

# MARKETING IN A SMALL TOWN

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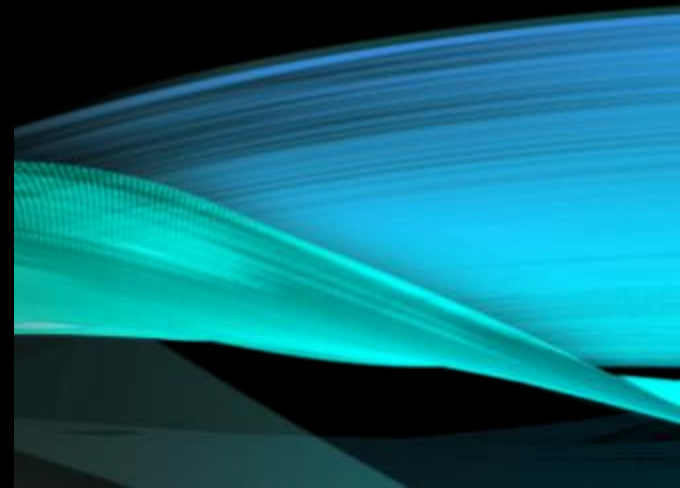
A close-up photograph of a person's hands holding a white smartphone. The screen displays a map of a city, likely Rome, with various landmarks and street names visible. The background is dark with decorative, glowing wavy lines in shades of orange, red, and blue. The text 'ENTICE THE CUSTOMER' is overlaid in white, bold, sans-serif font.

ENTICE THE CUSTOMER

RULE #1



# CURB APPEAL





# FRONT AND BACK



Photo by Becky  
McCray



SIGNAGE

Velkommen To:  
**Norsland  
Lefse**

Bakery  
Coffee Shop  
Gift Shop

Est.  
1983





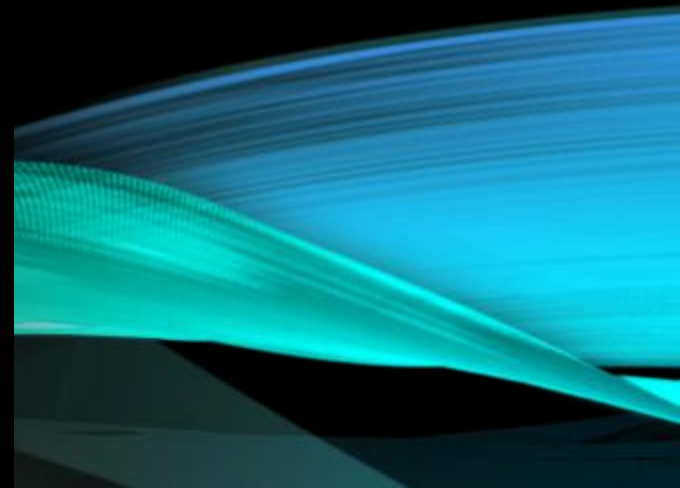


YOU CAN PEE  
HERE.





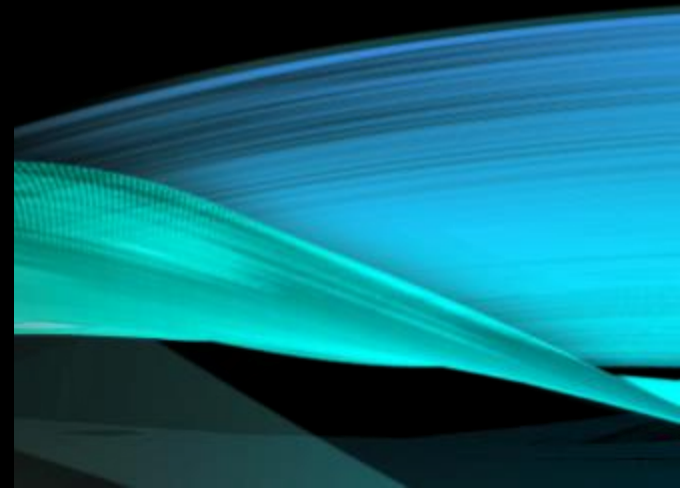
CHANGE  
YOUR  
WINDOWS  
MORE  
OFTEN







EDUCATE  
YOUR  
LOCALS





BE DIFFERENT  
RULE #2

# FIND OUT WHAT PEOPLE WANT, AND GIVE IT TO THEM.

“Surprise people, don’t do the same as everyone else. Life is really like high school, the different people get noticed.

