
How to do the right marketing helpful???

Posted by Zhang - 2008/07/15 22:23

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unfortunately, my shop is located in a quiet shopping center, though it's just connect with the most famous shopping center in newcastle

How can I getting more customers, how can I let people know about my shop, same question to my online shop:
www.2percentuk.co.uk

Which media or which method will be the best one in you experience, I need the expert's advice:woohoo:

Thank you very much

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Re:How to do the right marketing helpful???

Posted by JenniferHolloway - 2008/07/25 07:12

Hi have you thought about engaging with the local community - I have just written up a full article on this under top tips and marketing...I went through all the ways we are working to during this credit crunch.

You need press and footfall...so get the local community involved in a project e.g. design you a new eco friendly bag - go to the local large secondary school and get them to design it and ring up the local press.

These are hard times and its time to think out of the box.

Read the article too - we are actually 33% up on sale at the moment. But saying that we are wheeling and dealing like Arthur Dayly. Cash flow is king so don't tie up your money with too much stock.

Regards

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