



How to get new customers

Marketing Ideas

Going shopping is now the second most popular activity in the UK.

- **Shop Fronts** - How are you looking?
Have you done everything you can to make your shop front attractive and enticing?
- **Signage** - Is it clear from outside your shop what you sell – symbols can be as powerful as words as long as they are recognisable. Is it clear when you are open?
Do you display opening times?
- **When did you last 'do up' your shop front?**
Did you know you can get grants in certain areas to help, contact your Town Council or Town Partnership – see contact sheet.

Is your window display looking good and working for you, how often do you change it – monthly, with the seasons? Take pride in your shop and street and help by keeping the area in front of your shop clean and tidy. The Council's Clean Team can help with this. See contact sheet.

Publicity

Free publicity

You can get free publicity by generating news stories, use your local press and radio they need human interest stories and your business is about people. The type of stories the press will be interested in are:

- Arrival of new interesting product range.
- Staff involved in community activities e.g. fundraising for local charity/park clean-ups.
- Trade awards.

● How to write a press release

- Keep to one page of A4.
- Type double spaces so release is easy to read.
- Use a headline which says what the story is about – news editors get 100's of these a day make sure yours stands out as something their readers/ listeners will interested in.
- Think about who will be reading this piece in the paper, what do they want to hear.

Paying for publicity

● **Advertising**

When designing an advertisement for a newspaper, magazine use AIDA

A – Attention – make the ad eye catching

I – Interest, create interest in your product or service

D – Desire, why to people want what you are selling

A – Action, make sure the person can respond to the ad, give contact details, tel, location map

Why not get together with a group of businesses in your street and take out a joint advert on the radio, its cheaper than you think.

● **Websites**

Websites can be useful if you are trying to attract visitors or residents of neighbouring towns to your shop and especially if you are selling a unique product that may not be available anywhere else in the High Peak.

You can create your own website, or link into others by taking an advert or page on someone else's website. Most towns have their own town website and/or town guide on line. Find out how to get your business on it or join together with other local shops and create a group site.

