

C-STORE CONNECTION

Newsletter by **DFW Alcohol Permits**

Considerations for Online Marketing and Your Convenience Store

Getting the word out about your convenience store is not always the easiest thing, and many convenience store owners depend on word of mouth and people just “stopping by” in order to make sure that they’re making their goals. But, with the internet, there are a lot of great ways that you can take care of marketing without spending an arm and leg on the process.

There are a handful of options out there for independent store owners like you that may be seeking out solutions related to online marketing. Here is some information, complete with tips, that you can utilize in order to get started on the right foot.

Search Engine Optimization and You

The underlying consideration that you always need to think about is search engine optimization, better known as “SEO”. Search engine optimization is defined by the Oxford Dictionary as “the process of maximizing the number of visitors to a particular website by ensuring that the site appears high on the list of results returned by a search engine.”

So, we know what it means – but what does that mean for you? In short, it means that every single part of your online presence and marketing – from building your website to

putting together ads for social media – has to have a little bit of focus on relevant keywords that people will likely search. How can you find out which words are going to be most relevant?

Here’s an example: Let’s say that your convenience store is in Plano. You want your convenience store to show up at the top of search results for a few obvious keywords. These can include “convenience store Plano”, “Plano convenience store”, “Plano gas station”, and others. But, there may be some other, less obvious keywords, like “Plano beer”, or keywords related to your location, like “Main Street Plano convenience store.”

Moz has a great guide – found at <https://moz.com/beginners-guide-to-seo/keyword-research> - that offers a variety of tools that you can use in order to narrow down your keywords. Once you figure those keywords out, you want to be sure that you focus on them as you build all of your online marketing tools – but you don’t want to “stuff” them. Use them naturally and don’t put too many in there.

Updating Your Website

When was the last time you updated your website? Do you have a website? If it’s been a while or if you don’t have a website at all, it’s a good idea for you to take the time to update it! Here are some of the things that you may want to keep in mind while you’re doing so.

- **Have a goal in mind.** What is the goal of your website? Is it to inform, advertise, or organize? A little bit of everything? Knowing your goal makes it easier to build your website.
- **Consider hiring a professional web designer.** There are a lot of little odds

and ends that you need to consider when building a website, including how fast it loads (or appears on the screen) and whether it’s mobile-friendly. A professional designer could be very, very helpful as you sort out the details of what you want to have done.

- **Maintain a blog.** One of the best ways to stay at the top of the search results is to continually update your page. A blog is the easiest way to do so – even if it’s a weekly blog that lets people know what’s going on at your store.
- **Keep the page updated with sales and specials:** Sales and specials draw people in and make them excited about coming to your store. And, it’s another way to update, even if it’s not part of your blog.
- **Write your own content, but keep it short and sweet.** So many people try to stuff a lot of information on their website, and that can make your page really unappealing to people.

It can take some time to get into the swing of things with your own website, but if you’re willing to put that effort in, you’ll find that it goes much more smoothly and you’ll be getting more traffic, both on your website and at your convenience store.

Social Media Tips and Tricks

The other important “arm” of online marketing is your social media use. Having a social media page is one of the best ways to get people’s attention. Here are some tips for social media use.

- **Post daily:** Post your specials, tell people to have a nice day, or share some of the new things going on at your store.

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F-E-A-R has two meanings:

FEAR

1. Forget Everything And Run
 2. Face Everything And Rise

The Choice is Yours!

(Continued from page 1)

- **Offer freebies:** Maybe it's a free fountain drink or an entry to a contest, but use your social media site to offer freebies that are "social media only" and you'll get more people in there!
- **Put together contests:** Contests get more people looking at your site and draw people in to see what's going

on at your business.

- **Be friendly:** It's not all business – be friendly and make sure that you have a human presence associated with your page.

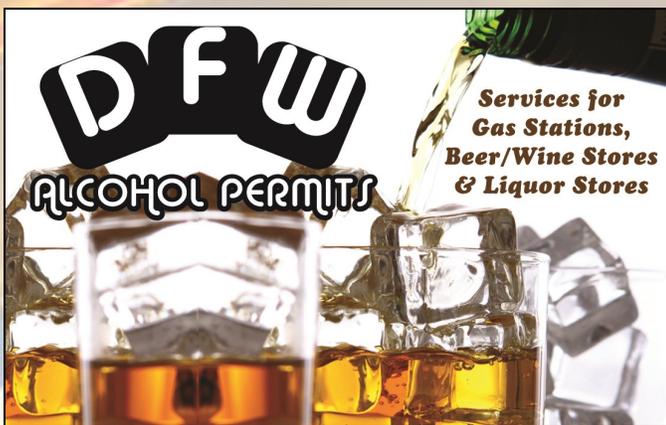
What online marketing have you done for your convenience store in the past? What sort of success have you seen and

how have you used that to your advantage? Knowing and understanding online marketing can go a very long way when you want to establish yourself as a top-notch convenience store. {End}

Did You Know?

Shakuntala Devi demonstrated the multiplication of two random 13-digit numbers. She correctly answered
 7,686,369,774,870 x
 2,465,099,745,779 =
 18,947,668,177,995,426,462,773,730
 in 28 seconds.

“
 Do it Now. Sometimes “Later”
 becomes “Never.”
 ”



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Random Tip:

Have you thought about teaming up with like minded people and build bigger stores to compete with big chains like Race Trac and Quik Trip?

(If you have a tip to share with the readers of this newsletter, you are welcome to share.)

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