



Tiny Marketing Actions

Recipe Book





Happy Cooking



Welcome to your mini cookbook of Tiny Marketing Action recipes for retail business owners. In this collection, we have chosen some specific actions to activate connection with your ideal members and enable you to run your own professional marketing campaigns and create truly awesome graphics, videos, and emails—regardless of your resources or skills.



Get Ready for Tiny Marketing Actions

Tap your motivation

Most business owners don't run toward marketing activities. Instead, they prefer to work on the fun part of business, or focus on doing the thing people pay them to do.

Maybe your jam is helping people untangle their finances, or learn how to renovate their home on a reasonable budget, or automate functions in their business so they feel less stressed and more in control of their day.

In order to keep a natural momentum with marketing, you need to consistently tap into why you love the work you do. This just means you intentionally reflect on positive emotions and financial benefits associated with the work you're doing. Follow this recipe to get ready for any Tiny Marketing Action.

Recipe

- 1 Find a quiet space to sit down and reflect
- 2 Recall a time when you were absolutely in the flow with your work, and your client was thrilled with the process and results
- 3 Write down what was at the root of that joy and flow for you. To get specific about it, ask yourself "What was I witnessing that made me feel so alive?"
- 4 Put this insight in places where you can quickly recall it: As the screen saver on your phone, on the wall in your office, in the desktop of your computer,

The things that motivate you in your work do not have to be gargantuan. They can be things like:

- The smile on someone's face as they take that first bite of your signature dish.
- The sense of community that envelopes the congregation after Sunday services.
- Greeting a loyal return customer
- Finding out that a new customer was referred by an existing customer

So when you wake up and ask yourself in the mirror "do I really need to write that email or LinkedIn post right now?" you can confidently say: "Yes I do. Because my work has meaning, and it feels great to see its impact."



Recipe #1

#1 Offer Store Experiences

Retail business owners have a valuable asset: a beautifully designed space that can be used as a backdrop for other activities and revenue streams.

See if you can use either light shopping times or off hours to host special shopping experiences and collaborations.

Recipe

- 1 Poll your customer base about the kinds of complementary services or experiences they would be excited about
- 2 Create a custom experience such as "shut the store down and shop for your sweet sixteen!" or "receive a chair massage after you taste our teas!"
- 3 Create flyers and social media banners to promote the special event
- 4 Document and share the experience. Repeat successful promotions.

Here is an example of our local cookie retailer that does a great job of this:

<https://www.smitholator.com/about>



Recipe #2

#2 Partner with a local influencer for a giveaway

Often times, people think you have to find someone with thousands of follows to gain traction with your target audience. In reality, leveraging an influencer with a LOCAL FOLLOWING can do a lot to drive interest and traffic to your retail establishment.

When you partner with an influencer with a giveaway or promotion, you can drive a lot of interest and visibility, as well as increase your followers on social media.

Recipe

- 1 Search for popular social media influencers in your business space
- 2 Identify someone aligned with your values and budget
- 3 Create a campaign with a giveaway or promotion
- 4 Track your metrics before the campaign
- 5 Execute the campaign and track the metrics after the campaign

See this example from Seattle favorite Lady Yum: <https://www.instagram.com/p/CqmSBUFrswr/>



Recipe #3

#3 Partner with an Aligned Charity

There are many wonderful local organizations who provide services to their community.

Choose to partner with an organization that is aligned with the nature and mission of your business, as well as your values.

Identify a specific campaign or event that would be mutually beneficial, such as sponsoring a food, clothing or fundraising drive in your store, sponsoring an event, or featuring them in your email newsletter.

Prospective customers will be happy to know you care about people as much as you care about the goods you sell.

Recipe

- 1 Review charities that are aligned with your ideal customers' interests
- 2 Select one that has a specific opportunity for partnering such as a drive or event with a sponsorship opportunity
- 3 Do the partner event
- 4 Share stories and lessons on social media



Recipe #4

#4 Feature a Favorite Customer

Your regular customers are the most valuable relationships you have in your retail business.

They are likely to talk about you, refer friends, and take the time to write positive reviews.

Make sure they know they are appreciated and beloved.

Recipe

- 1 Ask your staff to nominate their favorite regular customer
- 2 Create a method of acknowledging the customer: such as feature their picture on a special wall, share their story on social media, or surprise them with a bunch of flowers or balloons. Be creative!
- 3 Repeat the process on a monthly basis.



Recipe #5

#5 Connect on email

Email is one of the oldest yet most effective ways to maintain visibility with your ideal customers, and to offer opportunities to share customer stories and product sale promotions and discounts.

Setting up an email list is easy with the many turnkey options available.

Once you set up your list, you can set a monthly schedule for regular updates.

Recipe

- 1 Set up your email list on a popular platform, such as PosterMyWall
- 2 Invite your customers to join the list with a special gift or discount
- 3 Create a weekly schedule of promotions or stories to encourage customers to visit the store
- 4 Use your email list to highlight your customers, and the story of your brand



ABOUT PAMELA SLIM



Pamela Slim is an award-winning author, business coach and certification agency owner who works with small business owners ready to scale their businesses and IP. She is the author of Escape from Cubicle Nation (Penguin Random House, 2009, Winner, Best Small Business/Entrepreneur Book of 2009 by Porchlight Books), Body of Work (Penguin Random House, 2014) and The Widest Net (McGraw Hill, 2021, Winner, Best Sales and Marketing Book of 2021 by Porchlight Books).

Pam and her husband Darryl co-founded the K'é Community Lab in Mesa, Arizona where they host scores of diverse community leaders and small business owners.