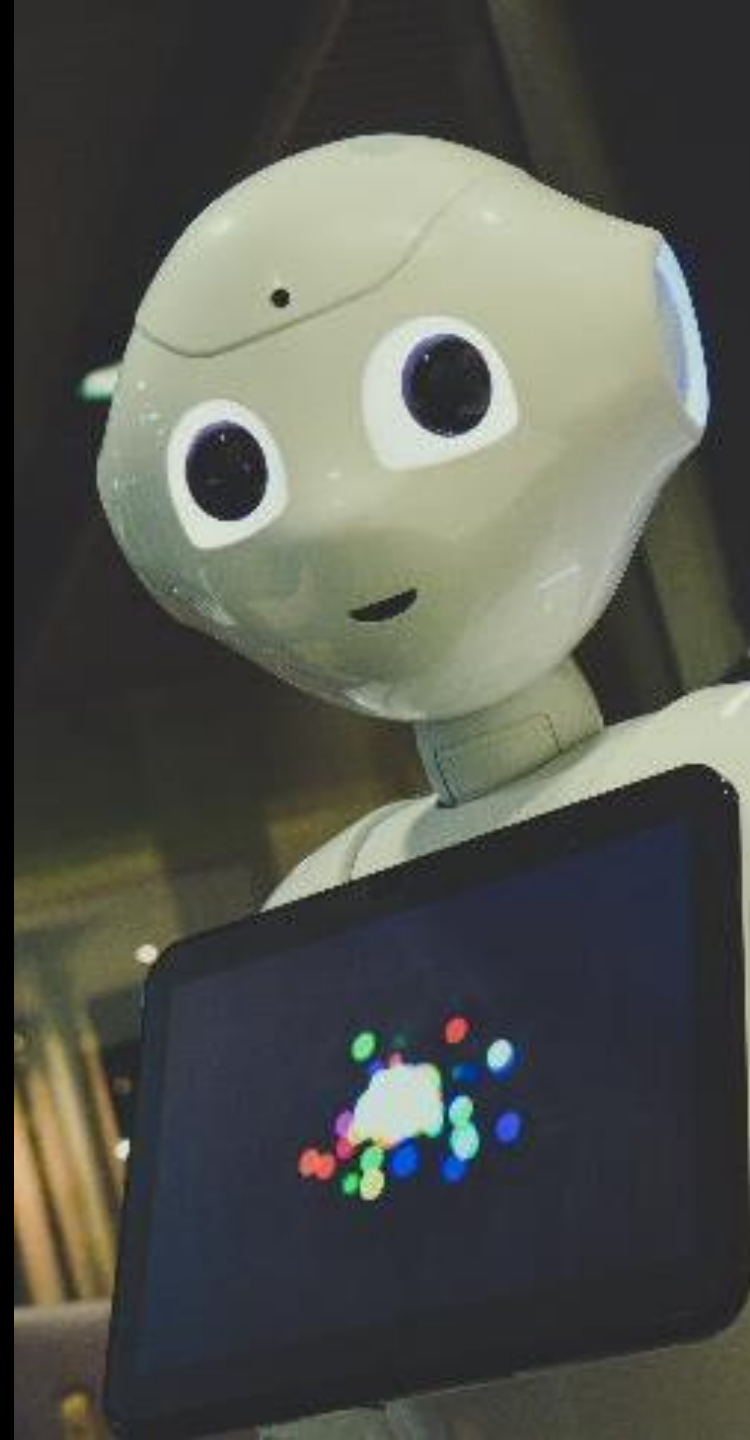
If you are doing the same thing everyone else is – people are not going to remember you. You don’t want to fall into the crap bucket – that’s where everyone who is doing the same thing goes into.

You want to be different. Find ways to be different.”





BE TECH SAVVY



# PARTNERSHIPS



I LOVE A PARADE!





A baby with dark hair and a slightly grumpy expression is sitting on a patterned blanket outdoors. The baby is wearing a light-colored polo shirt and shorts. The background is a grassy area with trees, and the overall image has a dark, semi-transparent overlay.

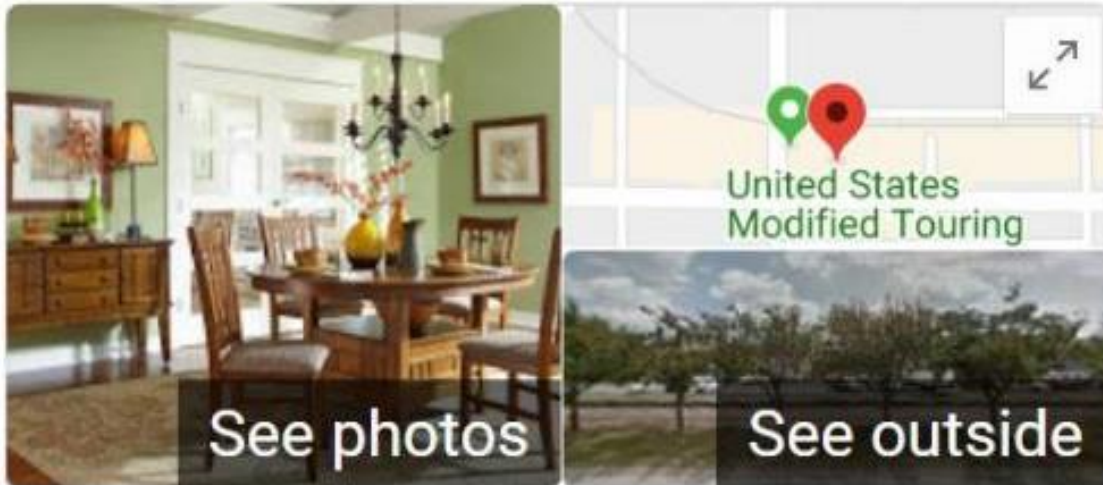
LIVE IN THE 21ST CENTURY

RULE #3

# YOUR WEBSITE

- Is it mobile friendly
- Is your address and phone number on it
- Is it clear and easy to navigate





