

## Marketing Tips: 10 Ways to Increase Sales with Shopping Lists

by Debby Swoboda

As retailers you have the incredible opportunity to direct your customers into taking “purchasing action” through cooking demos, taste testing events, special sales, product displays, and even through the conversations of your staff. What if there was a simple, customizable tool that could be added to the list and used as an additional sales-driver of those categories or even a stand-alone marketing tool? Interested?

This month I would like to spotlight the “shopping list” tool (something that I’ve promoted for years) designed to help increase awareness and sales.

The shopping list can be used in many ways to deliver messages and encourage consumers to take action. Below I’ve listed 10 customized examples to help get you started:



### 1 | FEATURED BRANDS

- List your top-selling brands with enough spaces for customers to create the items that they wish to add.
- Be sure to note the aisle where the items can be found.
- This can also be used as an opportunity to create a co-op promotion.

### 2 | EVENT NOTIFICATION

- Promote an upcoming taste tasting or cooking demo event leaving enough space for the customer to still utilize the shopping list.
- Customers may wish to take additional product and/or ingredient notes that allow for additional viewings of your message.

### 3 | SPECIAL SALE

- List your current sale or an upcoming one designed to keep the customer engaged and coming back for more of their favorite brands.
- Create a “this weekend only” sale on items that you wish to move.

### 4 | NEW ITEMS

- This is a great way to use the tool. Customers who are watching gluten-free diets crave new items and with the shopping list, you can easily direct them to the specific location in your store for purchase.
- Be specific and think of this as a mini ad – list a brief description of the item and its attributes. Be sure to list where to find the item (aisle and general location) and have a “NEW ITEM” shelf tag posted.

## 5 | INVITATION TO VISIT THE STORE – TRAFFIC DRIVER

- a. When away from the store at health fairs, tabletops or sponsoring events, create a shopping list that invites the customer to your store. List who you are, what you offer, where you are located, and an offer (coupon invitation) to visit your store.
- b. Make sure that the offer is grand enough to make the trip worth the customer's efforts. Offer a healthy discount with a purchase. How much is a new customer worth to you?
- c. Make collecting email addresses and adding a mini survey part of redeeming the coupon and getting to know your new customer.

## 6 | PRESCRIPTION PAD-NOT intended to prescribe (used as a concept)

- a. When talking with a customer and you mention brands that might be beneficial, write down the branded item(s) and store location so that the customer can find the item now and in the future. Your recommendation might even be shared with a friend since it was recorded.
- b. When something is written down, it becomes more meaningful.

## 7 | NEW CUSTOMERS

- a. Prepare new customer packets and include shopping lists-some with marketing messages like who is the "expert" in your store and how can that person be reached. Include your store hours and the location of the gluten-free section in your store and on your website.

## 8 | SUPPORT GROUP AD

- a. Offer support groups to meet at your store or offer taste testings and store tour events. Create a shopping list customized for their organizations that can be used as handouts to their members and an email invitation to visit your store.

## 9 | JOIN THE CLUB

- a. Create a Gluten Free Club that offers advanced notice of new items, events, and education. Use this tool as a "sign up" form.
- b. Include a statement of your commitment to quality, taste, and proper handling procedures.
- c. Collect customers' contact information, their email addresses, health conditions of concern, family members who might be included (spouses, self, children, seniors, pets, etc.) Include a statement of your security for their personal information.

## 10 | HELPFUL HAND

- a. Leave blank shopping lists by gluten-free items on the shelves, at your educational center, and at the register.
- b. Train your cashiers to be sure to include blank shopping lists when they check out gluten-free products or hand blank shopping lists direct to customers to help them shop during their next visits.

The Discover Gluten Free "shopping list" was designed as a two-up coupon or ad template on a single 8.5" wide x 11" high page within a Microsoft Word document with customizable text boxes. After customizing your shopping list, save it in several formats and post it on your website or POS system, print out an example and place on your educational shelf or at your cash register (lamine them and mount them on a cardboard backed easel), or have them printed (in grayscale) to be bag stuffed.

The shopping list templates are located in the Resources area of the Discover Gluten Free Campaign. (Need directions? See below.)

If you need assistance in customizing the templates or laminating tips, please register to attend one of the askDebby.com TeleTraining or visit Tree of Life's NEW Audio Archives Education Library to download and listen to the Audio Training: "Graphics 101 – Customizing Templates" part of the NEW Discover Gluten Free Campaign.

To get to the Discover Gluten Free Campaign: 1) go to the home page of the Tree of Life Retailer Portal, 2) click on "Knowledge Center," 3) click on the "Discover Gluten Free" campaign, 4) click on all the available resources. If you have any questions, contact your Territory Manager and Customer Care Specialist for more information.

