Putting It All Together

|  |  |  |  |
| --- | --- | --- | --- |
|  |  | |  |
| Store Number/Name | Address | | Opening Date |
|  | |  | |
| Store Manager | | District Manager | |

Use the results gathered from your (a) Location & Sales Assessment (b) Trade Area Assessment, and (c) Community Assessment to answer the questions on the following pages. Determine your Situation and/or the Key Strategies you should pursue for your Local Store Marketing Plan.

We offer two approaches to determining and selecting the best Marketing Activities for your Marketing Plan.

|  |  |
| --- | --- |
| 1. Your Situation Determine the opportunity or challenge your business is experiencing - your situation. Use that information to make selections in the LSMGuide “What’s Your Situation” tool.  You will then be provided with a combination of marketing activities pre-selected by the LSMGuide experts.  The list of situations include:   * Underperforming Location * Poor Visibility * Need Help During Specific Daypart * Traffic Drivers Needed * Heavy Local Competition * Lacking Link To Community * Community Pushback/Resistance * Average Ticket Declining * Lack of Awareness * Decline in Transactions * Adding More Locations In Existing Market * New Store Opening   Visit: LSMGuide.com/situation | 2. Key Strategies A more traditional approach - identifying strategies that meet your goals. As you answer the questions on the following pages, we’ll recommend key strategies to explore.  You will find marketing activities listed for each strategy in the “Marketing Activities – Organized By Strategy” section of the site. The list of strategies include:   * Be Locally Relevant * Be The Leader * Build Awareness * Create Community * Drive Traffic * Drive Trial * Increase Frequency * Increase Ticket * New Store * Support Local Charities * Support the Environment   Visit: LSMGuide.com/categorized |

# Location & Sales Assessment

**Part 1:** Use the **Location & Sales Assessment** Excel Spreadsheet to help answer these questions.

**New Location**

|  |  |  |  |
| --- | --- | --- | --- |
| * **Yes** | Is this a new store you’re opening? | | * **No** |
| **Situation** | | **Strategies** | |
| If you checked YES, use “**New Store Opening**” for suggestions. | | New Store | |

**Sales Performance**

|  |  |  |  |
| --- | --- | --- | --- |
| * **Yes** | Is your location beating your goals? | | * **No** |
| * **Yes** | Do you feel capable of beating the goals set for next year? | | * **No** |
| **Situation** | | **Strategies** | |
| If you checked NO, use “**Underperforming Location**” for suggestions. | | Drive Traffic | Drive Trial | Increase Frequency | Increase Ticket | |

**Transactions**

|  |  |  |  |
| --- | --- | --- | --- |
| * **Yes** | Are you experiencing higher transactions this year than last year? | | * **No** |
| * **Yes** | Do you think you’ll be able to meet the goals for next year’s transactions? | | * **No** |
| **Situation** | | **Strategies** | |
| If you checked NO, use “**Decline in Transactions**” for suggestions. | | Increase Frequency | Drive Traffic | |

**Check Average / Average Ticket**

|  |  |  |  |
| --- | --- | --- | --- |
| * **Yes** | Are you seeing people spending more than they have previously reflecting an increase in check or ticket average? | | * **No** |
| **Situation** | | **Strategies** | |
| If you checked NO, use “**Average Ticket Declining**” for suggestions. | | Increase Ticket | |

# Location & Sales Assessment

**Part 2:** Use the **Location & Sales Assessment** Word Document to help answer these questions.

**Daypart Sales**

|  |  |  |  |
| --- | --- | --- | --- |
| * **Yes** | Is your sales flow consistent through the day? | | * **No** |
| * **Yes** | Do your busy times of the day match with the busy times of the neighborhood? | | * **No** |
| **Situation** | | **Strategies** | |
| If you checked NO, use “**Need Help During Specific Daypart**” for suggestions. | | Increase Ticket | Increase Frequency | Drive Trial | |

**Location Visibility**

|  |  |  |  |
| --- | --- | --- | --- |
| * **Yes** | Is your location clearly visible from where potential customer traffic is? (From the highway, parking lot, walkway, etc.) | | * **No** |
| **Situation** | | **Strategies** | |
| If you checked NO, use “**Poor Visibility**” for suggestions. | | Build Awareness | New Store | |

**Store Accessibility**

|  |  |  |  |
| --- | --- | --- | --- |
| * **Yes** | Are there any parking, traffic patterns, transit lines, traffic lights, or signs that may NEGATIVELY affect access to the store? | | * **No** |
| **Situation** | | **Strategies** | |
| If you checked YES, use “**Poor Visibility**” for suggestions. | | Build Awareness | |

