

C-STORE CONNECTION

Newsletter by **DFW Alcohol Permits**

How to Communicate With Customers and Media – Top Tips for Good PR

Owning a convenience store and/or gas station is already quite a bit of work, and you likely have a lot of things on your mind. But, your public relations strategy – or “PR” as it’s called in many circles – is an essential part of getting people to come to your business and ensuring that they keep coming back.

So, what can you do to have solid PR? What sorts of steps should you take and how can you be certain that you’re doing things right? Here are some tips that can help to make your PR come as naturally as opening the store in the morning.

Create a Sense of Community

Small businesses of all types do their best work when they create a sense of community and camaraderie with the clientele they are serving. How do you do that? Attending and participating in community events, supporting local school teams or veteran associations, and offering fun promotions can

all play a significant role in helping to connect you with your community in an effective way.

Train Your Employees Well

Even if you own a small convenience store, you likely

have at least one, if not more employees. Your employees are the “face” of your C-store as much as you are. They are the people that are interacting with your audience every single time they enter your store, and if they aren’t trained in some basic customer service/PR, your store will struggle.

If your employees understand communication and apply that knowledge to every interaction that they have, it’ll be well worth the time you took to train them. Take the time to mentor your employees and to teach them how to properly interact with the community, and it’ll be some of the best PR you can get.

Invest in Loyalty Program

One of the best ways to retain your client base and attract more customers is to put together a loyalty program. Loyalty programs are always perceived positively because they reward folks for coming back to your c-store on a regular basis.

Even if it’s something as simple as “buy 5 coffees, get your 6th free” with a punch card, your audience is still likely to be drawn to it. There are several sites that provide easy tools to develop your own loyalty program, complete with an app. Check those out and see which one will work for your needs.

Connect Promotions with Relevant Current Events

Your promotions are some of the best PR that you have. It’ll help you to connect with your community and it can even get people excited about what it is that you have to offer. You can do promotions but if you affiliate them with a holiday or oth-

er current event, you’ll get even more traction over time.

Why? Because people are always looking for a great deal when holidays come around. Even if it’s not necessarily a holiday that gets a lot of attention, people still keep their eyes peeled. And, if you get into a routine where you’re always adding new promotions, people will know to look for them and share them in any way they can.

Distribute Press Releases with Relevant Info

Local newspapers and other publications love getting information “straight from the horse’s mouth,” so to speak. So, if you have a special event or promotion coming up, added a new product to your inventory, or if you’re making some technology-related changes that are significant, then a press release isn’t a bad idea. It gives publications something to publish and they may even do a follow-up that gets you on the front page!

Put Time into Social Media

Social media is one of the best public relations tools that you can use nowadays. Convenience store owners around the country are using social media sites like Facebook, Twitter, and Instagram to let their audience know about in-store specials, events, and whatever else may be important to them.

On top of that, social media is an awesome place to offer some online-only promotions. You can let people know code words or have them share something on social media with a specific hashtag in order to get a coupon. It’s a fun way to

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one small
positive thought
in the morning
can change your
whole day

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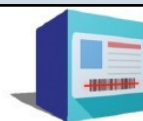
keep people engaged with your page while also offering some unique promotions that can bring more followers onto your page.

What sorts of things have you done for marketing and PR at your business? With so many options and considerations, you want to be sure that you're creative and that you're able to achieve your goals with the plan that you've put together. Take some time to put together ideas and you'll start to see your sales rise over time.

{End}

Did You Know?

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Random Tip:

Effective 9/1/2019, a corporation, limited partnership, limited liability partnership, limited liability company, or foreign filing entity shall file the certificate in the office of the Secretary of State and is no longer required to file in the offices of each County Clerk where business is to be conducted. (HB 3609 – 86th Legislation).

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

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