

MARKETING & MERCHANDISING YOUR WAY

E. Rachael Baird / Tilt Studio, Inc. / October 2008

MARKETING is the method used to get a consumer into the store & remember your brand.

MERCHANDISING is the way a product is displayed in the store. It should educate & imply good buying decisions.

DO Promote your host retailer's brand and core values.
Work closely with the retailer's store marketing department.
Use your displays to complement other marketing strategies.
Make your content valuable for shoppers.

DON'T Force feed your company name to consumers.
Oversaturate the product market – be strategic and selective.
Put all your marketing eggs in one basket – do your research.
Just believe the experts – ask your customers.

NEW MARKETING Video Marketing - YouTube
Commercials - Catchy/sleek ads
Print/Web - Specials & New Products
Give-Aways - Catalogues, Specials, Sales, Coupons
Moveable Advertising - T-Shirts, Coffee Mugs, Etc.
Brand Recognition - Signs
Gimmicks - Signature Products (key fab)

NEW MERCHANDISING More efficient shelving
Better flow
Cleaner facilities
Better product displays
Custom products
Emphasis on technology
Concierge Station

DIY Website - godaddy.com
Email Campaign - constantcontact.com
Video Profile - turnhere.com
Redesign Logo - logoworks.com
Design your Space - virtualbuilder.com
Survey your Customers - surveymonkey.com
Video - youtube.com

RESOURCES Virtual Space - kinset.com
Marketing Site - adage.com / clickz.com
Design Ideas - designideas.net
Merchandiser Ideas - goliath.ecnext.com

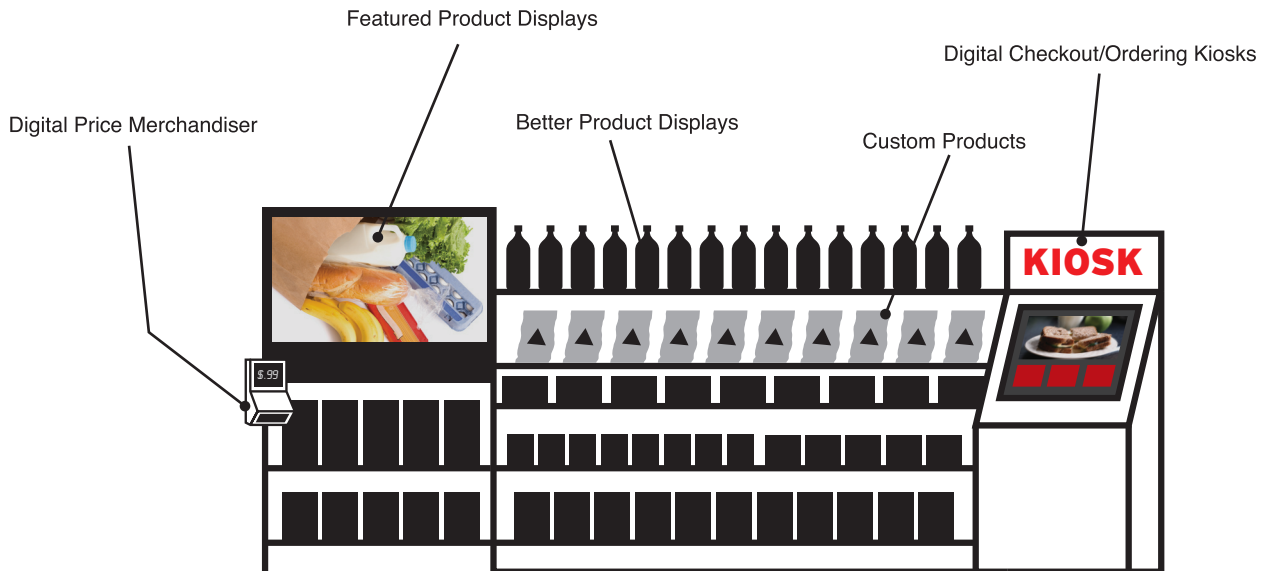
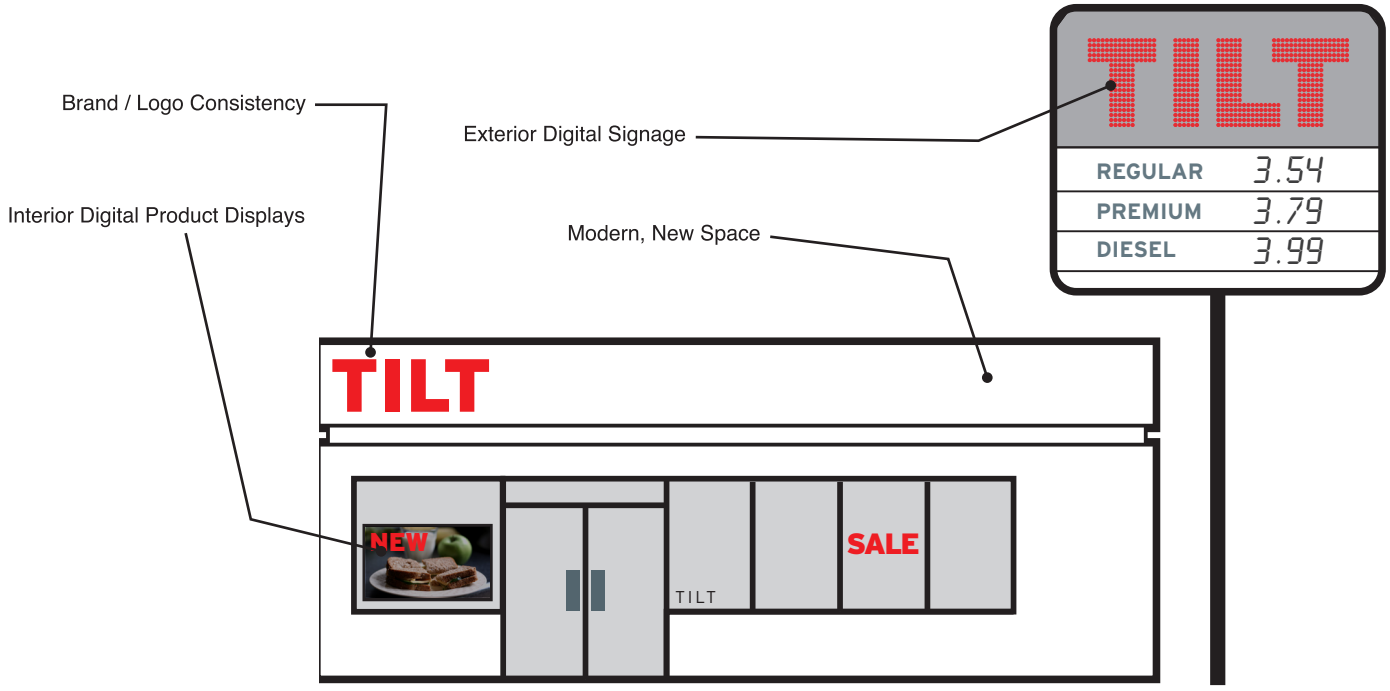
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