

# BUSINESS BUILDER

IDEAS TO BUILD YOUR BUSINESS IN-STORE & ONLINE

# Introduction

This booklet is to help and inspire you with a variety of hints and tips to promote and boost your business in-store and online.

To help navigate your way through, we've created 7 separate sections covering various elements of your business.

Some of the ideas will be relevant across many areas of your business but it is up to you how you deploy the tactics we've included.



IN-STORE



ONLINE



PROMOTIONS



CUSTOMER SERVICE

Success in retail needs full commitment in terms of business acumen and creative thinking. Consumers look to retail stores for ideas. They want to be inspired.

Many purchases are still made on impulse, this is why large retailers place their key lines or special offers on gondola ends or near checkouts. Create and display products which inspire and you will have more chance of success.

A number of items in this booklet will refer you back to assets which are already available in the Kodak Express Toolbox so look out for this symbol



LOCAL COMMUNITY



PRODUCTS



WEBSITE SPECIFIC

# In-Store Displays

Members of our Kodak Express network, have access to an online toolbox full of useable retail support items including Posters, Social Media banners, Social Media Set-Up Guides, Price Tags and lots more.

We've recently improved the navigation to make it easier for you to find materials to help you create and run promotions or

to inform customers of the wide variety of products you have available.

We may also be able to help with bespoke items if requested.

Visit [www.tetenaluk.com](http://www.tetenaluk.com), then simply click the Kodak Express Toolbox button and log in with your Tetenal web account details.

The collage features several key assets: a screenshot of the TETENAL website with navigation links like HOME, SHOP, USED EQUIPMENT, CLEARANCE, SERVICE & SUPPORT, ABOUT, CONTACT, and KODAK EXPRESS; a 'GET SOCIAL' guide titled 'HOW TO MAKE SOCIAL MEDIA WORK FOR YOU'; a poster with the text 'Love is Personal so show it'; another poster with 'We Love You So Much'; and several price cards. A 'check out your toolbox' icon is also present.

Posters

Social Media Guide

Social Media Banners

Price Cards

## Create & Provide an identity

Every business needs an identity. A way to stand out from the crowd. You have that just with the signage and name above your door.

If you are a Kodak store then you have an instant advantage as Kodak is known throughout the world for photo printing and connected products.

This gives you the perfect foundations to create a vision and identity for your business. To make it THE destination for anything to do with photos and images.

### HOME & LIFESTYLE

With a strong brand, you have the opportunity

to create a Home & Lifestyle identity for your business. So it's not just about printing a few photos, it's about showing customers how they can use their favourite images around the home, in a variety of creative ways.

So look around for innovative ideas. Pinterest and Etsy are great places to see what's in vogue. Take these ideas and put your own spin on it, then promote these products in your store, shout about them in your shop window and promote them via social media.



## Draw them in with Photo ID - keep them with your creativity

Photo ID and Passport photos are the perfect way to get yourself noticed and build up a regular footfall of customers.

Passport photos are a highly profitable revenue stream and can often bring in customers who may never usually step inside a photo store.

By shouting loud about your Passport Service you will get your business noticed. Keep an eye on local competitors and pricing to make sure you are beating them either on the level of service you offer or on price.

Once you have the customer it's in your hands to keep them and show them all your other products and services.

If you can, find a niche aspect to shout about. Maybe you can create a comfortable, relaxing area to offer Passport Photos for babies and very young children.

Every customer who comes in for a Photo ID product should leave with a voucher or offer to come back for something else.



## Displays

### IN-STORE DISPLAYS AND PRICING

Customers may only come in for a few photo prints but with eye-catching in-store displays you can inspire them to purchase products they never even knew existed.

Not having products displayed in-store is like not having anything in your window. Encourage your customers to increase their spend with you. If they can't see these products it's unlikely they'll ask for them.

Pricing products is a bit of a Marmite situation (other yeast extract products are available!). Some don't price and prefer customers to ask.

Think how you shop. Are you really likely to ask? Mostly people don't ask because they feel they would be embarrassed if the price they are given seems expensive.

Therefore we believe it's better to price items with the lowest possible price. For instance, if you offer Canvas Prints at a variety of sizes, put From £14.99 or whatever your lowest price is. This gives you more chance to have a conversation with customers and offers upsell opportunities

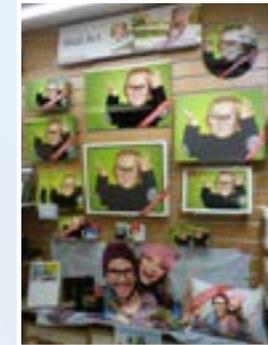
### WINDOW DISPLAYS

Your window is your advertising space but treat it carefully. Clutter kills sales!

