



SMS BEST PRACTICES - DESIGN

Learn how to SEE your storefront.

When you look at your storefront every day, you stop really seeing it -it starts to become like wallpaper. Use simple photography and to give you fresh eyes to see what your store says to potential customers.

Be sure to have adequate lighting, inside the store, day and night.

Good lighting can be a beacon drawing people to your business during darker times of day as well as when you're closed.

Change out your windows at least once a month.

Each different window display is an opportunity to attract someone new to enter your store.

Look for window and door transparency.

Make sure that there are clear visual site lines into your space. Potential customers want to be able to see inside your doors and windows so that they can get some idea of what you offer.

Have something that draws people into the back of your space

Think of creative ways to draw potential customers beyond the first 5 feet from the entry. Lead customers through your business with interesting displays or wall hanging, bright color, and lighting.

Take advantage of branding opportunities in your physical space

Have something at or behind your point of sale (like a sign with your logo) that reinforces your business name and brand. Think about your packaging and the use of a tagline to summarize who you are or what you sell.

Use your point of sale area to your advantage.

Do people have enough room to put multiple purchases down on your counter/checkout area? Are there reasonably-priced impulse items easily in reach (without crowding)?

Engage your customer.

Find out who they are and what drew them into the store. This can help you identify which aspects of your appearance are working best and may also give you some clues as to what your exterior is not communicating.

Consider your curb appeal

How clean/safe/attractive is your entryway?

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