Making the Cash Registers Ring
New Mexico Main Street

How to Make The Cash Registers Ring for Downtown Businesses

Kathy La Plante
Senior Program Officer and Director
Of Coordinating Program Services

Today’s Focus
• Target Market
• Business Promotions
• Creating a better business image
• Business owner participation
• Businesses benefitting from special events

Planning Promotional Activities
• Identify current assets & position
• Identify target markets
• Establish promotion outcomes
• Establish overall strategy/calendar
• Design individual events
• Implement
• Evaluate
An improved business district (Design and Economic Restructuring/Vitality) will also attract people downtown

Anticipated Promotion Outcomes
• Promotions that meet specific goals
  increased foot traffic
  increased sales
  build market share
  funds raised
  increased publicity for downtown (versus the organization)
• Promotions that target specific customers or better match existing downtown customers
• Develop brand recognition
• Capture a larger market and greater market share

Target Marketing
• Shotgun v. Rifle Approach
• Design Events Based on Target Market
• Where do you find information on customers:
  – Market analysis data
  – Businesses surveys
  – Zip code surveys
  – Focus groups
  – Customer surveys (during special events or intercept surveys)

Rifle Approach – Zeroing in on a Specific Consumer
• Downtown Employees
• Downtown Residents
• Tourists/Visitors
• Senior Citizens
• Women or Men (separately)
• Students (all levels)
• Gov. employees
• Day-trippers/bus tours
• Nearby major employers
• Military
Bricks & Mortar Sales vs. E-Commerce

Global Retail and E-Commerce Sales Forecast

Business / Retail Promotions
Supporting Downtown’s Economic base by focusing attention to commercial elements / assets
  • Ring the cash register – immediate sales
  • Build customer base – long term
  • Promote positive image

Three Categories of Business Promotions
  • Cooperative promotions “sell” businesses in the same category (competitive cluster)
  • Cross-business promotions “sell” businesses with complimentary goods and services
  • Niche promotions focus on the consumer group (including visitors) rather than the goods and services
  • Individual Business Promotions

The Old Way - Collecting Customer information

Lansing, MI
The Soup Spoon is compiling email addresses......
To notify customers of menu changes, upcoming special events, offer in house coupons, or an occasional recipe.
We will never share your information without your consent and you can opt out, discontinue our emails at any time!
Evaluation on the back
Collect 5 things: name, email address, birthday, anniversary, and zip code
Collect data: Constant Contact

Social Media and E-Commerce
Teaching
Sharing
Testimonials

What Are Your Businesses Using Now?
The New Way to Collect Customer Information and Use Social Media

Google+
Effective social media strategies result in:

- Engaged users
- Impact business immediately
- Increased traffic (both real and online)
- Buzz!

Jewelry Store on Facebook

Cambridge Main Street (New Mexico Main Street) is holding a contest in honor of its 35th anniversary. Leidhurn’s Jewelry is holding a contest in the oldest Leidhurn’s sales ticket holder can find before June 22, 2015, and August 8 (Second Saturday). The person with the oldest sales ticket wins a $100 gift certificate. This could save you back a ways — Leidhurn’s has been writing sales tickets for 72 years!

Individual Business Promotion

by the Main Street Organization

- Immediate impact

Theater Receipt

Three Show Times:
On Line receipt means shop before or after the show

The Squeeze

Niles, MI

- Let’s say your name is Bob and you come into Squeeze today...Say, “Hi, my name is Bob...Bob, Bob bo Bob, banana fanna fo fob, me my mo mob...Bob,”
and you’ll get $1 off your order :D

Promoting Shop Local on Facebook

Professional – Made in the USA

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Facebook and Instant Results

Classes & Ideas

Facebook Coupons
Individual Businesses or Shared by Fan and Friends

Downtowns Online
Quincy, IL

QR (Quick Response) Codes
Allows data to be decoded at high speeds

Restaurant Uses
- Take out menus
- Links to Photos and Social Media
- Different Restaurants, Different Codes (Fine dining to K’s menu and interior photos. Fast food could put on a table tent and offer a deal for giving an email address and Food Carts may have the QR code on the front for easier ordering and payment.
- QR code is becoming less novelty and more utility
- QR code is not a marketing gimmick, but a bona fide mechanism to provide interested parties with information on which they can act.

Visit Mashable.com

How Can Main Street Use QR Codes?

