

# C-STORE CONNECTION

Newsletter by **DFW Alcohol Permits**

## Embracing the “Fifth Season” of Microholidays for Increased Sales Revenue

Everyone has noticed that the big seasons of Valentine’s Day, Halloween, Christmas, and Easter have really taken over the entire year and, because of that, there has definitely been some fatigue in regards to seeing merchandise related to the “big four”. We’ve all seen people roll their eyes when they walk in and see Christmas merchandise before Halloween is even over. It drives sales, though, and can be really lucrative for your business, so that’s why store owners of all types continue to do it.

But, what are we supposed to celebrate in between, and how can we develop promotions that work well for consistent general sales? The “fifth season” of what are called “microholidays” is one way to help you to develop some successful promotions that are unique and fun. These little holidays are fun things that people can celebrate in between the

big four, allowing them to enjoy celebrations and some promotions from your store and others.

**Which Micro-holidays?**  
It all depends on

what you want to do and how you want to do it. There are some microholidays that people have been embracing for a long time – Mother’s Day and Father’s Day, Super Bowl Sunday, Memorial Day, Labor Day and more. The holidays you see on the calendar aren’t the only ones you want to consider, however.

Is there a special celebration in your town that people get excited about every year, like a spring festival or a fair? Or, you can use the “[National Day Calendar](#)” to develop promotions that will catch people’s attention based on different celebrations, like the Day of the Cowboy or Texas Independence Day. You may be able to get people interested in certain types of general merchandise if you do promotions alongside of different events in this fifth season of holidays.

### How Can I Capitalize On Microholidays?

**Choose your focus.** You don’t want to put focus on every holiday that comes along, or you’ll get to the point where all you’re doing is preparing for a holiday. But, interspersing a few holidays in the “lull seasons” when the 4 big holidays aren’t so prominent can be really helpful and allow you to get some of your year-round inventory out of the door.

**Get customers’ attention.** You want to be sure that you make your sales and promotions well-known before the day happens. Include it in your email newsletters, put up signs related to the promotion, and put information on your

website so that both regulars and visitors take note of the special promotions that are to come.

**Have fun with it.** As mentioned above, the National Day Calendar can help you figure out some really creative microholidays that will help to get people in your store and buying merchandise that they may not have ever considered. Here are a couple ideas that you may want to consider trying out.

- The National Day of the Cowboy is the 4th Saturday in July (July 27, 2019), so you might think about doing some discounts on cowboy hats, Dallas Cowboys merchandise, and other cowboy-related merchandise in your store.
- Texas Independence Day (March 2nd) is a good opportunity to discount any of your products that show Texas pride, like magnets, hats, and shirts. You can also discount products made in Texas, or even offer an extra incentive for signing up for your gas points program (since petroleum is such a big Texas product).
- National Farmer’s Day, celebrated on October 12th, is also a good option to consider when adding microholidays to your calendar. You can discount any of the local farm items you sell (produce, milk, etc.), or you can offer discounts or free items to farmers that have proof of their farm (business cards, association with companies you work with,

*(Continued on page 3)*



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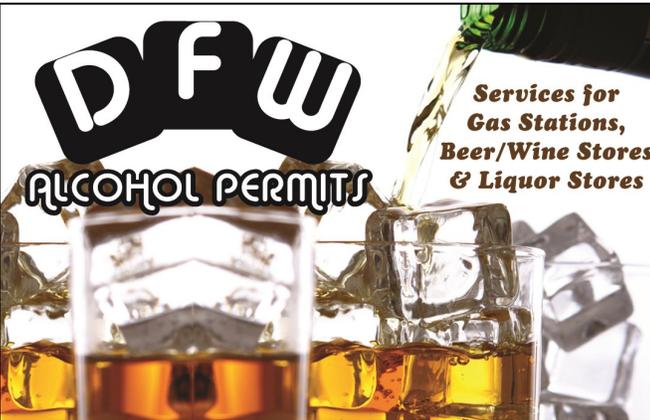
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(Continued from page 1)

etc.).

**Review Results.** After you've completed the promotion, take a look at your numbers and see whether or not it made a difference in sales and foot traffic. Compare it to previous years and other times throughout the year and evaluate whether that promotion is worth your efforts, or if you

want to try something new.

Experimenting with different ideas is a big part of this sort of promotion. You want to be sure that you see what works and what doesn't so that you can make some informed decisions about your next steps and how you may want to adjust things for any further promotions you may want to

do around other types of microholidays.

There are a lot of ways that you can really get into the spirit of these microholidays, allowing you to push your general merchandise and making it easy for you to connect even more with the customers that come in and out of your convenience store regularly. (End)

## Did You Know?

In Japan, public napping is a sign of hard work. It's called 'inemuri,' which means 'sleeping on duty' or 'sleeping while present.' Because falling asleep in public is thought to be a symptom of working yourself to exhaustion, it's socially acceptable in restaurants, stores, commuter trains, and on park benches, as long as you don't sprawl out and take up too much space.

“Talent is God given. Be humble. Fame is man-given. Be grateful. Conceit is self-given. Be careful.”

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*Random Tip:*

If you are applying for a SBA loan to acquire a convenience store or gas station, be sure to match the entity and business trade names that you have on your loan application along with your permit applications.

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

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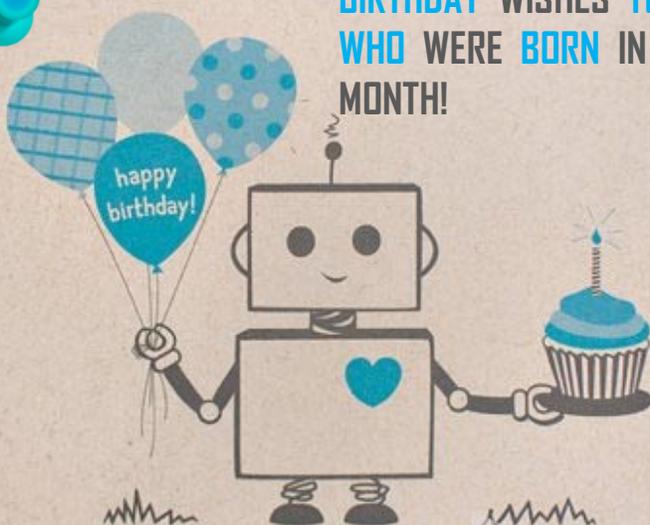
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