

Raising Brand Awareness Concepts

Advertising

Key point: attracting new customers

Loyalty

Key Point: rewarding repeat customers

Engagement

Key Point: building good will

Destination

Key Point: differentiation from competition

Advertising

Key point: attracting new customers

Brand Setup

- Logo
 - Logo pros and cons for paying for it
 - Pros
 - Brand recognition never begins too early so beginning with a logo you intend to keep long term helps you hit the ground running
 - Cons
 - If your budget is already tight, you can make a decent logo in a free design program like Canva. If you go this route, keep it simple / classic
- Promise
 - What is your promise to your customers / community / stakeholders?
 - *Don't focus on building your brand, focus on delivering on your promise

Knowing your audience

- Demographics (age, household income, weekly grocery spend, etc.)
- What media are they currently consuming?
- *Not trying to build your own convention you're just setting up a table at the convention your people are already attending

Social Media

- Setup Facebook & Instagram (different demographics)
- Pics, questions, polls, stories, product research, prime vendors content to share
- Social Media Strategy / Voice
- Like/comment/share post giveaways

- **Template: Mod 10_2 Social Media Content**

Classic Ad Methods

- Newspaper
- Radio
- Billboard
- Marquee board in your parking lot

Plastic Gift Cards

- Through grocery warehouse / credit card processor
- Allows customers who are already a fan of your store to share the experience they love with those they love
- Also a great promotional tool to do easy giveaways through Social Media, store events, radio, etc.

Gift card promotion bonus holidays

- Example: For every \$100 of gift cards you buy, receive \$10 bonus on the same or a separate gift card
- Drives gift card sales aka a cash infusion that will gradually expense as COGS
- Could do levels like \$10 bonus in November and \$15 bonus in December
- Great for gifts or people who know they are going to shop at the store to prepay for their groceries and have their dollars stretch a little further

Food Assistance Programs

- SNAP = any cold food (Federal USDA)
 - Can apply to be part of this, be able to accept SNAP through your card processor as soon as you pass your food safety inspection (likely right around your opening date)
- WIC = for mothers / young kids (County Health Department)
 - Inventory level for WIC
 - WIC Exceptions for rural areas
 - Must have SNAP before you apply for WIC

Food trucks

- Sell them their product, if possible
- Draw into your parking lot

Advertising Bench

- A bench to put out front of your store
- Work with a local printer to put together a design for the backrest of the bench that holds ~10 business ad spots
- Charge fellow local businesses however much you need to cover the cost of the bench, printing cost, profit

Building Wall Space

- Ad space inside/outside the building
- Banners/murals
- Community board for miscellaneous postings
- Seasonal Decor

Store Signage

- Lit up Store name sign
- Lit up open sign
- Posted hours
- Road sign
- Marquee

End caps / shippers / cross-merchandising

- Great way to highlight new items
- Helpful to bring in bulk quantities of popular seasonal items (e.g. shipper of dried beef in the jar over winter holidays)
- Rotate end caps as often as possible, keep neat and full in between rotating
- Cross merchandising examples
 - Short cakes / pound cake right next to strawberries along with cans of whip cream
 - Putting the squeeze ginger in the produce department and the international grocery section
 - Building an endcap with all the parts to make s'mores, chili, Thanksgiving dinner, etc.

Loyalty

Key Point: rewarding repeat customers

Building relationships

= loyalty

= repeat customers

**Loyalty starts within the store toward the community you serve*

Loyalty Program

- Punch Card
 - Example: Buy 10 gallons of milk, get one free
- POS
 - Coupons on receipt for future use
- Many options to reward repeat customers and incentivize larger basket sizes
 - Points, cash, special prices, VIP customers, Sales, discounts, birthday offer
- Gas rewards - partner with local gas station

Loyalty Data

- Card, ID #, Name, email, phone, birthday, etc.
- Repeat rates, visit frequency, basket size
- Use for special email blasts
 - Example: MailChimp
 - Email sign up on website, social media posts, etc.
 - offers to your best customers
 - Coupons for customers who haven't shopped for a while
 - Customer surveys

Engagement

Key Point: building good will

Make Friends

- Chamber of Commerce
- County Health Department

Volunteer / Be Present Within the Community

- Booster club
- Chamber events
- Eco Devo
- Chili Cook Off
- Branch out to smaller surrounding communities

Community Donations

- Will likely receive more donation requests than you are able to fill
- Give product where you can instead of cash (win-win)

Allowing Fundraisers on Store Property

- Vet the organization
- Inside or outside up to you

- Time of day and frequency also up to you

Create / Emphasize Special Occasions

- Established holidays
- Weekly Smoke / Grill Night
 - Win / Win to use up Meat Dept
- **Template: Mod 10_3 Events Calendar**

Create Contests with Prizes

- Giveaway ideas
 - Store credit, gift card, food product, custom cake for future order, DSD vendor merch, other local businesses donating (or trade) items for giveaway, product from your warehouse

Sidecar Services

- 10% of another company's sales through your business
- Propane tanks - partner with local propane company
- Dry-cleaning - partner with a company already running their own route and make your store one of their stops

Generosity means give what you have - Loaning forklift to truck driver story and post

- **Picture: Mod 10_4 Post writing**
- **Picture: Mod 10_5 Post pictures**

Destination

Key Point: differentiation from competition

Free Samples

- Hot case food
- Deli meat & cheese
- Display dome for cut up pastry

Local products

- Shop Kansas Farms
- KDA
- Social Media inquiry for the community to point you toward local products they love
- Food Safety certification if needed

- Seasonal produce

Homemade Items

- Grandma's Coleslaw (old family recipe)
- Jalapeno Poppers stuffed with cream cheese and sirloin and wrapped in bacon
- Bacon wrapped Asparagus
- Poke Cakes
- Puppy Chow
- Peanut Butter Balls
- Marinated Chicken Breast
- BBQ Pork Strips
- Meatballs / meatloaf

Custom Orders

- Cakes, meat, hot food, catering,
- case quantities & pricing for events / restaurants / holiday food donation

"Old Fashioned"

- Paper Sacks
- Meat Counter

Internal Grocery Audit for Improvement

<https://www.ruralgrocery.org/learn/webinar-workshops/keeping-groceries-alive/kga-resources/Store-Audit-Guide.pdf>

Clean, Bright, & Friendly

- Cashier greets guests as they arrive with a warm "Good Morning!"
- Replace burnt out light bulbs once or twice a year
- Minimize shelf gaps, reset when necessary
 - **User Guide: Mod 10_6 Shelving Resets**
- Facing entire store @ least as many truck days