



Bringing in the customers - part one

Marketing tips for promoting your shop.

Footfall figures are an important key performance indicator. At the most basic level they show you precisely how many people are going into your shop on any given day. When you link this footfall info to the number of sales per day they give you performance info. When you analyse the actual sales against the numbers of potential customers coming into your shop, you can reveal your shop's average conversion rate. This is where it starts to become really interesting !

If you do this over time you can build up a picture of your shop's trading pattern. From this you can set realistic and achievable sales targets for the shop floor staff.

By monitoring this conversion rate you can measure the success of displays, sales staff and incentives. This is not just a tool for large retailers, don't think that if you have a small shop this is not for you..... prices for footfall counters cost as little as £70, but they can bring real returns for your business.