- Shop Local instant specials
- Special events with participating businesses offering special deals that day
- Coupons, maps, directing to social media, contests, and videos
- Educate businesses how to use them

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SaveLocal by Constant Contact

- If Groupon provides quantity, we want to provide quality. We think the way to find your next great customer is through your existing customers, rather than through a big list of consumers who don’t know much about you. SaveLocal is about sending coupons to your current customer base, and providing them with an incentive to share the coupons with their social network in order to bring in new customers. We also turn the economics of the deal on its head, by letting the merchant control the amount of the discount so they’re not losing money on it.

Nearby Registry

Why was NEARBY started: they weren’t easily able to support their favorite local businesses through the traditional gift registry model.

What is NEARBY?
• NEARBY is an online shopping and gift registry site for local businesses.

Who can participate: independently owned and operated merchants, service providers and non-profits. We encourage unique ideas: lawn care, flight lessons, cross country ski passes, CSA memberships, etc.

Credit Card Fees and Acceptance

No more land Lines needed
Receipts can be emailed

Retail and Business Promotions

Sidewalk Sales aren’t what they used to be in many communities but can still be successful

This used to be our best option for coop advertising

Magazines raise the quality
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Personal care, professional service providers, banks, etc. can all benefit from promotion

Why Buy Local?
Free ads at www.AMIBA.net

• Building Community The casual encounter you enjoy at neighborhood-scaled businesses and public spaces around them build relationships and community cohesiveness. They are the ultimate social networking sites.

• Strengthen Local Economy Each dollar you spend at an independent business returns more than 3 times as much money to the local economy than spent at a chain — a benefit we can call bank on!

• Enhance Choices A wide variety of independent business, each serving their customers’ tastes, creates greater overall choices for all of us.

Educate on Buying Local

Local Economic Return of Indies v. Chains

Donate gift certificates, not merchandise
• Make fake empty boxes or provide photos of items donated for auctions, etc.
• Give items that would cause the customer to come back
• Capture info contact info
• Thank them for coming in

Shop Your Ath Off At This Local Business
Athens, GA

Donations from Businesses

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Loyalty Cards
Vineland NJ
Cards Cost $10
Good Through Sept. 30, 2015

Looking for the perfect gift? 
Downtown gift certificates/cards

“A very distinct pattern has emerged in that almost 70% of our gift certificate recipients are new customers to a redeeming store / restaurant. It is almost as if it is not “real money”, so they will experiment with it on a new place.

“Merchants have been very, very successful in capturing that new customer for return visits, with as much as an 80% return rate.

“Libertyville, IL

“Life should be a little more rewarding
It’s time to reward you for your loyalty

MasterKey Card Program – Unlock Rewards
Warrenton, VA

• Just like any national chain frequent buyer card, except this same card is used at all participating downtown businesses.
• Card and key ring tag.
• Each business determines it’s own rewards.
• Example: a furniture store gives a $25 check for $350 in purchases. Good toward next purchase. (overall tracked a 6% discount)
• Rewards continuing purchases

Customized Gift Certificates

• Available online and in person.

Treasure Downtown Contest

• Don’t forget to be saving your receipts! Any receipts from the Downtown District (think anywhere there’s a parking meter) are eligible to get you to that $500 mark—and it’s easier than you think! Don’t you grocery shop at grocery stores or gas stations? Did you get a savings card from Food Mart? New contest will get you there! Record any receipt with the Warrenton or downtown logo on it. You get one entry per receipt. The more entries, the better the chance to win the $500. You can get a $500 gift certificate to any downtown business, or a new patio set at Window to Worlds. That counts. Your lunch date, spring clothes, watch repair, home decorating...it all adds up!
Bounce Back Offers

Downtown Washington’s Bounceback Bucks

Thank you for spending over $30.00 at

This certificate is good for $5.00 of a $25 purchase today.

30 day promotion may lose its impact.

Do more like “Kohl’s”

Restaurants Promotions

During restaurant week in February, diners were given a VIP card and a free-day parking pass with their bills, to return in March.

People could scan the QR code and find participating business specials.

Why February and March?

Bridal/Wedding Niche?

