MARKETING IN A SMALL TOWN
ENTICE THE CUSTOMER

RULE #1
If you have never fallen in love at first sight, you're shopping in the wrong place. Come inside!
FRONT AND BACK

Photo by Becky McCray
Velkommen To:
Norsland Letse
Bakery
Coffee Shop
Gift Shop
Est. 1983
REAL POTATOES
YOU CAN PEE HERE.
CHANGE YOUR WINDOWS MORE OFTEN
EDUCATE YOUR LOCALS
BE DIFFERENT
RULE #2
FIND OUT WHAT PEOPLE WANT, AND GIVE IT TO THEM.

“Surprise people, don’t do the same as everyone else. Life is really like high school, the different people get noticed.

If you are doing the same thing everyone else is – people are not going to remember you. You don’t want to fall into the crap bucket – that’s where everyone who is doing the same thing goes into.

You want to be different. Find ways to be different.”
BE TECH SAVVY
PARTNERSHIPS
I LOVE A PARADE!
LIVE IN THE 21ST CENTURY

RULE #3
YOUR WEBSITE

• Is it mobile friendly
• Is your address and phone number on it
• Is it clear and easy to navigate
ARE YOU LISTED WITH GOOGLE?

Interior Spaces

Directions  Save

4.6 ★★★★★ 5 Google reviews
Furniture store in Webster City, Iowa

Address: 631 2nd St, Webster City, IA 50595
Hours: Open · Closes 5:30PM
Phone: (515) 832-1219
LET’S TALK
SOCIAL MEDIA
Preparing Saint Patrick's Cathedral, Dublin for the #KathyMattea concert tonight. Can't wait for the performance!!
#IFV2019 Temple Bar TradFest
#DublinPass #tradfest #LoveDublin #visitdublin #surprisingbynature #traveldeeper #writetotravel #Ireland #LoveIreland
DON'T DO IT
Building Possibility
Published by Deb Brown | 2 hrs ago

You never know what will bring people to town -- in Avoca, Ne it's the duck races... https://journalstar.com/.../article_8a32343f-303e-58d5-8e5e-f...

**Journalstar.com**

Avoca Quack-Off still draws crowds by the busload

Thirty-three years ago, two guys sat in an Avoca bar and had an...
VIDEO
SHOOT IT
SHARE IT
DON’T BE AFRAID
Six Steps
Deb will share her signature work, Building Possibility.

Working with small towns and communities, she created 6 Steps to Building Possibility. As we work with the Idea Friendly Platform (Gather Your Crowd, Build Connections, Take Small Steps), you are encouraged to look at these steps. They assist in building possibility in your town. They help you keep focused on your big picture. They bring you back to reality. They encourage you and invite you to the table.

Register Now
GUILT DOESN’T WORK. CUSTOMER SERVICE DOES.

Rule #3
KNOW YOUR PRODUCTS.
Better yet, show your products.
BE NINJAS IN YOUR OWN STORE.
TRADITIONAL MARKETING
GIVE IT NEW SPIN
Iowa’s Top Breaded Pork Tenderloin Named

WEBSTER CITY, Iowa — The best pork tenderloin in all of Iowa was revealed Friday by the Iowa Pork Producers Association.

The IPPA says the Grid Iron Grill in Webster City has the state’s best breaded pork tenderloin in 2017. Owner Burke Risetter said, “I’ve been in food service my whole life and I always wanted my own business. I feel like this is a little bit of a reward and I’m thrilled to death.”

Risetter says the Grid Iron Grill serves about 400 tenderloins every week. The loins are cut fresh daily and tenderized twice, tapped instead of pounded out, and given a light egg wash.

Runner-up honors went to the Northside Café in Winterset. The other restaurants in the top five were The Buffalo Tavern in Burlington, Thirsty Carp in Lake View, and Charlton’s Double Dip.
TRY THESE IDEAS
ASK YOUR CUSTOMERS TO LEAVE A REVIEW

WHAT DO YOU MEAN?
Interior Spaces, Inc. added an event.

December 24, 2018

Interior Spaces is having our 1st Annual Facebook Art Auction! This will be an easy, fun way to brighten up your home for the new year. Here's the event.

This is a fun event, so be a good Facebook citizen... Derogatory posts will be removed and posters dismissed from the event (good-natured trash talking is allowed)
The starting bid for each piece is $5.00 - feel free to bid on all of them if you like!
Bids must be increased by a multiple of $5... See More
Sandy Springs Brewing Company added an event.

January 14 at 6:00 AM

[Image of a colorful spring wreath with a pink bicycle and various decorative elements]

Your story in the details of this colorful spring wreath. You will have the options to customize your wreath with ribbon, hearts, and letters. Final touches include packages and hops bouquet in the bike basket!

FEB 5 AT 6:30 PM EST

Make and Take with Carla

Sandy Springs Brewing Company · Minerva, OH

MAKE THE COMMUNITY A PART OF YOUR BUSINESS
WORK WITH OTHER SITES
10 LESSONS THAT MAKE YOU A BETTER MARKETER
USE YOUR CAMERA WITH YOUR ELBOWS
PEOPLE CAN'T READ YOUR MIND.
TOMORROW AND 5 YEARS FROM NOW
SERVICE

DODGE FOR A CAUSE

SAVE THE DATE

February 22, 2019
QUESTIONS?
THANK YOU!

www.saveyour.town/gift