

## Gerrie's TOP Visual Merchandising TIPS 4 Market Stalls

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**1. Display with FLAIR.** When building a product display look for products that are natural add-ons to the main product featured. Theme & Scheme.

**2. Let there be Light.** Lighting can make products shine and bring colours to life. Wash a display wall with light to enhance products. Accent lighting creates visual interest for shoppers, and magically puts products in their sight. This visual merchandising tip will impact your customers and your profits.

**3. Freshen UP.** This visual merchandising tip reminds us that customers want to see new and different products or new and different price points. Stalls that don't change their displays will have customers simply walking past because they have previously rejected the offer.

**4. Colour Their World.** Colour can command attention, evoke emotion and influence decisions. Providing visually colourful focal points will help draw shoppers to those key areas.

**5. Make the Offer Clear.** Mixed messages are detrimental sales. If we display one item on a stand & don't add a price, perception could be "expensive item". The same product displayed in abundance "value item".

**7. Open Up,** If you close in your stall customer perception maybe it's a 'no go' zone. Don't stand behind your trestle...get out and engage. Invite and welcome conversation, touch and feel. If it's food let them TASTE it. Stock up. Abundance sells.

**8. The Medium is the Message** - How you communicate to prospects and to customers is vital to success. Align and ensure congruency from personal presentation, signing and displays. Make a statement that is about brand not just product.

**9. Trigger with Pricing-** Many customers won't ask the price assuming the worst. A price displayed is a 'trigger to action.'

**11. Abundance SELLS Clutter Doesn't- Don't** sell fresh air. Group Group Group but don't clutter. Tell your STORY. Theme & Scheme. Click for Display Ideas: <http://www.pinterest.com/junqdiva/diy-craft-show-display-and-set-up-ideas/>

**12. Don't' Slog it Blog It-** Get a website/social media presence. Use a blog, Facebook page or website that tells where/when purchases can be made. Use Customer Mailing Lists to email and SMS new product or special offers/stall location. Invite pre-orders .*Invite customers to 'like' you. Post photos of your stall. Ask for testimonials and publish online....*Let your customers become your social media advocates.



## Chris's TOP TIPS 4 Online Market Stall Profitability

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1. **Google Analytics** - Use Google Analytics to achieve an understanding of how your 'customers' interact with your website. [www.google.com.au/analytics](http://www.google.com.au/analytics)
2. **Search Engine Optimisation (SEO)** - Relevant information, No dirty tricks! Think about possible search terms
3. **SEO** - Add a unique Page Title and meta Description to your web pages & products
4. **Social Media** - Your aim is to entertain and inform your target audience.
5. **Generating Leads with Social** - No sales-speak. Share and engage with your audience.
6. **Social Engagement** – Quality images engage social media users more than plains text and links. Include links with your image post and include your logo where possible.
7. **Monitor conversation** – Use a platform like Hootsuite to monitor activity on multiple social pages. Auto-schedule posts for evenings and weekends. [www.hootsuite.com](http://www.hootsuite.com)
8. **Email Marketing** - Build quality email lists and incorporate with social media. Send bulk email campaigns with MailChimp – [www.mailchimp.com](http://www.mailchimp.com)
9. **Enhance Images** - Optimise your images for products, web pages and social media posts with popular platforms including [www.pixlr.com](http://www.pixlr.com) and [www.flickr.com](http://www.flickr.com)
10. **Optimise and Split Test** - Consider the best times to post on social pages and experiment with different options for your website and product pages.