



Top Tips for Retail Businesses

- Utilise shop windows.
- Ensure that all staff are knowledgeable on products.
- Enthusiasm: staff must be enthusiastic and must be what the shop image is.
- Have reliable staff who are punctual and passionate about the job.
- Provide extra value when selling things at high street prices. (E.G. When selling a bike part, offer a free fitting.)
- Make the high street friendly for elderly people by avoiding hazards.
- Focus on one strand of social media, whichever is most effective, and utilise that.
- Update website regularly.
- Introduce an EPOS system.
- Advertise based on current moment. (E.G. If it is raining then advertise a coat.)
- Introduce a loyalty card – Not only valid when buying. (E.G. Share a review on Google/ post a picture on social media and receive a free accessory etc.)
- Database: must ensure that email addresses are verified.
- Receipt via email: good way of collecting email addresses for shop databases.
- It is possible to rent one digital bus stand for one day. This allows businesses to target relevant people. (E.G. commuters walking out of the train station.)

Google (free services):

- 'Google my Business' – free service
- 'Test my site' thinkwithgoogle.com – tests to see if your website is fast/ slow/ user friendly/ mobile friendly.
- g.co/searchconsole – shows data on website/ interaction/ clicks
- google.co.uk/trends – shows how often people Google search you, when and where. This means businesses can tailor content to correct audience.
- Google Analytics – helps businesses see what consumers are doing on their website.

Facebook and Instagram training:

- Facebook Live receives more views than a regular post.
- Use Facebook Blueprint – this is a free online training course.
- Overview pages on Facebook can give data on when and who is looking at your page. This allows businesses to know when to post things.
- Facebook Ads Manager app.
- CRM Data – businesses can use the email addresses they have to find and target specific people on Facebook.
- Lookalike Audiences – Will find people who look like the people who have already liked your business Facebook page to widen audience.
- Facebook and Instagram are **very** important for businesses.

For any more information do not hesitate to get in touch with the BID team on marketing@positivelyputney.co.uk.