## Interior Spaces

Directions

Save

4.6 ★★★★★ 5 Google reviews

Furniture store in Webster City, Iowa

**Address:** 631 2nd St, Webster City, IA 50595

**Hours:** Open · Closes 5:30PM ▾

**Phone:** (515) 832-1219

ARE YOU  
LISTED WITH  
GOOGLE?



# LET'S TALK SOCIAL MEDIA

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Jody L Halsted is with Temple Bar TradFest and 2 others at St Patrick's Cathedral Ardeaglais Naomh Pádraig.

2 hrs · 🧑🏻‍🤝‍🧑🏻

Preparing Saint Patrick's Cathedral, Dublin for the #KathyMattea concert tonight. Can't wait for the performance!!

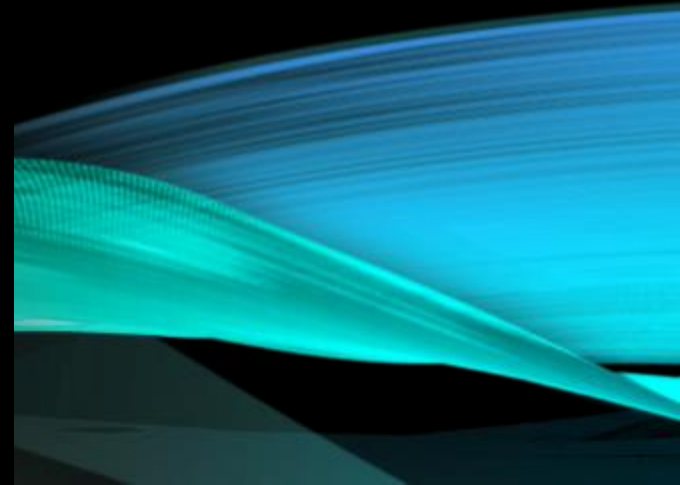
#IFV2019 Temple Bar TradFest

#DublinPass #tradfest #LoveDublin #visitdublin #surprisingbynature

#traveldeeper #writetotravel #Ireland #LoveIreland

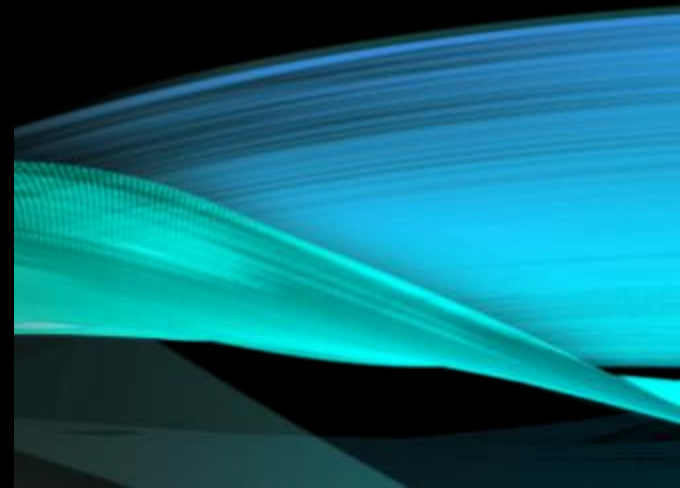


CROSS  
PROMOTE  
AND  
WATCH  
YOUR  
HASHTAGS





DON'T  
DO IT







**Building Possibility**

Published by Deb Brown [?] · 2 hrs · 🌐

you never know what will bring people to town -- in Avoca, Ne it's the  
tick races .... [https://journalstar.com/.../article\\_8a32343f-303e-58d5-5e-f...](https://journalstar.com/.../article_8a32343f-303e-58d5-5e-f...)

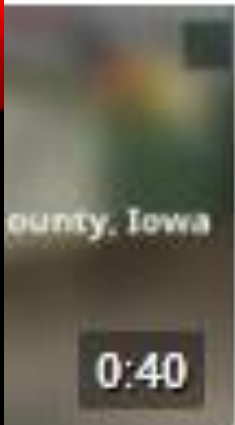


JOURNALSTAR.COM

**Avoca Quack-Off still draws crowds by the busload**

irty-three years ago, two guys sat in an Avoca bar and had an...

SHARE  
OTHER LINKS  
– AND ADD  
YOUR OWN  
COMMENTS!



