



School Store Marketing

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Examples of ways that we Brand the School Store to make it special & unique and how they improved sales.

1. **Employee Shirts:** Having employee shirts creates a brand for the school store.

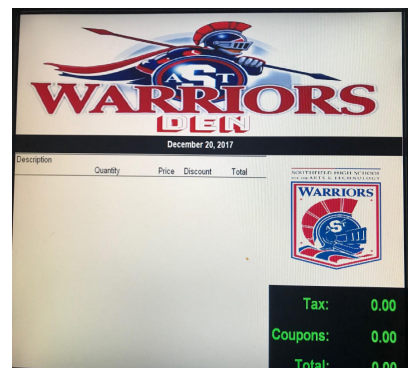
Creating a brand helps people recognize who we are and that we work at the Warriors Den. Wearing the school store logo promotes our business and sets us aside from the rest of the school, seeing that the logos are similar. Making the store its own logo help get sales by showing representation for us. It shows that we respect our self and our business.



2. **Displays:** The Warrior's Den School Store has displays throughout the store with the use of the store name and/or logo. Having a visually appealing store will catch a customer's eye and reel them in. Store displays are an important marketing tool to attract and keep customers coming into our store. Things we include in our store display are the seasonal decorations, popular holidays, and Warrior's apparel. For example, in the fall we created a fall display. Which included leaves, a harvest plaque, and leaf streamer falling from the ceiling. For the winter we created a Christmas display.



3. **Digital signs** bring a store to life. The more a store is lit up with many digital signs draws attention and will bring many customers. For example the "OPEN" sign is a big deal, that let customers know we are open for business. The register screen that shows the customers their balance and how much the items they bought cost is very important to. They won't think their getting ripped off.
4. **Use of logo on gift certificates & cookie vouchers**
 The cookie voucher will promote the Warriors Den by





School Store Marketing

getting awareness of how great our cookies taste. Commercializing our cookies on the Tv's will help better promote and increase the customer population in the



store. We also promote by selling Warriors den in-store coldstone icecream certificates, that anyone can purchase for an individual. Each month we can give away these promo items to those who show exemplary work that teachers notice. Increasing our promotional opportunity we will continue to increase profit by a significant amount. Furthermore when teachers buy

cookie vouchers and give them to students to redeem, while students come to the warriors den they will also buy other items that will increase sells.

Examples of ways we promote/market School Store products & services along with examples of how they improved sales.

1. Posters (Tashira):

2. Window Displays My Coworkers and I promote the Warrior's Den School Store with creative window displays and displays throughout the store . Having a visually appealing storefront will catch a customer's eye and reel them in. Our



window display is our most important marketing tool we have in order to attract and keep customers coming into our store. Things we include in our store display are the seasonal decorations, popular holidays, and Warrior's apparel. For example, in the fall we created a fall display. Which included leaves, a harvest plaque, and leave streamers from the ceiling. For the winter we created a Christmas display. We put

snowflakes on the windows, added fake snow, Santa and Elf hats on the mannequins, put up and little christmas tree, and added christmas lights in the windows.

3. Newspaper ad Putting ads in the newspaper promotes the Warriors Den to the whole school. People sell the newspaper for 50 cents and both students and teachers buy it. We put a new ad in the newspaper each month to promote what we are doing, for example in February we



School Store Marketing

are having a sell where you can buy candy, flowers, cards or teddy bears. This brings people in the store because they would want to buy things for their boyfriend or girlfriend.

4. **Commercials** The Warriors Den School Store promotes itself in many ways. One of the ways are through video production such as commercials. For example, we did a commercial that drew attention to the grand re-opening of the store. A script was created, we filmed, edited, and put together the video. That video contained a rap from a co-worker and a script to give students recognition to the Warriors Den and increase sales. See our grand opening [commercial](#).
5. **Social Media** There are many ways my coworkers and I promote the Warriors Den school store. One of our promotional activities include social media. We have created a Twitter account (warriorsden_); a Snapchat account (shswarriorsden) and an Instagram account (warriorsden_). On our social media accounts we post things that are happening within the school store. For example, when all registers were finally working, we posted videos of all of them being used on our social media accounts. Posting updates within the store increases sales by showing customers that we are bringing in new items and working to make transactions smoother and faster. We also are planning to host contest on our accounts to bring in more customers.