With specific seasonal activity such as Valentines and Christmas etc you can afford to create a scene with lots of gift ideas which really captures the attention and delivers on the products and promotions you want to push.

At these times of the year people are constantly looking in shop windows so make the most of it.

For non seasonal activity you have to grab the attention. Do this with specific offers using posters which clearly state the offer without too many words. You have a couple of seconds to grab someone's attention as they walk past so the offer must be clear and concise.



## QR Codes

QR Codes have been around for a while but the utilisation of them was a little sporadic.

With the recent Covid Pandemic, QR Codes have been seen more and more, particularly as part of the Track & Trace system, so consumers are much more used to seeing and using them.

You can easily download free QR code readers for most smart phones and QR recognition is now integrated into the camera of new iPhones.

Once you learn how to create them you can use QR Codes in a variety of ways.

### MULTIPLE USES

QR Codes can be used for a variety of things. From linking to your website through to coupons for promotions.

The QR Code on the upper right illustrates how easily they work and how others are using QR Codes for a variety of uses in their business.

You can create a QR Code to link to your own home page or also any specific product page.

Once you've created the codes you can use them in your marketing materials. You can even print one to put in your store window or door.

To illustrate their flexibility, the QR Code to the right links to a pdf of our recent offers booklet so you can create Codes to send your own price lists of product information and promotions in a variety of file formats.



## USE QR CODES TO BUILD YOUR SOCIAL MEDIA PROFILE

Adding a QR Code to your marketing activities is a great way to increase your followers on Social Media.

Add this to cards which you can give out to customers if they have had a good shopping experience with you.

Ask them to follow you and leave a review. You can read more about this in the Customer Services section.

The illustration we've used is for Facebook but you can link the codes to whatever page you like.



## QR Codes

There are several QR Code providers you can choose from. Do your research and pick the best for your own requirements.

<https://www.qr-code-generator.com>



We've chosen a couple here for you to look at. Most offer free trials for you to test them out whilst QR Stuff.com offers a number of free features

<https://www.qrstuff.com>



QRStuff.com

## Receipts

Use receipts to promote offers or request actions.

Whilst we can't speak for all brands of printer or kiosks, the receipts that are printed from both the Kodak APEX and Kodak kiosks have the facility for you to add a bespoke message to your customers.

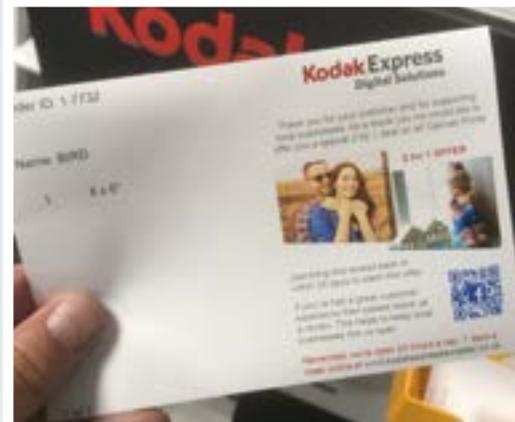
As you can see from the examples shown below, you can promote a variety of things such as special offers or your social media channels via these receipts.

You can change the message regularly to keep them fresh and relevant.

The APEX will accept graphic files, including QR codes whilst the kiosk allows you to enter a typed message.

Both are very simple to do, so we have produced a step by step guide which shows you exactly how you can use these simple but effective marketing tools.

You can find the guide on the toolbox in the Marketing Assets section.



# Online Search Engine Listings

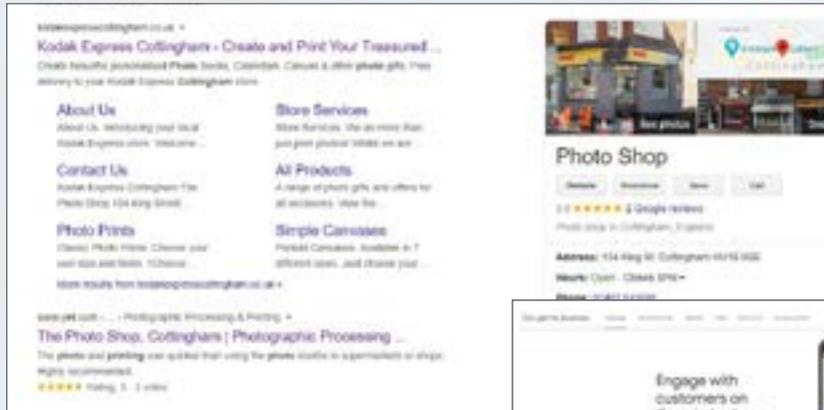
There are a number of places you should look to have your business listed in order to optimise your visibility.

