

Creative Displays

Make the most of your space to increase sales!

SPRING 2019 QUILT MARKET SCHOOLHOUSE – CREATIVE DISPLAYS

How do you present fresh ideas for existing inventory as well as make timely samples to display for the latest fabric that arrives?

Recently, we surveyed 200+ quilters and asked them about the top 3 reasons that they visit quilt shops. The results were interesting:

1. Fabric Selection
2. Friendly Staff
3. Knowledgeable Staff

Out of the possible answers we posed, “Inspirational Displays” tied with Classes at #5. However – they said a lot about displays when we asked the question– “If you could tell your local shop owner one thing she/he could do to improve their shop, what would it be?”

Take a look at our survey here:

<https://www.poorhousequiltdesigns.com/survey-results> - the password is schoolhouse

Opportunities:

1. Staff
 - i. When customers walk in:
 1. Are they greeted warmly?
 2. Shop uniform?
 3. Do you have nametags?
 4. Wearables / strips of new fabric
 - ii. Remember your staff is part of your display - everyone wants to go to Cheers!
2. Shop Floor
 - i. Ask the designer for sample
 - ii. Ask Fabric company for samples – think basics
 - iii. Local designer – Pop Up Shop
 - iv. Party store – themed items
 - v. Tell a story
 - vi. Add lighting



Booth 407



Booth 1610



Booth 312



Booth 417

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3. Social Media

- i. Slideshow of incoming
- ii. Where to find images – Fabric companies and Designer sites – ask for permission and add the source on photos
- iii. Cheap digital frame at POS
- iv. Flat Screen TV on wall with memory stick
- v. Post Slide show on line or include in your newsletter
- vi. Add fabric to EQ
- vii. Live video – box opening

Find how to make the slideshow on <https://www.poorhousequilt designs.com/survey-results> - the password is schoolhouse

4. Small items

- i. No time for a quilt? Think Braid Runners, Wreaths, Bags, PopUps, Lacys
- ii. Display the tools, patterns and notions with the sample
- iii. Place other related patterns nearby
- iv. Kits
- v. Sponsor a contest – Mini quilts from this kit – then spotlight your winners

5. POS

- i. Impulse buys – Knobies
- ii. Ornaments all year round on a small stand with a basket of patterns

6. Signs

- i. Let the text do the talking
- ii. Canva
- iii. Just “NEW”
- iv. Baskets with “Display Patterns” and “Display Kits”
- v. Class Corner
- vi. Fabric wrapped foam blocks or embroidery hoops
- vii. Banners