

Merchants Corner

Tips for Success!

The Display Area

- **Windows** are the eyes into your store. Plan to change your window displays every two weeks. It sends a message to customers that there is always something new going on in the store. And as you know NEW drives business. Also make sure your window displays reflect holidays, special events, and sales promos. You should have a separate display schedule for your window.
- **5-7-9 Rule:** Select 5 to 9 places in your store, including your windows, to set up special displays – for example, end use displays.
- Consider the **size** of your display space. It has to fit into the floor plan. The rule here is aisles have to be 3' minimum. You are now creating better traffic flow through your store.
- Consider your customer's **eye level**. The selling zone is from the customer's eye to the knee. Customers very rarely look up and they most certainly do not buy from the floor.
- **Platforms:** Yes, you should be using these. They give a feeling of presenting something very important. Like being on a stage.
- **Ceiling-mounted grids.** You may want to have them, both in your windows and throughout the store above each end use display to display additional information or items.

Pick up next months newsletter to see more

Tips for Success!



How Small Businesses Can Use Social Media to Increase Sales



Today's small business owners understand the awesome power of social media. They no longer deal with the question of whether or not they should use it for their Internet marketing efforts. Instead, they search for ways to leverage this type of marketing to increase sales.

You'll find plenty of advice these days on how to use Social Media Marketing, but one of the key elements that business owners may forget is that social media allows you a golden opportunity to connect and engage in conversations with your customers in a unique way.

Your social media campaign should be intended to establish long-term relationships with your customers. Instead of looking for ways to get more bang for your buck, find ways to make a stronger connection with your target audience. The reason for this is simple- when you provide interesting and/or useful content, such as educational blog posts, special offers or discount coupons, users are more likely to read your content, remember your company and take advantage of your offers.

Here are a few pointers for developing unique content on all your social media sites:

1. Post relevant content. Find out what types of customers are drawn to your site. With a free tool like Google Analytics, you can learn the average age, profession and other valuable information about your customers. Once you have this info in hand, write content for that audience.
2. Encourage customers to write reviews. Customer reviews are a highly valuable source of mostly positive, fresh content produced by your customers. Offer incentives like prize giveaways regularly to generate lots of reviews.
3. Contests and promotional incentives. Everyone enjoys a fun contest! This is a great way to encourage your customers to visit your social media sites more often. It can be something as simple as answering trivia questions or posting silly photos.
4. Informative Videos. Everyone loves YouTube videos! Take advantage of their popularity by embedding educational, how-to, and humorous videos into your posts and on your website, social media profiles, Google Places, Yahoo/Bing Local, etc. You'll get major SEO value from doing this with your videos.

<http://www.salespowermedia.com>

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around town

October News www.historicpickens.com 2012

“Miss Julia” Named October “Fan”



Pickens, SC. Native and lifelong Pickens resident, Julia Alexander, has been selected as the October I Fan The Flame award winner. Created by the city of Pickens and the Pickens Revitalization Association, the award honors individuals that have supported and contributed to the community in extraordinary ways – those who have demonstrated a passion for helping make Pickens a great place to live, work and play.

“Miss Julia” has lived all her life in Pickens within a three-block radius of her first home on Ann Street, where she was born.



After completing Pickens High School, Julia attended Draughon's Business College in Greenville and then worked for her father, Ernest Alexander, at his feed, seed and grocery store on Main Street in the building next to the current Gravely's barber shop. After Mr. Alexander passed away, Julia sold his business and began working across the street at South Carolina National Bank. Later, she went to work at the Pickens branch office of Duke Power which was on Court Street. After a few years, Duke promoted her with the distinction of being Duke's first female branch manager. She held that position for 30 years until her retirement in the early 1980's.

A true expert on the history of the town and many of its oldest families, she has kept a series of notebooks on Pickens County history. College professors and history buffs alike have visited Julia to consult with her on local history and the families who have made Pickens such a special place. There are at least 3 books that have been written on the Alexander family heritage in the Upstate.