The most important is still Google which dwarfs its rivals with a whopping 92% share of the global search engine market.

Next comes Bing with 2.3% and Yahoo with what seems a measly 1.5%

Don't neglect having your business indexed by these sites though as 15% of a global adult market is still over 80 million people!

Approximately 5.15 billion people currently own a mobile phone - essentially a search engine in their hand!



To add your business to Google visit:  
[www.google.com/intl/en\\_uk/business/](http://www.google.com/intl/en_uk/business/)

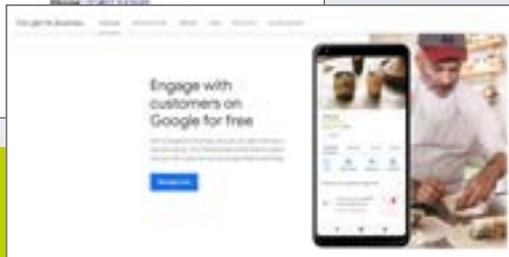


## GOOGLE BUSINESS LISTING

The first thing you must do (if you haven't already) is to make sure you have a Google Business Listing. It's free to set up and gives you an advantage when people are searching for the products and services you provide.

Below is a perfect example. Kodak Express Cottingham are listed on page 1 of Google.

However, because they have created their Google Business Listing, including a link through to their Kodak Express website, they are the main business featured on a search for Photo Printing in Cottingham, making them even more noticeable.



Microsofts Google equivalent, Bing, offers similar features to its bigger rival which means you can create yourself a free business profile to promote your business.

You can see an example of this to the right, where our customer Holmfirth Colour Print has created a business listing and they appear ranked first when searching for a local photo printing service.

To add your business to Bing visit:  
[www.bingplaces.com/](http://www.bingplaces.com/)



Yahoo only offers a paid service via [www.yext.co.uk/](http://www.yext.co.uk/) but this will also add you to many other listing sites.

There are other places you should look to list your business too because you never know where potential customers may come from.

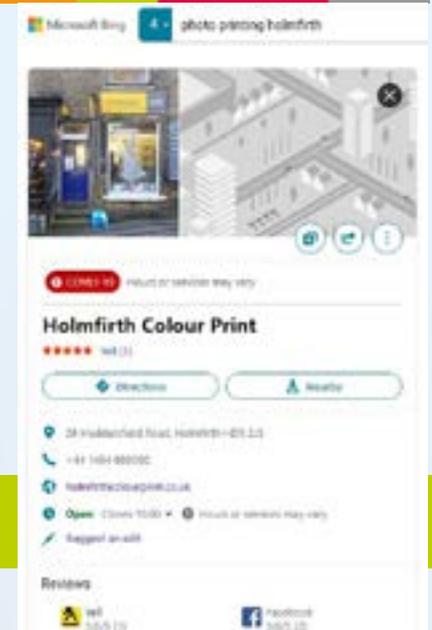
## Directory Listings

When talking about huge numbers such as these, it's vitally important to ensure you don't neglect local directories either.

These listings, or 'citations', as they are known, build authenticity to help your SEO ranking on the major search engines.

You'll notice on the Google and Bing examples that Yell is also referenced as a link for the two businesses mentioned.

Listing sites such as [www.yell.com](http://www.yell.com) are still very useful tools for online searches and you can sign up for a free listing.



The link below details other places you should list your business

[www.websitehelper.co.uk/top-30-uk-business-directories-for-your-business/](http://www.websitehelper.co.uk/top-30-uk-business-directories-for-your-business/)



Yell.com is the UK's largest online business directory, currently boasting listings for 2.7 million businesses.

You'll get a free business profile page – with photos, contact details, reviews, opening times, and more – which will pop up on Google when someone searches for a business like yours in their area.

In fact, according to Yell, 84% of its customers say Yell.com helps them to be found on Google.

## Social Media



Social media can be a great way to find, and connect with, customers. The statistics regarding the number of UK adult users across the main channels makes for some very interesting reading.

Percentage of UK adults using:

 Facebook, 51m, 75%

 Twitter, 17m, 25%

 Instagram, 30.6m, 45%

 Pinterest, 18m, 27%

You'll find all the help and information you need to maximise the benefits of Social Media for your business in our new Get Social guide, but here are the main points to consider.

