

# EXCELLENCE IN COACHING



## MARKETING FOR THE 21<sup>ST</sup> CENTURY

by Jenny Cooper

**Technical Level:**

Easy

Intermediate

Advanced



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Marketing in the 21<sup>st</sup> Century

## What We Will Be Covering



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



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## 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



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## 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?



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## 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





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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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## 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

The screenshot shows the 'Paladin Configuration' window with a 'Form Information' tab selected. The form contains the following fields and values:

- Advance By-Line 1: Fall Hours Return Monday, September 7
- Advance By-Line 2: 8-8 M-F 8-5 Sat. Closed Sunday for Won
- Company Name: Caledonia Village Ace Hardware
- Street Address 1: 9960 Cherry Valley Av. SE
- Street Address 2: (empty)
- City: Caledonia
- State: MI
- Zip: 49316
- Phone Number: (616) 891-9255
- Fax Number: (empty)
- Trailer By-Line 1: Each ACE Hardware Store is independer
- Trailer By-Line 2: Please keep your receipt for all refunds or
- Footer Line 1: (empty)
- Footer Line 2: Thank You For Shopping Local
- Footer Line 3: (empty)
- Mailing same as Street?: ☐
- Mailing Name: Caledonia Village Ace Hardware
- Mailing Address 1: PO Box 108
- Mailing Address 2: (empty)
- Mailing City: Caledonia
- Mailing State: MI
- Mailing Zip: 49316
- Slip Printer Line 1: (empty)
- Slip Printer Line 2: (empty)

At the bottom of the window, there is a button labeled 'Close' and a status bar that reads 'Past webinars available in Paladin Point of Sale'.



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## 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

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| Field                   | Value                                       |
|-------------------------|---|
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| City                    | Caledonia                                   |
| State                   | MI  |
| Zip                     | 49316                                       |
| Phone Number            | (616) 891-9255                              |
| Fax Number              |   |
| Trailer By-Line 1       | Each ACE Hardware Store is independer       |
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| Footer Line 1           |   |
| Footer Line 2           | Thank You For Shopping Local                |
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| Mailing same as Street? | <input type="checkbox"/>                    |
| Mailing Name            | Caledonia Village Ace Hardware              |
| Mailing Address 1       | PO Box 108                                  |
| Mailing Address 2       |   |
| Mailing City            | Caledonia                                   |
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| Slip Printer Line 1     |   |
| Slip Printer Line 2     |   |

Buttons: Refresh, Search, Close

Past webinars available in Paladin Point of Sale





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End

Recording available at:  
[paladinpointofsale.com/webinars](https://paladinpointofsale.com/webinars)

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