



Australian Government



Digital Enterprise



SHIRE COUNCIL

## Support Small Business Day

# Visual Merchandising 4 Business

### DigiBiz Visual Merchandising

*The DigiBiz workshop and mentoring sessions are made possible through the Australian Government funded [Digital Enterprise Program](#). DigiBiz is an initiative of the Centre for eResearch and Digital Innovation at Federation University Ballarat. It is supported by City of Ballarat, Golden Plains, Hepburn, and Pyrenees Shire Councils, and Regional Development Australia-Grampians.*

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[www.digibiz.net.au](http://www.digibiz.net.au)

Events.....Workshops.....Digital Champions.....Case Histories.....Online Resources

***Each business or community group can access free workshops and four hours of mentoring***

**Workshop Author:**

**Visual Merchandising**

**Gerrie Carr-Macfie**



# Visual Merchandising

Workshop Presenter & Author: Gerrie Carr-MacFie

## Learning Outcomes

At the end of this workshop you will be able to:

- *Apply basic Visual Merchandising techniques to improve the presentation of your market stall/product*
- *Increase the Traffic and the Spend of customers offline and online*
- *Choose and use Social Media platforms/web-based solutions to promote your market stall or product range*
- *Understand how to use technology to sell product and complement the profitability of market stalls*



## Introduction:

Size doesn't matter. Your business may be small or micro, retail or hospitality, it can also be successful through effective Visual Merchandising. Adopting and adapting basic Visual Merchandising principles can help you get more profit and more enjoyment from business.

## Know your customers

A basic rule of success is to know and understand your customer. To whom do you sell and why do they buy? There is a science that attaches to sales. Analyse your existing and potential customer base in terms of psychographics- not just demographics. Walk in the customers shoes!

## Know your mission

A Mission Statement sets the course and strategy to achieve your goals as a business. Mission Statements should address:

*What do you do      How do you do it      For whom do you do it      What value do you give*

Examples:

Our Mission is to bring hand-made high-end spices and pickles into the pantries and recipes of food-lovers and amateur cooks across our region and beyond.

Our retail Mission is to inspire locals and visitors to conserve, recycle and appreciate second-hand treasures from the 50's to the 60's in original condition.

Our Mission is to source and sell quirky collectables and homewares from the large to the small that are unique and meet the expectations and tastes of a broad range of customers.

Having a Mission Statement can help you stick to core business, inform how you conduct your business, and provide parameters for your marketing choices. Together with your Vision, it can be used to ensure you attract and retain customers.

Visual merchandising should align with your complete message-your BRAND.

## **The MEDIUM is the Message**

Communicate to prospects and to customers across all functions.

Align personal presentation, signing and displays to the product-colours, theme, and your story.

Make a statement that is about brand not just product.

Theme    Scheme    Tell the Story.

## The pillars of success for visual merchandising

### **Display with FLAIR**

3 Pillars of Successful Visual Merchandising

**ATTRACT    ENTICE    PERSUADE**

Build a product display with elements that are natural add-ons to the main product featured.

Theme & Scheme & Tell a Story.

### **Freshen UP**

Maintain Brand, Scheme & Theme & Product but Freshen UP display/Tweek Product

Customers want to see new and different products or new and different price points.

Stalls that don't change displays have customers walking past because they have previously rejected the offer.

Think of you Visual Merchandising as three basic pillars that should underpin how you present your stall:

**1. Attract**

**2. Entice**

**3. Persuade**

**These pillars should be consistent across your Mission and your business operations. More importantly they form a three way test for ensuring your stall successfully markets your product.**

**Exercise 1. Think about your stall. Write down 3 elements that are consistent with the Pillars of Successful Visual Merchandising.**

ATTRACT customers:	ENTICE customers:	PERSUADE customers:



## The 7 steps to improving your visual merchandising

### 1. Product and price

Give consumers the important information and directions about your product and your business via tags/info sheets/labels. For descriptions on ingredients /care instructions etc avoid cursive and fancy font styles. Avoid smaller text sizes. They lessen the readability. Add beauty to your information but make sure it doesn't defeat the purpose by being difficult to read/too clever e.g. ingredients/care instructions

Display the price for your product. Don't wait to be asked. Stick price tags on the upper right side of the items (eyes are naturally drawn to this area). For clothing, price at the neck line or collar, back portion of waist-line for pants or at the brand or attached on the item.

