

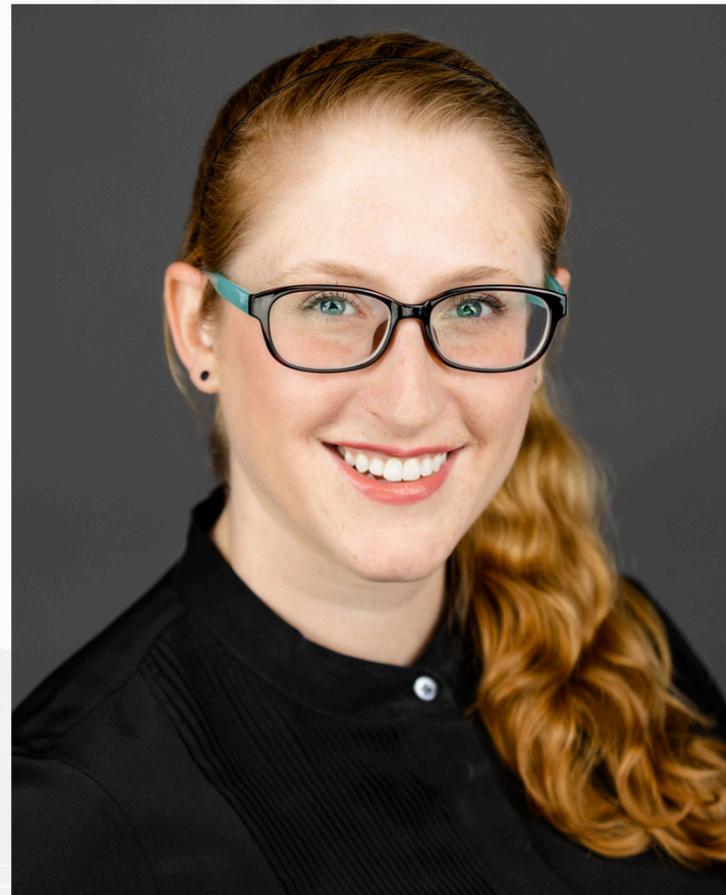
MILWAUKEE, WI

2025

***MASTERING STORE
MARKETING***



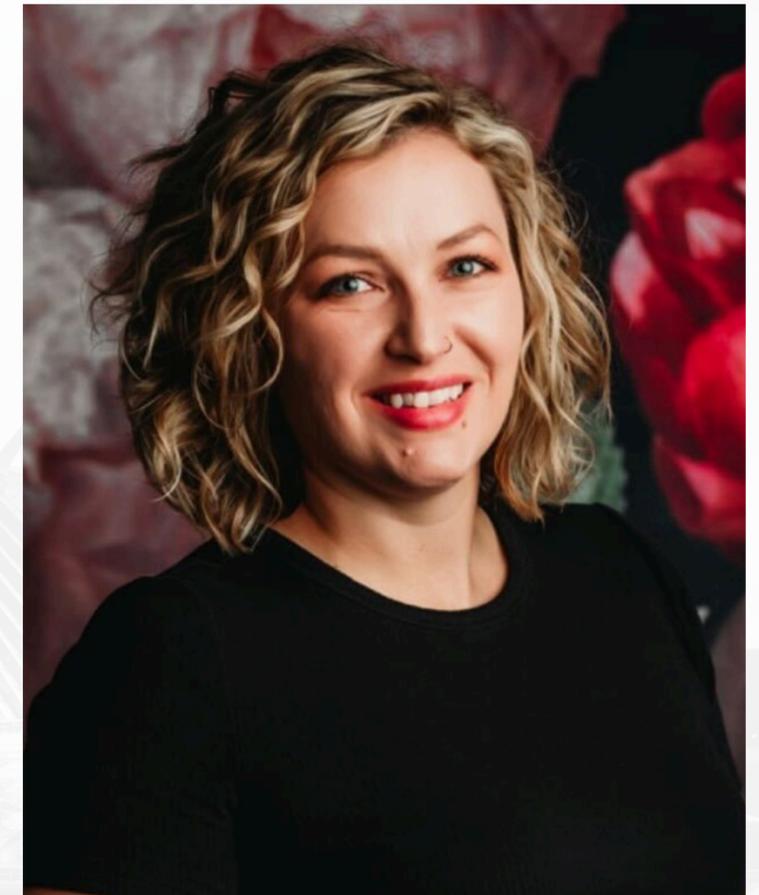
THE CHIPPLY MARKETING DEPARTMENT



Elizabeth Ress
Director of Marketing



Chris Lynch
Marketing Manager



Rhyen McFarland
Marketing Manager

Creating Brand Loyalty

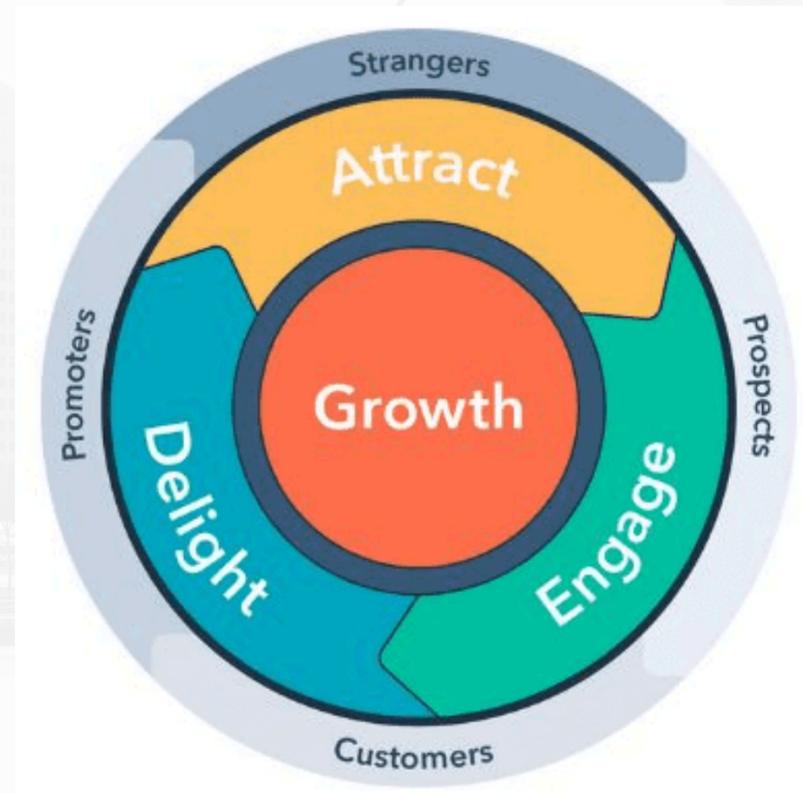
Build Trust – Social proof, polish, and consistency

Extend Your Brand – Gain recognition across touchpoints

Inspire Evangelists – Deliver & leverage great customer experiences

Best Practices

- Share your expertise to create value
- Be authentic and personable
