

The CHRISTMAS COUNTDOWN

Last year, we started a promotion called the “12 days of Christmas,” where each day we’ll launch a new promo that runs through the holiday to encourage repeat visits through the final two weeks of the season. We’ll pick items we have inventory on and – through email blasts, fliers and Facebook posts – will offer 40 percent off Nike the first day, and then 40 percent off both Under Armour and Nike the second day, and then maybe add, “Buy two golf gloves for \$20” the third day, and so on. Other promotions added throughout the 12 days might be 20 percent off all clubs, 30 percent off shoes, golf ball promotions, etc. Not only does it get rid of leftover inventory, but it gives us a reason to contact people on a daily basis and remind them to come into the shop during the holiday season. The Gap and Banana Republic send emails daily, and we want to be part of that group. We started this sale last year and saw a 50 percent increase in gross sales, during the last 12 days – with basically the same inventory as the previous year. We have a Buyer’s Club where members normally get 20 percent off, so the people who participate in that are getting 50 percent or more off on those items, which is hard to pass up. It’s a way to drive traffic to my shop when there’s snow on the ground. And once they come in to the shop, they’re not only going to buy those items, but they’ll see other items they can also give as gifts.



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