• Bridal Gowns
• Tux Shop
• Florist
• Photographer
• Picture Framer
• Caterer
• Wedding Planner
• Hotels, motels, and inns
• Banquet Space
• Printers
• Party Supplies
• Dry Cleaners
• Travel Agent
• Insurance Companies
• Salons/Spas
• Liquor/Wine store
• Gift shops
• Attorneys
• Banks

Art Niche = Art Walks

Follow-up to Restaurant Promo

Becomes a Collective Cross Promotion

• During restaurant week in February, diners were given a VIP card and a free-day parking pass with their bills, to return in March.
• People could scan the QR code and find participating business specials.
• Why February and March?

Green Living

Green Living Promotion
• Antique Stores
• Second hand stores
• Hardware
• Home Furnishing
• Engineers/Architects
• Builders/Contractors
• Health Foods
• Gift Stores
• Coffee Shops
• City – recycling
Students and Alumni

GET UP DOWNTOWN
Thursday, September 25th
6-9pm @ Jorgensen's Cafe

Target ~ College Students
Target ~ Alumni

Fun Fest for Students

• Tour students (leaders) through downtown going into businesses to get freebies, coupons, info, or refreshments.
• Quiz at the end for prizes and free food.
• Scavenger Hunts
• Freshman welcome packets
  – Sporting good store in Durham NH gives every freshmen a free T-shirt. They just have one week to come in and get it.
• Parents weekend packets

Shopping Scramble
Petoskey, MI

Businesses are encouraged to have golf related specials:
Bloody Mary Tee off, Chocolate Hole, Putt a hole in one and win a discount, chair massage, special drawings, free gifts, etc.
Mailings to go member of the Arts Center.

19th Hole of the Shopping Scramble
Prizes for:
Longest Drive (farthest away)
Closest to the pin (preset $5)
Hole in one (who spends the most)

Individual Businesses Promoting Shop Local
Collierville, TN

REWARD for Main Street Shoppers!
• Today more than ever, it is important to support your local businesses. Shopping local benefits everyone. You can feel good about your purchase on the square. You’ll feel even better when we reward you with a 10% discount on your entire order at Square Beans! Just show your receipt from one of the Main Street Merchants (same day).
Summer Santa Bucks
Washington, MO
- Summer Promotion
- $5.00 Off Coupon good toward a $25 purchase at all participating businesses
- Low cost
- Targets: newspaper reads and social media connections

Individual Anniversaries
- 13th anniversary = $13 off a $50 purchase. (26% off)
- Press releases
- Free cupcakes
- A real celebration
- Store closes quarterly for makeover

Speaking of Anniversaries - Lawnmower Parade
To honor Dalager’s Sharpening Service, Encinitas, California

Passport to Tomahawk Given to Volunteers
Used the passport to:
1. Reward volunteers
2. Recruit new ones
3. Include businesses outside the BID and explained to volunteers the relationship between both BID businesses and needing support of those outside of the BID too
4. Had all volunteer opportunities spelled out in bite sized pieces
5. Tomahawk is expanding to use the Passport to other visitors to downtown

Sip and Stroll
Sumter, SC
- Tickets sold for $20 (wine food and entertainment)
- Retailers and service businesses included (16)
- 100% renewal by participants for two years
- Held mid-November

Sip, Savour, Shop, and Swirl around the square
- Tickets sold (wine food and entertainment)
- Retailers, service and professional businesses participate
- Some held mid-November to kick off the holiday season, or held in February where participants can “Wine About Winter”
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Chocolate Walk
Cambridge, OH

- Kick off for a Dickens of a Christmas, following a reception
- 200 tickets sold for a downtown chocolate walk
- 28 of 40 businesses participated, providing 200 pieces of candy
- Lessons learned: sales came after the evening event and they needed bigger bags for everyone to collect their chocolates

Mardi Patty Gras Crawl

We dare you to say it five times fast. It’s the Mardi Patty Gras Crawl and it’s coming to Downtown Petoskey on Friday, March 6! A fresh take on the always popular progressive dinners, this foodie crawl is bringing life to downtown during a typically quiet time of the year.

What is it exactly? It’s an hors d’oeuvre crawl through 22 participating Downtown stores, followed by an entrée and dessert in Downtown restaurants.

What’s Up Downtown? Where Is That Antelope?

Rawlins DDA/Main Street is proud to kick off a new promotion with no purchase necessary this April - the Where’s Rawley? Downtown Scavenger Hunt! Running from April 12th-25th, contestants visit 30 of the businesses participating in downtown and find a picture of Rawley the antelope. After finding the antelope and receiving a signature at 30 businesses, each card is entered for one of three chances for a $250 downtown shopping spree. Game card and complete rules can be picked up at 7 locations.