- Keep things simple and consistent
- Don't be afraid to experiment



Your Digital Presence

Why It Matters

- Credibility
- Consumer Research and Influence
- Customer Experience

81%

of shoppers
conduct online
research before
buying

74%

rely on social
media to guide
purchasing
decisions

78%

will buy from a
company after a
positive social
media interaction

Auditing Your Website and Social

Content Quality

Are your images sized correctly and do they load properly?

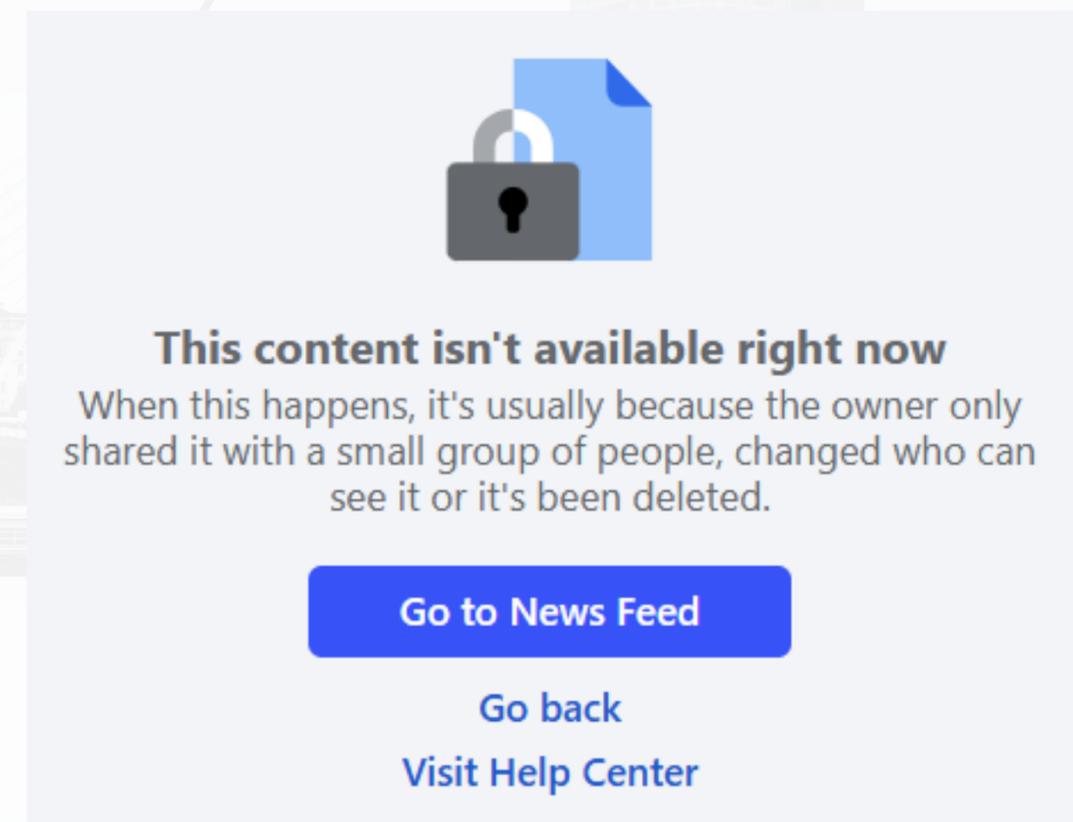
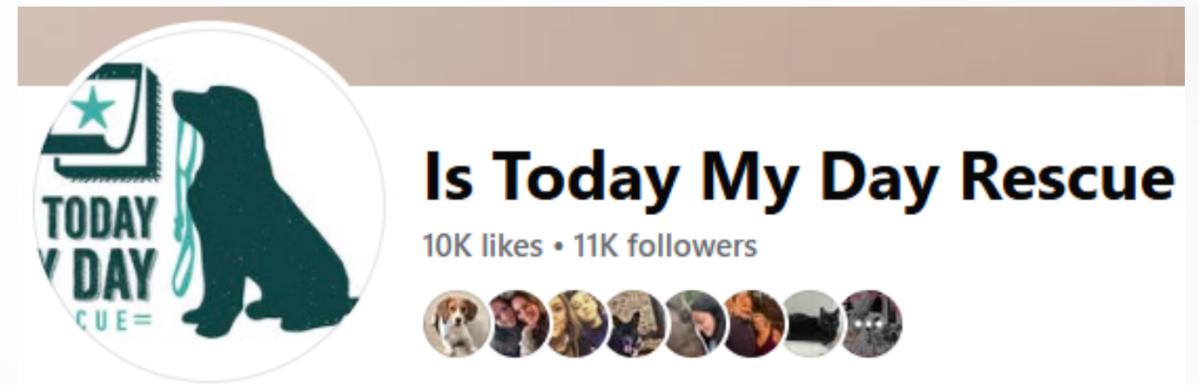
Is your messaging clear and compelling and free of grammatical/spelling errors?

