



ABOUT ME



- VP Retail at Loggerhead Marinelife Center
- 22 years employed @Loggerhead Marinelife Center
- 4 Retail outlets
- Annual retail revenue over 3.5 million dollars



THEN

NOW



ATTRACTING CUSTOMERS

Things to Do in Juno Beach

Enter dates

Map

Traveler favorites

Category types

15 places sorted by traveler favorites

Attractions

Tours

Outdoor Activities

Shopping

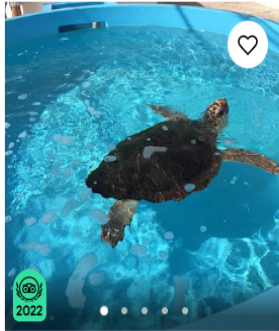
Types of Attractions

Spas & Wellness

Nature & Parks

Nightlife

Classes & Workshops



1. Loggerhead Marinelife Center

1,298

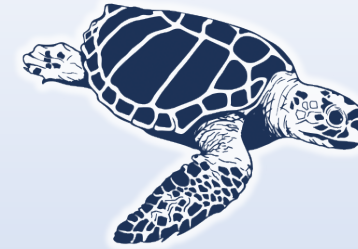
Nature & Wildlife Areas

Open now



By DDay1959

There are guided tours available, educational programs, volunteer opportunities and of course a gift shop.



LOGGERHEAD MARINELIFE CENTER



Terry Anzur

The Palm Beaches, FL • 1,473 contributions

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Fascinating and Free

Dec 2022 • Friends

I visited for the first time with friends from out of town. What a treasure in my own backyard. The website made it seem like you had to pay for a tour, but there is a lot you can see on your own, with helpful docents answering your questions about the injured turtles and other sea life in the various tanks. Some fun activities aimed at kids that adults can also enjoy. I loved seeing jellyfish, seahorses and a shark up close.

Do not miss the gift shop. So many creative eco-themed gifts at reasonable prices. And a 10 percent discount just for having the welcome leaflet in my hand.



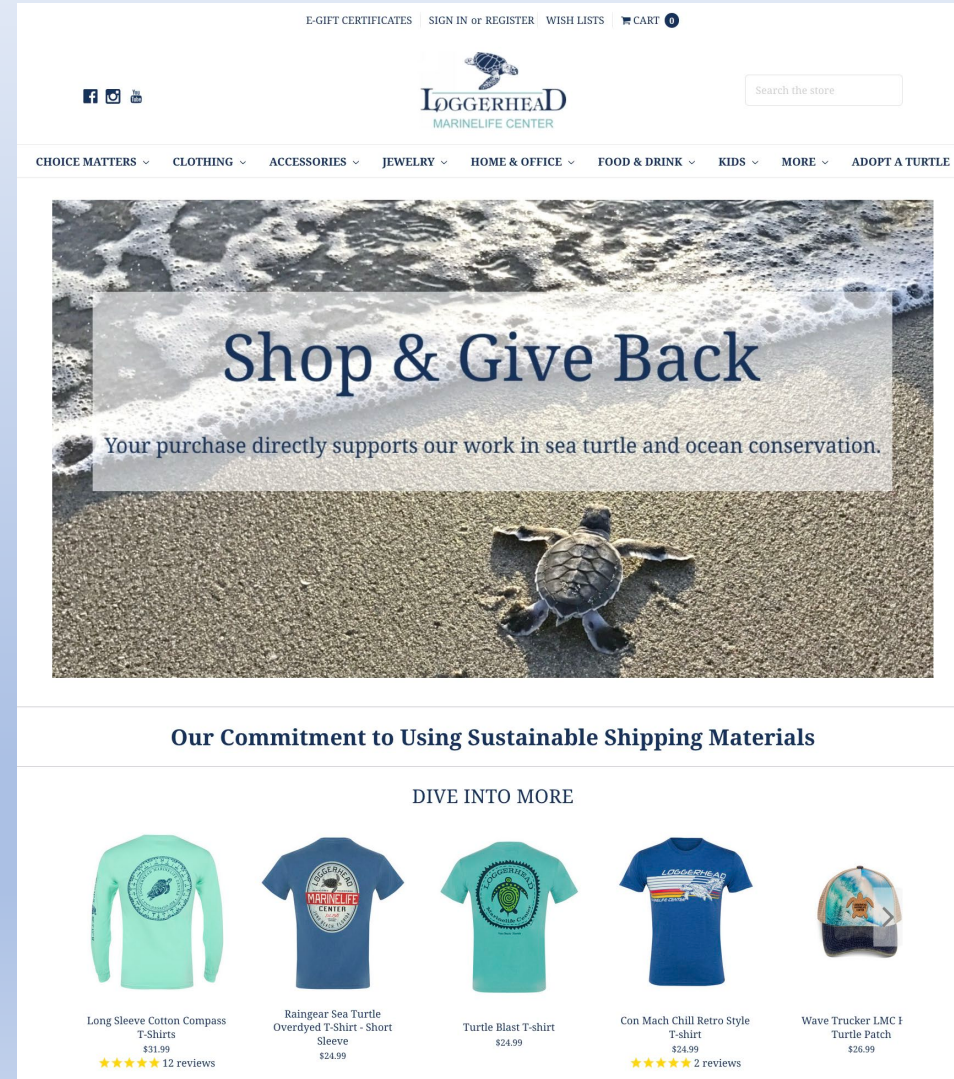
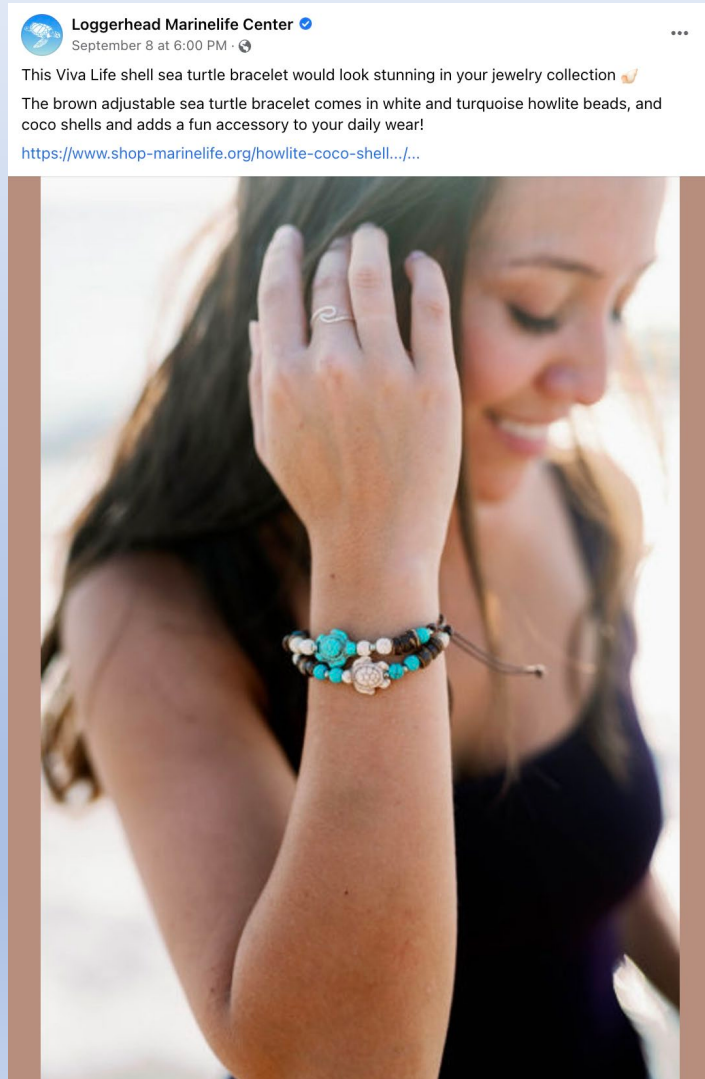
ATTRACTING CUSTOMERS

