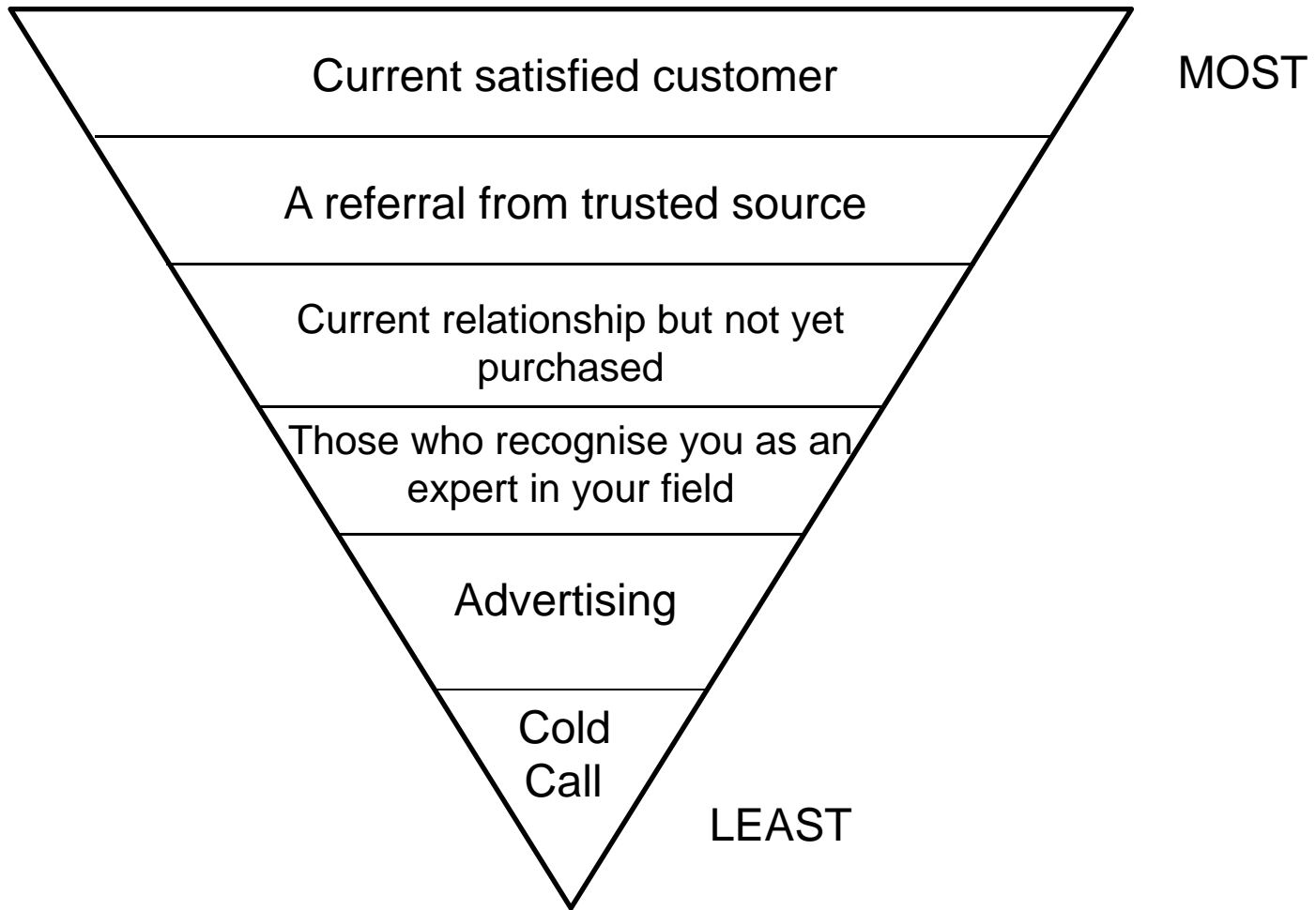
We all want more business. Promotions help.  
Let's look at the options .....