Technical Health

Ensure you have no broken links and that your links lead to the correct place.

Branding

Make sure your design and messaging is consistent and on-brand (and up-to-date) across all platforms.



Social Listening & Engagement

Social Listening

The process of monitoring digital conversations to understand what people are saying about your brand, competitors, or industry topics.

Engage with Your Digital Community

- Respond to comments and mentions
- Ask questions or ask for feedback
- Join relevant conversations
- Always stay positive and provide value

Google

Alerts

Monitor the web for interesting new content

🔍 Create an alert about...

👍❤️ 3

👍 Like

💬 Comment

➦ Share



Jason Perry

100 Facts!!!! Best decision was switching to Chippily for MANY REASONS!!!!

6w Like Reply



Author

Chippily

Jason Perry



6w Like Reply

SOCIAL MEDIA BEST PRACTICES

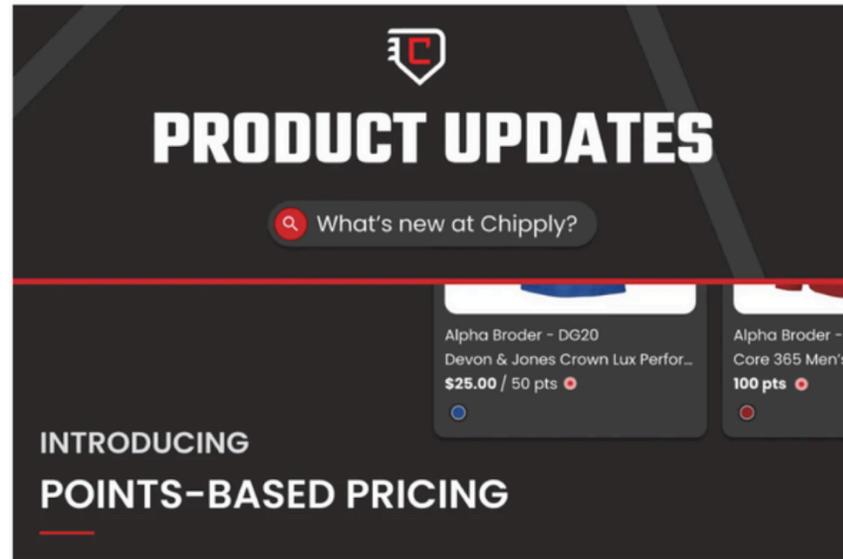
- Prioritize the right platforms.
- Don't use social solely as a sales tool.
- Be consistent - not only in how often you post, but in your tone and style.
- Stay positive and professional - even when responding to negative comments or reviews, stay calm, kind, and on-brand.



EMAIL MARKETING BEST PRACTICES

- Tailor your content to your audience
- Craft compelling subject lines
 - Keep it short – under 50 characters
 - Use curiosity, urgency, or personalization to boost open rates
- Have one clear CTA
 - “Shop now”
- Optimize send times
 - Mid-week and mid-morning often work well, but your audience might differ
- Don't forget to follow up
 - Welcome emails, re-engagement

EMAIL MARKETING BEST PRACTICES



Introducing Points-Based Pricing

You asked, and we delivered. Our new **Points-Based Pricing** feature lets you list products in points instead of dollars — making it easier than ever to run incentive programs, employee rewards, and customer giveaways. With custom conversion rates and flexible display options, this feature gives your customers a fun, engaging way to shop without spending a dime.

Whether you're working with a school, team, or corporate client, Points-Based Pricing fits right in. It's a powerful new tool in your store's toolkit — so when customers ask for point-based solutions, you can confidently say, "Yes, we can do that."

This Rollout Includes

-  **The Ability to Create E-Certificates in Dollars or Points**
-  **Run Stores with Both Dollars and Points**
-  **Built-in Conversion Calculator**
-  **Customers Can Now Check Their E-Certificate Balance**
-  **E-Certificate Balance Link in Messaging Tools**

These features give you more flexibility and give your customers even more reasons to choose your business for their online store needs.

Display Price As
Points ▼ 1 point = Dollars \$ 10.00

Conversion Calculator

\$ 0.00 = 0 points

Welcome!

Check your balance

E-Certificate

APPLY

 HAPPYBIRTHDAY (80 pts) X

 YOUROCK (\$10.00) X

 TEAMGEAR (\$40.00) X

 500SALES (50 pts) X

 TOYON

EMAIL MARKETING BEST PRACTICES



The Marucci ASURA is Here!

The bat taking the fastpitch world by storm is in-stock at Burghardt Sporting Goods! This bat has been rated as one of the best in **Fastpitch Softball!** We only have drop 10 in size 33 and 32, and a drop 11 in size 31 left!



