Entrepreneurs & Their Communities

Adventures in Marketing

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Key themes
- “3 x 5” merchandising
- Specific strategies for effective visual merchandising
- What we know customers want
- What the research says about shoppers
Our assumptions

• Marketing is a vehicle for increasing sales
• There are always competing values at work
• You have done your homework and your prices cover your costs plus profit

Why marketing matters?

• Making the sale involves getting the buyer’s attention
• Competition is growing
Great displays...
Reinforce your relationship with the customer
- Act as a reminder of needed items
- Educate on care and use of product
- Propose new uses
- Promote increased sales

Need more incentive?
**Good displays...**
- Increase sales
- Draw shoppers in
- Create a ‘buzz’
- Control the traffic flow
- Make it easy to find and buy

**Bad displays...**
- Scare customers away
- Get ignored
- Generate chaos
- Increase stress
- Invite carelessness and theft
How Does Your Display Rate?

The 3x5 Display

3 Dimensions
- Width
- Length
- Height

3 x 5 Display!

5 Senses
- Sight
- Smell
- Taste
- Touch
- Sound
Dimension Tips

Width/Depth
- 2.5 – 3 feet without being too uncomfortable
- Smaller items to the front; Larger items to the back
- Individual items in the front; Bagged items to the back

Length Tips
- Make every foot count
- If you have the space for a U-shaped setup (or V) you’ll have more linear feet
- Use baskets, crates, boxes, buckets or tubs to contain product and make stocking easier
- Think islands!
Use Height

- Go high with lightweight items
- Make sure everything is stable and secure
Sight

– Use colors
– Create a sense of abundance
– Movement – pendants, flags,
– Signage – clear, visible, readable, high contrast
– Use colored mats or runners to define space
– Photos, video clips, demonstrations

Color attracts
Even if you don’t have a lot of something... make it look like you have a lot.
Pile it high...

Tell Your Story
When you only have 3-5 seconds to make an impression: Less text... more picture

Signage matters
Smell

- A powerful sales agent...
  - Freshly brewed coffee
  - Baking bread
  - Apple pies
  - Bacon
  - Grilling meat
  - Flowers/Herbs
  - Soaps

Smell has the ability to transport an individual to a specific place, time, location
You can incorporate aromatics into any display.

Flowers, herbs, spices tucked throughout your display can enhance the experience.
Taste

Samples sell product!

Control the sampling
Pay attention to hygiene

Link sample to sales
Touch

• Tactile shoppers need things that they can pick up, touch, experience
• Live animals are tricky!!
Provide focus points
Trigger the customer’s imagination

Sound

- Do not underestimate the power of sound to set the stage
- Put your customers in the mood
- Sometimes the best thing you can do is provide a little relief from sound
Customer Service

Make it easy for your customer to buy from you

Be customer-centered!

- Keep the space tidy and clean
- Keep your product looking its best
- Smile & engage
- Make your displays nice and stable
- Don’t make walkways too narrow
- Don’t argue with your customers
Create a natural flow...

Everyone working should be identifiable
Who do I pay?

Plan ahead

- Make nice, durable labels for your products
- Collect recipes or other give-aways
- Compile info sheets that answer FAQs and have them laminated
- Hire good employees and train them well.
Texting and Selling don’t mix

Make it easy for your customer to pay you!
Create a little open space near the register to set packages down, write checks, etc.

Be clear about payment options
Be clear about ingredients

Customer Service is Key

- Be inviting and look engaged
- Have a few bags handy
- Have photos and stories at hand
- Offer a guarantee
- Give something extra
- Have enough help
- Keep prices visible
- Keep signs readable
- Make sure your staff is trained and professional
- Dress for success!
- When you design your setup think like a shopper
General Tips

Know your customers…
- offer items bagged and loose
- have something at every price point
- package in various sizes
- offer a loyalty program
- try to remember names

About shoppers

• Give a little more than you promise
• Share your story
• Create opportunities for feedback
• Remember your ‘regulars’
• Show that you care about your product
Your most important marketing tool...is a warm smile and a sincere “Thank you”.

Next month (June 14)
Improving technical assistance for the underserved entrepreneur.

Community development specialists, economic development specialists, technical assistance providers and lenders.