

Checklist

Enhancing the Customer Experience

Small Business Saturday is a test lab of retail best practices

Here's something merchants and small business operators learn pretty quickly — it's hard to compete with big-box retailers and chains on price. Fortunately, most consumers don't shop just price. They shop *value*.

Small Business Saturday is a celebration of local merchant value. Kinetic Business by Windstream, being your local communications provider, is a strong supporter of the “shop local” movement and wants to help you make the most of the upcoming kickoff to the holiday shopping season.

Consider elevating customer experience — “CX” — this Small Business Saturday. **Here's a quick checklist you can use to optimize your engagement and appeal!**

My digital presence is on target!

- ^ Refresh store details on both the website and any social media channels (including Yelp and other review sites).
- ^ Have a map/locator that's featured prominently/logically on the site.
- ^ Post special promotions online, especially social media, to increase foot traffic to the store on Small Business Saturday.
- ^ Along with the nationwide #ShopSmall hashtag, create my own custom hashtag that social media-savvy shoppers can use. (Shoppers who do could be entered into a prize drawing)

My internet bandwidth isn't just sufficient, it's customer-ready!¹

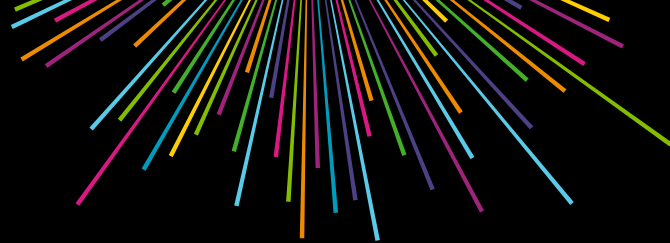
- ^ Allocate ample bandwidth to the guest network for optimal in-store WiFi.
- ^ Create promotional content to push to shoppers connected to in-store WiFi (if applicable).
- ^ Email loyal customers with special offers for Small Business Saturday.

I printed a little bit of marketing material I designed myself.

- ^ Design DIY signage and other printed materials online via American Express's Shop Small Studio.

Foot traffic will stop and gawk.

- ^ Develop a storefront display that's different, maybe seasonal, that will attract positive attention and interest.
- ^ Plan in-store activities such as a “sip-and-shop” or hourly giveaways to keep shoppers engaged longer.²



A charity partner draws me deeper into the wider community, and makes this day about more than my bottom line alone.

- ^ Promote a favorite charity or sift a percentage of my proceeds over to a nonprofit. Such partnerships do good while underlining the truth that merchants are deeply rooted in the community.
 - ^ Keep it local!
 - ^ Set the goal high (otherwise, it *is* little more than a ploy).
 - ^ Ask the charity partner what resources they have to help you.

I'm ready for anything and *anyone*.

- ^ Have staff role play sales interactions with various customer types. (In improv circles, it's called "Yes, and ...": a conversational framework wherein every response adds an additional consideration).

Get ready for a special guest or a news camera!

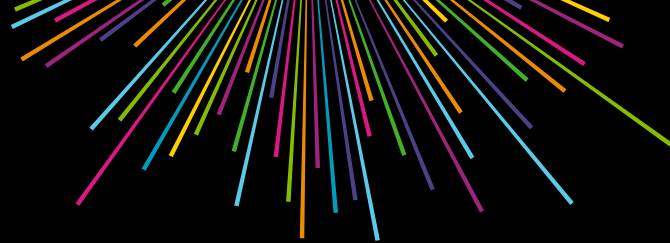
- ^ Make the day memorable with a visit from a "local celebrity," an athlete or television personality.
 - ^ Shoppers taking selfies inside and in front of your store is great publicity!
- ^ Let local news media know I'm aiming high on Small Business Saturday!
 - ^ Local news outlets will be looking for "shop local" stories to feature during this time period. A quick email could pay off.

Failure is not an option.

- ^ Invest in a fail-safe option for your point of sale to ensure lines don't back up and sales continue to flow.
 - ^ Always-On Wireless Internet Backup from Kinetic Business offers an automatic failover to a 4G connection should your primary connection get disrupted. Your patrons will never skip a beat and those dollars will keep rolling in.

We're all in this together.

- ^ Reach out to my local Chamber of Commerce.
 - ^ There are/are not any neighborhood or citywide promotions to be a part of.
- ^ Connect with neighboring businesses.
 - ^ They are/are not interested in cross-promotional marketing. Perhaps the restaurant down the street, who is sure to benefit from the shopping traffic, can hand out a coupon for your shop with every ticket they deliver at the end of a meal. Scratch their back too – see what you can do to drive a crowd their way after a long day of shopping.



Kinetic Business by Windstream is a proud member of our local community. Visit kineticbusiness.com if you are in need of more bandwidth or an updated voice solution that extends outside your store! Happy holidays from your local communications partner.



Additional Sources

<https://businessblog.windstream.com/5-benefits-of-offering-free-wifi-to-restaurant-customers/>

<https://www.americanexpress.com/us/merchant/sbrc/special-programs.html?linknav=us-loy-homepage-visittheshopsmallstudio#sbs2019>

<https://www.inc.com/john-boitnott/bhow-to-make-a-charitable-partnership-a-win-win-.html>

¹Offering customers a high-speed WiFi experience is part of a content marketing trend that many independent merchants are tapping for market penetration.

²Giveaways are also a great way to collect email addresses that can boost your marketing efforts later on.