Naked Sliding Mitts

Naked Sliding Mitts are here! The Naked sliding mitts feature unique designs, made to last through all the toughest slides. The best part is you can now match your bat grip to your sliding mitt!

In-Store At Burghardt Sporting Goods

YETI 10 oz Tumbler Sale

YETI 10oz Tumblers are 25% off! Get a new Rambler Tumbler, in Key Lime or Wine Red. This offer is while supplies lasts, so hurry in!

In-Store and Online



Oakley and Ray-Ban Sale

There's still time to get in on our Oakley and Ray-Ban sunglasses sale! For this month only, get 20% off all pairs of Oakley and Ray-Ban sunglasses! While supplies lasts, so hurry in today!

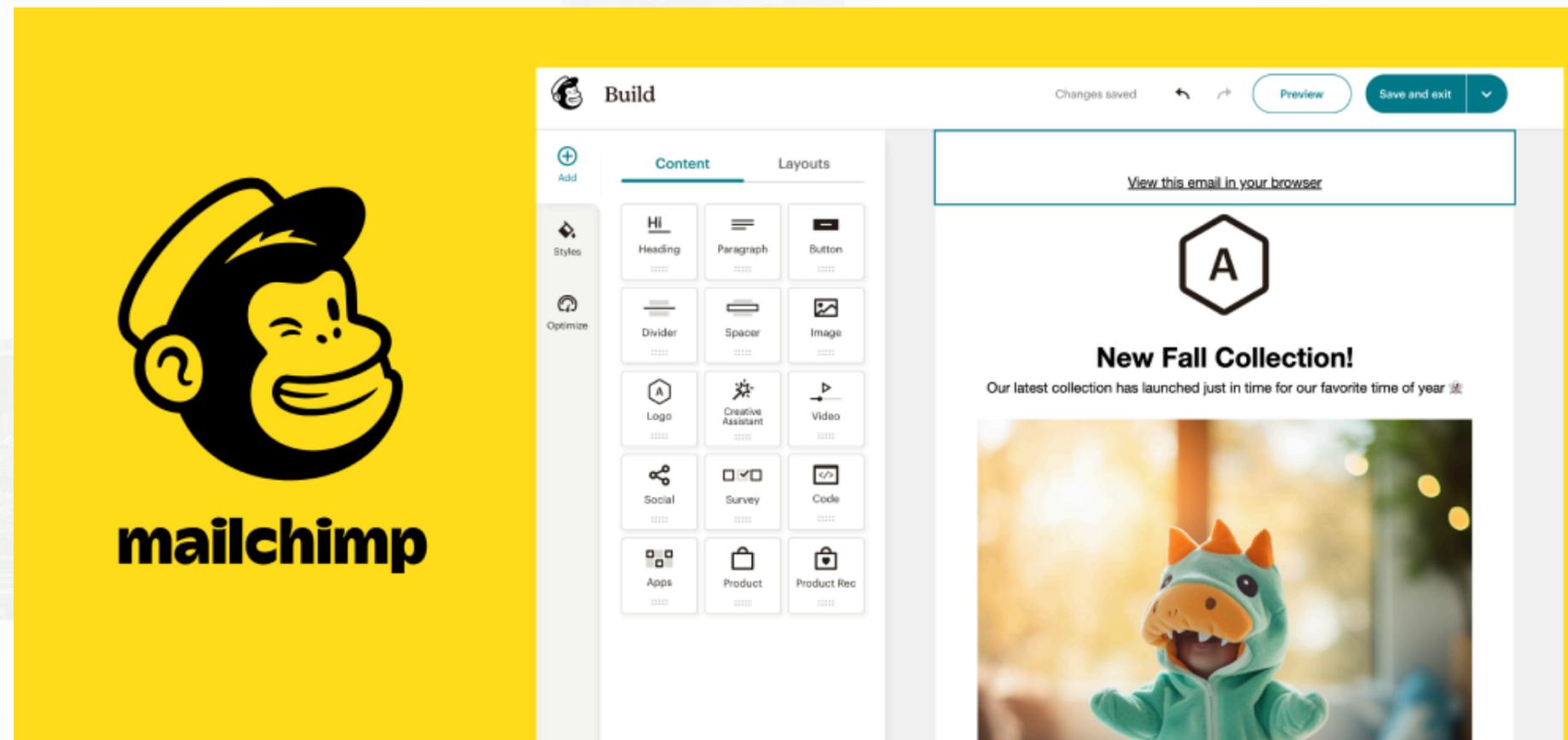
In-Store At Burghardt Sporting Goods



FREE TOOLS AND HOW TO USE THEM

Mailchimp & Klaviyo

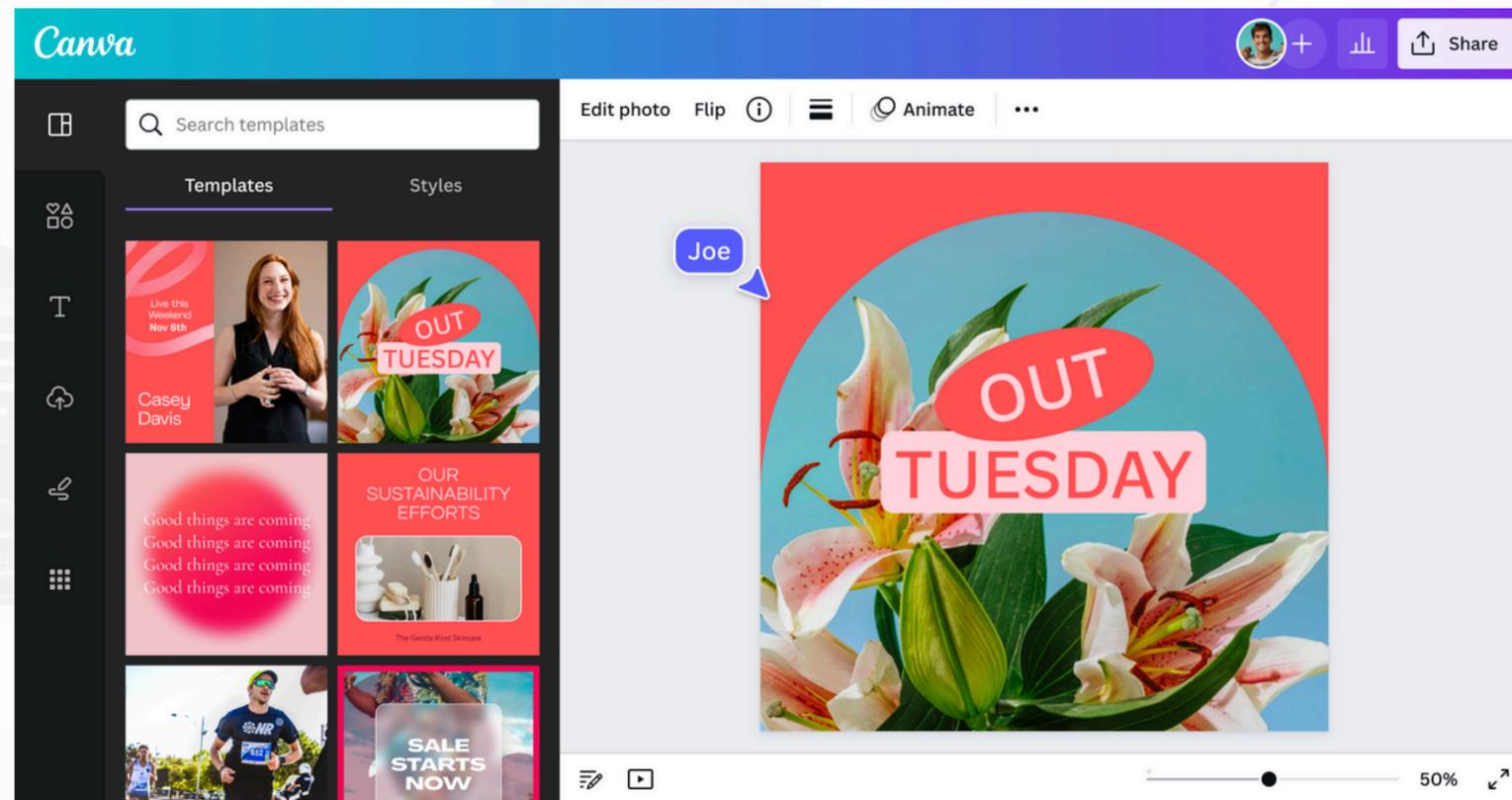
- Email campaigns, audience insights



FREE TOOLS AND HOW TO USE THEM

Canva

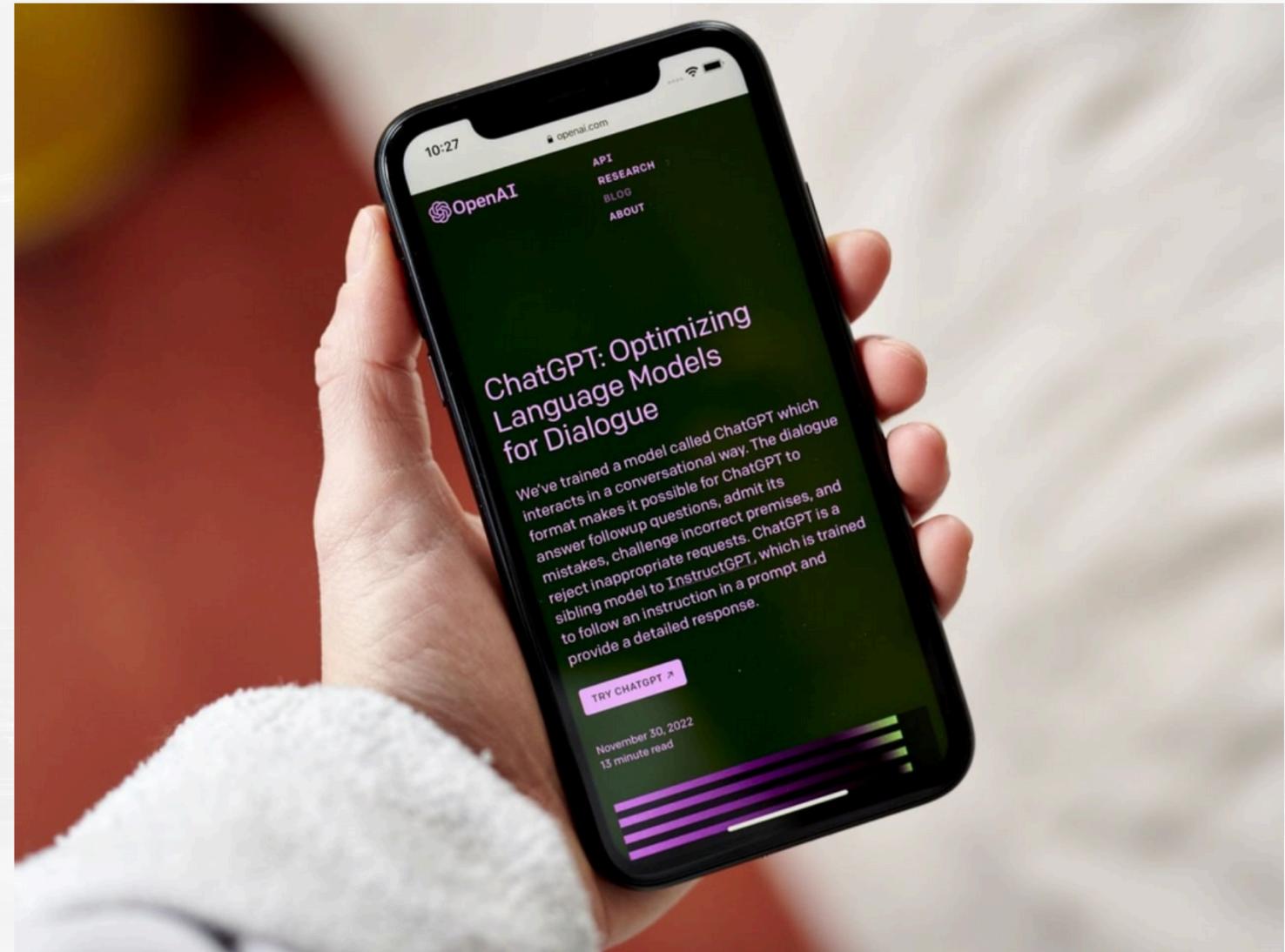
- Remove backgrounds from artwork
- Create banners, both image and video (Chippily banners = 2000x500 pixels)
- Create content for social media (images, Reels, Stories, etc.)



