



EXCELLENCE IN COACHING



Easy

Intermediate

Advanced



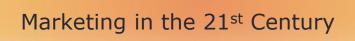


What We Will Be Covering



- Marketing strategies for the 21st century
- Newspaper and Television Ads
 Customer Loyalty Programs
- That "whole social media thing"
- How to promote these things inside Paladin to increase your business





Marketing Strategies



- Make sure you have a clean, positive message to potential customers
- Understand and know where your market is (meaning TV/Newspaper versus social media)
- Which materials and programs to use that are best fitted for your store





Newspaper & Television Ads





 Research what time slots are the best for your business on T.V; as well as which stations

 How does your local newspaper do versus the bigger named ones, such as the wall street journal

How "busy" do you want your ads to be?





Customer Loyalty Programs









- Customer loyalty programs are a good way to incentivize customers and keep them coming back
- You can make the program unique to your store
- Paladin offers several customer loyalty programs that are fully integrated both Hardware and Pharmacy stores





That "social media thing"

Google



- Having a good web presence. Understanding how to get to the top of the search list
- Having an active Facebook account; and offering a one time coupon or special for mentioning or "liking" the page
- Creating a company website (if you don't already have one) and keeping it up to date

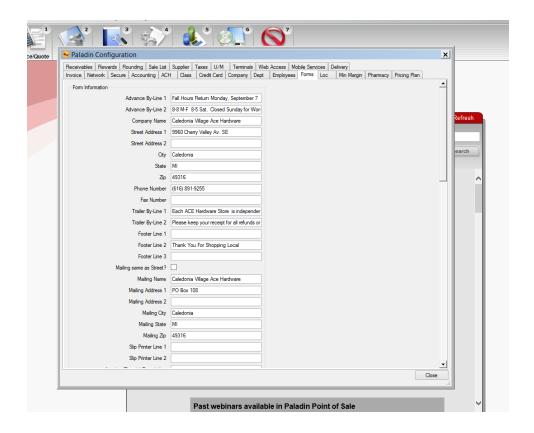


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Marketing in the 21st Century

How does Paladin play into this?



- Everybody loves a good sale or deal; use
 Paladin to promote your new "special" on
 Facebook or your website
- Put a message at the bottom of your statement run for a month promoting your customers to "like" the Facebook page with an offer of \$5 off on next visit
- You can create signs promoting your new marketing strategy

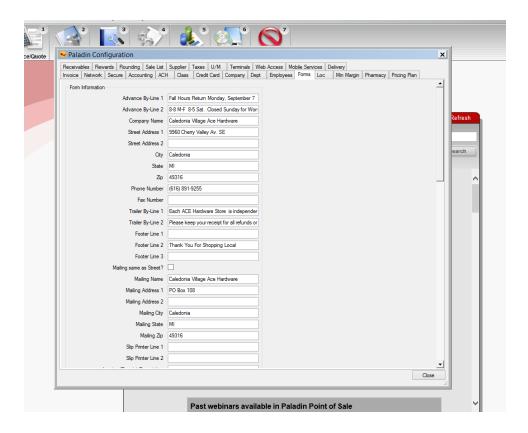


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Marketing in the 21st Century

How does Paladin play into this?



- You can run different reports in Paladin to help with marketing
- Customer sales and profit ranking; inventory count list and negative stock on hand
- You can use target marketing and "secret sales" to help draw in customers from these reports



End Recording available at: paladinpointofsale.com/webinars





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