



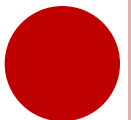
# RETAIL EVENTS & MARKETING: THE BOTTOM LINE!

By: Michael Fear, Owner of NOW YOU'RE COOKING

# WHO IS MIKE FEAR?



- Grew up on a farm in England
- Left to attend a university in United States
- Met Betsy on a riverboat
- Operated a B&B in Bath, Maine for eight years
- Worked at a computer company for seven years
- Founded Now You're Cooking in 2000
- 2008 President of Main Street Bath BOD
- HTI Catalog Selection Committee



# BRIEF HISTORY OF NOW YOU'RE COOKING

- Located in historic Bath, Maine
- Opened in May 2000 – Celebrating 10 Years in Business
- Inventory includes: cookware, cutlery, electrics, dinnerware, glassware, gadgets, textiles and food
- Two expansions
  - 2004
  - 2005
- Added wine in 2004
- Added beer in 2006
- Corporate gifts in 2009



# EVENTS



## ○ Community Events

- Blarney Days, Mayfair, Heritage Days, Sidewalk Sales, Autumn Fest, Early Bird, Old-fashioned Christmas

## ○ Demos, Contests, Cooking Classes

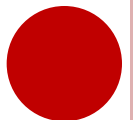
- Knife care, sushi making, pressure cookers
- Irish Soda Bread, chili and chowder
- Paella, stir-fry, pasta making, cake decorating

## ○ Wine Tasting

- Consistent— Second Thursday of every month

## ○ Charitable Giving

- Monthly fundraising for community organizations



# MARKETING




- Window displays

- In-store displays



Colorful. Timeless. Treasured.



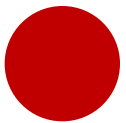
Le Creuset®

The finest cookware, made in France since 1925...

**NOW**  
YOU'RE  
COOKING  
10<sup>th</sup> Anniversary

Midcoast Maine's Premier Cookware Store  
307.443.1472 - 49 Front Street - Downtown Bath  
[www.acooksemporium.com](http://www.acooksemporium.com)

- Advertising



# WINDOW DISPLAY

- An exceptional display does for your business:
  - Advertise even when closed
  - Be a “Silent Salesperson”
  - Develop an identity
  - Show community involvement
- Types of window display can:
  - Be seasonal
  - Reach a target audience
  - Show depth of product
  - Showcase events

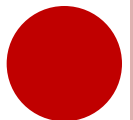


*“If you think that a really good display can bring in 5 additional customers a day who may spend \$50.00 each – an annual increase in sales could exceed \$90,000!”*



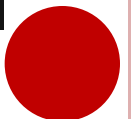
# IN-STORE DISPLAYS

- Floor Models
- Interactive
- Shoppable
- Hot Spots
- Vistas



# ADVERTISING

- Print Media (Newsprint, Magazine, Non-profit)
  - Branding—Consistent design
- Broadcasting (Radio and Television)
- Direct Mail
  - Semiannual catalog
  - Postcards
- Constant Contact
- Word of Mouth
- Web and Social Media
- Promotional Marketing
  - T-shirts, Corkscrews, Wine Bags, Barbecue Boards



## IN SUMMARY

- What events can you hold that are appropriate for your store?
- How can you join in with/capitalize from community events?
- Look at your windows. How can they improve your business?
- Look at your in-store displays. How can you freshen them up, make them shoppable?
- Be aware of all your marketing opportunities; especially those where you join your community.
- Sales are the best way for measuring success.
- Whatever you do—have fun!!

