



MAY BOUTIQUE MARKETING TIPS

Hey BoutiqueBoss,

May is always such a busy month as families prep for graduations and the end of the school year. It's like you can almost hear the teachers and parents burning rubber as they get out of town for schools out vacation.

So how can your store accommodate the busy season?

It's time to get creative in filling the NEEDS of your customer and getting the gift and outfit ideas ready. Graduation dresses and gifts, Mothers Day specials, summer glamping essentials. You know your customer better than anyone...what does she need?

With beautiful weather here to stay, start planning the fun events and pop-ups you plan to have all summer, even if you're online. Your local customers still want to know you!

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

- Update the summer collections on your homepage.
- Get your graduation gift bundles ready!
- What essentials does your customer need in her summer closet?
- Ask questions around summer plans, Derby Day picks, graduation memories and a poll on National Pizza Day!

CINCO DE MAYO

- Everyone celebrates Cinco De Mayo with margaritas and tacos so let's think outside the box! Perhaps you can partner with your local Mexican Restaurant and be the Guest Bar-Tender or Guest Server. Or do a 5 for 5 special! The 5th Day of the 5th Month - gather up some those sales items or low-cost items and run a 5 -for 5 sales!

MOTHERS DAY

- Mothers Day family photo shoot - invite mothers, daughters, and grandmothers into your store or showroom and hire a photographer to come in and take family photos of your customers. Later circle back around and use those photos in an advertisement for your boutique. Caption it something clever like "It's a Family thing" "Beautiful Women" "Generation after Generation" "Mothers Day Memories"
- Create gift ideas for mom's of all ages, bundle them for easy gift giving!

NATIONAL PIZZA PARTY DAY

- We don't need to tell you this right? Everyone likes a Pizza Party! Partner with your local pizza joint and host a fashion show in their restaurant to celebrate National Pizza Day! Turning a basic lunchtime into a high energy fashion filled experience! You will make new customers and help your local pizza joint at the same time - it's all about the experience!
- Run a poll in your group or Instastory - what is your favorite kind of pizza?

MEMORIAL DAY

- Looking to get noticed in the midst of the big box stores that run their annual Memorial Day sale? People like to shop with people who care - so in honor of Memorial Day offer a special discount for all Military Personnel. Dedicate the entire week leading up to Memorial Day honoring those who have served and fallen for our country! Making this day and weekend a celebration and remembrance of those who sacrificed, losing their lives for our freedom is key.

TEACHER APPRECIATION DAY

- Let's celebrate our Teachers with a special event/discount for our educators. Hosting a Schools out for Summer shopping party or perhaps a coupon book for all educators to use at your shop or website. Make your educator feel extra special by handing out coupon books or flyers in the teacher's lounge at your area schools!
- Don't forget your social media channels too - highlight a special teacher the week of Teacher Appreciation day and treat them to a private shopping session and photo shoot!
- More? Have your community or online friends nominate a teacher to celebrate and to get big gift cards from you!

KENTUCKY DERBY

- Do you sell hats? If so this is a great time to run a special or promotion on all your hats, ball caps to Derby style headpieces! Get in the spirit of Derby days by wearing your favorite Derby fashions and serving up a Mint Julip special at your annual Derby Days event. The Saturday of the Big Race can include finisher specials - with each rack being named after one of the horses in the race! WIN - Place - Show discounts associated with each rack, clothing label or collection. It's all about the experiences - bring the excitement of Churchill Downs home to your customers.
- More fun online? Run a contest, who picks the winner? Do a poll, a comment below giveaway or a best-dressed contest among your online customers.

GOODWILL SALE

- Everyone ends up with items in their closet they know they aren't going to wear again. Create an opportunity for your shoppers to clean out their closets and bring in their gently used items to receive a coupon valid on one regular priced item in your store! If

they bring in 20 items they receive 20 coupons. Collect all gently used items and at the end of the sale deliver all of these items to a Goodwill, church, shelter or other philanthropic organization.

TO REMEMBER:

- Fathers Day will be right around the corner in June. Make sure you are planning your buys around the big holiday for dads so your customers have great gift ideas from you.
- June & July can be slower retail months if you let them....how will you keep the excitement levels high and your inventory levels right through the summer? Now's also a great time to catch up on much-needed to-dos and training for your business!
- We'll see you at The Boutique Summit next month!

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