Another take is an Elvis scavenger hunt

Although these events get people into the businesses, they are often not effective in gaining new customers unless...
1. The businesses actively engage those participating when they come in.
2. The "hunted item" is placed near a featured/sale item
3. The business creates some kind of "bounce back" opportunity
4. Entry forms are used to expand the database for future marketing.

Elf -Selfies

- Elves are placed in a few businesses
- Move every 3-4 days
- Take a Selfie with the Elf
- Person who finds the elf each day may win a prize from a business
- All entries are eligible to win the big giveaway.

Social Media and Downtown Discovery
Divas Wanted in Lynchburg

Bring your mothers, daughters, sisters, friends, and coworkers for a night out in Downtown Lynchburg, just for YOU!

- Enjoy fabulous shopping, dining and door prizes from more than 45 downtown restaurants and businesses. The first 500 Divas will receive a tote bag, goodies and a discount card with special offers.
- The crawling will begin with bag pick-up at the Lynchburg Community Market at 5:00 p.m. Browse downtown business, shop & dine and enter to win door prizes at the After Party.
- You won’t want to miss the After Party! The festivities will begin at 8:00 p.m. at the Craddock Terry Hotel with a free dessert bar, a cash bar and door prize raffles from participating downtown Businesses!

Downtown Diva, Girl Whirl

National Event Focus
Paint the Town Red ~ Promo Partners

- Health Screenings
- Free Protein Smoothies
- Recipe books
- Acupuncture

Holidays Promotion Essential

- Extended Hours
- Coop Ads
- Themed Events
- Common Image
- In-store "experience" shopping
- Open Houses
- Outstanding Customer Service

Earlier Than the Bird
Livermore, CA

Held the Saturday before Thanksgiving.

Downtown Livermore’s gift shops and boutiques will be open and ready to serve you from 7am-10am with special deals, offers and treats...think coffee, pastries and mimosas!!!

Special prizes given to those still wearing their pajamas!!!
Midnight Merriment
Always the first Friday in December
Concord, NH

Targeting Men
• Newspaper ads say “make your Christmas Wish List at downtown businesses”. Encourages the woman, mom, sister, etc. to complete and give to the men in their lives (or the store may mail)
• Beverages and snacks
• Free gift wrapping
• Shipping services provided
• Activities for men, drawing for “guy” prizes

The Healthy Main Streets Healthy Holidays
Boston, MA
Encourage residents of all ages to explore their local commercial districts, while challenging them to put healthy living habits into practice during a time of the year when it is most challenging.

Cash Mobs (Retail and Restaurants)
• Using Facebook and Twitter, they’re organizing groups of strangers who descend on beloved independent retailers—bookstores, bakeries, wine shops—and spend at least $20 cash each (maximizes business profits). Participants usually meet beforehand and follow the organizer to the shop.

Develop a Marketing Plan for Sidewalk Construction/Business Interruption
• Remind people that businesses are open
• Activities during construction—Hard Hats for kids
• Coupons for car washes
• Posters and T-Shirts highlighting the top 10 reasons to shop downtown during construction
• Communications
• Celebration after the project is done

Creating a Better Business Image
• The Image for downtown and the city is as important as having an individual image for the business.
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Cycle of Investment

- Improved Image
- More Reinvestment in Business & Property
- More Customers
- Higher Profits

Beware of a Bad Image

Business Image

- If a potential new customer walks past your downtown businesses, what would their impression be?
- A poor image in several stores and set the image for all of downtown.

Evaluating Your Business Image

- Building Appearance
- Windows
- Employee Attitudes
- Store Hours
- Customer Service
- Knowledge of Customers
- Community Involvement
- Secret Shoppers

Which sign helps customers form an image about your business?

Together, agree to Establish Business Guidelines to Keep Downtown’s Customers

Business Guidelines can “set the bar” for business greatness

- Ideal hours of operation
- Frequency of window display turnover
- Investment in marketing
- Customer service standards
- Tracking Customers
- Hospitality
- Parking practices
- Knowledge of neighbors
- Referrals
- Maintenance
- Cleanliness
- Positive attitude
- Appreciation
- Other?
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Getting Business Owners Involved

Promoting Evening and Sunday Hours

The Most Successful Business Promotions will be Planned by......