Bennettsville SC  
87 views · April 27, 2018

Live  
203 views · April 10, 2018

VIDEO  
SHOOT IT  
SHARE IT  
DON'T BE AFRAID







BUILD  
RELATIONSHIPS

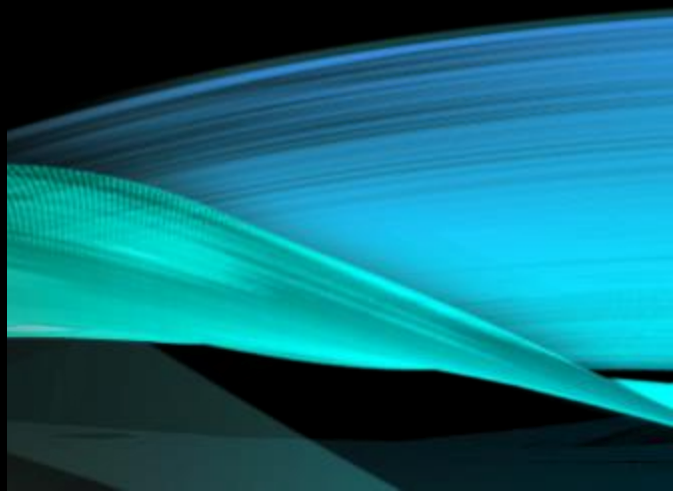
**GUILT DOESN'T WORK.  
CUSTOMER SERVICE  
DOES.**

Rule #3





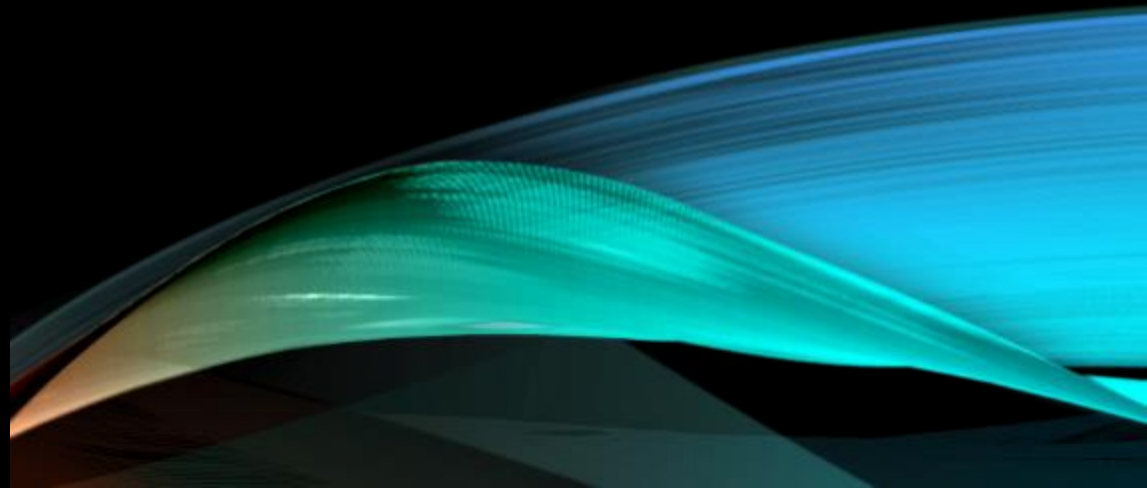
KNOW  
YOUR  
PRODUCTS.





