



ULTIMATE MARKETING GUIDE FOR LOCAL GAME STORES



Thanks for downloading a copy of our Ultimate Marketing Guide for Local Game Stores! At BinderPOS, we understand how challenging marketing can be for local game stores. Many store owners are often confused about where to even start.

Unfortunately, marketing is not something that can be ignored, as it plays a key role in helping companies reach their revenue goals. Marketing also plays a big part in establishing your company brand and creating an interactive community with your customers.

We looked at our own marketing strategies, consulted with our partners in the industry, and looked at other successful marketing campaigns to create this guide to help local game stores optimize their own marketing strategy. The guide outlines the four most important aspects of a successful marketing strategy that every local game store will need to include when launching their own marketing initiatives.



Social Media Marketing

No, social media is not just for personal use. In 2021, if your local game store is not active on social media, you are missing out on a boatload of potential revenue. Consumers in the industry live on social media and are always looking out for new updates to games or new products hitting the market. They also use social media to look for strategy advice and tips from professionals in the industry on how to best play certain games or the best way to use certain cards within each game. The gaming world is a big online community that uses social media on a daily basis to interact with each other and stay connected, no matter where they are in the world. There are many platforms that your store should be active on. Below are the four platforms that we recommend your business be on, and we'll give you tips for the best way to use each one.

Facebook

Facebook is best utilized in three ways when it comes to local game stores. The first is Facebook groups. Your Facebook group will be best used to create conversation and interact with all consumers alike and create a sense of community. Customers can also post questions about your company or products and communicate with other people involved in the card game community. Next, you will want to utilize your company's Facebook page. Your company Facebook page is best used for company updates, announcements of promotions or partnerships, and ultimately, to drive traffic to your website. The last thing you need to be utilizing on Facebook if you're not already is Facebook Ads. As mentioned above, consumers in the industry live on Facebook, so it can be extremely effective to run ads on Facebook. Facebook Ads allow you to segment based on interests, previous sites they have visited and more so you know you are getting in front of the right people.

Instagram

Instagram is the most visual-based social media platform, but still just as important as the other three. Your content on Instagram is going to be more focused on grabbing the attention of the consumer. Your posts need to be attention-grabbing but also allow consumers to associate your brand and your company with the posts. Posting graphics about upcoming promotions or events, deals you have on products, and new items in your inventory can really get people's attention, but make sure you have your logo or name in the graphic somewhere, so they associate that post with your company. Use the caption area on the post to explain everything in the graphic and a link to (or how to navigate to) your company store or website. Like Facebook, you can run ads on Instagram as well. It uses the likes and interests of users to show them certain ads on their feeds. Again, make sure to segment your ads with the interests of the target audience that you're trying to reach. It's important to note that this platform is one of the most used social media platforms in the world. The consumers in our industry use it just as much as they do Facebook and Twitter, so it's important to dedicate the same amount of time to Instagram and make sure your profile and posts are up to date with the rest of the market.

Twitter

Twitter is a very highly used social media platform that lots of consumers use daily. People use it for news updates, entertainment and pretty much anything else you hear about throughout the day. When posting on Twitter, your posts will have to be shorter because every post has a character limit. Ensure that posts are kept short and to the point. You want to be able to get your point across to consumers but also make it catch their attention. Graphics are okay to use on Twitter, but certainly not with every post. Keep in mind that the images that you use for both Facebook and Instagram will not appear properly on Twitter. This platform is one that you want to make sure to be very interactive with as many people as you can.

Post content that allows for open discussions or asks the users to answer a question. As more people interact with your post, more people will see it come across their feeds and allow them to interact with it as well. You want the everyday consumer to know your company because of how active you are on Twitter. This does not mean you need to be posting something daily, but make sure you are responding to comments or re-tweeting relatable content so your followers (and customers) have something to look forward to everyday.