**Seasonal Factors**

|  |  |  |  |
| --- | --- | --- | --- |
| * **Yes** | Does your location **benefit** from seasonal/tourist traffic? Festivals? Special events? That is, you’re busy enough without the traffic, but in the high season you’re extra busy? | | * **No** |
| **Situation** | | **Strategies** | |
| If you checked YES, make sure you’re doing things to build awareness among this seasonal traffic. | | Drive Trial | |

|  |  |  |  |
| --- | --- | --- | --- |
| * **Yes** | Does your location **rely** on seasonal/tourist traffic for a high percentage of business? University schedule? Seasonal Markets? | | * **No** |
| **Situation** | | **Strategies** | |
| If you checked YES, use “**Traffic Drivers Needed**” for suggestions. | | Drive Traffic | Build Awareness | |

**Store Specific Traits**

|  |  |  |  |
| --- | --- | --- | --- |
| * **Yes** | Are there any noteworthy positive characteristics of the location?  Examples: Large space, potential music or art venue, space for groups, outdoor seating, located near or within a building of historical significance, etc. | | * **No** |
| **Situation** | | **Strategies** | |
| If you checked YES, these are opportunities to be explored. Take advantage with “**Lack of Awareness**” marketing activities. | | Drive Trial | Drive Traffic | |

# Trade Area Assessment

Use the **Trade Area Assessment** Word Document to help answer these questions.

**Neighborhood Features Attractions & Traffic Drivers**

|  |  |  |  |
| --- | --- | --- | --- |
| * **Yes** | Have you checked off several of the traffic drivers on the Trade Area Assessment? | | * **No** |
| **Situation** | | **Strategies** | |
| If you checked NO, use “**Traffic Drivers Needed**” for suggestions. | | Drive Traffic | |

**About Your Customers**

|  |  |  |  |
| --- | --- | --- | --- |
| * **Yes** | Do you have a strong understanding of who your customers are? Their income levels? Where they live, work? What they do in their free time? | | * **No** |
| **Situation** | | **Strategies** | |
| If you checked NO, you should complete the “About Your Customers” section of the Trade Area Assessment Word Document. | | Be Locally Relevant | Create Community | |

**Competition**

|  |  |  |  |
| --- | --- | --- | --- |
| * **Yes** | Do you have more than 5 different competitors within a 3 to 5 mile radius of your location? | | * **No** |
| **Situation** | | **Strategies** | |
| If you checked YES, use “**Heavy Local Competition**” for suggestions. | | Be Locally Relevant | Create Community | Be The Leader | |

**Competition From Your Own Company** (a.k.a. Cannibalization)

|  |  |  |  |
| --- | --- | --- | --- |
| * **Yes** | Are you the only location of your brand within the immediate market? | | * **No** |
| * **Yes** | Will you be the only location of your brand in your market within the next 9 to 24 months? | | * **No** |
| **Situation** | | **Strategies** | |
| If you checked NO, use “**Adding More Locations In Existing Market**” for suggestions. | | Create Community | Support Local Charities | Be Locally Relevant | |

**Awareness**

|  |  |  |  |
| --- | --- | --- | --- |
| * **Yes** | Do feel your potential customers know you’re in the market? | | * **No** |
| **Situation** | | **Strategies** | |
| If you checked NO, use “**Lack of Awareness**” and “**Lacking Link To Community”** for suggestions. | | Build Awareness | Be Locally Relevant | New Store | |

**Media & Communication Tools**

|  |  |  |  |
| --- | --- | --- | --- |
| * **Yes** | Do you have a good number (more than 3 total) of newspapers, magazine, local TV stations, and local websites that support your area that you may access for paid advertising, classified ads, or feature news stories? | | * **No** |
| **Situation** | | **Strategies** | |
| If you checked NO, use “**Lack of Awareness**” for suggestions. | | Build Awareness | |

# Community Assessment

Use the **Community Assessment** Word Document to help answer these questions.

**Community Involvement**

|  |  |  |  |
| --- | --- | --- | --- |
| * **Yes** | As a location/business, do you currently donate time, money, product or services to your community? | | * **No** |
| **Situation** | | **Strategies** | |
| If you checked NO, use “**Lacking Link To Community**” for suggestions. | | Create Community | Support Local Charities | Support the Environment | |

|  |  |  |  |
| --- | --- | --- | --- |
| * **Yes** | Does your location have strong community presence in the area? Known for giving back? | | * **No** |
| **Situation** | | **Strategies** | |
| If you checked NO, use “**Lacking Link to Community**” for suggestions. | | Build Awareness | Create Community | |

|  |  |  |  |
| --- | --- | --- | --- |
| * **Yes** | Are you doing community give-back, but not getting credit within your community? | | * **No** |
| **Situation** | | **Strategies** | |
| If you checked YES, use “**Lack of Awareness**” for suggestions. | | Build Awareness | |

**Community Push-Back**

|  |  |  |  |
| --- | --- | --- | --- |
| * **Yes** | Was your business welcomed with open arms by the community? By potential customers? By the town and city? If you get media coverage, is it positive? | | * **No** |
| **Situation** | | **Strategies** | |
| If you checked NO, use “**Community Pushback/Resistance**” for suggestions. | | Create Community | Support Local Charities | Be Locally Relevant | |