FREE TOOLS AND HOW TO USE THEM

ChatGPT

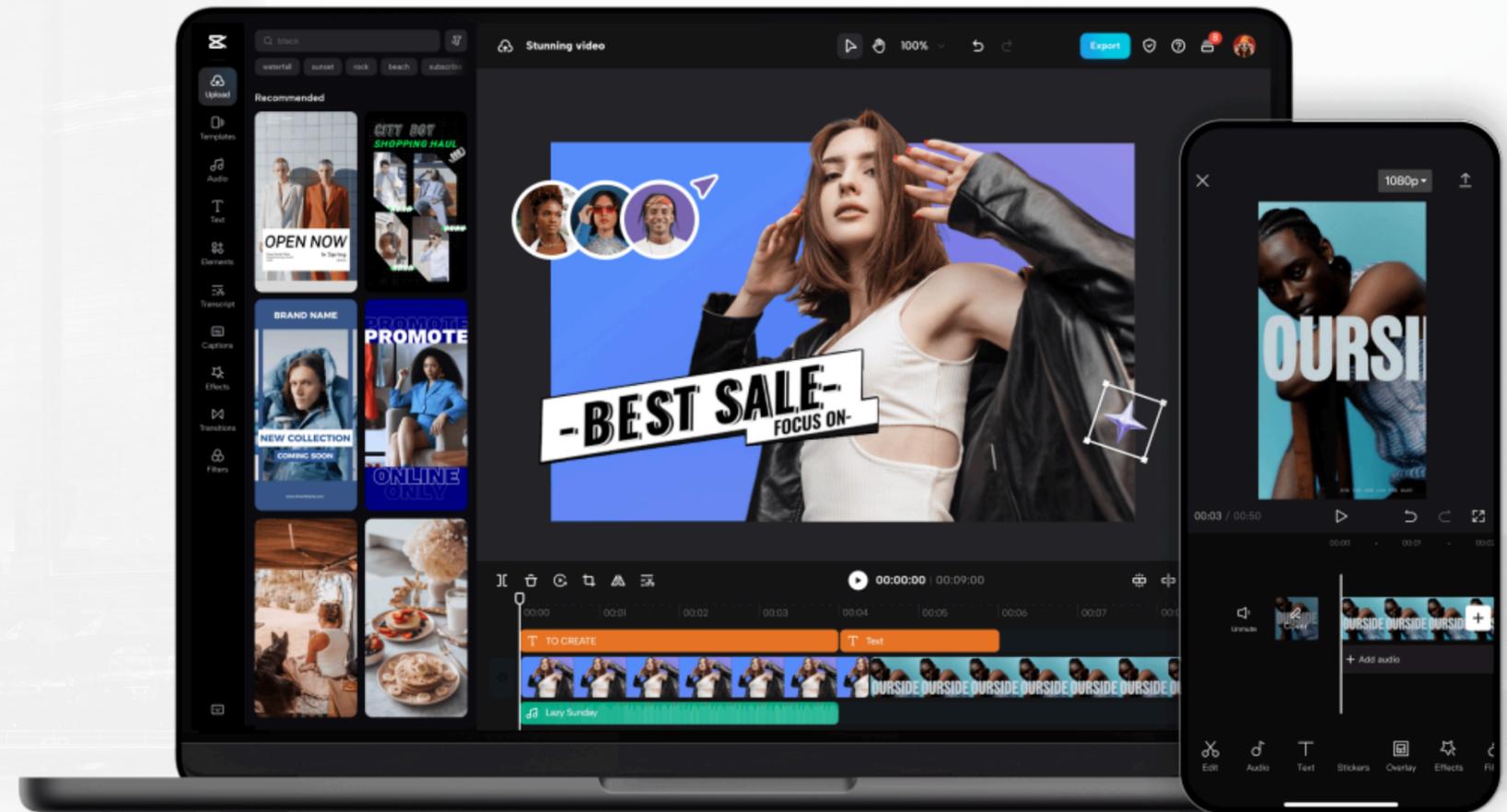
- Create social media captions and email subject lines
- Outline a content calendar
- Interpret or analyze data



