



APRIL BOUTIQUE MARKETING TIPS

Hey BoutiqueBoss,

April showers bring may flowers...right? Well let's make sure you've got plenty of umbrellas stocked so you have enough profit to buy those flower seeds eh?

We love spring fashion and the excitement that comes with your customers as they finally clear the bulky sweaters out of their closets.

Whether you are online or brick and mortar, use these marketing and buying ideas to help boost your engagement, activity and revenue during April!

Don't forget, it's also market season, so take a look ahead at what you've got planned for fall as you make those early orders now!

Use these marketing tips and promotional ideas below to grow your business this month.

- Update the spring collections on your homepage.
- Update your spring windows & merchandising.
- Get colorful with your marketing!
- Ask questions around their spring traditions, first spring flowers, April Fools Day, Easter, Tax Day woes, or National Siblings Day!

APRIL FOOLS DAY:

- April Fools Day may not be a huge promotional or sale day, but it's a fun day. Invite your customers to share with you the best April Fools Day jokes they've ever pulled or played! What will you do to trick your team today?

TAX DAY:

- Who loves tax day? Very few people. So why not celebrate it? Invite your customers to bring in their returns (the money, not the papers) and you can celebrate with a tax day sale that day only! Maybe the sale is a feature only of the sale rack and a few key items, remember, no blanket sales!
- Don't forget about your local Accountants - sending them a nice appreciation note along with a coupon or a "time to celebrate" gift will not go unnoticed! Rewarding them for their long hours of work during "tax time" will bring in sales and brighten their spirits.

EASTER (can fall in March or April, this year in April)

- Every customer loves a good surprise in their package right? Tis the season to use up all of those plastic eggs, stuff them with a surprise set of earrings or a coupon code for their next order inside of your packages or customer bags.
- This is a HUGE shopping season, make sure you are featuring your Easter dress collection and seasonal marketing campaigns. Keep these merchandised in store and on the homepage, easy to find on your website.
- What collections can you build for family photos
- Easter themed tees or faith-based brands to feature
- Collaborate with a children's store to build outfits for the whole family

EARTH DAY:

- Eco-friendly fashion has become a major hot topic today. With the rise in waste in our industry, this is a great time to shed light on the sustainable and eco-friendly brands that you support and carry in store. How can you raise awareness, do a clothing drive to properly dispose or donate clothing, while offering your customers incentives on their next purchases?

NATIONAL SIBLINGS DAY:

- Double trouble. Come shop with your sister and you'll both get free gifts in store. You could also run BOGO sales on the site or any features that are two for one's when you shop with and for your sister.
- This is also a great social media holiday where you can post photos of your own sister, your staff & their sisters, and invite your customers to do the same and show some sibling love.
- PS: Don't forget the brother. Your customer may be women, but don't forget to celebrate them all!

SEASONAL COLLECTIONS:

- While right now you are busy featuring Easter, Spring Break, travel, and festival collections that your customers are busy buying...it's time to start thinking about what's next so you are prepared.
- Coming up are buys for fall, back to school, and even early Holiday 2019 if you can start to look for great gift and seasonal buys at low prices for higher return.
- Start prepping now for Cinco De Mayo collections, Mothers Day, Graduations and Fathers Day coming soon!

Like these themed monthly bundle topics for promotional ideas? Let us know what else you would add! ashley@theboutiquehub.com