Quick tips for sales growth

1. Embrace “Local” as a Brand

- Norfolk and Suffolk residents and visitors love supporting local makers and sellers.
- Highlight your roots, local sourcing or community involvement in marketing.
- Use “Proudly Norfolk/ Suffolk” or “Made in Norfolk/ Suffolk” as part of signage or tags.

2. Use Tourism to Your Advantage

- Peak seasons (especially spring/ summer) bring an influx of tourists.
- Offer seasonal promotions, local gift packs or easy-to-carry items.
- Collaborate with local hotels, B&Bs and holiday lets for mutual promotions.

3. Strengthen Your Online Presence

- Rural areas often rely on online searching before visiting.
- Make sure your Google Business Profile is up to date with photos, hours and offers.
- Social media like Facebook and Instagram is key—especially local groups.

4. Balance Traditional and Digital Tools

- Keep the human, friendly touch in-store—it’s a local strength.
- But also use basic digital tools like inventory apps, QR codes or email newsletters.
- Platforms like Shopify or Square help with simple online ordering or payments.

5. Get Involved in Local Networks

- Join groups like Buy Local Norfolk, Norfolk/ Suffolk Chambers of Commerce, Federation of Small Businesses (FSB) or local High Street networks.
- These bring visibility, support and shared learning.

6. Seasonal Sales Planning

- Norfolk and Suffolk have high seasonal variation, so plan stock and staffing accordingly.
- Build a sales calendar around local events like the Norfolk/ Suffolk Show, Christmas markets, etc.

7. Understand Your Footfall

- In towns/ cities like Norwich, Ipswich, Bury St Edmunds or Holt, footfall patterns are different than rural villages.
- Observe when people visit (weekenders, locals midweek, tourists on holidays) and tailor your hours or promotions.