



AUGUST BOUTIQUE MARKETING TIPS

Hey BoutiqueBoss,
Helloooooo back to school....

There is no one more excited to see the back to school season come than a boutique owner! Enter frantic parents, college kids ready to make a statement and families with dollars to spend on the perfect looks and supplies.

Will they choose you? Let's make sure they do - give them something to remember you by this month and enjoy the start of the busy fall and Holiday season!

BACK TO SCHOOL SHOPPING EVENT - Support your local school by inviting teachers, students, and moms into your store or onto your website for a special back to school shopping event.

Online - create a Facebook Event specific to back to school purchases.

In-Store - Pre-purchase a reusable bag with your store's name or logo on it and offer a discount for anything the customer buy that fits in the bag. Encourage them to re-use that bag throughout the year to receive a discount at your store. (this bag acts as a VIP membership card for the school year)

STUDENT (or TEACHER) DISCOUNT WEEKEND - Are you in a college town, or have lots of them on your gram? Run a special where if they bring in their school ID, they get dibs on swag or deals you are offering.

TAX-FREE WEEKEND - Does your state participate in Tax-Free Weekend? Jump online and see - then start marketing your special event both in store and socially to generate buzz with your customer.

Tip: Make sure to use presets on your Point of Sale System to streamline your checkout process.

END OF SUMMER CLEARANCE EVENT - Time to clean out that old inventory. Remember, your first discount should always result in a sale! Be aggressive in your discounts. If you have

a lot of money tied up in inventory that has lost its value, consider a ladder sale. Buy one item to receive 10%, buy 2 items to receive 20% off, 3= 30% off, 4=40% off and 5 or more items to 50% off. You might even consider a rack of items that are \$5 with the purchase of a NEW arrival. The depth of reduction depends on the lifecycle of your items and the need to reduce inventory.

FALL PREVIEW - Generate excitement for new fall fashions by doing a “special invite only’ event to start up the BUZZ on new fashions arriving at your store. Trunk show, ladies night, teachers night, students night, you name it - make your VIP groups of customers feel special.

FALL FASHION TIPS EVENT - Create a fun event in store or host a video fashion show for viewers to get a sneak peek of trends, fashion tips, and must-haves for fall 2019.

SPONSOR YOUR LOCAL TEAM - If you cater to sports moms in your community - get on the Game Day trend and amp up your Game Day merchandise. Host a tailgate party, where you host a shopping party with a portion of the events sales goes back to the team of the customers choice.

CREATE A FASHION + FOOTBALL HASHTAG - Get your customers tagging you on the gram when they wear your store’s fashion to the Friday night game. Generate a buzz around which team wore it better!

FESTIVAL + FAIR SEASON - It’s Festival TIME! This is a great time to host a POP-Up shopping event at one of the local festivals, fairs, or community events! What activities, outings or gatherings does your community offer and how can you get involved? Get creative with pop-ups with other local makers, boutiques or creatives.

SOLVE A PROBLEM - Back to school time means everything becomes very hectic for moms! Not enough time in the day to get things done...Listen to your customers and help streamline their shopping experience by selling back to school packages for all ages. Think about a way you can offer SERVICE verses just SELLING to your customers.

Example: Back to School Basics Bundle Package (layering pieces, clothing staples, fun notebooks, snacks, etc) Add inspirational pieces or organizational pieces that remind students to keep stay focused on their goals and remain positive.

Later, add in a College Care Bundle: 1 or 2 months into school, give moms an easy way to let their kiddos know they are still thinking about them with a care package from your store. Blankets, a robe, water bottles, hair ties and candy or goodies that mom can add in with her own personal touch. Think about what Moms want to say to their children and offer a product that can do the talking for them!

SPEND NOW - SAVE LATER EVENT - Encourage your customers to spend a certain amount NOW and earn credit toward a purchase at a later date.

MORE MARKETING TIPS THIS MONTH:

- Just as much as students are shopping...so are teachers. Put together the staples every teacher must know about this year. Create bundles, outfit education and create looks just for her.
- Update the collections on your website and social media cover photos - back to school, gameday, school supplies, end of summer road trips, uniform shop, college prep
- Start the back to school bundles if you have products for specific demographics
- Reward mom's - they are hustling this season to get it all bought for their kids, create something just for them
- PS: If you have not started buying for Holidays yet....DO IT NOW.

MORE SOCIAL MEDIA HOLIDAYS:

- International Beer Day
- Sisters Day
- Cat Day
- Watermelon Day
- Left handers day (mind blown...)
- Tell a Joke Day
- Women's Equality Day
- International Dog Day

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