

# DOWNTOWN BUSINESS TIPS NEWSLETTER

## JUNE 2012

*The Business Tips Newsletter is brought to you in partnership by the Dahlonega Downtown Development Authority & the Dahlonega-Lumpkin County Chamber of Commerce & Visitors Center.*

### THREE STATISTICS THAT EVERY DOWNTOWN SHOULD LIVE BY

By Roger Brooks, April 30, 2012

[www.rogerbrooks.org](http://www.rogerbrooks.org)

I call this the **7-8-7 rule** because of the three most important statistics that make a downtown a successful and vibrant destination. Think of your favorite destination downtowns. Are they beautiful? Do they feel safe? Are there things to do after 6:00 pm?

**1. 70% of first-time sales at restaurants, retail shops, lodging facilities, and attractions can come from curb appeal.** We all travel: Think about these phrases: "That looks like a nice place to eat." Or, "That looks like a nice place to stay." Virtually every person on the planet has said those words at least once, if not dozens of times. You can spend millions of dollars marketing a town or downtown, and none of that will make me – the visitor – walk through your shop's door. You, the merchant, must do that. Beautification, or curb appeal, is an investment with a tremendous return.

**2. Women account for 80% of all consumer spending.** Yes, it's true. I use this statistic a lot in speaking engagements, and I always pause to hear the audience reaction, which ranges from

"You go girl!" spoken by women, to "That's all?" from the guys. Women will spend more money in places that look inviting, are clean, and feel safe. If you cater to women you will ultimately win the entire family's business. Women also account for 70% of all travel decisions including places to stay and eat, and "must see" attractions.

**3. 70% of all consumer retail spending takes place after 6:00 pm. Are you open?** This is one of the reasons downtowns are dying – they're not competing with malls' later hours. In the 60s, stores typically closed at 6:00 pm, 5:00 on Saturdays, and were closed on Sundays. In the 70s malls were open until 8:00 or 9:00 pm, but still closed at 6:00 on Saturdays and were open from noon to 5:00 on Sundays. Fast forward to today, and you'll find just about every successful mall opening at 10:00 and staying open until 9:00 (or later) seven days a week. Meanwhile, traditional downtowns are stuck in the 1960s, and most are dying.

While we are moving to the European standard of dining and shopping later in the evenings, downtowns haven't made the change at all. [SOURCE](#)

### NEW SHOPPING HABITS: WHEN YOUR CLIENTS GO MOBILE

By Jamillah Warner, May 17, 2012

[www.smallbiztrends.com](http://www.smallbiztrends.com)

You have a certain type of shopper's behavior — the same is true for your potential clients. The question is: What are their shopping habits and how can you become a more integral part of it?

When making the most of your clients shopping experience here are two new behaviors to consider.

#### #1: Quick Mobile Searches

As long as the mobile internet connection is strong, then it's nothing to whip out that smart phone and run a quick online search for the item you're interested in. But here's the deal: as we put our cell phones to greater use, your mobile web presence becomes more important to your business. Can shoppers discover the right kind of information about you on the spot

(i.e. location, reviews, price range, hours of operation)? Do you have a web presence and is it mobile friendly?

#### #2: App Savvy Clients

In "[5 Internet Marketing Predictions for 2012](#)" Susan Payton laments about our inability (in the U.S.) to use our "phones to pay for things." Since mobile spending is fun when you can find the right app, I understand her complaint (and I'm excited about her prediction that there will be "more effective apps in 2012").

#### #3: The Exceptions May Be Your Clients

It's true that everybody doesn't have or even like Androids, iPhones and Blackberries — I know some people who still prefer a simple flip phone. So before you go out and spend

money on designing an app for your company, check your market.

1. Who do you serve?
2. How do they usually find you?
3. And how do they find other businesses and services similar to you?

