One-Page Plan: Boosting Footfall & Profitability in Coastal Norfolk & Suffolk Shops

This plan provides strategic insights and actionable recommendations to help shop owners and managers enhance their business operations and drive growth.

OBJECTIVES

- Increase average daily footfall by 30% in 3 months
- Boost conversion rate from footfall to sales by 15%
- Improve net profitability by 20% over the next quarter

STRATEGIES & TACTICS

Area	Actions	KPIs & Metrics
Visual Merchandising	Refresh window displays weekly using seasonal coastal themes. Use bold signage. Highlight 'local bestsellers.'	✓ Footfall counter ✓ Window engagement
Promotions & Bundles	Launch 'Beach Day Bundles' and 'Buy 2, Get 1 Half Price' offers during school holidays.	✓ Promo redemption rate ✓ Avg. basket size
Local Partnerships	Collaborate with nearby cafés or boat tour providers for cross-promos (e.g., 'Show receipt for 10% off.')	✓ Partnership footfall referrals ✓ Sales from cross-promos
Google & Maps Presence	Optimise online listings. Add 'Open Now' updates, reviews, & photos weekly.	✓ Monthly impressions ✓ Direction requests from Google
Events & Experiences	Host 'Seaside Saturdays' – live demos or craft workshops on busy weekends.	✓ Attendance numbers ✓ Event-day sales lift
Loyalty & Feedback	Introduce stamp card or 'locals' discount.' Ask for quick feedback at till.	✓ Repeat visitor rate ✓ Feedback volume/sentiment

METRICS TO TRACK (WEEKLY OR MONTHLY)

- Footfall: In-store traffic (manual tally or counter)
- Conversion Rate: Visitors vs. transactions
- Average Transaction Value (ATV): Total revenue ÷ transactions
- Customer Reviews: Google + Facebook – aim for 10+ new/month
- Repeat Visits: Track stamp cards or loyalty redemption

SUCCESS LOOKS LIKE

- More people coming into the shop and talking about it
- Higher spending per customer through bundles and add-ons
- Locals and tourists choosing your shop first