



PROMO IDEAS FOR RETAILERS

You may already have an extensive promo plan. You may be looking for more ideas. You may be looking for different ideas from your usual activities.

Whichever way, if you need some inspiration, here are some thought-starters.

You know which will work best in your store, so please cherry pick or revise as best suits your business.

Staff in fancy dress

Why not encourage your staff to get dressed up for the day? It's great fun, for both staff and customers, and invite the local media in to take pics:

Theme it:

- Back to the Eighties: staff dress in Eighties clothes, customers come in and nominate their favourite Eighties songs and you play them, encourage everyone to sign along, run trivia competitions during the day with Eighties themed questions - a great way to sell some back catalogue!
- This works just as well, of course, for back to the Seventies, back to the Nineties, or even Best 21st Century Musicians
- My music hero - everyone picks their music hero and dresses up as them
- Mystery competition: have each member of staff dress up as a famous artist and then invite the customers guess who they are! Prizes for winners: balloon, chocolates or lollies .. can be something quite small because the fun is in the guessing.

Customer fancy dress

Tell your customers that if they come in dressed as their rock god they can buy up to three CDs at half price, or go into the draw to win something worth winning, or some such other reward for their effort. Take photos of everyone who does come in dressed up and put them on your website, or print them off and stick them in the window. Have a best fancy dress competition.

Staff picks

Have each member of staff pick two or three albums that they love. Put a card into the racks next to that artist which says

[Staff member's name]'S PICK (why not put a pic of the staff member on the card?)

Title of album and artists

And two or three lines about why.

Sell those albums at a special price for the day as part of a package. Buy one CD at normal price and you can get this one at half price.

Can be hand written or beautifully printed. Your call. My local book store has each staff member handwrite their own recommendations .. they look great and are really personal. They make a display of them near the cash register as well as putting them around the shelves.

Music Experts

Your staff know so much about music so why not position yourselves as the local expert on all things musical? Challenge your local community to come in and test it! Put a sign in the window MUSIC CHALLENGE! COME AND TEST OUR MUSIC KNOWLEDGE. IF YOU BEAT US YOU GET A PRIZE.

Sure customers will come in with all sorts of obscure questions, and it will be fun for your staff to work out the answers or learn the answers. Prizes don't have to be expensive - jelly beans, cup cakes, boiled lollies, can of soft drink

Make your own packages

Have your staff make up some packages: Best of the 50s, Best of the 60s, Best Rock, Best Blues ... and sell them as packages or just promote them around the store. Encourage people to buy the title that is the gap in their collection. Promote RSDA in your store as a Best Of Day. Or a Fill the Gap Day.

Where to source your competition prizes:

Of course, record companies are a great source of promo stuff for competition prizes. But what about other people in your community? Is there a lolly shop that would give you some stock in return for promo? Or a cake shop? Or a local cake maker who will bake you a couple of dozen beautifully iced cup cakes in return for promoting their wedding cake business? Or a local giftware store that would like to promote themselves. Or the local musical instrument store who might want to promote to musically interested customers. Or a local winery or restaurant that would give you a voucher for a bottle of wine or a dinner for two, or a family dinner for Mothers Day.

What's tried and trusted?

Here's some ideas that have worked well in previous years:

Treasure hunt: sticker some CDs and DVDs and run a treasure hunt to find them in the racks. The stickered CDs and DVDs could be offered at a discount, they could be half price if you buy one other CD or DVD as well, if you buy a stickered title you can rummage in a lucky dip of stuff donated by record companies ... you work out what suits your customers best. Might be a way to get rid of some slow moving stock, but you would need to make sure that the stickered CDs and DVDs were attractive enough to go hunting for!

Vinyl swap: have your customers bring in their vinyl and if you have the CD in stock on the day they can swap it for half price. A great way to build up your second-hand (pre-loved?) vinyl stocks.

Coffee and cake: one store partnered with a local special event cake maker who made an amazing 'record player cake'. The store invited customers in for a coffee and a slice of the cake. You could have ceremonial cutting of the cake at a specific time on the day.

What else can you do?

Media release: download the media release on the website and customise it to your store, and get it out to your local media. Go to www.recordstoreday.com.au and then to For Retailers and then What You Need to Know.

Any of the media you advertise with: call your ad rep and ask them if they can help you to get media coverage. Otherwise just follow up the media release with a phone call to the journalist or producer or presenter you sent it to.

What product offers? What offers are you going to make on the day? How will you source them? Where will you put them in the store and how will you merchandise them? Balloons, banners, ribbons, posters

Message on hold: if you have a message on hold on your phone then include Record Store Day Australia on it.



Are you a
Leading Edge
Music store?

Then talk with
Leading Edge
about the deals
and specials they
are negotiating on
the group's behalf.

Website, e-newsletter, newsletter: put Record Store Day Australia info on all these.

Regular advertising: tag it with the RSDA logo and/or a message about coming into your store Record Store Day Australia. Logos are in the What You Need to Know section mentioned above.