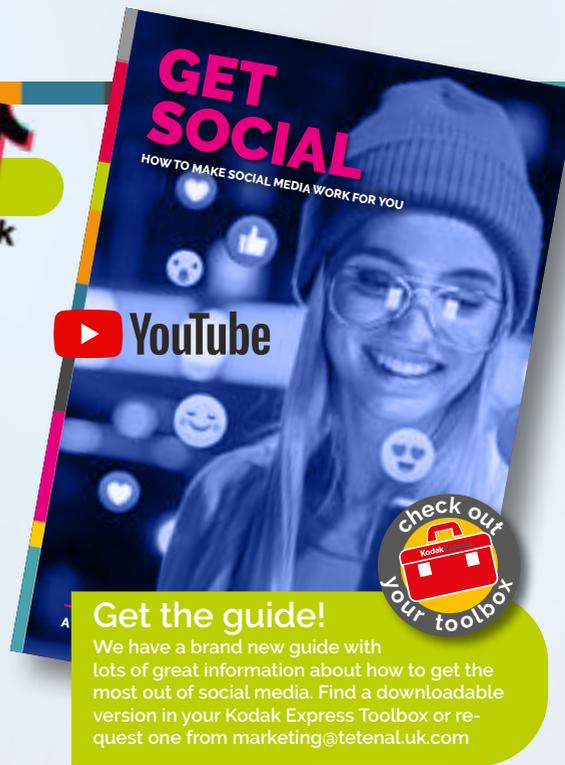
There are three key steps to creating an effective Social Media presence.

1. **Set up your channels**
2. **Feed them with interesting content**
3. **Advertise** (optional but we can help to build your audience)

### GETTING FOLLOWERS

Adding hashtags (#) to your posts is a great way of getting those treasured followers. Once you have some good content on your site you can also start to follow other users.

Target people that you think are your ideal market and they often follow you back!



### Get the guide!

We have a brand new guide with lots of great information about how to get the most out of social media. Find a downloadable version in your Kodak Express Toolbox or request one from [marketing@tetenal.uk](mailto:marketing@tetenal.uk)

### CONTENT

Having your social media channels means little without interesting and engaging content.

That doesn't mean it's all about promoting your products and services in every post. Think of the reasons you follow people or organisations on social media. It's either for information or entertainment. The key is getting the right mix.

### CREATION VS CURATION.

There's lots of interesting content out there already, for example, creative ideas for using photos, so share it. That's the curation part. Creation is down to you.

- **Show products in creative ways.**
- **Set-up promotions**
- **Run competitions**

Make sure you use hashtags. They're not just for Twitter, they work great on Instagram too which is a more visual channel so perfect for creative ideas.

## eMail Marketing

### One of the best ways to maintain a constant dialogue with your customers is via e-Mail.

It gives you the opportunity to regularly keep in touch directly new products, services and promotions to a receptive audience.

### HOW TO GET STARTED

Aside from the basics of a computer there are only two things you need to get started with e-Mail marketing.

1. An e-Mail marketing software account
2. A list to send it to!

### BUILD THAT LIST!

Ok, so you've decided you'd like to start e-Mail your customer base and hopefully grow it. Just where do you start? The simple answer to that in the first instance is to ask!

Design a stylish looking list, print it out and when you have finished serving your customer ask them if they would let you have their email so you can tell them about your future products and promotions.

If you offer a discount off their next purchase as a thank you then you have more chance of getting them to agree.

Also, if you have lots of people already on the list it makes the customer feel less reticent to add their name, so ask your friends and family if you can add them to the list in the first place to make it look populated before you present it to a customer.

Many e-Mail software suppliers will also allow you to have an online sign-up form so you can use this in all your other marketing activities to encourage people who are not yet customers to sign up for your newsletter.

### SOFTWARE FOR STARTERS

Many of the leading eMail marketing software suppliers will offer free accounts for businesses who are starting out.

These free accounts will probably limit the number of eMails you can send in a period of time plus a limit on the number of people you can send it to.

If you're just starting out this shouldn't be a problem. You can always switch to a paid account once you feel confident and you have built up your list.

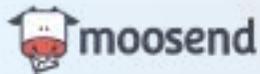
Most of these suppliers will also have templates which help you to design a good looking e-Mails to help build your brand visually.



