



SEPTEMBER BOUTIQUE MARKETING TIPS

Hey BoutiqueBoss,

Woo hoo! Hello chunky sweaters, better margins, happy shoppers and a normal routine! Fall is the start of the busiest season of the year, so we have LOTS of ideas for you to maximize this month!

LABOR DAY

<https://www.dol.gov/general/laborday/history>

While so many of us think of not wearing white after labor day, and the big sales that come with it - you could celebrate the day with it's true meaning. Celebrate the working people taking a day off!

GAMEDAY

Live near a college town, or do you have lots of gameday type customers? Make sure to offer some school color combo's in your marketing photos, even if it isn't officially licensed gear. Not everyone dresses 'sporty' for the game, but some want a cute maroon top with denim. Show us all of the gameday color combo possibilities! Team up with your local screen printer to style their hometown team gear.

TAILGATE PARTY - NFL OPENING NIGHT

While most men are settling on the couch, beer in hand to watch the kickoff, women are looking for something else to entertain them. Whether you're hosting an in-person/at store event, or doing a live party in a Facebook event, use the game to offer the ladies an alternative complete with giveaways, specials, and your fall gameday line preview. Or, go big in-store and giveaway Yeti coolers for the guys, grill in the parking lot and while the ladies shop, the men can drop their digits or email so you can reach out to them over the Holidays or anniversaries and birthdays!

BACK TO SCHOOL

Now that the kids are getting back to school or into college, the moms need a break! Host a 'while the kids are away' shopping party in-store or online while the kids are in school, so your momma's have some time to pamper themselves. Giveaway spa-like prizes, bring a chair massage in store, and treat the moms now that the back to school madness is over!

SUMMER CLEARANCE OR FILL THE BAG SALE

If you didn't take advantage of clearing out the summer gear in August, September is certainly the time to move out the summer leftovers to make room for fall. One single leaf drops, and it's fall in the minds of your customer. Host a fill the bag event - just make sure the bags are small and you put away your new arrivals so that only 'clearance' gear is available at a steep discount.

HALLOWEEN has become one of these hottest holidays in the USA! Consumers have continually spent more on Halloween decor, gifts and costumes than all other holiday (besides Christmas) Jump on board and get in the spirit! Host a costume contest, or a trick or treat trail for the kids! Kids participate and parents shop, it is a win-win! You could also offer coupons or fashion tips instead of candy for your adult guests!

FALL FESTIVALS

Dress your customers from head to toe with fashionable hats, cozy scarves, chunky sweaters, hot looking denim, and stylish boots! Your customers either need a new outfit to attend, or you have the perfect vendor pop up opportunity. Fall festivals are a perfect way to sell an entire wardrobe because pumpkin picking is an Instagram worthy experience!

SWEATER WEATHER

As the temperatures drop it is time to layer up! Nothing says warm me up like a new sweater! Promote your warm and cozy sweaters with a FREE Coffee from your local coffee shop. Collaborate with your local coffee shop and pre-purchase free coffee cards to give with every new sweater purchase.

DENIM GUIDES

One of the biggest challenges for women is finding the right fitting denim jeans to work with their body style. Host a Denim Fit Night or Fit Challenge to encourage customers to try on at least 6 pairs of denim (handpicked by you or your staff) Show the shopper what style fits their body the best and why. Complete the look with the best top and pair of shoes to complement their look. Often women do not buy an item because they don't know where to start in the try-on process. This hardship out of the picture for them by preselecting the styles for them. Then reward them with a coupon or discount on their new favorite jeans in appreciation of them accepting the challenge and getting out of their comfort zone.

Or amp up your signage on your next denim display to aid in your customer's experience by answering questions about fit, length, leg style, rise etc. Remember to think about the hang-ups your customers have related to denim and take the guessing out of the equation. This might also be a denim feature collection on your website!

FALL BOOTIES

How to wear it - Event and homepage feature collection! One of the biggest struggles when selling booties is how to wear your jeans and skirts with new footwear trends! Take the info straight to your customers with a "how to wear it event" Education is key when it comes to selling new ideas to old customers!

FIRST DAY OF FALL

No better time to do a PRICES are FALLING... sale than the First Day of Fall! Looking to move out old inventory try a FALLING PRICES sale that lasts all day! Perhaps prices start out at 30% off and work their way up to 65% off the more they buy (like a ladder sale) Moving out old inventory to make room for new is key to keeping the cash flowing so don't hesitate to move it out if it is past it's lifecycle and simply taking up space in your inventory.

GRANDPARENTS DAY

Ask your customers kids to color a picture for your store window of "what their Grandparents mean to them". These colorful pictures can decorate your store window for a couple of weeks and then present the pictures to the grandparents along with a nice card about being a pillar of the community, a teacher/role model to our youth! This day doesn't have to represent a sale, or promotions as much as acknowledging those members of your community who are often overlooked. Perhaps your local paper will get take note and offer you some publicity for the art display.

NATIONAL COFFEE DAY

Just like Wall Drug gave away Free Water to all the passerby's - you can give out a FREE Cup of Jo for an hour in front of your store, or offer free coffee inside. Celebrate National Coffee Day by supporting your local coffee supplier with free samples of their newest roasts.

UPDATE YOUR SEO

- Fall Fashion
- Fall Booties
- Fall 2019 Fashion

Now is the time to get ranking for fall, holiday and winter fashion terms on Pinterest and Google by updating your descriptions, metadata, and site SEO. Get to looking at all of the page copy on your site, in your ads and social posts to start showing up in the best places. SEO is a long term gain - so be looking ahead of when you want to rank - FALL 2020.

BUILD YOUR LIST

Start planting the seeds for the upcoming Holiday season, your gift headquarters, bundles, selection. Build your lists now - email, text, app downloads - get them connected to you now via any type of click or interaction so you can market to them later!

MORE SOCIAL MEDIA HOLIDAYS:

- September 1: National No Rhyme (Nor Reason) Day
- September 2: Labor Day

- September 6: National Read A Book Day
- September 6: National Lazy Mom's Day (first Friday)
- September 11: Patriot Day and National Day of Service and Remembrance
- September 12: National Day of Encouragement
- September 13: Positive Thinking Day
- September 15: National Online Learning Day
- September 18: National Respect Day
- September 21: World Gratitude Day
- September 22: American Business Women's Day
- September 29: National Coffee Day

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

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