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# Western Lifestyle

RETAILER

## NEWSLETTER

2nd Quarter 2017

### TAKING CARE OF BUSINESS: Customer Connections



Summertime is a great chance to reach new customers who visit your store while traveling through your location. But after the sale, how do you keep them coming back?

Public relations and marketing expert [Tara](#)

[Trask](#) shares three ways to strengthen new customer loyalty throughout the year, even when far from your brick-and-mortar store.

**1. Engage on social media.** With a well-placed sign near your cash register, you can attract new customers to your social media accounts. Trask recommends mentioning your social media accounts to the customer as you place a flyer or card in their bag with the social media handles.

Once connected online, Trask says to interact with them through promotions and call-to-action posts. Encourage fans to post a photo of them wearing your product, for example. Or run an online promotion from April to August with a gift certificate drawing at the end of the summer; or run a “like our Facebook page and get a chance to win” promotion.

**2. Grow your email list.** In addition to offering an email sign-up at your register, Trask recommends including an

### NEW & NOVEL: Annie Oakley Aroma Locket Necklace

Annie Oakley Perfumery has a stylish and practical way to bring essential oils with you wherever you go. Their exclusive Aroma Locket Necklaces are made from polished stainless steel with magnetic closures and surgical stainless steel chains. Place one or more drops of your favorite essential oil or blend on the felt pad that snaps inside the locket. You'll enjoy your aromatherapy up to a week, depending on the oil. Each necklace comes with four rayon wool pads that can be washed in warm, soapy water. Annie Oakley carries several locket styles, as well as essential oils, diffusers, sprays and other accessories.

Find more information at [annieoakley.com](http://annieoakley.com).

easy-to-find form on your website to capture email addresses. Using programs like Constant Contact or MailChimp will help you send notes to your group of subscribers. You can reach out to them all year with promotions, news and other updates.

“Make sure that customers have opted-in to your list—don’t just add them to an email list without asking,” Trask says.

**3. Make personal contact.** A boutique shop can make the most of establishing a connection by sending a note or email thanking them for their purchase, Trask suggests. Also include a coupon toward a purchase from your online store.

“A personal message from the owner or the person that helped the customer in the store with a mention of their purchase—that will make the customer feel like their time in your store was a very personal experience,” Trask says. “Continuing customer service beyond the checkout is important, and will help people remember you and come back to you beyond their visit.”

## **ALL-NEW: *Western Lifestyle Retailer* Website Relaunch**

Check out *Western Lifestyle Retailer’s* [new website](#), designed to serve Western lifestyle retailers and wholesalers:

- Check out what's hot in Western fashion and home goods.
- Get business tips and strategies to grow your business.
- Connect your products with our followers on Instagram, Pinterest and Facebook.
- Update your WLR directory listing.
- Sign up for the WLR quarterly newsletter.
- Enjoy our latest fashion photography.

Thank you for being part of the *Western Lifestyle Retailer* network!



## **NEW & NOVEL: Miss Macie Pure Prairie Boots**

Miss Macie Boots began in August 2016 as a collaboration between boot expert LaDane Smith and Anderson Bean/Rios of Mercedes to create Western boutique boots with a bohemian edge. Handcrafted by artisans, each style—like these “Pure Prairie” No.U6004-02—has a one-of-a-kind vintage feel. Construction is comprised of a 3/4 welt leather sole, leather component heel, along with a comfortable lining and cushion insole with arch support.

Wholesale inquiries please contact Miss Macie customer service at [customerservice@missmacie.com](mailto:customerservice@missmacie.com) or 303-816-5455.



## Join the WLR Directory

Add your company to the 2018 Directory of Companies published in *Western Lifestyle Retailer*.

This FREE service to wholesalers and retailers showcases suppliers of goods in more than 100 Western product categories.

To sign up or update your listing, go to the [Western Lifestyle Retailer website](#).



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This email was sent to [chris.hamilton@westernhorseman.com](mailto:chris.hamilton@westernhorseman.com)

Mailed by: Western Lifestyle Retailer | 2112 Montgomery Street, Fort Worth, TX 76107  
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