



FEBRUARY BOUTIQUE MARKETING TIPS

Hey BoutiqueBoss,

It's the season of love....so did you capture your customers' husbands or significant others' contact information over the Christmas holiday? Now's the time to reach out to the men on your list to create bundles for the ladies they love!

February is also a big market month for you as a buyer, so bring your customers behind the scenes in your business to buy with you! Be the buyer, trend previews, love it or leave it....give them a voice while you're at market!

NATIONAL WEAR RED DAY (FIRST FRIDAY)

- In an attempt to raise awareness for Women's Heart Week, run a promotion involving anything RED in your inventory. Encourage your staff to wear red, tie a red ribbon to every sales package, include a pre-written note in every package of encouragement to be Heart Healthy.

FACEBOOK ANNIVERSARY

- Celebrate your loyal followers and Facebook fans on February 8th with a special live sale, or item of the day.

PIZZA PARTY TIME

- On National Pizza Day...why not invite your top 20 customers into the store or the warehouse for a private pizza party and spring preview? Get the gift bags ready and make them feel special!

VALENTINES DAY

- Bundle it! Give the guys a simple go to gift that ladies will love and reach out to the men on your list to share the bundle ideas, the 3 price point options and even the items his wife has on her wish list! Make it EASY (wrapping?) for him to be a start and get her more than just flowers!

COLLABORATIONS

- It's time to make Valentines gifts you'll sell extra special. Collaborate with a floral shop to bundle gifts in your store with flowers, or a coffee shop to bundle with you, how about a

nice tire change + men's tee or gift? Get creative with other local businesses on the big day!

SUPERBOWL

- Hedge your bet? Get creative with your social media this week to poll your customers, create gameday collections in color theme, and to run giveaways for your engaged customers!

GROUNDHOG DAY

- Ever feel like your life is on repeat....ever feel like your life is on repeat? Get creative with groundhogs day the movie, or the holiday! Winter or spring - cast the poll! Ask the question, what day would you want to repeat over and over again? Poll your customers
- wedding, childbirth, the big game?

SHOWCASE YOUR MARKET TRIP

- Your customers want to feel like they have a hand in your buying, so bring them along to market with you! Are you headed to WWD MAGIC? Share all of the behind the scenes action with be the buyer, this or that, love or leave polls for your new collections! Share trend alerts and get them excited about what you are bringing back to the store or website!

DATES TO REMEMBER 2020:

- February 7 is National Wear Red Day (first Friday) #GoRed
- February 1-7 - Women's Heart Week
- February 8 - Facebook Anniversary
- February 2 - Groundhog Day
- February 2 - Superbowl LIV
- February 9 - Academy Awards
- February 9 - National Pizza Day
- February 14 - Valentines Day
- February 17 - Presidents Day
- Feb 17 -22 - Random Acts of Kindness Week
- February 20 - Love Your Pet Day

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