

SPRING MARKETING

Cheat Sheet

The arrival of spring bring fresh opportunities for businesses to revamp their marketing plan. Barclay's reported that **customers are spending 4.5% more in spring**, that's the highest growth in three years! Your business can leverage this growth into profit.

First things first, do a **SWOT analysis** of last year's spring activity. Taking a step back and looking at what worked, what didn't and how you can improve will help guide your spring plan. **Try to consider:**

1

General Awareness of
Your Brand

2

Sales and Profit

3

Customer Satisfaction
and Engagement

4

Branding

5

Competitors

Strengths

Weaknesses

Opportunities

Threats

What do you think you're nailing, and where do you see opportunities to improve? If aspects of your marketing need refining, check out some spring marketing tips below to get your brand geared up to rock the second quarter of 2017!



Increase Awareness of Your Business

- Sponsor a local sports team to generate awareness of your business. Cricket season is starting, along with the last matches of football and rugby and the (slightly) warmer weather will draw out the crowds. Cash in on the extra visibility this will give your business.
- With spring comes events season! Find out what markets, exhibitions or festivals are happening in your area and take your business down. NMTF.co.uk showcases markets around your area and keep an eye on your local council news for upcoming events.
- According to the Office for National Statistics, businesses in the Recreation and Culture sector see the biggest uplift in spring revenue. If your business doesn't fall into this category, partner with one that is to leverage their surge in custom. This could be offering reciprocal discounts at your shop for your local café or hosting a joint competition with a nearby attraction.



Improve Relationships with Current Customers

- Run Facebook Competitions around holidays to engage with your customers. Mother's Day and Easter are popular events customer's love to get involved with: whether it's something simple such as commenting on a photo or like and share a post to win a prize.
- Host a spring clean in celebration of Earth Day on April 22nd. You could partner with other local businesses and the council to organise a "clean up" of your local area. There's massive local PR opportunities and the chance to network with other businesses. Check out The Big Tidy Up for inspiration and future organised events.



Drive More Sales

- Give a discount for Mums and take advantage of the spending power of Mother's Day. Shoppers spent £510m on Mother's Day in 2015, with 60% of all shoppers purchasing something for the occasion. Whether this is offering all Mum's a free glass of wine or a 10% discount, drive people looking to spend to your business.
- Spruce up your promotional materials with spring florals. The Emotional Impact of Flowers study has been pioneering on outlining how flowers improve our mental health and have "an immediate impact of happiness". Since shoppers spend 15% more on average if they are relaxed and happy, including flowers on your regular menus, posters and signs can increase your profit. Even consider putting fresh flower arrangements in your shop for a stronger impact.



Strengthen Your Brand

- Has your brand become stagnant? Spring is about renewal and so is the perfect time to re-evaluate your branding. Are you still unique in your market? What do you offer that others don't and do you promote this enough?
- Reassess the values your business stands for to help reignite customer's connection and loyalty with your brand. Struggling to define what that is? Now is the time to kick-start a campaign that will help. Support a local charity or community cause to show your business wants to give something back to the community. With World Autism Day and World Wildlife Day in spring, there's plenty of ways to get involved in a good cause.