



Promotion and marketing

Maximise your sales!



“
WHAT IF IT GETS MUDDY
UNDERFOOT? OR IF IT'S
HOT, WILL YOUR GOODS
BE PROTECTED FROM
THE SUN?
”



Your product Does it attract people?

- Good presentation is very important
- If you're selling cold drinks, make them look cold and refreshing!
- If you're selling craft objects, make sure people can see that they are handmade.
- Might good packaging help? Or is it better to leave the item open on display?

Does it make people want to buy it?

- Is there enough choice - of e.g. colour, size? Or too much?
- People like to be able to touch things, and try them out for themselves.





A CLEAR SIGN ON YOUR STALL IS IMPORTANT: YOU MIGHT ALSO WANT SOMETHING THAT'S CLEARLY VISIBLE FROM A DISTANCE - A FLAG OR A BALLOON, FOR EXAMPLE.



Is the price right?

- Compare your prices with other traders.
- Do you offer money back if it is faulty?
- Can you offer a special promotional offer (e.g. 2 for the price of 1)?

Even if someone doesn't buy...

- Learn from the comments they make.
- Have business cards or flyers to take away so they remember you in future.
- You could have a mechanism for collecting people's contact details for future marketing.

Your sales technique

Are you and your staff friendly and helpful?

- Be quick to respond when someone takes an interest or wants to buy
- Make sure everyone is well-informed about what they are selling
- Can you judge when to leave people to look or try out without bothering them?

Can you make a sale ?

- Remember to explain about any promotions or special offers
- Try to deal with customers in turn to reduce waiting and queuing
- Do you have plenty of change? wrapping? business cards etc?

Can you help people with:

- Details about the event? the facilities? the location?
- Free water? free site maps or timetables?

Your stall and display area

Is your stall attractive and practical?

- Is it interesting, with distinctive banners, surrounds, canopies etc?
- Does it look well built, safe, solid? Is there plenty of room for customers to move around it? This will reflect well on your products.
- What happens if it rains? Do you have an awning overhead? What if it gets muddy underfoot? Or if it's hot, will your goods be protected from the sun?
- Make sure your design is easy to transport and easy to build





Your location

Exactly where your stall is located in the festival space is extremely important. You want people to find you easily.

- Find out how positions are allocated
- Can you get a position by the main entrance just by asking for it?
- Think about how visitors will arrive on site - and how they will walk through
- Can you be the first stall people see?
- Can you get a position near a landmark or a well-known stall?
- Make sure staff at the information desk know where you are
- Is it worth paying extra for a better location?

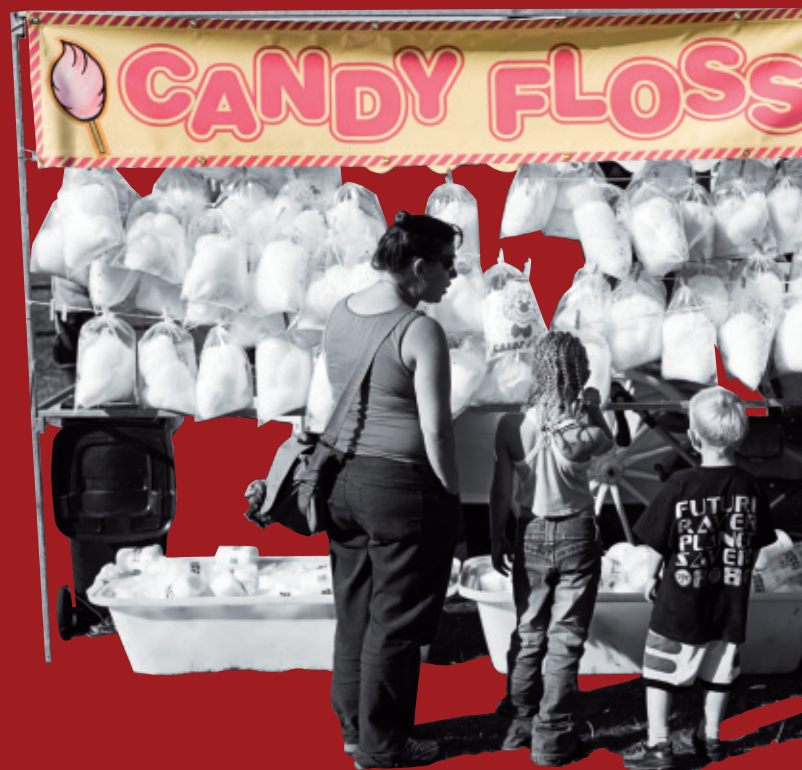
What about signage?

- A clear sign on your stall is important: you might also want something that's clearly visible from a distance - a flag or a balloon, for example.
- Can you get signs directing people to your stall from around the site?

Your marketing

What message are you trying to convey?

- Is your product special or unique?
- Is visiting your stall going to be a special experience?
- Do you have a competitive price or a special offer?
- Do you rarely sell to the public?





TALK TO STALLHOLDERS AT OTHER EVENTS: WHAT TIPS AND ADVICE CAN THEY GIVE YOU?



How can you convey that message?

- Do you have a mailing list you can mail in advance?
- You could stimulate 'word of mouth' publicity by having a party or launch event on the day. This works best for multi-day events.
- Should you produce a leaflet or poster for distribution in advance? (who will it go to and will they notice...) Or is it better to give them out to visitors as they enter the site on the day?
- Think about whether a sheet with information about the materials/ingredients used in your product, or information about the cultural/geographical background would be useful. Visitors often like to know about what they are buying, especially if it comes from an unfamiliar cultural tradition.
- Are there other ways of getting your product/stall/location promoted:
 - Adverts in the event programme
 - Sponsoring event publicity
 - Free t-shirts, balloons, pens etc

Have you done your homework?

- Go to other festivals to see who is busy and who isn't - why do you think this is?
- Talk to stallholders at other events: what tips and advice can they give you?
- Develop a good relationship with the organisers: supply them with the information they need in good time, and in the form they ask for it. Make sure you comply with their rules and regulations - you want to be invited back!
- Check with the organisers what will be provided: do you need to make special requests for power, water etc?
- On the day, arrive early and check out your competitors: what are they doing well? How can you be distinctive?
- Learn from past mistakes - 'debrief' after each event

