



In-Store Messaging Tips

Looking for ways to boost sales, enhance your level of service and better connect with your visiting customers? Get started with these strategies and tips!

In-store messaging programs provide an opportunity for your business to speak directly to visiting customers. Blended seamlessly with the right music, your in-store messages can help you achieve many of your initiatives while your customers are in your store – in buying mode.

Here are some strategies to put in-store messaging solutions to work for your business:

- Welcome shoppers and point them in the right direction.
- Inform customers about special events, services and products.
- Promote specials.
- Highlight customer service initiatives.
- Complement other advertising and signage.
- Offer advice or highlight community service programs.
- Educate employees before and after hours.

Here are some tips to make the most of in-store messaging:

- Keep the messages short – 15-20 seconds should be the goal. You want to attract attention, not lose it with long, overextended messaging.
- Keep in mind the voice talent and the music bed that will be accompanying these messages – it's best to complement and play up to the tone of the music.
- Use action verbs and jarring content to provoke immediate response.
- Guide and assist your customers to shop the best deals, as well as shop MORE in general, by suggesting other great items in the store.
- Mention different departments throughout the store, as well as their highlights and promotions.
- Promote Web site, other sister locations and parent corporation.
- Put your brand voice to work...from slogans and mottos, to emphasizing brand personality (ex: "your neighborhood family-friendly store!").

In-store messaging programs are audio advertising at its best – right at the point of sale!