- Price for Profit
- No Margin No Profit

 <p><b>Trigger Sales with Pricing</b></p> <p>Price For Profit Know your Margins Many customers won't ask the price assuming the worst. Know your discount limit. Clear Stock.</p> <p>Stick price tags on upper (R) side On neck line or collar,/back portion of waist-line for pants/ or on the brand</p> <p>A price displayed is a 'trigger to action.'</p>	 <p><b>Make the Offer CLEAR</b></p> <p>Mixed messages are detrimental to sales Determine &amp; Stay on message Displaying one item on a stand &amp; not adding a price screams "expensive item". Same item displayed in abundance screams "value item". Same product different display = different message</p>
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## 2. Identify your customer

Does your product/marketing match the customer base? Do you change your product mix for various events/markets?

- Age/Income
- Psychographics



Communicate to prospects and to customers across all functions.  
Align personal presentation, signing and displays to the product-colours, theme, and your story.  
Make a statement that is about brand not just product.  
Theme    Scheme    Tell the Story.

## 3. Understand buying behaviour

- Customers buy based on emotion
- Customers justify purchase by rationalising it



'Invite' customers into your Space

Closed in stalls perceived as 'no go' zone.  
Don't sit/stand behind your trestle.  
Get out and engage.  
Invite and welcome conversation.  
Allow touch and feel  
Tastes and Samples.  
Stock Up.

### Exercise 2.    Matching product to buyers

If you have difficulty answering conduct a mini survey.

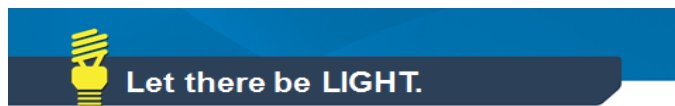
What they buy	Age	Income level High/Med/Low	Personal style	Why they buy

#### 4. Present your premises

The elements of design are line, shape, form, size, space, color, value and texture.

The principles of designs are novelty, variety, harmony, unity, balance, proportion, emphasis, contrast, rhythm and pattern.

Effectively use colors, texture, shape forms and lines.



Customers are drawn to light. Lighting makes products shine/bring colours to life.

Wash display walls with light.

Accent lighting creates visual interest magically puts products in customer sight.

This VM tip will impact your customers and your profits.



Establish a focal point in your premises to display for easy viewing then harmonize each element of your display to maintain neatness and to direct the eyes of your viewer to each element of the display.

The elements and principles of design are the keys to successful visuals. Maintain the good look of your display – the street presence, awnings, signage, banners, entrance and landscapes are the things you need to consider as well as the internal layout.

Use significant color or unique objects that represent your business:

Convey goals and philosophy- Have a thematic statement/slogan/logo


- Brand - Uniform/Bags/Order Forms/Invoices/Receipts
- Tell Your Story - Create a theme/Sell your story/Group product ranges/Display in 3's or pyramid to capture the eye
- Merchandise in stories- colour/season/taste

  **Eye Level is BUY Level**

More than arms-length is too far!

There's limited buy from on high.  
 People don't always look above their heads.  
 Position your important messages at eye level  
 and display between eye and waist level.

It's a touch and buy world.

 **Abundance SELLS—Clutter Doesn't**

Don't sell fresh air.

Group Group Group      Don't clutter  
 Make it easy to carry product-Bag It.  
 Systemise Delivery procedures  
 Click for Display Ideas:

<http://www.pinterest.com/jungdiva/diy-craft-show-display-and-set-up-ideas/>

## 5. Choose Your Fixtures

Sign your premises with your brand or business name in readable text.

Establish a focal point in display for easy viewing then harmonize each element of your display to maintain neatness and to direct the eyes of your viewer to each element of the display.

Remember that the elements and principles of design are the keys to successful visuals.

Integrating printed materials, multi-media, interactive installation and sensory input in your display are known to be dynamic techniques and are becoming the visual merchandising trends.

