



Identifying New Customers & Creative Ways to Keep Them Coming Back!

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center

Debby Swoboda Marketing Solutions, Inc. (772) 287-9559 debby@askDebby.com

How to Identify New Customers

- Have you shopped with us before?
- Body language
- Listen to questions asked
- Identify by what's in the shopping cart
- At the check out



New Customer Packets

- ☑ Targeting new your customers
 - First Time Visitor
 - Gluten-Free
 - Seniors
 - Kids
 - Loyalty Program



Items to Include

- History of Your Store (Mission)
- Map of the Store
- Your Services
- Your Hours
- Your Staff (include how and best time to contact & business cards)
- Your Website and Social Network (Facebook, MySpace, Tweeter etc.)
- Invitation to Come Back (includes a survey)



Your Organic Lifestyle Partner!

BRAND NAME VITAMINS
AT EVERY DAY SAVINGS!
ORGANIC & NATURAL GROCERIES
100% ORGANIC PRODUCE
FRESH, NATURAL MEAT & SEAFOOD
ORGANIC WINES & BEER
BULK FOODS & HERBS
JUICE BAR & CAFÉ
Ready-to-Go Meals, Healthy Deli,
Organic Salad Bar, Smoothies, Juices,
Sandwiches & Fresh Baked Desserts

Come Visit Us Today! You'll Love Us!

ADDRESS
CITY, STATE ZIP

Directions in a sentence (example: 2 blocks south
of Cherry Street, next to Big Bob's)

555-555-1212

Store Hours: Monday - Friday 8:30am to 9:30pm
Saturday 10am to 7pm

www.CherrysOrganicMarket.com

Receive a courtesy \$10.00 discount
off your next purchase when this card is rendered
at Cherry's Organic Market

No photo copies or duplicates. No cash value. Limit one per customer.
Not valid with any other offer or discount.

\$10 OFF

NO Strings Attached! Tracking #



Co-op Your Packets

- ☑ New Vendors
- ☑ Line Extensions
- ☑ Private Label
- ☑ Vendor Sheets
- ☑ Samples



- ☑ Aroma Dough – Gluten free and formulated aromas that can lift spirits, calm over-tired kids, and aid in concentration while having fun!
- ☑ www.aroma-dough.com



Support Organizations

- ☑ Target your customers with helpful resources
 - local & national organizations
 - feature how you support those organizations and what services & activities you offer at your store



Upcoming Events

- ☑ Promote upcoming or on-going events
- ☑ Create programs that are of interest to new shoppers to your store or a special category or health condition (store tours, sampling events, 101 ways to save with "bulk", Ways to Go Green)

KID'S DAY ADVENTURE

1) visit each of the one of the 7 education stations
2) have each station color in your participation passport
3) fill out the form below, bring back to the drawing table...

THEN ENTER FOR YOUR CHANCE
TO WIN GREAT PRIZES

Winners will be drawn at 3pm and do not need to be present to win.

If you already are a registered Discover Gluten Free Kid check the box and only write your name and phone number below.

Discover Gluten Free Kids Registration
NOTE: One registration per child. We won't share your personal information with others. PLEASE PRINT CLEARLY.

Child's Name: _____
Age: _____ Birthday: _____
Parent's Name: _____
Address: _____
City / State / Zip: _____
Phone: _____ First Visit? YES / NO
Parent's email: _____
How did you hear about today's event? _____

PARTICIPATION PASSPORT

Gluten-Free BINGO PURPLE	HOMETOWN NEWS BLUE	Gluten-Free PLAY DOUGH ORANGE
STAYING SAFE RED		
GONG GREEN GREEN	MUSIC FUN PINK	KID'S COOKING CLASS YELLOW

Discover Gluten Free Kid member's website:
Kids Certificate & Membership Card - Free Stuff - Contests - Events for Kids



Rewards Program

- ☑ Promote your loyalty program
- ☑ Offer a fun way for new people to learn about your with their friends – excitement spreads
- ☑ WOM brings more people through your doors than any other form of advertising



Cherry's Organic Market
Refer-A-Friend
Rewards Program



Refer a friend that is a new customer to **Cherry's Organic Market** **AND you both** will receive 10 Bonus Points added to your



NEW Reward Cards

www.CherrysOrganicMarket.com
555 Cherry Lane, Cheryville, FL 33555
771-287-9558 • info@cherrysorganicmarket.com
Monday-Saturday 9am-6pm • Sunday 11am-5pm

Please PRINT

Return this completed form **with your friend** and both you and your friend will receive 10 Bonus Points added to your Reward Club Cards

Current Friend of Cherry's

First Name: _____

Last Name: _____

Email: _____

Phone: _____

New Friend of Cherry's

First Name: _____

Last Name: _____

Address: _____

City: _____

State: _____ Zip: _____

Phone: _____

Email: _____

Birthday (Month and Day only): _____

Privacy Statement: We respect your privacy and will protect your information with the utmost care and security. We will not share or sell your personal information. We will not abuse the trust that you've shown by sharing with us.

OFFICE USE ONLY

Referring Customer's Loyalty Rewards#: _____

Referral Date: _____

NOTE: This offer is limited to a one friend referral bonus gift and is only available to new customers that aren't currently participating in our Loyalty Rewards Card Program, Free Milk Vitamin Program, Member or visitor to our website www.cherrysorganicmarket.com, or has shopped in our store over the past twelve months.



Gather Their Information

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Last Name: _____

Email: _____

Phone: _____

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Last Name: _____

Address: _____

City: _____

State: _____ Zip: _____

Phone: _____

Email: _____

Birthday (Month and Day only): _____

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with your continued support.

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and discover the Knowledge Center
Business Booster Campaigns



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are
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- Click on the session link of your choice.
- Complete simple registration.
- Receive email confirmation.

