

# 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