

A Simple 18-Step Checklist to Increase Foot Traffic for Retail Stores

Use this checklist to work through the best ways of attracting new customers and getting more foot traffic into your store.



- ☐ 1. Keep your storefront well-maintained
- ☐ 2. Add curbside "extras"
- ☐ 3. Make sure your sales staff look busy
- ☐ 4. Invest in employee training
- ☐ 5. Build your online presence
- ☐ 6. Give customers the option to click-and-collect
- ☐ 7. Get listed online to increase foot traffic
- ☐ 8. Explore social media opportunities
- ☐ 9. Use email marketing
- ☐ 10. Make customer loyalty a bigger focus
- ☐ 11. Offer in-store services
- ☐ 12. Employ experts to help your customers
- ☐ 13. Host classes your customers will love
- ☐ 14. Work with influencers and brand ambassadors
- ☐ 15. Hold in-store events
- ☐ 16. Use targeted promotions
- ☐ 17. Give back to the local community

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