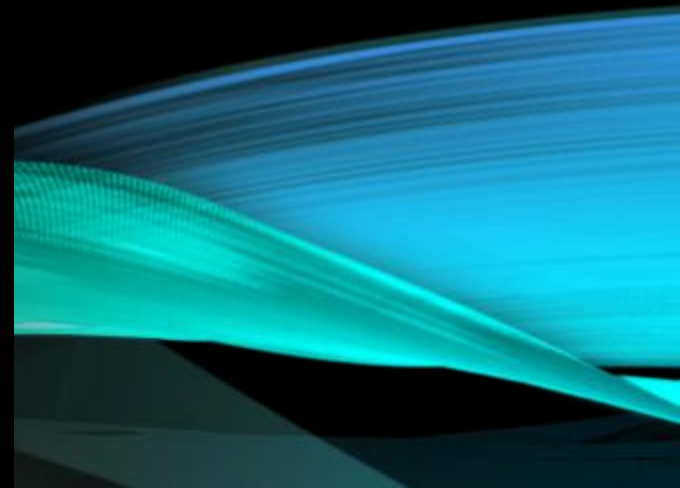


BETTER YET,  
SHOW YOUR  
PRODUCTS





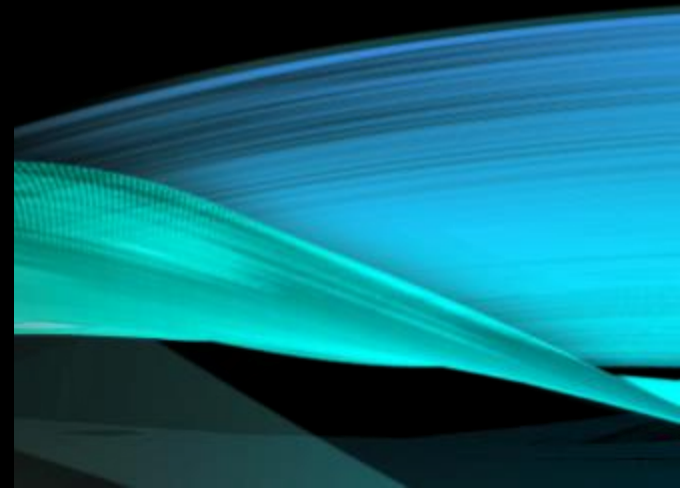
BE  
NINJAS  
IN YOUR  
OWN  
STORE.







TRADITIONAL  
MARKETING  
GIVE IT NEW SPIN





# Iowa's Top Breaded Pork Tenderloin Named

POSTED 9:02 AM, OCTOBER 16, 2017 BY HELEY MADRICE, UPDATED AT 9:02 AM, OCTOBER 16, 2017

Facebook Like Twitter Google+ Email Reddit

WEBSTER CITY, Iowa — The best pork tenderloin in all of Iowa was revealed Friday by the Iowa Pork Producers Association.

The IPPA says the Grid Iron Grill in Webster City has the state's best breaded pork tenderloin in 2017. Owner Burke Risetter said, "I've been in food service my whole life and I always wanted my own business. I feel like this is a little bit of a reward and I'm thrilled to death."

Risetter says the Grid Iron Grill serves about 400 tenderloins every week. The loins are cut fresh daily and tenderized twice, tapped instead of pounded out, and given a light egg wash.

Runner-up honors went to the Northside Café in Winterset. The other restaurants in the top five were The Buffalo Tavern in Burlington, Thirsty Carp in Lake View, and Charlton's Double Dip.

FILED IN: NEWS  
TOPICS: IOWA PORK PRODUCERS ASSOCIATION, PORK, TENDERLOIN



Grid Iron Grill



### YOU MAY LIKE



23 Baby Names that New Parents Say they Regret

Link



# USE THE NEWS



RADIO

TRY THESE  
IDEAS





WHAT  
DO YOU  
MEAN  
?

ASK YOUR  
CUSTOMERS  
TO LEAVE A  
REVIEW

Interior Spaces, Inc. added an event.

December 24, 2018 · 🌐

Interior Spaces is having our 1st Annual Facebook Art Auction! This will be a fun, easy, fun way to brighten up your home for the new year. Here's the details:

This is a fun event, so be a good Facebook citizen... Derogatory posts will be removed and posters dismissed from the event (good-natured trash talk and whining, however, is allowed)

The starting bid for each piece is \$5.00 - feel free to bid on all of the items you like!

Bids must be increased by a multiple of \$5... See More

HAVE  
AN  
ONLINE  
EVENT

# INTERIOR SPACES 1ST ANNUAL FACEBOOK ART AUCTION

December 29th - January 1



Sandy Springs Brewing Company added an event.

January 14 at 6:00 AM · 🌐

your story in the details of this colorful spring wreath. You will have  
ons to customize your wreath with ribbon, hearts and letters. Final  
nes include packages and hops bouquet in the bike basket!