Here's a few suppliers to take a look at;



One of the leading names in the world of e-Mail marketing. Their free marketing plan is ideal for beginners who want to grow their audience and create campaigns while testing out some of Mailchimp's tools and features. The Free plan includes up to 2,000 contacts and 10,000 sends per month, with a daily send limit of 2,000.



Moosend is an excellent email marketing tool that lets you automate repetitive tasks and saves you time.

If your list totals less than a thousand addresses then it is totally free with unlimited sends.

You can even integrate it with some of your favorite apps to seamlessly pass on vital information between different tools. It's also one of the only free email marketing tools that won't include its logo in your emails.



Sender allows you to have a list of up to 2,500 addresses in your list whilst still qualifying for a free account but it will limit you to 15,000 e-mails per month but that should be plenty for anyone at the start of their e-mail marketing journey.



Mailjet takes a slightly different approach in that it allows you unlimited addresses in your list but you are limited to 6,000 e-mails per month.

They also have what they call Passport, an easy-to-use editor that helps you create your newsletters, marketing emails and transactional emails in a responsive format.

### THE CHOICE IS YOURS

These are just a few of the options available to you. The link below will give you more information about the software we've highlighted above together with links to each so you can test them for yourself.

<https://sproutsocial.com/insights/free-email-marketing-tools/>

Regular newsletters or one off flash sales and promos can keep the content fresh and interesting and keep you front of mind.

### Other content ideas

Just eMailing the same content over and over is a sure fire way to make sure people stop taking notice and even worse - unsubscribing!

So it's important to mix it up a little with new ideas and not necessarily always around selling a product or service.

### Ask for opinions

Marketing communications don't have to be a one way conversation.

Ask your customers their opinions on a variety of subjects from what products they'd like to see you stock or services you could offer.

You can also provoke conversations about photos and photography. What photos do they cherish the most? How do they choose which photos they will print and which are doomed to live on their phones forever?

### Here's some other great ideas for content that can be great conversation starters

- Competitions - everyone loves a competition. You can cross market these with your social media channels too.
- A top ten list - always good for starting a debate. Just who was the greatest Glam Rock musician of all time?
- A survey or poll - Hands up how many people never delete their photos and just store every picture they ever take on their phone?
- Updates about your social channels.
- Behind the scenes - show how some of your products are made such as Canvas Prints. Shoot a little video so people can see just how much work goes into producing them.

# Localise

Building relationships with local businesses, clubs and groups is a great way to build your profile and widen exposure to your products and services. Target them directly rather than waiting for them to come to you.

You can offer bespoke discounts as well as creating specific products which are attractive to the target market within these areas. Show them a product which appeals to them on a personal level.

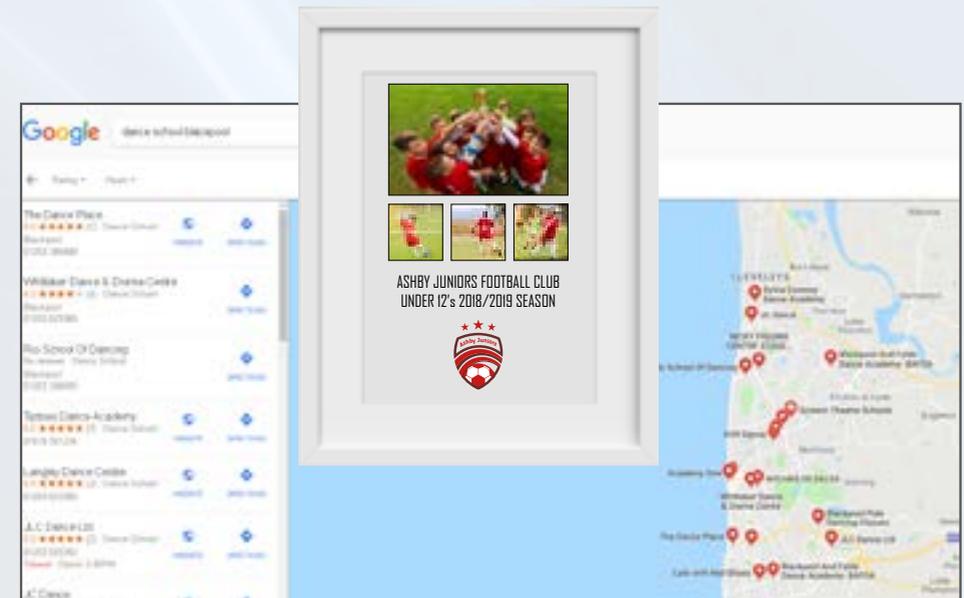
## Clubs and Societies

A quick search on Google can usually unearth a wide variety of local clubs and societies which you can approach to offer specific promotions and discounts. These become attractive bonuses for the clubs themselves to encourage new members.

