

Liquor Store / Retail Beverage

Driving Basket Size and Repeat Purchase Through Strategic Positioning

DMA: Syracuse, NY

THE ISSUE

A locally owned liquor store operated in a competitive market with larger regional retailers and national chains.

Foot traffic was steady but inconsistent, and average transaction size varied widely. Social presence lacked differentiation. Loyalty engagement was underutilized. Promotions were price-driven rather than experience-driven.

Leadership wanted higher basket value, stronger brand personality, and repeat customer growth without sacrificing margin.

THE STRATEGY

I repositioned the store around confidence, expertise, and community personality

Execution included:

- Brand voice development to create relatable authority
- Structured promotional calendar aligned to seasonal demand
- Educational positioning (guiding selection rather than discounting inventory)
- Loyalty program amplification
- Strategic bundle recommendations to increase basket size
- Event-driven content around holidays and high-demand weekends

We shifted from transactional messaging to advisory positioning.

The goal was not just to sell bottles — it was to build preference and repeat behavior.

THE OUTCOME

- Increased average transaction value
- Higher repeat visit frequency
- Improved engagement translating to in-store traffic
- Stronger brand differentiation against larger competitors
- More effective promotional timing tied to revenue cycles

The store strengthened both its margin integrity and customer loyalty.

TESTIMONIAL

“John helped us turn our marketing into a revenue driver instead of background noise. Our average ticket increased, repeat customers became more consistent, and our promotions feel intentional instead of reactive. We’re not just competing on price anymore — we’re building loyalty. That shift has had a measurable impact on both sales performance and long-term growth.”