



## MARCH BOUTIQUE MARKETING TIPS

Hey BoutiqueBoss,

Are you ready for the dawn of spring in your business? No matter where you're from, March is a month of transition and one that can be quite busy for your business.

For many of you, it's time to move winter clearance out and recapture any cash you can to reinvest in fresh goods. For some parts of the world, it's been winter far too long, and your customer is ready to at least FEEL like spring. How does your inventory, branding, and marketing reflect this change in seasons and attitudes?

Regardless of what promotions you choose, what is most important is that you do this month SHOW UP. Consistency in your sales channel, your personal posts, your questions and the way you relate to your customer DAILY matter.

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

### St. PATTY'S DAY

- Post a photo of your green today (thread/giveaway)
- 17% off anything green in store or online
- BOGO on anything green
- Free gift with purchase
- Scratch off discounts at checkout to get lucky and win
- Shamrock package inserts with coupons for future purchases
- Ladies night out, drink tickets for a green beer at a local bar

### MARCH MADNESS

- Bracket pools for your customers
- March Madness-themed sales or events, items of the week
- Winter clearance is MARCH MADNESS because you're going mad getting these items moved
- Sports-themed or licensed goods are featured

### DAYLIGHT SAVINGS TIME or FIRST DAY OF SPRING

- Host events, pop-ups, ladies nights with spring themes

- New collection on the homepage of your site
- Featured live sale for must-have spring items
- Ask questions around their spring traditions, first spring flowers, or any funny stories around missing something important with the time change

#### SPRING CLEANING

- Host a closet cleanout event
- Be a donation site for women's shelters or other goodwill projects
- Re-merchandise your store, website or host a sales thread with onesies and twosies you find in your cleaning
- Host a live sale with the basics your customers need to keep in their closets and can build capsule wardrobes around

#### INTERNATIONAL WOMEN'S DAY

- Ladies night out time!
- Post threads asking about women that inspire them
- Host a sale, event, or gift with purchase on this day
- Post behind the scenes features this month of the women in your business

#### EARTH DAY

- Are you making an effort to become more eco-friendly in your business? This has become very important in fashion.
- What products do you sell that are handmade, eco-friendly or all natural?
- Celebrate with a closet cleanout where you can recycle clothing from their closets
- Feature or host a trunk-show with an eco-friendly brand

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

- Easter may come in April, but your customers are shopping for Easter long in advance
- What collections can you build for family photos
- Easter eggs in the packages with surprise discounts or perks
- Easter themed tees or faith-based brands to feature
- Collaborate with a children's store to build outfits for the whole family

#### COLLABORATE:

How can you collaborate on Daylight Savings Time or other fun spring or St. Patty's Day events? Nail Salons, Bars, Coffee Shops, Tire Stores, Antique Stores, Tanning Salons, etc.?  
How can you team up for giveaways, cross-marketing displays, or swapping putting promotional material in one another's customer bags and gifts. If you live in a 'cold' winter state, your

customers are VERY excited to get out of the house and have in-person experiences that celebrate a change in seasons.

## WHAT'S HAPPENING IN YOUR BUSINESS

What is your customer needing as she enters the month ahead? Her wardrobe is probably feeling dark, heavy and ready for something that will make her feel like spring no matter what the weather is doing outside.

- Easter is around the corner....what outfits does your customer and her family need soon?
- Tax Day is coming...start thinking about tax time promotions and FINISHING your own taxes ASAP!
- Top or increased turning categories for many retailers in March include: swim, dresses/skirts, light outerwear, sandals
- Winter clearance, if it doesn't sell in March, it won't. PUSH your clear outs and anything you don't plan to box up and save for fall. Decide what is worth keeping.
- Spring cleaning is the time to set yourself up for success all summer when you want to relax. Clean the warehouse, office space, your desktop computer screen, or re-merchandise your store!

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