FREE TOOLS AND HOW TO USE THEM

Capcut

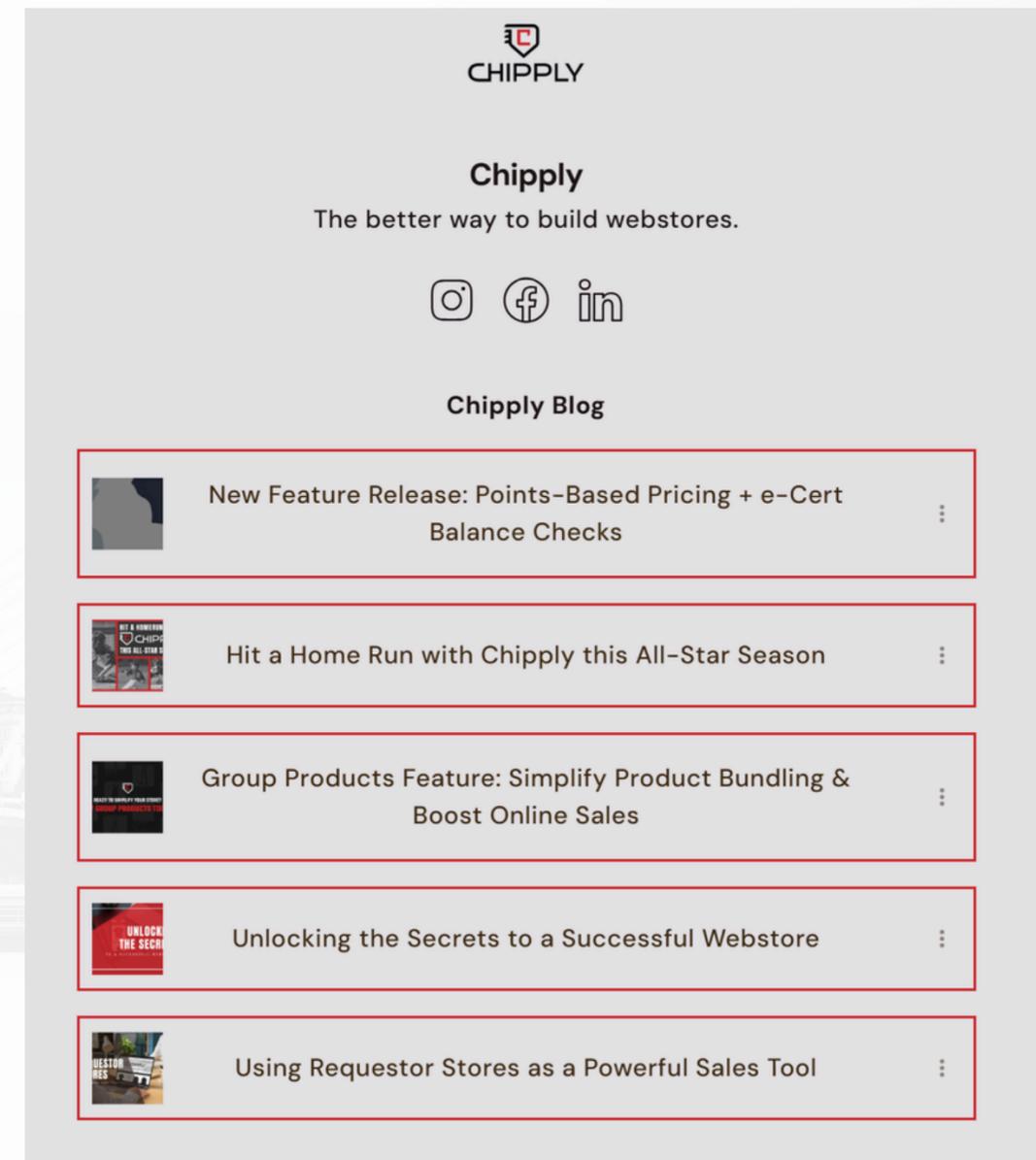
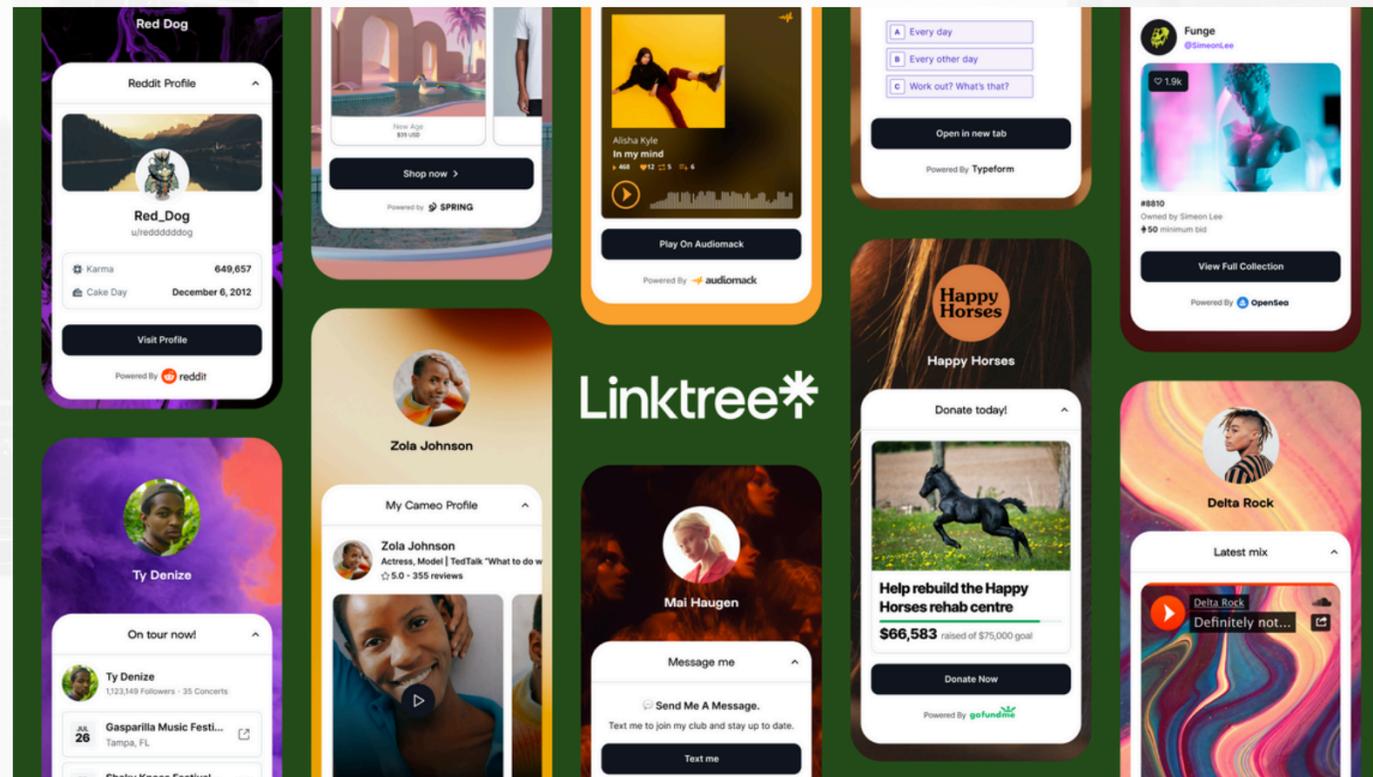
- Fun social media videos (quick and easy)
 - Product teasers
 - Behind-the-scenes content
 - Customer testimonials
 - How-to/tutorial videos
- Use their templates
 - Save time
 - Align content with trends



