

Store Opening Programs

There's No Better Time to Market a Store Than When it First Opens

"If you build it, they will come," is the motto of many failed companies. They rely on limited marketing, drive-by traffic and word of mouth to get business rolling at a new location. Loathe to spend money after expensive start-up costs, the marketing budget is often the first to get cut. Unfortunately, this is the absolute worst time to limit a store's advertising.

The first few months after opening is the most productive time to **advertise** for a store.

ROI for marketing efforts are **nearly double** that of any other period in a store's lifetime.

Be Obnoxious

When a new store opens, you need to shout it out. If the shouting is done properly, it can lay the groundwork for long-term store success. ADM understands just how to market our customers' new locations to deliver visitors who are likely to become repeat customers, while not only keeping brand integrity, but enhancing it.

- 1) **Everyone is a new customer.** Brand new locations, while automatically benefiting from the goodwill of its brand, do not have the advantage of everyday traffic that established stores have. They need to build this traffic from scratch. Yet new stores reign supreme when it comes to marketing efficiency, as every dollar they spend in their initial marketing efforts brings in brand new customers. The lifetime value of these new customers will always outweigh the cost to obtain them.
- 2) **People love "new".** It is one of those magic words. When people hear about something new, they have a natural curiosity about it. Additionally, "new" implies clean and fresh. So even recent openings of established brands get a boost from being "new".
- 3) **Make a better first impression.** New store openings are in the unique position of serving nearly all its customers for the very first time. That's why it is imperative that the store is ready for a host of customers, and that its marketing offers center around high satisfaction items.



"We have been very impressed with the **results** of ADM's direct marketing programs. They immediately jump-started the traffic at our stores and overall ROI has been **phenomenal**.

I would definitely recommend them to anyone with multiple locations."

Noel Decker - Chin Chin Restaurants