LinkedIn

The final social media platform that every small business needs to be active on is LinkedIn. LinkedIn is a little bit different than the prior three platforms, as it's more business-focused. Companies use this platform to interact with other businesses in the same market, as well as keep up to date with the industry. With your LinkedIn profile, you will want to be more focused on interacting with other companies with your same interests or audience. This is a great way to stay on top of your competitors and verifies your company to consumers. Your content on this profile is meant to showcase your company as an expert in the industry.

Website

Your Social Media accounts are key in the marketing world and your company website is just as, if not more, important to have a successful marketing strategy. There is so much content and company info that needs to be on your site, but your website should be more than just that.

One of the biggest keys in today's world is having your website be mobile-friendly. Our world is moving to a point where almost everything we do, work-related or personal, can be done from a smartphone. Lots of your social media posts will be directing consumers to your website as well, and most of the time people are using social media from their phone.

If you do not have a mobile-friendly site, most people will not take the time to put their phone down and manually type in your company's website into Google. Make sure to invest some time and effort into optimizing your site for mobile users.

Along this same line is making sure your website is quick and does not take long for people to browse through it in its entirety. Many consumers will give up if a page does not load right away when they open it, so make sure the website is running to the best of your ability. It also needs to be very easy for the everyday consumer to navigate. Make sure you have different tabs on your homepage that are easy to understand and that direct people where they want to go with just a few clicks.

You also need your website to catch the eye of the consumer. As soon as they get to your site, there should be a graphic with your company logo and name that hits them in the face. You want them to know exactly who you are and exactly what you do within seconds of opening your site. The first thing customers should see after your logo and company name is a call-to-action button. This call-to-action button should have a short, attention-grabbing phrase. Something like "Shop Now!" or "Contact Us Today!" or along those lines. This button is designed to get consumers to take the next step in purchasing from your company. Your website also needs to be updated with any changes to the industry or any changes your company makes. An inaccurate website can lead to upset customers and ongoing customer service issues.

From an SEO perspective, you want to make sure that the content on your website is relevant to the industry. You also want to make sure that your content is keyword-heavy, meaning, you should have terms in your content that are popularly searched for by consumers in the market. Adjust URL links as well to match with popularly searched for keywords. There are endless possibilities when it comes to SEO marketing, but these quick tips should help you with your search engine rank.

Content

The content you have on your website, as well as your social media, is what makes or breaks your company's marketing strategy. If you don't have good content, you will not see much of an improvement in the traffic on your site or an improvement in revenue.

The most important aspect of the content you post is that it needs to be valuable. Posting a picture every day or updating your profile picture is not considered valuable. You want to have a huge range of content and make sure to be making different posts every week. Switch it up and keep the consumers on their toes and wanting to come back every day for more.

Some ideas that you want to include in your content for both your website and social media are things like strategy advice, pictures, videos or articles, which cards are the best or the most valuable, reaction videos to people opening card packs, reactions to big announcements in the industry and really just about anything else related to what your business does. You want your content to be 90 percent valuable and only 10 percent selling. A lot of the time, companies will use their social media strictly as an ad for their products, when really what you want is to have your customers interact with your posts.

Lastly, for both social media and your website content, always make sure that the content and information available is up to date. We've said it before, but the industry is always changing and you never want to have false or outdated content being put out to your customers or other consumers. Make sure you have someone constantly checking and updating your profiles and websites.

Continuous Email Marketing List

We have covered three of the four major aspects of having a successful marketing strategy and last, but not least, comes your Email Marketing list. The most important aspect of this is that you need to always be adding to it. If you use the same list every time you send out a marketing email, your sales will funnel and eventually start to dry out. It's key to always be updating the list and adding names to it every time you send out a new email.

Some ways you can get more names added to the list are by customer loyalty programs, promo deals that require consumers to submit their emails, or you can also create a company weekly newsletter for people to subscribe to for free via email. Adding new people to your list will never hurt you because you never know who will be interested in what you're pitching. It's important to keep the content of your emails fresh and up to date, as this will keep people on the list excited to open your email every week.

