

DOWNTOWN BUSINESS TIPS NEWSLETTER

AUGUST 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.

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Send ideas to Rebecca, rebeccashirley@dahlongaddd.org, or call her 706-482-2707!

Thanks for helping us provide the most relevant material for our business community!

5 Ways Colors Can Influence Shoppers

By Jane Porter, [Entrepreneur](#)

Shoppers most often choose what they buy based on color. In fact, it can account for up to 85 percent of the reason people buy one product over another, according to the Color Marketing Group, a professional organization for color designers in Alexandria, Va. Color's influence on consumer behavior isn't confined to just merchandise. The colors surrounding customers while they're shopping also can influence whether they make a purchase. "Colors in a store format can create different emotions and store retailers can use that," says Rich Kizer, a St. Charles, Ill.-based retail design consultant. Here are five ways store colors can affect the shopping experience and help turn browsers into buyers:

1. Tell a story with color. Rather than simply select colors you like, it can be more effective to start with a theme and choose colors that represent that concept. For example, you could capture the essence of the beach with colors reminiscent of sand, water and sunshine. That would transport customers to an environment they associate with relaxation and enjoyment and make them want to stick around your shop longer. When Jennifer Albaugh chose a color scheme for Quiltique, her Henderson, Nev., sewing and quilting supply shop, she first decided on the theme of antique gardens. This prompted her to find colors that suggested garden spaces, rather than pick random paint swatches at the hardware store. She painted her walls celery green and used a brick red accent to call to mind foliage and garden pots.

2. Comfort and calm customers. Warm colors like oranges and browns are inviting and reassuring to shoppers, while cooling colors like green and blue can have a calming effect, says Georganne Bender, a partner and retail consultant with Rich Kizer. "Orange makes you happy," she says. And happy customers are more likely to linger longer in your store. When Carol Winston

moved her Lake Oswego, Ore., women's shop, Accessories From The Heart, to a new location, she decided to change the white walls to burnt orange. At night, under the store's halogen lighting, the interior gives off a warm calming glow.

3. Alert your shoppers to certain products. Bright colors like yellow and red grab customers' attention, stopping them in their tracks before they breeze by a product display. That's because yellow is the color first perceived by the retina, according to Linda Cahan, a West Linn, Ore., retail design consultant. Red, of course, has long been associated with stopping, whether it's on a traffic signal, emergency vehicle or store design. But use these bold colors sparingly. Too much red will agitate shoppers, Bender warns. She recommends making bright accent colors no more than 20 percent of your store's overall color scheme.

4. Build brand recognition. Colors can increase brand recognition by 80 percent, according to a 2007 study by psychology and management researchers at the University of Loyola, Maryland. Finding a way to work your logo colors into your retail design will help customers associate those colors with your company. But think beyond just the paint on your walls. At Wet Nose, a pet shop with two locations in the Chicago area, owner Sheila Spitz draws inspiration from the shop's periwinkle logo. The ceiling is painted a rich purple, while merchandise tags, business cards and tissue paper match the lighter purple of the logo. A customer once told Spitz she spotted a little girl at a party wearing the shop's decorative periwinkle ribbons around her pigtails.

5. Highlight rather than overpower your product. Be careful not to drown out what you're selling by immersing it in too much color. "In retail, you want the merchandise to pop and not the surroundings," Bender says.

7 Tips to Create Winning Window Displays

By Jane Porter, [Entrepreneur](#)

Your window displays are like billboards for your store. They can be the make-or-break factor in whether a customer enters your shop or walks on by. Yet too often, small retailers create windows that are boring, cluttered or poorly lit. "If you just put some thought in it, it doesn't cost much," says Noelle Nicks, who oversees visual merchandising for Cole Hardware's four stores in San Francisco. Although she has never spent more than \$100 on a single design, her windows rarely fail to get attention. Her displays have included a farmers market with light bulb carrots and radishes and a beach setting complete with real sand. Nicks and other design experts offer these seven tips on how to create affordable window displays that will lure customers into your store.

