

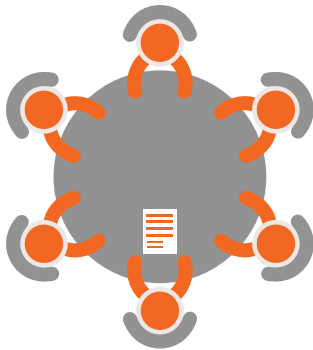
THE ULTIMATE MARKETING TOOLKIT:

ONLINE STORE

01

Communicate the store early and often

Keep your members and players updated with designs and apparel options. Take on feedback and even let your club have some input on the initial designs. In doing this, the club will know what will be offered and at the very least, they know a store will be happening.



02

Know your products and members

Leading on from the previous point, asking your members what they would want apparel wise will allow for the most store sales. Offering too many products or the wrong products may lead to members not purchasing and potential for low sales.

03

Custom QR code around the club

Once your store is created- it is time to promote! Within your Cheetah Online Store Package we will create a QR code which will take you directly to the store when scanned. Print these out and put them up everywhere around the club as a constant reminder to your members. A good tip is to put them on the tables at a Thursday night dinner for maximum exposure!



04

Send an email out to your members

Whilst current players will make up the bulk of the orders- advertising the store to your non-playing members (players, ex-players, volunteers or to family and friends) is a great way to drive up the sales of the store. Simply emailing your members who can also pass on the information to people who might be interested.



05

Sell some additional products over the bar

For your members, the store makes life easy being able to order and customise garments! To really optimize the store however, ordering some extra stubby holders, beanies, caps or even socks, and selling them over the bar or canteen is a big win. Some less tech savvy members may have missed out on ordering and having some additional items available is a great way to have everyone involved.

06

An advertising blitz through social platforms

An advertising blitz (Facebook, Instagram , Email and Verbal) at the beginning of store opening and the day before the store ends can send sales through the roof. Putting the pressure on, and marketing that it is the 'last chance to order' should send players to the store in droves!



With the above steps you are primed to run a successful online store!