Business Owners
- Retail
- Professionals
- Service
- Employees of downtown businesses

How to Increase Participation?
- Advance Planning
- Affordable Participation
- Provide ideas on how to tie into events (popcorn, etc.)
- Share Market Data
- Check during or shortly after the event
- Explain the benefits
- Evaluate
- Share Testimonials

Evaluating Local Life
Overland Park, KS

Started with a small group
Expanded as success stories unfolded
Emails on the event go to every business whether they participated or not
Participation increased with testimonials

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Help your Businesses Track Their Business — From Business Promotions and Special Events

- Total tickets
- Total dollar value
- Total transactions
- Average sale amount
- Sales compared to sales on the same day the year before
- Conversion rate (the % of shoppers who become buyers)
- Time spent shopping per store visit

Business Promotions & Special Events

- Special Events are not focused on ringing cash registers during the event (although they sometimes have that added benefit)
- Special events often lead to future sales when attendees have a positive experience admiring window displays, browsing open shops, and chatting with friendly shopkeepers.

The Best Special Events will Garner Retailer/Business Support....

...and grow, if they include opportunities for attendees to connect with businesses through window displays, browse open shops, and chat with friendly shopkeepers.

Communicate Goals for Promotions

- Share the strategy on why events are being done and the expected outcomes (market based? impact?)
- Is the goal just to attract people or is it more focused on support the economic growth of the downtown/district?
- Challenge the organization in measuring the use of resources and goals of events.
- Evaluation of businesses for impact after events

Snowball/Ping-Pong Ball Drop
Augusta, KS & Sister Bay, WI

- Merchants write specials/gifts on balls
- One gold ball with $100 downtown $5
- Red balls = free turkeys
- Fire department drops balls to adults and children
- 50 year tradition
- In conjunction with Santa’s arrival
- Sister Bay, WI Drops from helicopter - 10,000 annually

“Show Us Your Produce”
Kissimmee, FL

- Discounts, sales, gift-with-purchase to anyone bringing in their bag of produce
- Merchants offer what they want – can change weekly
- Window decals
- Signs by registers
- Weekly promotion, weekly shoppers
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Experience Retailing
Author Book Signings – Tea Room Tastings – Demonstrations
Classes – Product Test Rides – Writing a Will – Cooking Classes

Allow Local Businesses First Right of Refusal to be Highlighted at Special Events

Provide Idea for Business to take advantage of events

Help Businesses Take Advantage of Events and Festivals

On the Day of Events

DAY-OF-EVENT Tips

• ASK TO HAVE YOUR BUSINESS INCLUDED IN THE DOWNTOWN EVENTS. ADD YOUR BUSINESS TO THE ‘LEAFLET’ custom: Share your ‘leaflet’ custom:
  ▪ Have it done in a way that’s unique to you. Have it done in a way that’s unique to you. Have it done in a way that’s unique to you. Have it done in a way that’s unique to you.

• HELP VISITORS TO NIGHTS AND EVENTS. HELP VISITORS TO NIGHTS AND EVENTS. HELP VISITORS TO NIGHTS AND EVENTS. HELP VISITORS TO NIGHTS AND EVENTS.

• PROVIDE IDEA FOR BUSINESS TO TAKE ADVANTAGE OF EVENTS. PROVIDE IDEA FOR BUSINESS TO TAKE ADVANTAGE OF EVENTS. PROVIDE IDEA FOR BUSINESS TO TAKE ADVANTAGE OF EVENTS. PROVIDE IDEA FOR BUSINESS TO TAKE ADVANTAGE OF EVENTS.

Post Event

AFTER-EVENT Tips

• FOLLOW UP. FOLLOW UP. FOLLOW UP. FOLLOW UP.

• BECOMING CLOSEST. BECOMING CLOSEST. BECOMING CLOSEST. BECOMING CLOSEST.

• LEARN FROM PLAYING OTHER GAMES. LEARN FROM PLAYING OTHER GAMES. LEARN FROM PLAYING OTHER GAMES. LEARN FROM PLAYING OTHER GAMES.
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Q & A

Please type questions in the chat

Kathy La Plante
Senior Program Officer &
Director of Coordinating Program Services
National Main Street Center
53 West Jackson Blvd, Suite 350
Chicago, IL 60604
202-297-2893
KLaPlante@savingplaces.org
www.mainstreet.org

Hope to see you all in Milwaukee!
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