If they are heavy smartphone users, then it's time to set up that mobile friendly website and start brainstorming about that app; of course, it has to be smart, easy to use and fun or it'll just get lost somewhere on your phone (you know that place where glitchy apps go to die).

#### The Point

Internet connections for cell phones are stronger. Shoppers are mobile and more tech savvy. Is your web presence in front of this trend? Behind it? Or Missing in action?

[SOURCE](#)

## WOMEN ROAR

By Stephen L. Bainton

[www.startupnation.com](http://www.startupnation.com)

Marketing to women used to be an after-thought, like marketing to a special interest group. Today, savvy marketers understand one powerful concept—that women either buy or influence the purchase of most consumer items. Sound farfetched? According to Tom Peters (and many other writers) this is the new reality, a reality that will shape this next century and beyond. Manufacturers and marketers must take notice.

### Consider these facts:

- Of all consumer purchases, women either buy or influence the purchase 83 percent of the time.
- Women are responsible for 94 percent of all home furnishings purchases.
- Of all new bank accounts, women make the choice 89 percent of the time.
- For car purchases, women choose 60 percent of the time.
- In the consumer electronics realm, women purchase 51 percent of all items.
- Women make 80 percent of all healthcare decisions.

According to Tom Peters, in his masterful work, *Re-imagine!*, “the real story is the 10.1 million women-owned businesses in the United States alone. These enterprises employ 27.5 million of us. (In other words: one out of every four American workers.) In fact, women-owned businesses employ more workers inside the U.S.A. than the ‘fabled’ Fortune 500 employ worldwide.”

Moreover, female-run and female-owned businesses now account for over \$3.6 trillion in annual sales. Now that’s significant economic power.

### Not Taken Seriously

Yet, for all this power, women (as a group) are not being taken seriously enough by many companies. For many businesses, marketing to women is just considered

another niche, and not given the primacy that such a market ought to command. Intelligent marketers know that this underserved market represents an enormous opportunity, if approached correctly.

In the seminal work, *EVEvolution*, author Faith Popcorn addresses the discernible fact that women and men are different, that marketing to women requires a very different approach. As she writes, “Women want a brand to extend into their lives in as many ways as possible. They want a brand to speak to their heads and their hearts. To understand them. To recognize their needs, values, standards, and dreams.”

Continuing, she adds, “And what women don’t want is just as important as what they do. They don’t want to do business with an organization, a company, or a brand that condescends to them. That inconveniences them. That makes them wait, argue, or defend themselves.”

In many ways, therefore, marketing to women requires much more sensitivity, but, if you get it right, you will establish a highly loyal and devoted client base—one that is naturally more inclined than men to boast of your products, services, and offerings.

### Popcorn and the ‘Queen of Connect’

In *EVEvolution*, Popcorn offers eight strategies for marketing to women. Of these, the first struck me as crucial to understanding the needs of women. The first truth of *EVEvolution* is this: “Connecting Your Female Consumers to Each Other Connects Them to Your Brand.” As she writes, “In this new age, brands will serve as connector-uppers for women seeking links with others; brands will ‘host’ relationships among their consumers, just as brands sponsor chatrooms today. Brands will be the fulcrum for connecting; women will bond over brands, find their friends

through brands, form clans and clubs and communities around brands.”

A major trend driving this reality, as Popcorn points out, is that many traditional forms of connecting—due to the weakening of community—have vanished, thereby impacting a woman’s need to connect. In addition, a significant number of women have left on-site corporate jobs to form their own enterprises. This also explains why so many women are using the Internet; hence the success of ‘connecting’ Web sites such as *iVillage.com*, *Oxygen.com*, and *CafeMom*. (How many male community bonding sites can you name?)