*Are customers  
finding you?*



**Promoting your business successfully reveals  
to potential customers:**

- 1. What sets you apart from your competition?**
- 2. What makes you unique?**



Who is most likely to buy from you ?



There are many ways to promote your business. We are going to focus on retail related promotions under these 4 headings



- Newspapers
- Local magazines
- Local radio
- Billboards
- Exterior graphic

When you have the luxury of an advertising budget you can pay to promote your business locally through these mediums

# Advertising your business

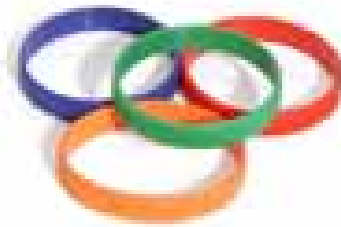


You can also try to get free press coverage with public interest stories or specific achievements [awards etc]

# Advertising your business



- Windows
- Flyers/Leaflets
- Store graphics
- Give Aways
- Business cards



# Advertising your business

# BRAND

# CONSISTENCY

Be consistent. Promote the same brand image in the store, advertising and all branding opportunities



British  
Chambers of  
Commerce  
The Ultimate Business Network



- Business groups [Business Forum/Chamber of Commerce ]
- Linking with other businesses
- Existing Customers [Good Customer Relationship Management systems - CRM]
- Common Interest Groups
- Using New technologies, Facebook, Twitter, Wordpress, blogs etc

# Networking



The event must be linked to your business/product e.g.

- Fashion shows
- Cookery demonstrations
- Sewing classes
- Charity event
- Specialist Advice
- Family Day

Can be open to all or just for loyal customers



# Events

# Promotions

```
graph TD; Promotions --> FullPriced; Promotions --> Distressed;
```

**Full Priced**

Where you use the key selling points of your product to sell, sell, sell !

**Distressed**

Where you use an offer or reduction as a 'call to action' to trigger sales



- Promote the Brands
- The Product Range
- Features & Benefits
- Value for money
- Point of Difference
- Gift with Purchase



Your Unique Point of Difference



*free*

*Nail  
polish  
with every  
manicure*

*Taglines*  
the **lines** you remember.

# Full Priced Promotions



- Money off [Temporary]
- Percentage offer [Temporary]
- BOGOF [Temporary]
- Sale/Reduced [Permanent]
- Clearance [Permanent]



# Distressed Promotions



			Magazine		Online Ads		Keyword Advertising		Special Events		Research		Promotions		Misc.		Monthly Totals			
Cal	Wk	Mo	Day	Proj	Actual	Proj	Actual	Proj	Actual	Proj	Actual	Proj	Actual	Proj	Actual	Proj	Actual	Proj	Diff	
1																				
2	1	Jan	31-6														0	0	#DWDI	
3	2	Jan	7-13														0	0	#DWDI	
4	3	Jan	14-20														0	0	#DWDI	
5	4	Jan	21-27														0	0	#DWDI	
6	5	Jan	28-3														0	0	#DWDI	
7	<b>Jan Total</b>			\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0	0	#DWDI	
8																				
9	6	Feb	4-10														0	0	#DWDI	
10	7	Feb	11-17														0	0	#DWDI	
11	8	Feb	18-24														0	0	#DWDI	
12	9	Feb	25-2														0	0	#DWDI	
13	<b>Feb Total</b>			\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0	0	#DWDI	
14																				
15	10	March	3-9														0	0	#DWDI	
16	11	March	10-16														0	0	#DWDI	
17	12	March	17-23														0	0	#DWDI	
18	13	March	24-30														0	0	#DWDI	
19	<b>March Total</b>			\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0	0	#DWDI	
20	<b>Total Q1</b>			\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0	0	#DWDI
21																				
22	14	April	31-6														0	0	#DWDI	
23	15	April	7-13														0	0	#DWDI	
24	16	April	14-20														0	0	#DWDI	
25	17	April	21-27														0	0	#DWDI	
26	<b>April Total</b>			\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0	0	#DWDI	
27																				
28	18	May	28-4														0	0	#DWDI	
29	19	May	5-11														0	0	#DWDI	
30	20	May	12-19														0	0	#DWDI	
31	21	May	19-25														0	0	#DWDI	
32	22	May	26-1														0	0	#DWDI	
33	<b>May Total</b>			\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0	0	#DWDI	
34																				
35	23	June	2-8														0	0	#DWDI	
36	<b>June Total</b>			\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0	0	#DWDI	
37																				
38	24	June	9-15														0	0	#DWDI	
39	25	June	16-22														0	0	#DWDI	
40	26	June	23-29														0	0	#DWDI	
41	<b>June Total</b>			\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0	0	#DWDI	