Julia deeply loves her home town and has been a strong advocate of Pickens her entire life. “I have lived a good life here. I love the people and have been very blessed by them”, said Julia. Currently she continues to bless others such as numerous shut-ins that need encouragement and attention. She creates notebooks filled with beautiful photos and inspirational sayings which she gives to them.

She is a charter member of the Pickens County Historical Society and played a key part in saving the Hagood-Mauldin house where she still volunteers twice a month. She has been an active member of the Pickens First Baptist Church all her life.

When asked what change she would like to see in Pickens, Julia replied “My dream would be to bring back Main Street like it used to be – with hot dogs, ice cream and lots of stores, like our feed store, where people shopped and visited with each other.”

I Fan The Flame 2012 Platinum sponsors include the Historic City of Pickens and Great Oaks Dental. East Main Treasures and Pace & Reeves BP, Inc. are this year's bronze sponsors.

What's going on in PRA?

Design: The Façade Grant Improvement Committee split the pool of Façade Grant funds between four downtown businesses. Flowers by Virginia, Pickens Family Chiropractic, Michael's Restaurant, and Foothills Pawn all received a portion of the funding. Randy Wilson, who led the team of planners during the July Charrette, will return and work with Design and the City to begin an implementation process to help get the design changes suggested in the Charrette up and going. Design meets at 6pm each first Tuesday of the month at City Hall in the Council Chambers. We encourage anyone interested in design, planning, architecture, or any related field to become involved.

Promotion: Founders Day Music Festival was a success and the Promotion Committee has turned its attention towards Christmas. 'A Pickens Christmas' will feature art and decoration contests and joint events such as caroling and concerts. This year's Christmas Parade is scheduled for December 15th at 6pm and the theme is lights. Visit www.historicpickens.com to download your parade float application and get updates on holiday events and promotions. If you are interested in becoming involved with Christmas events, please contact our office. Promotion meets at 6pm each second Tuesday of the month. Locations vary. Please contact the PRA office to be added to the Promotions mailing list.

Economic Restructuring: ER in partnership with the Greater Pickens Chamber of Commerce will be hosting a merchants meeting on November 13, 2012 at 8am at Michael's Restaurant on Main Street. This month's topic 'Challenges facing Pickens Businesses'. Business and retail property owners and managers are encouraged to attend! Charrette resources have arrived and are available for viewing at www.historicpickens.com/charrette/. Economic Restructuring meets the second Wednesday of each month at 6pm in the Chamber of Commerce building.

Organization: PRA is currently recruiting members for this committee and would love to hear from you. If you have an interest or experience in volunteer recruitment and management, website design, media relations, fundraising, or any associated field and would like to become part of the PRA, please contact Kristen Henry at 878-0105 or 897-9PRA (9772).

Merchants Meeting Set for November 13th at Michael's Restaurant

Greater Pickens Chamber of Commerce and Pickens Revitalization Association (PRA) will partner to establish monthly 'Merchants Matter' meetings. These meetings are intended to increase communication between the businesses and provide tools for economic success. Meetings will be scheduled the second Tuesday of each month, with the exception of December.

The second meeting will be held November 13th, 2012 at 8am at Michael's Restaurant located on East Main Street. All business owners/managers and commercial property owners are encouraged to attend. The agenda for the meeting will include a discussion on challenges facing Pickens Businesses and opportunities to offset those challenges. There will be a business card drawing for a free gift and breakfast will be available for purchase. Immediately following the informational session there will be an opportunity to discuss concerns, thoughts, and ideas that affect our local businesses.

Please contact Mike Parrott, Greater Pickens Chamber of Commerce at 878-3258, or Kristen Henry, Pickens Revitalization Association, 878-0105

Court Street Gallery Grand Opening a Success

Friday October 5th, 2012 marked the Grand Opening of the Court Street Gallery! The Gallery was open from 6pm-9pm at their new location on 107 Court Street, next to the new PRA Visitor Center.

The Gallery boasts work from several local artists, hand crafted items, sculptures and paintings of area locations. Please visit the Court Street Gallery webpage, www.courtstreetgallery.net for more information and upcoming events.