A framed photo of a youth football team with the club badge, name and date captures a moment in time for a parent and will have emotional appeal.

Sports Clubs, Dance Schools, Martial Arts clubs etc all have large numbers of members and more importantly, parents who would love pictures of their children.

When searching online, use phrases such as Clubs, Groups, Societies, Schools and Academies to find local clubs. Google, Bing and local listings such as Yell are all useful search tools.



## Business Links

### PRODUCTS & SERVICES

Local businesses will need many of the services you are able to offer.

If they are looking to revamp their premises you can offer large canvas prints or HD ChromaLuxe aluminium panels.

Local hotels or event venues are also a great opportunity for you to offer your products and services

Suggest a feature wall to shops and cafés which you can supply via your LFP using self adhesive wallpaper.

### COLLABORATIONS

Work with relevant local businesses to share promotional/advertising costs.

For instance, try working with local photographers to offer a discount to any customers they send your way while you promote their services through your store.

Ask if you can place leaflets in local stores such as hairdressers and nail bars where people sit and wait. Offering exclusive discounts to their customers gives them an added benefit too.

### NETWORK

Joining local trade associations



or organisations such as the Chamber of Commerce can help you raise your profile and make new business contacts.

### MULTI-LINGUAL

If you're in a multi-cultural location then do not be afraid to work with the local community to create multi language posters and leaflets.

Making the extra effort can bring you additional business.



### BE VISIBLE

Attend local craft fairs and events with some of your more creative products.

A great way to meet new customers, hand out leaflets and create footfall.



# Promotions

The only limit is your creativity

Promotions are one of the retailers best friends. Customers always expect to see offers in retail stores and the more they see, the more often they will look.

Tetenal have produced a number of promotions over recent years including the key dates of Valentines, Mother's Day and Father's Day.

Taking part in these group activities is the easiest way for you to run a promotion if you haven't done so before.

However, you can run promotions which tap into the local community very easily. As we saw earlier, Bounce Back offers printed on the receipt of previous purchases is an easy one to run.

To attract new customers create a Promotion with an attractive reward and promote it in store, in your windows but also across your social media channels.

### ENGAGE WITH CUSTOMERS

Creating promotions around things which are important to consumers is a great way of boosting engagement and attraction custom. Try special promotions around pets and children in particular, such as

- **First Day At School** - ask parents to post photos of their little ones to your social media channel and offer a discount on a framed print for all entries.



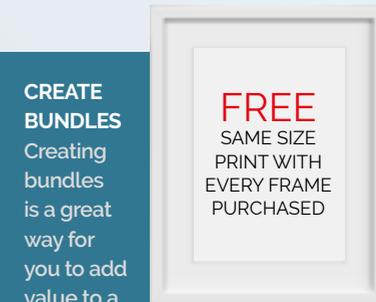
### REWARD LOYALTY

A loyalty programme is an ideal way to build up your marketing lists whilst rewarding repeat custom.

Offer a stamp for every spend up to a certain amount and a reward when the card is completed.

Make sure you cover the cost of your reward product in the profit you've made from the previous sales.

Kodak Express customers can contact us if you'd like to take part in this kind of activity as we have the artwork ready to roll.



### CREATE BUNDLES

Creating bundles is a great way for you to add value to a purchase

and promote items which customers may not be aware of.

A free photo with every frame gives you the chance to show customers how easy it is to print from a kiosk.

We can create a poster and a blank frame insert for you to help promote the offer.

### STOCK ROTATION

Don't let old stock sit on shelves. Use promotions to move items on and make space for more profitable lines.



## Inspiration

Inspiration in retail is a two way street.

It's important that you look around you and online for ideas and inspiration to help you offer new products and services in your store.

In addition it's important that you show these new ideas to your customers.

They may come in for a few photo prints but they could leave with something far more profitable if you display your products in a way that will catch the eye.

People would rarely come in and ask for wooden letters to form the word **LOVE** which they can then cover in photos printed in your store.



But if you show them one they may well print enough photos so they can make their own or you can offer a complete one by purchasing the letters yourself.

Maybe do one for **FAMILY** or any family member **NAME**.

This is just one of many ideas you can find online. Pinterest is just one great source of inspiration but there are lots of creative people doing creative things with photographs so tap in and inspire your customers to do more with theirs.