Plan your marketing [dates and costs] at the start of the year

Let's see how you can use a mixture of promotional tools to create and maintain a strong business



## Case study

Independent Menswear Shop

Not long opened

Selling young trendy casualwear for 16-25 age group

Specialise in jeans with many brands unique to the area

Owner –Tom Smith lives and works in the area

Keen on sport and health

Sister owns ladies fashion boutique in same town

Large local college just up the road

New gym just opened in public library

# A shop called TS2



What promotional activity would you recommend?

# Suggested Answers

Independent Menswear Shop	Promote his unique ranges in window and on displays, use signage stating the brand names and 'Exclusive to ....[shop name]'
Not long opened	Organise an official launch event with DJ , casual models wearing products, use Facebook, twitter, poster in window and local radio to promote event.
Selling young trendy casual wear for 16-25 yr old men	Use Facebook and Twitter signage in your window to encourage sign up with a give away prize for the 100 <sup>th</sup> sign up. Linkup with the trendy hairdressers for joint events

## Case Study

# Suggested Answers

Specialise in jeans with many brands unique to the area

Create a strong denim window supported with a list of brands stating unique to [area]. Offer the local radio 5 pairs of jeans as a competition prize

Owner lives and works in the area

Use your name as much as possible – it gives a personal touch, join business groups, promote yourself as much as your brand/product/shop. This enforces reputation.

Keen on sport and health

Hold male health events in the shop. Sponsor local sports events. Advertise in local gym. Do link ups with the gym for short periods. Get events featured in local press as a public interest story

## Case Study

# Suggested Answers

Sister owns ladies fashion boutique in same town

Do joint fashion show once a year and run a customer referral offer at the start of each season to encourage cross shopping when new ranges arrive. Share print costs

Large local college just up the road

Distribute flyers in the college grounds [with permission] and offer periodic student discount on specific ranges. i.e. 20% all jeans for students – 2 weeks only at the beginning of term when they have some money!!

## Case Study

# Seasonal Promotion Ideas



Seasonal Promotions need visual kit to attract customers and promote the products. This includes a strong window theme and internal graphics/props



# Easter

# Happy Easter



Internal Graphics that matches the window scheme and supports the products you have available for the promotion

## Easter

WINDOWS  
INTERIOR DISPLAYS  
GRAPHICS



This is how the big retailers do it. Note the consistency of style, design and message throughout the store



# Valentines Day



Use a great tag line couples with a great design.

TIP – greetings cards can provide fabulous inspiration for seasonal promotion designs/tag lines

# Valentines Day



The professionals use vinyl decals to create themes. They are a great tool to decorate your store. Look at [window-kit.com](http://window-kit.com) for great inexpensive kits



# Valentines Day



## In Summary

Have an yearly calendar

Plan each activity 3 months ahead

Keep it simple and brand focussed

Mix external/internal activities

Mix full price/distressed activities

Invest in professional kit and reuse

Monitor impact and evaluate success

Only repeat the good ones!!

Enjoy it and have fun with it

# THE END

Please complete the one  
minute feedback form