

PALADIN DATA CORPORATION™

# Biz Coach Webinars

FREE ADVANCED TRAINING



## In-Store Marketing on a Shoe String POS Billboards

Charles Owen



TECHNICAL LEVEL:

EASY

INTERMEDIATE

ADVANCED



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## In-Store Marketing on a Shoe String - POS Billboards

### Agenda

- 1.
- 2.
- 3.



1. Where does in-store marketing begin?
2. Types of in-store marketing
3. Benefits of in-store marketing
4. Running effective in-store marketing campaigns
5. How to leverage your point of sale system



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## In-Store Marketing on a Shoe String - POS Billboards

### Where should in-store marketing begin?

**EVERY  
THING**  
— IS —  
*Marketing*



- It all starts with your employees
- Customer experience is everything
- Knowledgeable frontline staff are key
- Educate your staff on sale promotions
- Smile, be personable, engage & provide incentives
- Acknowledge and award success



## In-Store Marketing on a Shoe String - POS Billboards

### Types of in-store marketing



- Loyalty rewards programs
- In-store coupons
- Endcap multi-media displays
- Social media promotions  
Example: "Like" us on Facebook QR Code
- Close range marketing – WiFi or b.t.
- Large entryway display screens
- Point of sale billboards



## In-Store Marketing on a Shoe String - POS Billboards

### Benefits of in-store marketing



- ❑ Consumers love deals
  - Entertains customers in line
  - Enhances the customer shopping experience
  - Encourages customers to come back for more deals
  - Changes customers' perception of the store
  - Helps customers feel connected
- ❑ Sells more blind items/provides upsell opportunities
- ❑ Creates repeat customers
- ❑ Generates higher turns & more revenue



## In-Store Marketing on a Shoe String - POS Billboards

### Running effective in-store marketing campaigns



- Keep it simple
- Make it easy to participate
- Create engaging & interesting content
- Promote, promote, promote
- Pay attention to promotion duration
- Measure campaign effectiveness



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## In-Store Marketing on a Shoe String - POS Billboards

### How to leverage your point of sale system



- Use two customer-facing monitors
  - Easy & inexpensive to setup
  - Can display rolling ads or a multi-media presentation
  - Creates an impulse item sales machine
- Include a framed window for the Paladin<sup>2</sup>Show invoice display
- Establish a customer loyalty program
- Enter new customers with a 2D scanner

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