

# Instore Magazine – Merchandising for Mother’s Day

Mother’s Day can be a terrific opportunity to generate sales. At one of my prior positions, you would be amazed at the staggering amount of units we sold! This is not an event to approach half-heartedly. To maximize sales, however; you will need to have a great marketing campaign and plenty of the right product.

Mother’s Day is a very sentimental holiday with the gift givers being both the spouse and children. The marketing campaign and the product should both tap into the emotions of caretaking and nurturing. While you obviously want to target your customer base with your marketing, an effective Mother’s Day campaign has the potential to bring in new customers, which is invaluable.

## Here are Five Steps to Your Best Mother’s Day Ever!

### Step One:

Select product (one to three items) to feature and promote via your marketing and advertising vehicles. It should be perceived as a fantastic value, and resonate with your customers. Example: A sterling silver necklace with one engraveable tag for \$49. Your sweet spot in terms of price points of a Mother’s Day gift ranges from \$50 to \$250. Depending on your store you might start at \$25 or go as high as \$1000. One of the hottest trends right now – necklaces and bracelets which are customizable and personalized – often celebrates family and motherhood, which plays perfectly to Mother’s Day.

### Step Two:

Advertise heavily featuring/describing your featured product(s), emphasizing the value and price point. Whether you use direct mail, print, radio, TV or social media – be aggressive – there really is no better gift for Mother’s Day than jewelry. Social media would be ideal for a contest for an essay about Motherhood with the prize being your featured product for the top 10 entries. Monitor your sales on a daily basis – make sure

you have sufficient product (have your vendor shelf stock for immediate shipment), and if you run out find a substitute that your customer will be pleased with.

### **Step Three:**

Have plenty of step ups or add ons. Using our example: additional silver tags for each child, tags with a pink sapphire for a girl and a blue sapphire for a boy, versions of the necklace in white or yellow gold, longer or heavier chains, matching bracelets. Train your sales associates on how to suggest them in a way that is relaxed and fun.

### **Step Four:**

Tie in your featured product selection into your incase display - think emotional and heartwarming. Frame black and white photographs in a simple silver frame of women wearing the product – use approachable looking women in a range of ages, engaged in a variety of motherhood activities – such as gardening, cooking, working at a PC, holding a baby, exercising or running errands.

### **Step Five:**

Make your customer's life easy by providing a Mother's Day card and a gift bag/wrapping. Or consider a "companion" free gift like a jewelry travel pouch, or a box of truffle chocolates. I like the idea of a re-useable gift bag with whimsical graphics relating to mothers (think Trader Joe bags) ideal for carrying her lunch to work, etc.

One of the best parts of our business is connecting with our customers during these very special occasions. With all the right components in place, your store will be *the* destination to celebrate Mother's Day!