- The attraction sells itself-captured audience



ATTRACTING CUSTOMERS

- Marketing: thru social media



ATTRACTING CUSTOMERS

- Special Events



TOUR de TRASH

LOGGERHEAD MARINELIFE CENTER



ATTRACTING CUSTOMERS

- Sustainable Retail

Your Choice Makes a Difference!



- Local Vendors & Artists
- Regional Vendors & Artists



- Reusable
- Recyclable
- Repurposed
- Compostable



- Fair Trade
- Donation to Causes
- Creating Opportunities in Developing Countries

Help protect sea turtles and our oceans with your gift store purchases.
Look for these easy-to-find sea turtle icons on products throughout our online store.



ENGAGING CUSTOMERS w/merch,
displays and senses-create an
experience

SHOW TIME

ENGAGING CUSTOMERS



ENGAGING CUSTOMERS

Your Story; what do you want it to be?

Focal Point

Reflect the season

Use Props (crates/baskets, be creative). Use merch as props.

Use a Color Palette

Be on the lookout for displays you like, and mimic them



ENGAGING CUSTOMERS- other ESSENTIALS

- Displays are clean
- Shelves are well Stocked
- Merchandise is moved around frequently
- Sales associates are friendly and knowledgeable
- Efficient check out



ENGAGING CUSTOMERS

- Tell the customer how a portion of their purchase helps

Your purchase helps
support our sea turtles
and programs.

*Thank you for making
a difference!*



ENGAGING CUSTOMERS



SMELL



MUSIC



LIGHTING



MAXIMIZING YOUR RETAIL SPACE

MAXIMIZING YOUR RETAIL SPACE

- Choose displays that create a smart layout
- Functionality of the unit
- Wheeled fixtures
- Use the floor for merchandising
- Use the ceiling for merchandising
- Know the calculation per square foot of space



INCREASE SALES

INCREASING SALES

- **FORMULA FOR SUCCESS**
- Attracting Customers + Attractive Displays + Creating a Mood + Exceptional Customer Service = \$\$
- Analyze sales data; make adjustments as necessary



Previous Branding.....

LOGGERHEAD MARINE LIFE CENTER

BOUTIQUE SHOPPING

