

Spirit of the Lake Native Boutique

Video Clip 6: Word of Mouth

Tasha: Model the behaviour that, you know, you want to see to your loyal customers. And, you know, your loyal customers are your best sales people. So, I kind of leave my marketing up to most of my loyal customers to spread the word of my store, or “You know where I got this from?” And rewarding those loyal customers that are coming back all the time and, you know, reward loyal customers, and they’ll reward you. So, like, in return they’ll be bringing customers back, or “I’m going to bring my friend back here.” They always say, “Oh, I’m coming back.” So, yeah. We always provide that excellent customer service, you know, having that conversation about, you know, whether it’s questions about the store or questions about a piece. And then sometimes, it’s coffee talk. They’ll come in here, and they’ll spend half an hour. Like, “Whoa! Like, I’m here for a quick gift, and I’m here half an hour, 40 minutes later.” And they’re walking out the door just by just having that conversation of getting to know them, and, you know, understanding what they’re looking for or just... They want to visit.

Please note that this transcript has been slightly modified; it is not a verbatim copy of the original audio clip.