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

Make and Share Free Checklists