FEB 5 AT 6:30 PM EST

**Wreath Make and Take with Carla**

Sandy Springs Brewing Company · Minerva, OH

★ Interest

MAKE THE  
COMMUNITY  
A PART OF  
YOUR  
BUSINESS



See All Members

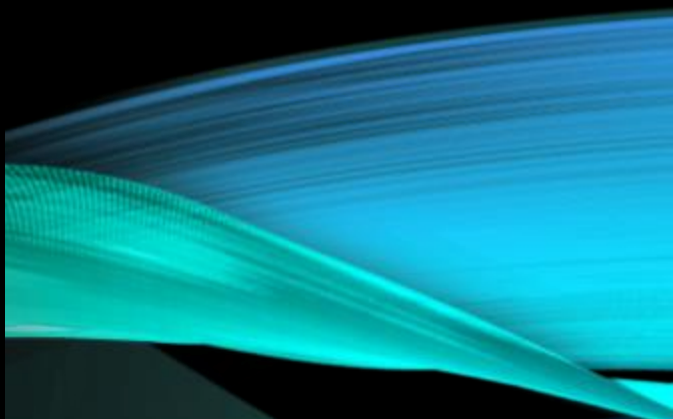
Rolf Yungclas  
2 hrs

WCCT to stage 'The Trouble



5

WORK  
WITH  
OTHER  
SITES



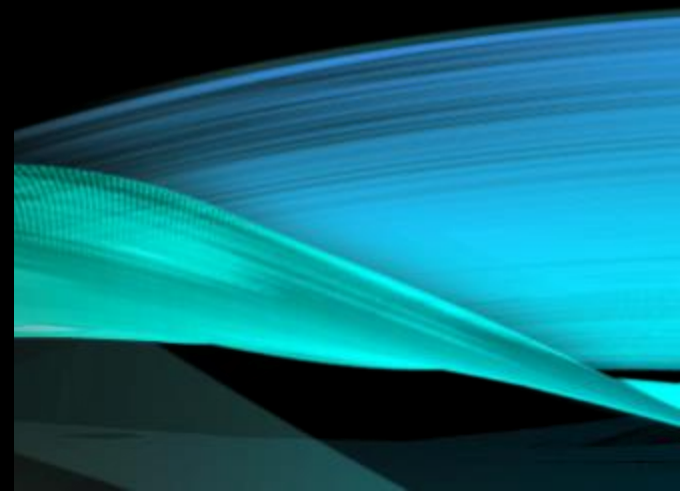
10 LESSONS  
THAT MAKE  
YOU A BETTER  
MARKETER

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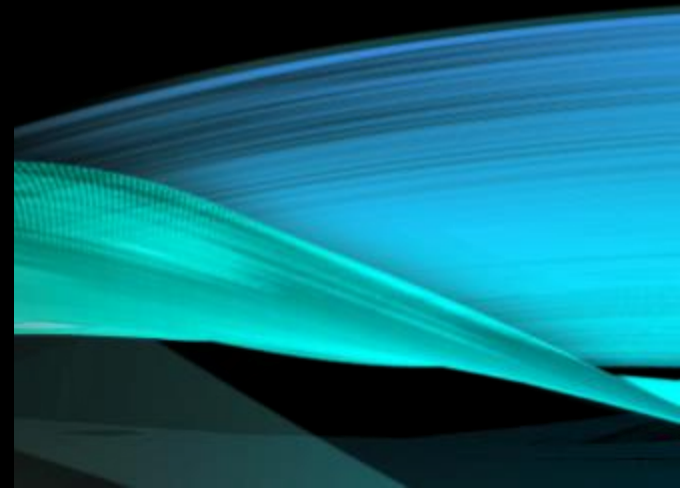
**USE  
YOUR  
CAMERA  
WITH  
YOUR  
ELBOWS**