Artist instores: famous names, famous local names, emerging local artists .. your choice. Meet and greet, signing, showcase performances ... Start booking them now. It doesn't have to be elaborate. It could just be an acoustic guitarist. Just bear in mind that you need to make sure both the artists (and their manager) know who is providing and paying for any gear, if it's a performance. Think about what equipment you need, whether you need security, do you need to advise your shopping centre management about the visit, and making sure you have that artist's CDs and DVDs

to sell. Do you need to put a product offer on their titles? Buy the current CD and get a discount on the DVD? Buy the current CD and get a discount on a similar artist or a back title?

Community links: if you don't have access to artists, then why not use RSDA to build community links? Invite the local amateur musicians into the store to perform: local schools, private music studios, ukulele groups, brass band, Weekend Warriors

Competitions and giveaways: work out what fun stuff you want to do and how you plan to do it and where your prizes and giveaways will come from. For example:

- **Competitions:**
 - Music trivia: entry forms are
 - Printed in the local newspaper the week before and readers have to come instore to get it checked and collect their prize. They can also pick up entry forms instore.
OR
 - Flyers in store only ... entrants put their completed flyer in a box and every hour you open the box and draw a winner. Winner has to be there in the store at the time to get their prize.
 - Have questions on a flyer and answers are around the store .. you have to guess the artist where the answer can be found. Stick the answers on the back of header cards.
 - Prizes:
 - Every correct answer wins
OR
 - put their flyers in a barrel and draw it: on the hour, three times a day, end of the day - and announce the winner.

If the competition is instore only you'll need to promote it beforehand so people know to come in to do the comp.

- **Giveaways**
 - Buy this and get that
 - Buy this and get that for half price
- You know the drill: the extras can be CDs, DVDs, t shirts, promo bags, posters, signed posters

Local radio station: why not invite a local radio personality into the store on the day and ask them to judge a competition, MC the bands, talk about their favourite music

Local identities: Invite a 'local identity' to visit the store to judge a competition which could mean famous faces or local politicians or the mayor, but could also mean local personalities ... maybe the butcher or the owner of the pub or the kinder class teacher. Invite the local media to come and take a pic.

Struggling to get an artist to visit? then why not get your local community to be the centrepiece? For example:

- Local schools: especially in Queensland, schools have great music programs, so why not get the kids into the store to sing and/or play? They

can play classical, jazz, golden oldies or current chart sounds ... just make it fun.

- [YOUR TOWN NAME]’s favourites: run a survey through your local newspaper about what are your town’s all time favourites: artist, band, driving tune, guitar riff ... whatever else you can think of. Entrants fill out a voucher in the newspaper and bring it to your store no later than say noon the day before RSDA. Someone in your store is going to have to count them up! Announce the favourites on RSDA. Draw one entrant from the hat to win a pack of CDs featuring all the favourites. Link it to product specials in the store.
- Kids colouring competition: invite kids to produce a drawing or painting of ‘what music means to me’ or something similarly music themed. They bring their art to the store and you display or in the window or around the store. Have a panel of judges from around your community to decide who the winners are. All entrants can win something OR you can just give prizes to the best pre-schooler, best kinder kid, etc etc.

Showcase local artists: either call the local artists you know already or put the word out that you’re looking for local musicians to perform in store on the day or come in to sign their CDs. Decide what you’re looking for in an act: is it a particular genre? Or do you want to set a career level, such as released their debut CD? The RSDA organiser is sending out emails from bands looking for a store to visit so keep an eye out for those.

After the day

Just because the day is over doesn’t mean you can stop promoting it:

Feature your customers: on the day take digital snaps of your customers in store or short video clips. Get them to talk about why they are having fun in your store on Record Store Day Australia. Then use those snaps and clips as follows:

- Load them to your website
- See if the local newspaper will run a feature of them ... talk to the newspaper before the day as they may prefer to send their own photographer. If they won’t run it for free, consider paying for the space and extend some of the special deals from the day to anyone who brings in a coupon from the local newspaper.
- If you’re taking still pics make sure to match the still to the correct quote at the time!
- Stick a huge collage of the pics in your window along with some of the comments .. you can just pick out a word such as ‘awesome’ and stick that into the collage as well. Make sure to put a big headline so everyone knows that these are people in your store on Record Store Day Australia.

Make sure everyone you snap or video knows what you’re going to do with the pics or footage and gives their permission.

Post event advertising: run an ad thanking everyone for coming in and offering to run your specials for one more week only. Feature some of the specials in the ad.

Any limited edition stock left? Email me and we’ll post to Facebook and Twitter.

How do you measure the success of the day?

Money in the till that night always helps! But of course what you need is those people coming back, again and again. How can you build some return business into the day? Here are some thought starters:

- Give out vouchers that can only be used during May
- Make up a flyer for Mothers Day picks and give it to every customer with a special offer attached - free gift wrapping, free chocolates, something that's relevant to Mothers Day Team up with the local chocolate shop, florist ... make a Mothers Day offer jointly.
- If an artist is instore but their new album isn't out yet, give out a voucher with a discount or value add offer for it when it comes out. Offer to mail it for free if the customer pays now.