

7 TIPS FOR AN EYE-CATCHING Window Display



1 Set a game plan

This doesn't have to be fancy. Grab good and old pen and paper to create your design plan!

2 Stack and repeat

This is a great technique for filling the space of a window. Anthropologie is a great example of the "repeat" technique.

3 Recycle & Upcycle

Changing window displays can get expensive. Get creative and save some money by thrifting or reusing items you have in storage.

4 Signage

In retail, it's best to be very clear about what you are selling or the services you offer in your brick and mortar store.

5 Depth & Height

Placing items at the back, middle and front, of your window area gives your display dimension.

6 Oversize it!

Think "Alice in Wonderland". Take something that is standard in size and recreate it so it's oversized.

7 Team Work

Creating effective and eye-catching window displays can REQUIRE a big effort and take time.

Going Omnichannel

WHAT YOU CAN DO TO GET STARTED

1 Your customers
Get a baseline understanding of how your customers interact with your business. (Data: website, social media, POS, customer survey, etc.)

2 Email List
Start collecting email addresses and use the list for marketing!

3 Social Media
Post regularly and grow your following. Organic growth is possible, when you're ready to uplevel - use social media advertising

4 Team Work
Get your team on board with omni channel retailing and set up training or systems

With omni-channel, it's all about making the customer's life as easy as possible.

5 Mobile Friendly
Make sure your website is mobile-friendly

6 Social Media Selling
Sell on Facebook and Instagram - Shoppable posts, Facebook Live Sale Events, Comment Selling

7 Ecommerce
Launch your online shop and start fulfilling orders online - maybe even learn to ship

8 Facebook Pixel
Learn what this is and get it installed on your website

Disney and Starbucks get the omni-channel experience right, down to the smallest details.

9 Use POS programs
Use the programs offered by your Point of Sale System (ie. Square's Loyalty Program and Email Marketing)

10 Customer Convenience
Offer in-store pickup or in-store returns in your online shop

You can have amazing mobile marketing, engaging social media campaigns, and a well-designed website. But if they don't work together, it's not omni-channel.