

Extend Your Sales Beyond the Season

Tips For Retailers

Featuring Jeanne Eury, North Carolina Retail Merchants Association
3 hours including Q & A

8:00 - 11:00 a.m.

Wednesday

September 23, 2015

at the Ramada Plaza, Kill Devil Hills

\$20



Whether your business is a seasonal one by design or circumstance, technology combined with good old fashioned customer service and creativity can produce sales for you beyond the season. This workshop will share:

- How to develop a 'tribe' among your customers, keeping them brand and store loyal
- How to gather email, USPS and social media information from your customers
- Review of e-commerce: what it means, what it costs, what it provides and if it is right for you
- Basics on email for holidays, sales or to keep TOMA
- Free tools and platforms to blog, tweet, and use other forms of social media to stay engaged
- How to determine the best products/services to promote
- And more

**This program is co-sponsored by the Outer Banks Chamber of Commerce
and North Carolina Retail Merchant's Association**

Cost to attend is \$20.

To register, register on-line at www.outerbankschamber.com/extend
or call the Chamber office at **(252)441-8144**.

