HIGH STREETS MATTER

Top 10 Tips for Merchandising

1. **Create eye-catching window displays to draw people in.** This means designing attractive and visually appealing displays in your shop windows to catch the attention of passersby and entice them to enter the store.

2. **Keep the shop layout clean and uncluttered to reduce friction.** A tidy and well-organised shop layout makes it easier for customers to navigate and find what they are looking for, enhancing their shopping experience.

3. **Use effective signage and high-quality imagery to highlight products.** Clear and professional signs, along with high-quality images, help to showcase products and provide important information to customers.

4. **Group related products together to tell a story or theme.** By arranging related items together, you can create a cohesive theme or story that makes the shopping experience more engaging and intuitive for customers.

5. **Use strategic lighting to enhance product appeal.** Proper lighting can highlight the features of products, making them more attractive and appealing to customers.

6. **Change displays regularly to keep the store fresh and engaging.** Regularly updating your displays keeps the store looking fresh and interesting, encouraging repeat visits from customers.

7. **Plan layout zones, such as decompression and core zones, for optimal flow.** Designing specific areas within the store, like decompression zones at the entrance and core zones for high-traffic areas, helps manage customer flow and improves their shopping experience.

8. **Incorporate seasonal and trend-based displays to attract customers.** Using displays that reflect current seasons or trends can attract customers who are looking for the latest products or seasonal items.

9. **Use clear calls-to-action and pricing information at the point-of-sale.** Providing clear instructions and pricing information at the checkout area helps customers make purchasing decisions and completes their shopping experience smoothly.

10. **Ensure consistency in design and branding across all merchandising elements.** Maintaining a consistent design and branding throughout the store reinforces your brand identity and creates a cohesive and professional look.