## Capture the Zeitgeist



**zeitgeist** *noun, often capitalized*

zeit-geist | zite-guy-st

**Definition of zeitgeist**

: the general intellectual, moral and cultural climate of an era

If you can tap into current trends for fashion, TV, music and other cultural and sporting events then you could be on to a winner.

Find a subject matter that seems topical and then take a look at your product offering (or those you have access to) and see how you can create something that will appeal to followers of that particular swell of popularity.

Be care not to infringe any copyright in the products you create. Choose your words and designs carefully and you should be free to maximise the potential while that particular trend lasts.

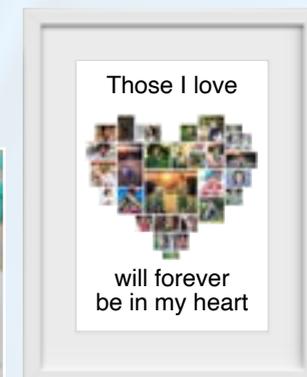
As with everything, promote these items wherever you can.

## There's so much you can do with photos!

As shown with the letter blocks, there are so many creative things you can do with photo's but in most cases you will need to inspire your customers.

Products such as the ones shown here are perfect for you to promote across social media particularly Instagram and a short video of the making on TikTok could gain hundreds of new viewers.

You can read about how to set up your Social Media channels in another of our Tetenal Business Guides - Get Social.



Create your own photo display full of all your favourite images of the people you hold close in your heart. #love #family #alwaysinmyheart

Or create your very own game of Guess Who with photos of your family and friends! #love #family #guesswho #familygame

## But it's not just about photos!

Although we always think of gifting products utilising photos, stylish designs, inspirational quotes, funny sayings or even your children's drawings are all great ideas which can be used on a variety of gifts.

Kodak Express members can access the Gift Guide through the KEX Toolbox on our website [www.tetenaluk.com](http://www.tetenaluk.com)



# Customer Service

it seems easy and obvious but often overlooked



## Learn from your own experiences

Take notice of the customer service you receive and try to implement the good things and avoid the bad.

Simple things like acknowledging customers who are waiting with a simple "sorry, I'll be with you in a moment" can go a long way to make a customer feel valued.

Working towards customer satisfaction should be a main priority. Whether it's over the phone, via e-mail or face-to-face, it is a key factor in gaining more customers and retaining them in the long run.

A happy customer will always be an asset to your company as the word of mouth recommendations from friends and colleagues is invaluable.

### ALWAYS SMILE

Smiling is contagious and is one of the keys to great customer service; usually, when you smile at someone, they smile back. It is the first and most simple step to set the scene for a more pleasant business interaction.

### LISTEN

The best way to offer the customer support is to listen first. This means you may be able to offer alternative or additional products with a higher profit margin.

It is highly unlikely that you will be able to assist your customer if you don't pay attention to their needs.

### BE AN EXPERT IN YOUR FIELD

Customers will feel more reassured if they feel they are in the hands of an expert. Again, this becomes an up-sell opportunity as they are more likely to take on board your recommendations if they feel you know what you are talking about.

### KEEP YOUR WORD

In order to provide better customer service, you need to be true to your word. It's better to extend a delivery date a little and deliver earlier, than miss the deadline.

Promptly let your customers know of any changes in your schedule that affect them. You want your customers to rely on you and this can only be achieved by actions.

### MAKE THEM REMEMBER YOU

People tend to remember positive and negative experiences more vividly than ordinary day-to-day ones.

A small transaction this time may well result in a bigger one next time so treat all customers equally, regardless of the amount they spend.

## Reviews and ratings

We have become a nation of consumers who are heavily influenced by others. This means that ratings and reviews are increasingly important in building customer trust. This phenomena even has a name - **Social Proof**.

Many leading online brands, such as Amazon, utilise social proof, often in the guise of ratings. Their "people who looked at this product also looked at this" or "what people did after viewing" features also influence actions.

Sites such as Trip Advisor are built solely around Social Proof. If other people have enjoyed visiting a particular place then we are more inclined to trust that destination.

So the more you can do to encourage positive reviews the better. Offering great customer service is the first part, translating that into a review or rating requires more work.

## Business Cards

Business Cards can be used to encourage positive reviews across many social media channels. You'll find some in the Toolbox.