- Trestles and shelving racks should complement your product
- Sturdy - No OH&S issues/easy and safe to assemble and take-down
- Height and multi-levels to help eye travel across whole display - Groupings tie to brand and story

### Food Providers

- Health/OH&S/Cleanliness/Clutter/Can you prepare and interact at same time
- Chairs
- Packaging/Utensils
- Environment/Rubbish

### Exercise 3. EZI review for displays

Element	Fit with theme <i>colour/style/branding</i> <b>High/Medium/Low</b>	Suggested improvement
<b>Your personal presentation/dress-</b> <i>Name tag/Logo</i> <i>Clothing/Colours</i>		
<b>Walkways/Aisles</b>		
<b>Signs</b>		
<b>Shelves/Display Stands</b>		
<b>Bags</b>		

<b>Tags</b>		
<b>Other</b>		

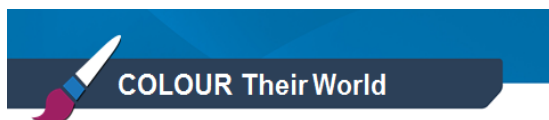
## 6. Refresh and revitalise

Give your customers a reason to come back. You don't need to discount to maintain interest.

- Look fresh - clean and inviting
- Get rid of clutter
- Reason to call again
- Windows and displays - Change every 7-14 days

## 7. Where is the WOW

- Theme and scheme
- Music, colour, scent, lighting and activity
- Visual information and signing

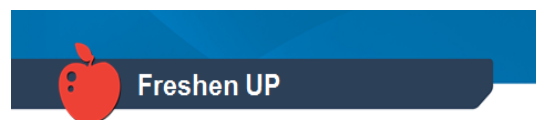


### COLOUR Their World

Scheme/Palette  
Reinforce Brand, Theme through Colour

Command attention, evoke emotion and influence decisions thru Colour.

Visually colourful focal points draws shoppers to key areas.  
Choose and stick to palette aligned to brand/theme.



### Freshen UP

Maintain Brand, Scheme & Theme & Product but Freshen UP display/Tweek Product

Customers want to see new and different products or new and different price points.

Stalls that don't change displays have customers walking past because they have previously rejected the offer.

**Exercise 4. List 3 of your WOW factors that make your premises or display stand out from the crowd**

**WOW factor 1. Describe and rate**

*Element:*

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*Point of difference:*

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**Fit with theme:**      **Low**                      **Medium**                      **High**

**Fit with story:**      **Low**                      **Medium**                      **High**

**WOW factor 2.**      **Describe and rate**

*Element:* \_\_\_\_\_

*Point of difference:* \_\_\_\_\_

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**Fit with theme:**      **Low**                      **Medium**                      **High**

**Fit with story:**      **Low**                      **Medium**                      **High**

**WOW factor 3.**      **Describe and rate**

*Element:* \_\_\_\_\_

*Point of difference:* \_\_\_\_\_

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**Fit with theme:**      **Low**                      **Medium**                      **High**

**Fit with story:**      **Low**                      **Medium**                      **High**

## **How Digital Enterprise can fit with visual merchandising**

Broadband technology gives your stall a reach way beyond the market place. You are competing with bricks and mortar, and online retail.

You can use Digital Enterprise to persuade, attract and entice.

Inform and notify customers via:

- Databases
- Email contact lists
- Mobile phone contact lists
- Websites
- Blogs
- Social media

Your website and social media should reflect your values, mission, branding and themes. Use images online that attract and entice.

Keep it fresh and revitalise your images.

Post pictures to Facebook - Be active.



### Don't Slog it Blog it & Click 4 Profit

Get a website or social media presence.  
Engage and build Relationships Reputation & Reach

Use a blog, Facebook page or website that tells where and when purchases can be made.

Create a Customer Mailing List to Email and SMS new product or special offers/stall location.

Invite pre-orders via email/sms for pick up on market day  
Winter Closedown? Invite sales on Gumtree/eBay/Orders



### Social Media

Social is the new word of mouth.  
Choose the Social Platform to Suit Your Business & Engage Your Customers

#### Social Activity

- Invite customers to 'like' you.
- Post photos of your stall / 'share'.
- Ask & take happy customer snaps & post to your site.
- Ask for Testimonials & Post to site
- Let your customers become your social media Advocates
- Update on where, when, and what you will be doing at each market

## More Information & Resources

*Register for More Workshops & Post Workshop Mentoring*

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