

LAUREL'S LEADS

Eco-Friendly Events

Easy green ideas that will make your cash register ring



Going green is still a top trend among consumers, and if you flex your eco-friendly muscles, customers will take notice. Keep in mind, after a long holiday season, the most important energy to conserve is your own. Here are some easy but effective ways to be greener.

- ➔ **If you're in a warm climate, celebrate the new year, and your green thumb, by planting a tree in front of your store** or in a neighborhood garden or park. Make it an event and build excitement through social media by inviting fans and followers and asking them to name the tree. Post pictures of it through the year. You can even create customer engagement by asking them to get involved with its care.
- ➔ **Educate your customers about healthy, green options to eat** by spotlighting a different vegetable or fruit each day during the month of January—okra, for example, is high in calcium, which aids in building bones. Spinach is loaded with all-important iron. As for fruits, suggestions to get you started are green Anjou pears, green grapes and Granny Smith apples. Write a series of tweets about the fruits and veggies, and intersperse them with store info and promotions. For added value, invite a nutritionist or dietitian in for a lecture on healthy eating at the end of the month. Be sure to publicize their visit online and through Twitter and Facebook.
- ➔ **Reward customers who bring their own reusable bag** when they shop. You can give a small percentage or dollar amount off the final bill.
- ➔ **Invite customers to donate dance apparel** or accessories in exchange for a discount toward a new purchase. Give the used clothing to a charity. Be sure to write a press release, because any time you deal with a charity, you have a good shot at receiving publicity.
- ➔ **Offer discounts on your green dancewear** throughout the month of January. You might get lucky and attract nondancers interested in a fashion-forward pair of green tights or legwarmers.
- ➔ **If January's gray skies are making you blue, get your customers excited about spring by giving seed packets as a gift with purchase.** Continue the planting theme by organizing visits to assisted living centers or kindergartens to do a little gardening once the weather is warmer. Relate the events back to your store by scheduling a dance performance, too. Invite community members—not just regular customers—to join you. This is a great way to attract new shoppers.
- ➔ **Working out means everyone sweats, so dance and fitness wear needs to be washed frequently.** Be an active proponent of the conservation movement by giving sample packets of cold water detergent to purchasers. Consider partnering with a detergent maker to promote its product to a new market.

Wishing you a winter filled with green—from conservation to cash!



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Got a marketing question for Laurel?

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