1. Tell a story. When Valentine's Day rolls around, you might be tempted to grab every red item off your shelves and cram them in your display. That's too simplistic. "Start with a theme first," Nicks says. "Then plug in the pieces." One Valentine's Day, she chose the theme, "how to mend a broken heart," painting a black jagged line down a giant plywood heart and attaching hinges, chains and other hardware. For Halloween, she hung more than a dozen types of brooms against an orange backdrop with the words, "Which broom?" across the glass beneath them. The display not only played on the traditional witch-on-a-broomstick theme, but it also showcased the store's large broom selection.

2. Think in visual planes. Before arranging a display, Nicks runs a line of blue tape across the window to mark eye level from the street. That isn't something you can simply estimate from inside a window because the floor often isn't at street level. "You want to concentrate the key pieces where the tape is," Nicks says. At the same time, you may not want to keep everything at eye level. Susan Jamieson, a Richmond, Va., interior designer, suggests suspending items from the ceiling or lowering them close to the floor, while maintaining a focal point at eye level.

3. Surprise customers. If you want to get noticed, avoid the predictable. Debbie Hamada, owner of Tilde, a Portland, Ore., gift shop, likes to incorporate unexpected, whimsical objects in her windows. She has used large papier-mâché acorns, forest animals cut from foam board, and giant lockets made of muslin and heavy chains to catch customers' attention. "People come by to look at the window. We get a lot of people who take pictures," she says. "It also brings them into the store."

4. Use bold shapes and colors. You don't have to be crafty to be good at window design. It's all about bold colors and shapes. In her next window display, Hamada plans to hang giant fuchsia and grey puffs of tissue paper around a few display tables of jewelry--something customers can see from a distance, even though the showcased products are tiny. "Two out of every 10 people come in because they've seen something colorful in our windows," says Hamada, who usually spends less than \$30 on a window arrangement.

5. Keep it clean. You don't want to clutter your windows with an assortment of products. "We've found that less product fits with a better quality product," Hamada says, "as opposed to a discount window where you might see a whole bunch of stuff crammed in." That said, you might consider using mass quantities of a single product, says Jon Schallert, a marketing consultant in Longmont, Colo. "A single or a double of anything is not going to get someone's attention. But if you put a dozen of something out, it's going to get anyone to look." A Christmas tree made of tennis balls, for example, is bound to draw more attention than a lone canister of them.

6. Update your displays. You want to change your windows as often as possible, but it doesn't have to be a costly, time-consuming effort. Schallert suggests printing a dozen large photographs that represent your store--images of your products or customers using them, for example--and rotating one or two of them in your window every few weeks. At the very least, update your displays every one to two months, says Linda Cahan, a West Linn, Ore.-based retail design consultant. "The more often you change your windows, the more people will look at your store."

7. Use lighting to stand out. Window lighting shouldn't be an afterthought. "You can really draw a customer in if you just have the correct angle of light on your product," says Schallert, who advises against hanging lights directly above a product to avoid creating shadows. Instead, use lighting to highlight focal points. Cahan recommends investing in a few spotlights you leave on after you close for the night. "If you are the only place with your lights on, you will be the only store people see," she says. "You will be like a beacon of visual stimulation."

SAINTS ON THE SQUARE
August 23

1. Be open and welcome the students into your place during the 4-6 pm time frame.
2. Consider running a "Saints On The Square" special deal, have free giveaways, or have an in-store raffle we will include it in the event guide.

E-mail this information to kandi@dahlonge.org no later than NEXT Wednesday, August 1st!



**SAINTS
on the
SQUARE**
August 23, 2012

Mark Your Calendars!

**Downtown Dahlonge
Merchant Coalition (DDMC) News**

**DDMC Meeting on
Wednesday
August 22, 8:30 AM.
Chamber of
Commerce Boardroom**

If you are not yet included in the Downtown Dahlonge Merchant Coalition Facebook group, let us know! This private group allows merchants to share information about upcoming events, visiting groups, festivals, and anything else you have on your mind!!
Rebeccashirley@dahlongeadda.org
706-482-2707

Farm Fresh, Locally Grown



Every Saturday

May 5 through October 27
8 AM until 1 PM

West Main & Waters St.
(Adjacent to the downtown BB&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 Dahlonge
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 Dahlonge
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@dahlongeadda.org, 706-482-2707.

Use our website dahlongeadda.org
"Doing Business Downtown" for business resources.

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