

CAPTURING LOCAL SHOPPERS IN 2020



TIPS FOR CAPTURING "SHOP LOCAL" DOLLARS DURING THE HOLIDAY SEASON



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6 STEPS TO MAXIMIZE SHOP LOCAL HOLIDAY SHOPPERS

FACEBOOK

Show them your inventory and tell your story.

WEBSITE

Make purchasing easy. Do you have E-commerce set up?

Do you have current pictures of your inventory?

PERSONAL SHOPPER

Could you offer personal shopping where you find out what a customer wants and pull together a gift for them?

CURBSIDE

Make pick up convenient and contactless if needed.

SHOPPER EVENT

Give shoppers a reason to come in and see your inventory.

This could include giveaways or loyalty cards

GIFT CARD

Create Gift Certificates or Gift Cards that customers can purchase now, and redeem later.

WHAT MATTERS MOST TO SHOPPERS?

- **CONVENIENCE**
- **ONLINE BROWSING & ORDERING**
- **CURBSIDE PICK UP**
- **PRE-WRAPPED**
- **SAFETY AS THEY SHOP IN PERSON**
- **UNIQUE ITEMS**
- **VALUE FOR PURCHASING IN YOUR STORE DUE TO 2020 INCOME CHANGES**

**2020 IS AN
UNPRECEDENTED YEAR
AND IT WILL CALL FOR
UNPRECEDENTED
HOLIDAY PURCHASE
POINT DECISIONS**



SO WHAT CAN STORE OWNERS DO?

- **MEET SHOPPER NEEDS**
- **CREATE A FUN SHOPPING EXPERIENCE TO DRAW THEM IN**
- **SHOW THEM WHAT YOU HAVE TO OFFER IN YOUR INVENTORY**
- **TELL THE STORY OF YOUR PRODUCTS**
- **SHOW VALUE OF YOUR PRODUCTS**
- **ADVERTISE WHERE THEY ARE ALREADY SHOPPING**
- **BE CREATIVE LIKE YOU'VE NEVER DONE BEFORE**

SHOPPERS HOLD THE DOLLARS AND WE NEED TO UNDERSTAND THEIR BUYING DECISIONS TO GET THEIR MONEY TO STAY LOCAL.



CONTACTS & RESOURCES

Little River Chamber of Commerce

- Phone: (870) 898-2758
- Website: ashdownarkansas.org
- Email: director@littlerivercoc.org

Little River County Economic Development

- Phone: (870) 584-1488
- Email: vwilliamson@cccua.edu

Nashville Chamber of Commerce

- Phone: (870) 845-1262
- Website: nashvillear.com

De Queen/Sevier County Chamber of Commerce

- Phone: (870) 584-3225
- Website: dequeenchamberofcommerce.net
- Email: dqchamber@gmail.com

Sevier County Economic Development

- Phone: 870-279-5937
- Email: tmaurer@cccua.edu
- Tourism Website: visitsevierar.com

Little River County extension office:

- Phone: (870) 898-7224
- Fax: (870) 898-4595
- Email: littleriver-ashdown@uaex.edu

Howard County extension office:

- Phone: (870) 845-7517
- Fax: (870) 845-7537
- Email: howard-nashville@uaex.edu

Sevier County extension office:

- Phone: (870) 584-3013
- Email: sevier-dequeen@uaex.edu

Arkansas Small Business and Technology Development Center | School of Business, Henderson State University

- Phone: 870.230.5184
- hsu.edu/pages/academics/school-of-business/arkansas-small-business-and-technology-development-center/



CREATE BRIDGES RESOURCES

CREATE BRIDGES Podcast "Small Business - Big Rural Impact"

- Found on Spotify, Apple Podcast, and Buzzsprout

CREATE BRIDGES Support and Resources for Small Business Owners

- Website: www.uaex.edu/createbridgesresources
- Includes videos on:
 - Creating Google My Business, Facebook, Yelp, and TripAdvisor profiles
 - Maintaining Social Media Profiles
 - Using Mobile Social Media apps
- Features webinar recordings of:
 - Overcoming Obstacles: How Independent Retailers & Restaurants Can Find Success Despite Competition, Challenges & COVID-19
 - Digital Marketing Efforts to Help Connect, Communicate & Convert Customers to Your Unique Retail Business
 - 10 Action Steps to Re-Building Your Retail Business

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