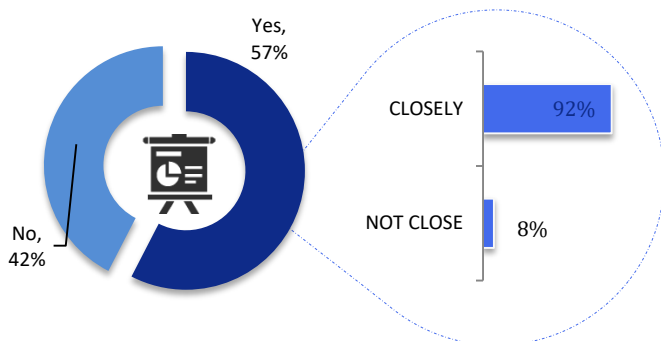
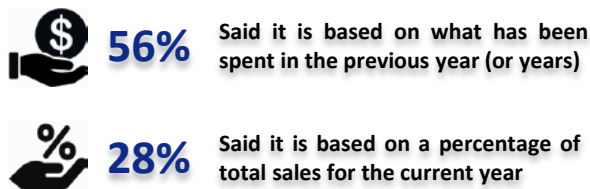


Marketing

Over half of independent retailers create a marketing plan and 92% stick to it closely

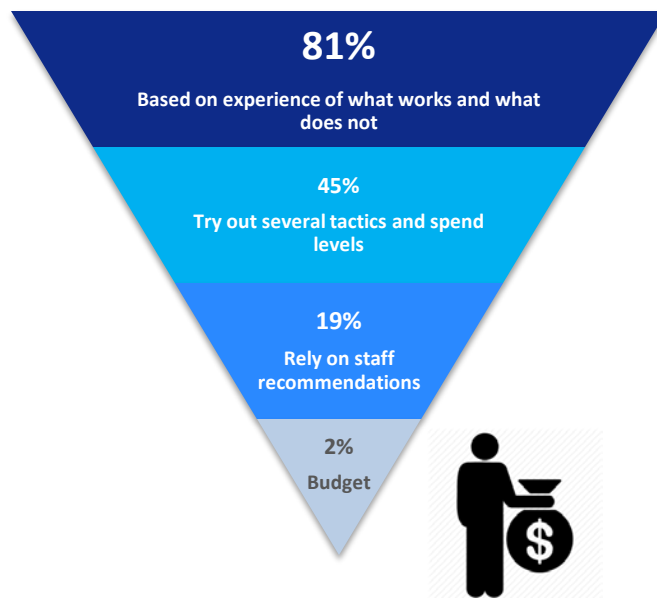


Determining Total Marketing Spend



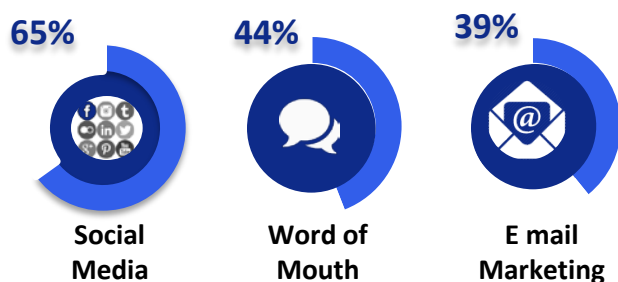
Budget Decisions

Where and how much money will be invested to promote the independent business is decided by:

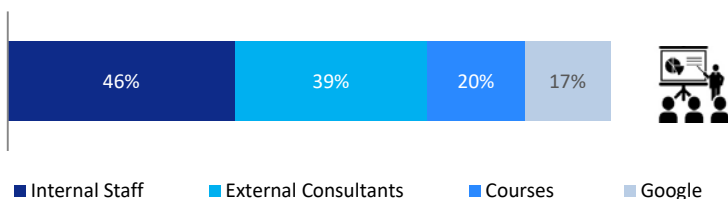


Promotional Tactics

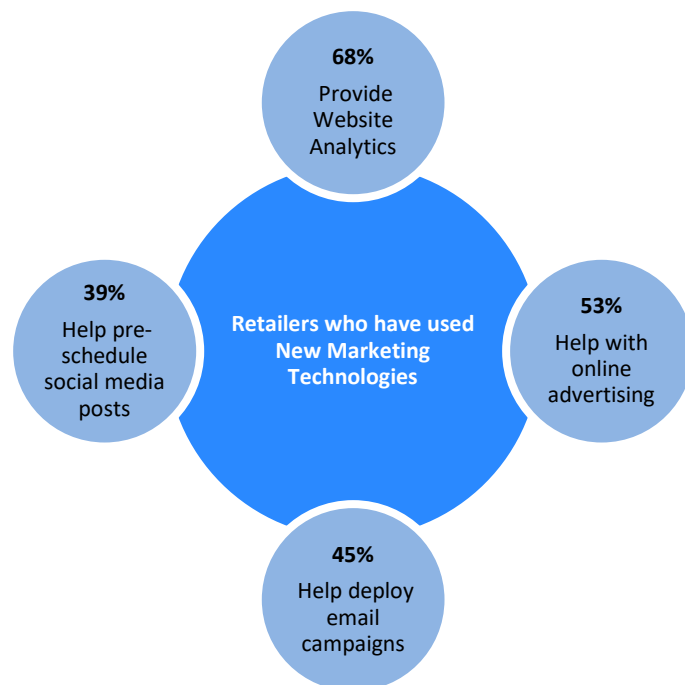
3 most effective ways used to increase traffic into the store or website:



Top sources of marketing expertise when deciding on promotional elements to increase traffic comes from:



New Marketing Technologies



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