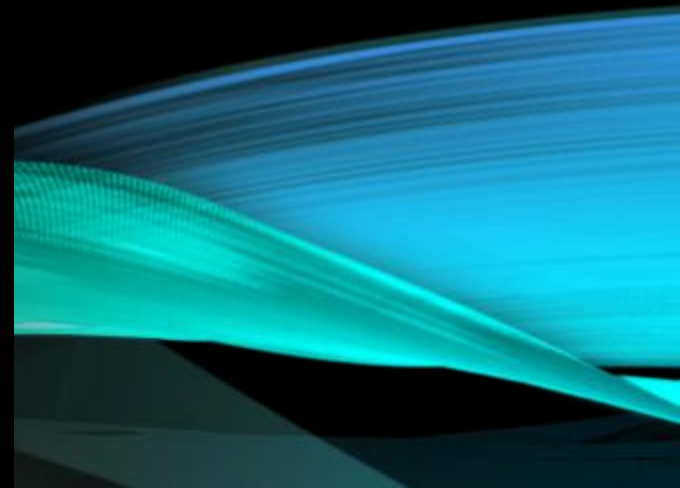


**PEOPLE  
CAN'T  
READ  
YOUR  
MIND.**

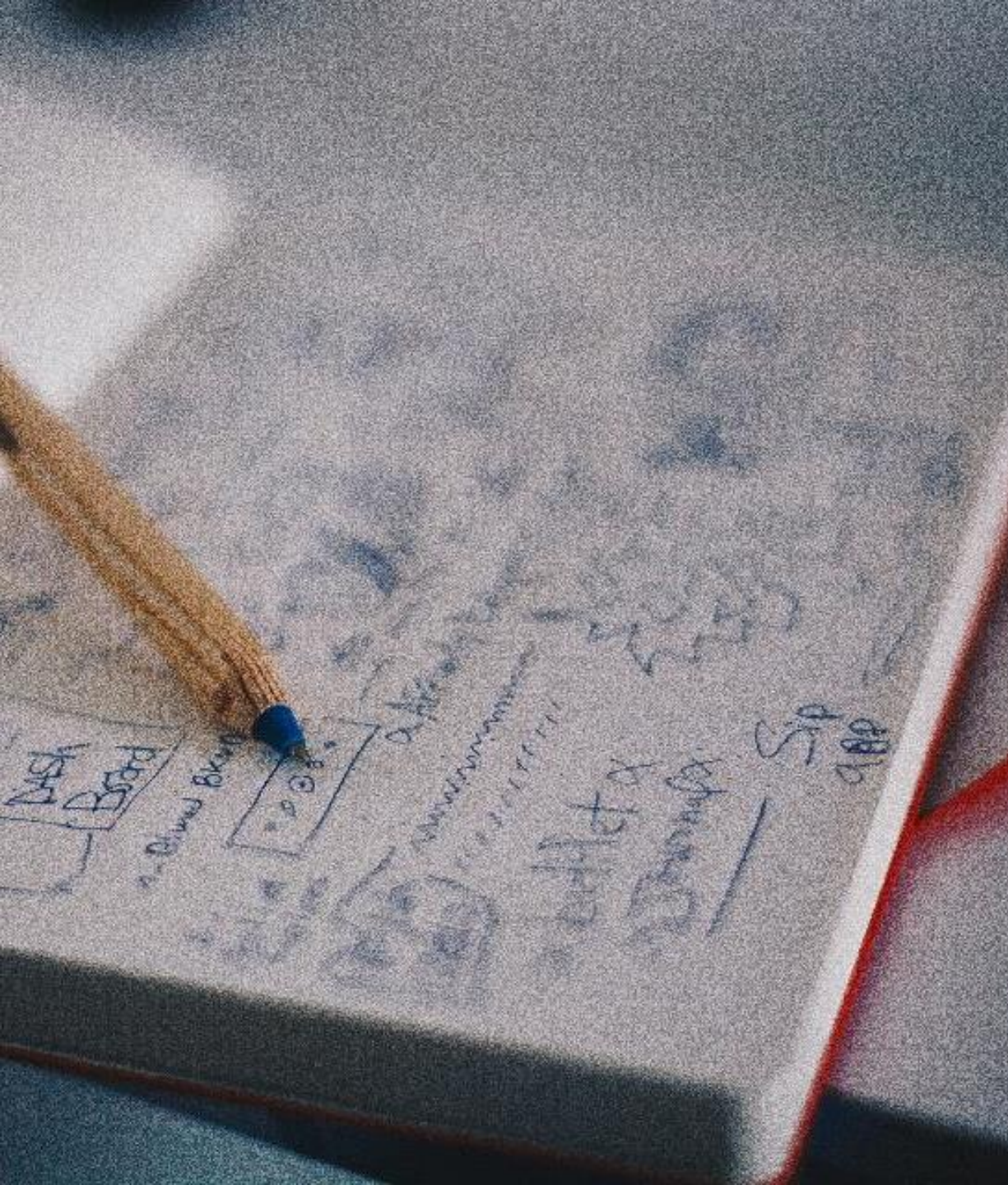




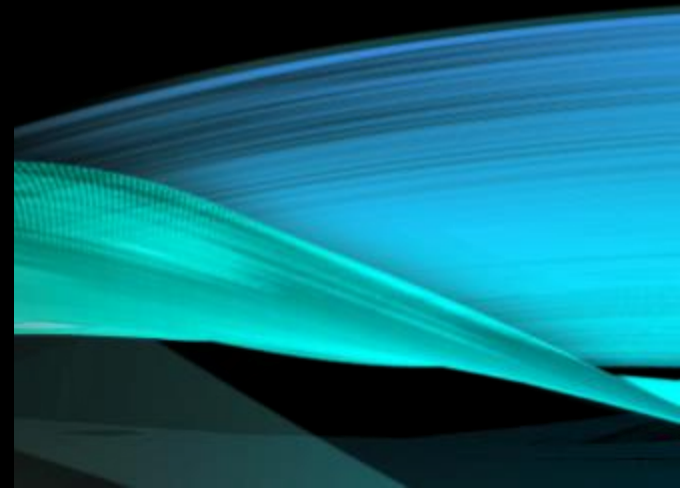
**PRACTICE**







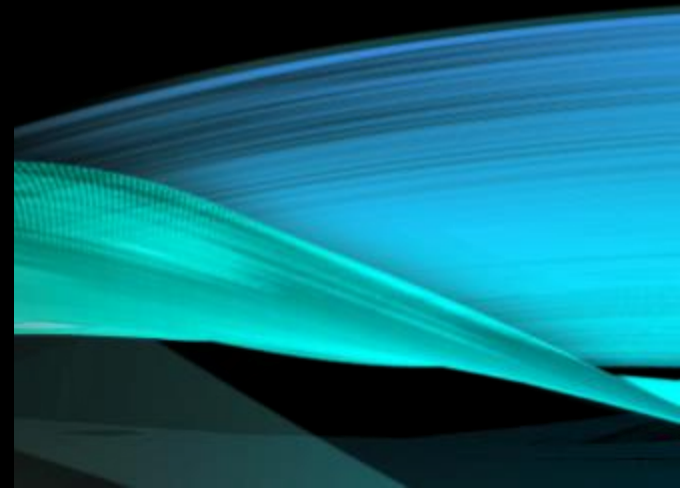
**TOMORROW  
AND 5 YEARS  
FROM NOW**





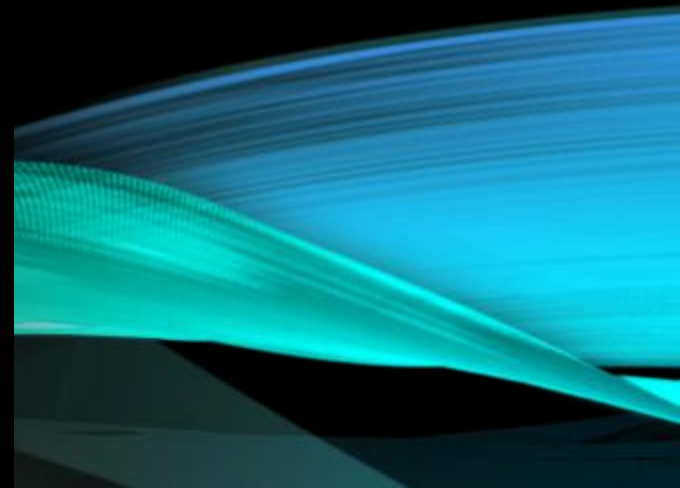


# PROFIT AND LOSS





**VOLUNTEER**



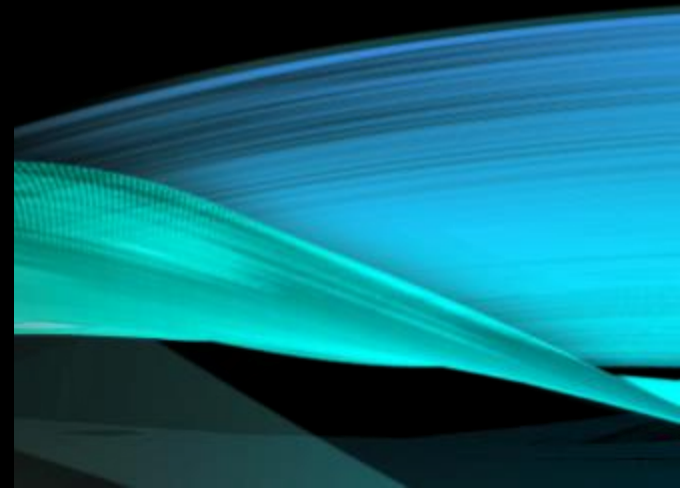
# SERVICE





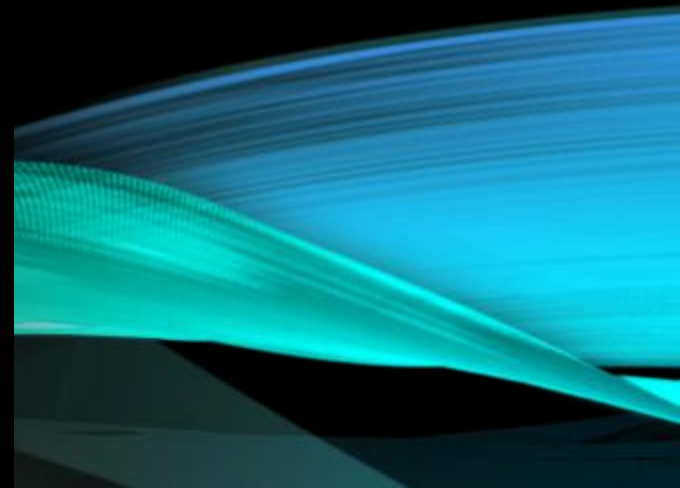


**MENTOR**





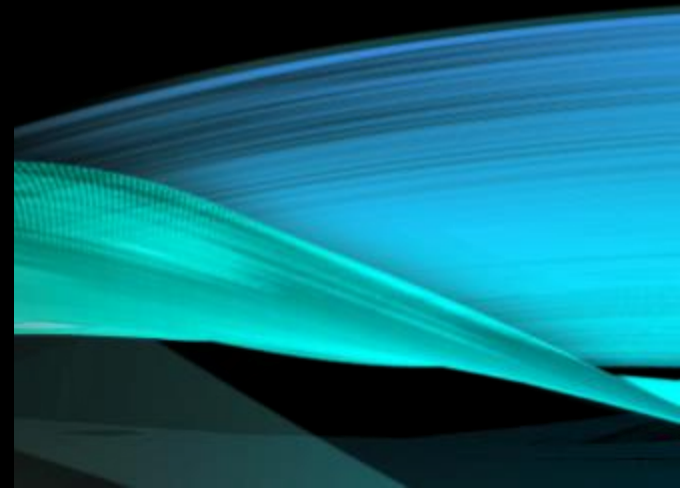
**TELL  
STORIES**







SHINE  
SHINE  
SHINE





A person's silhouette is shown with their right arm raised, pointing upwards. The background is a blurred crowd of people. Overlaid on the image are vibrant, flowing light trails in shades of red, orange, yellow, green, and blue, creating a sense of movement and energy. The word "QUESTIONS?" is written in white, bold, sans-serif capital letters across the center of the image.

QUESTIONS?

THANK YOU!

[www.saveyour.town/gift](http://www.saveyour.town/gift)