The undisputed “Queen of Connect” is Oprah Winfrey. With keen intelligence, she has built an entire media empire on the underlying realization that women are ‘wired’ for connecting. As Popcorn writes, “Oprah’s power lies in her fundamental understanding of the need that women have to be emotionally bonded to each other. Is it any accident that her own book is entitled, *Make the Connection?*”

**Marketing to Women – The Bottom Line** For many marketers, therefore, marketing to women is not optional, but rather a necessity to maximize future growth. Marketers correspondingly need to make the necessary organizational realignments to be open to women’s needs. This isn’t as difficult as it may seem.

Look at Stew Leonard’s, the highly successful grocery chain, for example. On a regular basis, management at Stew Leonard’s conducts informal, in-store feedback sessions, mostly with female participants. Unlike structured focus groups, these meetings are more like honest conversations—and criticism is actively encouraged. As one female shopper put it, “You bet this is the kind of place I like to shop. It should be. I helped make it this way!” [SOURCE](#)

## 10 CUSTOMER FEEDBACK QUESTIONS YOU NEED TO ASK YOURSELF, By Barbara Wold

1. What attracted you to us originally? This helps get a view of how you are seen in the market- place and what are the things that appeal to your customers.
2. What would you do if we weren't here? This may give an insight into the value they place on you as a supplier -- Would they actually notice if you disappeared?
3. Can you name one particular individual who has impressed you in our organization? This highlights your customer champions, and maybe some of your unsung heroes. If they can't name anyone, what does that say about the way your people interact with your customers?
4. What one thing could we do better? It may highlight their priorities and key issues.
5. Why do you buy from us? This highlights your strengths -- some of which, you may not be aware of. Be careful how you

phrase this one. You might sound as if you're doubting yourselves.

6. If our business was the best in the world, what would it look like? This one stretches the imagination, and even though you may not be able to deliver exactly what they say, it may give you a few ideas about what they see as important.
7. Name one thing that we do or don't do that irritates you. The key is doing something about it.
8. Who can we learn from? This helps you identify who your customers see as role models, and might just point something out that's not happening in your industry you could learn from.
9. What would you say to someone else who asked you about us? Their initial response to this is often a revealing one.
10. What is the one thing we should never stop doing? This one tells you what they really value about you.

### Downtown Dahlonega Merchant Coalition (DDMC) News

If you are not yet included in the Downtown Dahlonega Merchant Coalition Facebook group, please email or call Rebecca Shirley & she will get you invited. This private group allows merchants to share information about upcoming events, visiting groups, festivals, and anything else you have on your mind!!

Rebeccashirley@dahlongegadda.org  
706-482-2707

Join us for the April DDMC meeting on Wednesday, May 30, 8:30 AM, in the Chamber of Commerce boardroom.

# Mark Your Calendars!

**Farm Fresh, Locally Grown**



**Every Saturday**  
May 5 through October 27  
8 AM until 1 PM

West Main & Waters St.  
(Adjacent to the downtown BBS/T building)

Available In Season:  
Local Fresh Produce  
Plants & Flowers  
Locally made Honey  
Culinary Herbs  
Jams & Jellies  
And MUCH MORE!

**First Friday Night Concert Series**



**Shows begin at 6:30 PM**

June 1 Kurt Thomas

July 6 Tom & Juli  
Remember When Band

August 3 Fool's Gold of Dahlonega  
Fiddleheads

September 7 Ugly Cousin  
American Anodyne

October 5 David Brothers Band

**Appalachian Jam**  
Acoustic Mountain Music



**Every Saturday**  
2 - 5 PM

April 28 through  
October 13, 2012

At the Dahlonega  
Gold Museum State  
Historic Site, on the  
Public Square

Enjoy the 50 retail stores & 15 restaurants while downtown!

The "Downtown Business Tips" newsletter is intended to provide merchants with monthly information about improving their business's position in the market! Please send your comments & suggestions to Rebecca Shirley, [rebeccashirley@dahlongegadda.org](mailto:rebeccashirley@dahlongegadda.org), 706-482-2707.

Use our website [www.dahlongegadda.org](http://www.dahlongegadda.org) "Doing Business Downtown" for business resources.

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