

# President's Message

## Increasing Foot Traffic: Strategies for Success

**Foot traffic isn't just a measure of people passing by—it's the lifeblood of our businesses. More foot traffic means more potential customers, more sales, and ultimately, greater success. Here are some effective strategies to boost foot traffic and attract more visitors to your store.**

**First, enhancing curb appeal is essential.** You want to capture passersby's attention and entice them to step inside. Make sure your storefront is appealing with clean windows, attractive signage, and well-maintained landscaping. You want to always create a positive first impression. Use seasonal decorations or eye-catching displays to make your store stand out.

**Strategic marketing and promotion are also key to driving foot traffic.** Promote your business using social media, email newsletters, and local advertising. Collaborate with neighboring businesses or community organizations to cross-promote and expand your reach. Offering a rewards system and exclusive discounts or incentives can also motivate people to stop by and explore your store.

**Hosting events and activities can draw crowds and create buzz around your retail space.** Consider organizing workshops, demonstrations, or live performances that align with your brand and appeal to your target audience. These events will attract foot traffic and provide opportunities to engage with customers on a deeper level, fostering loyalty and building relationships.

**Exceptional customer service can turn casual browsers into loyal customers.** Train your staff to greet customers warmly, offer assistance when needed, and provide personalized recommendations. A positive shopping experience encourages return visits, and prompts satisfied customers to spread the word and bring others along.

**Technology can also help drive foot traffic.** Your website should be appealing and up-to-date with current inventory to attract customers who don't want to miss out on new arrivals.

**Increasing foot traffic requires an approach that combines curb appeal, marketing, community engagement, and outstanding customer service. I hope your registers are ringing this Spring.**



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**I look forward to seeing everyone in St. Louis!** ♻️