FREE TOOLS AND HOW TO USE THEM

Linktree

- Organize and house multiple links
- Expand your bio space (especially on IG where you can't use links in posts)



Proactive Prospecting - Unique Ways To Get New Customers

Proactive Prospecting

Continuously seek out and engage new leads to grow your client base and open new opportunities.

Identify Different Business Types

Look for businesses, schools, bars, events, and organizations that could benefit from having a custom web store.

Go Beyond the Initial Opportunity

Once you're in with a business or school, don't stop there — dig deeper to find additional groups that could use their own store.

Seasonal Sales Opportunities

Capitalize on key seasonal moments like appreciation days, holidays, tournaments, and back-to-school to boost sales with targeted stores and promotions.

Proactive Prospecting - Utilize Templates & Requestors

Leverage Templates and Requestors

Use pre-built store templates and requestors to speed up the creation of polished mock-up stores without starting from scratch.

Use Real Logos for Personalization

Grab a logo from the group's website or social media to create a mock-up that feels customized and relevant to the prospect.

Show Value Instantly

A ready-made store shows prospects the end result immediately, reducing friction and shortening the sales cycle.

Perfect for Cold Outreach

Send mock-up stores with cold emails or cold calls to grab attention – a professional, ready-to-go store makes it easier for prospects to visualize working with you.

CREATING STICKY CUSTOMERS

Loyalty Programs

Exclusive offers, repeat rewards, freebies

- Open three stores in Q2 and receive an exclusive thank-you gift!

Referral Programs

Reward long-time users for bringing in new customers.

- Get a \$25 credit for each new organization you refer that opens a store!

Retention Campaigns

Trigger re-engagement emails if a customer hasn't opened a store in X months

- Offer incentives and reminders
 - Don't forget employee appreciation month!
 - Open a store by this date and get 50% off setup fees!

Customer Engagement

Provide value-driven content that reinforces why they chose you

- Celebrate success stories or share user tips in a newsletter or on social
- Run seasonal marketing campaigns (3 must-have gifts in your next holiday store!)



SEASONAL SALES AND MARKETING OPPORTUNITIES

- **Appreciation Days & Weeks**

- National Nurses' Week, Employee Appreciation Day, Truck Driver Appreciation Week

- **Awareness Months**

- Health awareness: American Heart Month, Breast Cancer Awareness Month
- Heritage & cultural awareness: Black History Month, Women's History Month
- Other: Domestic Violence Awareness Month, Suicide Prevention Month

- **School Events**

- Back-to-school, Homecoming, Prom, Graduation, Spring Fling, Fall Festival

- **Retail Holidays**

- Black Friday, Cyber Monday, Giving Tuesday

- **Local & Regional Events**

- State/county fairs, local festivals/parades, tourism peaks

- **Trend Driven/Pop Culture Opportunities**

- Award shows, major streaming premiers or movie releases, national championships, fashion week

- **Religious Holidays**

OPEN DISCUSSION

- What have you found to be the biggest challenge in marketing your business or stores?
- What marketing tactics have YOU found to be successful?
- What free tools do you utilize?
- What's a creative way to find new customers others here might try?
- How do you create sticky customers?
- Are there resources you would like to see from us?
- What questions do you have for us?