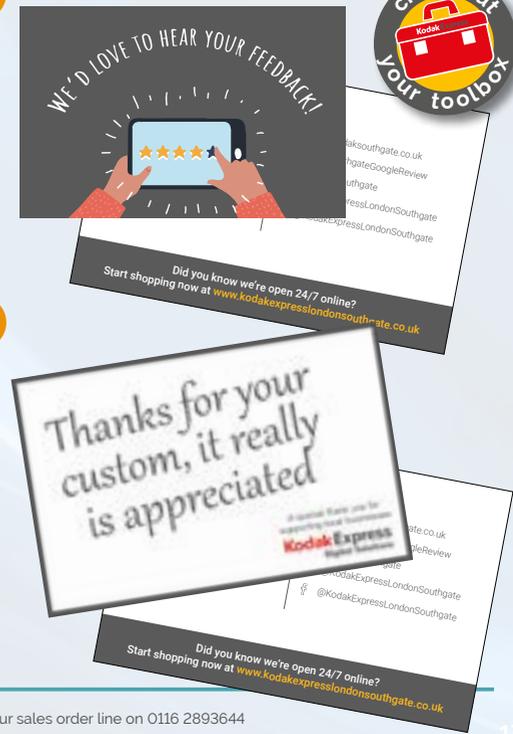
Whenever you feel a customer has had excellent service, hand over a card and ask them to leave you a review. Tell them it helps to promote local businesses and keep their High Street alive and thriving.

## The Personal Touch

Handing over a hand written card or note to any transaction is a lovely way to add a personal touch and differentiate you from larger corporate stores.

Hand it over with the receipt or slip it into the bag or product so it is discovered as a surprise later by the customer.

Using a generic message means you can handwrite a few in advance so you always have one ready to hand over.



# Websites

with a website, you're always open

All of our Kodak Express stores have access to a fully branded e-commerce website but we know that many retailers also have their own online solutions, so whilst some of the advice offered here may be specific to the KEX website, the majority of it is generic and applies to any website.

The introduction of a website gives you one of the most important tools in your retail armoury, a search engine presence. This gives you the opportunity to promote your products and services to a wider audience than ever before.

There are a several things you can do to capitalise on this, both in-store and online.



## Not all websites are created equal

It's important to understand the basic differences between a regular website and what's known as an e-commerce website.

In their simplest forms a regular website enables you to promote services and products on the internet whereas an e-commerce website takes everything a step further, giving your audience the ability to buy products and services directly from your business.

A basic website is essentially an online catalogue which tells people what products you sell and services you offer. An e-commerce website enables those same people to actually buy those products and services right there and then.

It gives you the opportunity to capture a sale while you have the customer hooked on what you're selling rather than waiting to pop in the store, during which time they may have changed their mind or found another online seller who does offer e-commerce.

### EVEN THEN THERE ARE DIFFERENCES!

With standard e-commerce stores you are able to sell a product or accept payment for a service you offer. Maybe even take bookings and a deposit for your studio if you have one.

For a full service photo website you will need one which allows customers to upload images for printing or create products such as Canvas Prints, Mugs, Cushions etc. This will require software which can render the customers image into the product so they can have a visual representation of the product they are ordering.

The Kodak Express website enables our members to do this and also has in-built fulfilment from 3rd party suppliers enabling them to offer a wider variety of products than they may be able to offer in-store. This in turn offers more opportunities to promote themselves to a wider audience.

## Create links

Creating links to your site is important for many reasons including improving SEO.

If you have more than one website, make sure you create links between them so you can cross promote and drive traffic.

Once you have set up your Google Business Page it is also vitally important that you link the website button to your website to help drive online traffic once people have found you. If you haven't already set up your Google Business Page then we gave you the link to do so on Page 8 of this guide.



### Promote your website

Now this may sound obvious but it's amazing that something so simple can often be forgotten, particularly if your website is relatively new.

### Don't neglect your window.

This is your constant advertising space, even when you're closed so make sure your website address is visible and you shout about the fact that you're open 24 hours a day!

### Add a link to everything!

Encourage customers to add your website to their mobile phone homepage by adding a QR code to your window display.

Mention your website address in all communications or marketing activities you undertake including social media, as well as using that same QR code to encourage visitors to go straight to your site.

### Capture date and encourage return visits

Wherever possible, try to capture the email address of your customers so you can build yourself a database to market to.

Send a regular newsletter to them with specific offers only available through your website. You can also give the same offers to customers who come into your store or include it on any flyers. This encourages traffic to your website to see what additional products and services you offer.

### Don't brag it, blog it!

Many websites also offer you the possibility of creating a blog. This is a great way to talk about all the ways people can get creative with photo products and an indirect link to your products and services



### Show off your products

If you are able to offer a broader range of products via your online offering then don't be afraid to show these in your window and draw customers in.



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