



## OCTOBER BOUTIQUE MARKETING TIPS

Hey BoutiqueBoss,

Can you smell it in the air? No, not the pumpkin spice, but the money! It's MARGIN season folks! Bust out those heavy sweaters, designer denim, and fall boots. And if you're a tough as nails northerner selling outerwear, buckle up!

How are you styling and merchandising your fall goods this year? It MATTERS! Your photos should create emotions for customers, excited to get the VALUE out of what you're providing, not buying for the price. Build your brand and the desire consumers have for quality goods this time of year.

This month, you'll have LOTS of opportunity for engaging content, so maximize it! From pumpkin carving contests and those obligatory photos of sweet lil kiddos in their costumes - make your customers feel special and build relationships with them over the things in life we all can relate to!

Enjoy!

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

### **BREAST CANCER AWARENESS MONTH:**

- 50% of us will be impacted by cancer directly in our lifetime. Anymore, everyone knows someone closely impacted, so why not celebrate women this month who are survivors, remember those who have past, and to promote early detection and healthy lifestyle choices. Bring out the pink, and invite local cancer survivors in for a themed photoshoot to support the cause.
- You could raise money this month for a local family, a charity or to donate to your local cancer center for patient care. How about hosting an all-expenses paid shopping trip for 3 women, with funds raised to help them feel beautiful again. Host a ladies night, sell pink ribbons, or donate a portion of sales.

### **HALLOWEEN:**

- Don't let this fun holiday pass you by without maximizing it for engagement and fun. This is the best time of year for margins, so make sure your content is being seen all

month, and the fun around Halloween will help you do so. Themes and threads on costumes, healthy treats, memories, pumpkin carving and

- Don't forget everyone's furry friends - Pet Costume contests are on the rise - celebrate Halloween with a Pet Costume Parade. Online only - increase your social media engagement with a photo contest online.

#### **TRICK OR TREATING TIPS:**

- Will you be hosting trick or treating this year? Or join with a local business who is via your own pop-up? Create a treat for parents in the kids bag - coupon, free gift when they come in, or a fashionable postcard to add to bags that catch's mom's eye!
- Not going to be out on Halloween night? Add treats to your e-commerce packages getting customers feeling special, but take it a step further if you are prepping them for the Holidays now with gift-giving ideas or dates for your next events and collection releases!

#### **WORLD SERIES:**

- It's time to host polls, themes, and threads over which team will take home the big W in each game. Play up team colors or give prizes or gifts with purchase based on which team wins nightly.

#### **PUMPKIN SPICE SEASON:**

- Love it or hate it, tis the season for pumpkin everthing. Why not have an engaging poll or thread about it? Recipies? Favorite coffee's, pies or Holiday treats. Host a photo contest for the best latte whip!

#### **NATIONAL BOSS'S DAY:**

- BossBabe's, it's your season! Tell your story, encourage others, cheers to the bosses that made it possible for you to get started, mentors, leaders, or the worst boss you ever had who pushed you into being your OWN boss!

#### **SEASONAL COLLECTIONS:**

- It's the heart of autumn, meaning the chunky sweaters, denim and booties galore which mean the best margins of the year. Keep your website homepage fresh with new collections for cool fall nights, gameday, denim, bootie guides and accessories for fall. Update those colors and photos across social media, themed emails and ads.

#### **GAMEDAY:**

- We're in the heart of football season, college and pro, what are the fans who shop your store wearing? Keep your #FridayNightFashion hashtags going strong!

#### **OKTOBERFEST:**

- Celebrating all of you beer drinkers out there, Oktoberfest is a German harvest celebration most noted by beer tastings, carbs and polka in the United States. Host a beer tasting or beer and brats night at the shop for your girls or the girls to bring the guys with a giveaway just for the men who show up!

### **SUBMISSIONS:**

- This time of year, everyone wants photos. Your kiddo's Halloween costume contest, pumpkin carving contest or front door decorating contest -- use this to boost your social media and group engagement this month, all month long.

### **SHARE STORIES:**

- Have a favorite Halloween costume memory from your childhood? I bet your customers do too. Host a meme thread in your group to build up engagement and conversation with customers. Maybe it's a recipe, fall drink, apple recipe or photos from a beautiful fall walk.

### **GOODWILL EVENT:**

- Time to ask for help your local Goodwill or thrift store stock their shelves for the cooler days ahead. Run a Good Will Sale where every piece of clothing a customer donates earns them a coupon for savings in your store. Gather these gently used items up and donate them to a local shelter, Good Will or Thrift Store. What's old is made new again! Receiving a coupon for your store might be the motivation your customers need to clean out those closets and provide opportunities for others.

### October is **HOME COMING MONTH:**

- Celebrate your customers both recent and the ones you have not seen in a while with a HOME COMING event! Send postcards, make phone calls, create a facebook event all based around the idea of coming home or some amazing fall fashions and pre- Holiday buying. Consider giving a kick back to your local Highschool if you are really feeling in the HOME COMING Spirit!

### **DATES TO REMEMBER**

- October 1 International Coffee Day
- October 5 World Teacher's Day
- October 6 Mad Hatter Day
- October 11 "You Go, Girl" Day
- October 14 National Dessert Day
- October 16 Boss's Day
- October 19 Evaluate Your Life Day
- October 21 Celebration of Mind Day
- October 27 Black Cat Day
- October 28 National Chocolate Day
- October 29 Internet Day

- October 31 National Magic Day

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

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