

# 35 Marketing Tips to Double your Vape Shop Sales

AN **e-cigarette** GUIDE  
DIRECT

# e-cigarette

## DIRECT

“A pessimist sees the difficulty in every opportunity; an optimist sees the opportunity in every difficulty.”  
Winston Churchill

A few years ago you could open a vape shop and you could be guaranteed that e-cigs would fly out of your shop. Now the competition is hotting up, and you need to up your game!

In addition, [strict new marketing regulations](#) will mean that you are limited in the ways to promote your business.

But it's not all bad!

For example, in early 2009 we were alarmed by the fact that Google Advertising was banned.

But whether e-cigs are advertised or not, people still find and buy e-cigs. And with some imagination, you can continue to grow your sales without having to spend huge amounts on out-marketing your competitors!

That's why our profits actually increased, despite our initial alarm.

And armed with these 35 tips, you'll be able to not just survive but to grow your business!

## 35 Tips To Grow Your Sales

- 1 Phone in on local radio chat shows, being sure to mention the name of your store.
- 2 Offer comment to local papers and radio stations - and build relationships with journalists. Newspaper adverts may be illegal soon, but comment won't be! As soon as you have been cited once you will often find journalists will come back you as a reliable source.
- 3 Get involved with local charity auctions, offering kits as prizes. It's a great way to build relationships in the local community.
- 4 Don't just differentiate on price! Focus on the quality of your products and your ingredients, and [highlight the testing done](#) (this is easy if you sell Halo, as you can point them towards our testing certificates!) You're not going to increase profits by being involved in a price war.
- 5 Consider starting a Facebook group for vapers in your area - and make sure you are involved with existing vaping groups. Consider inviting them in for your tasting sessions/events. This



doesn't have to be direct marketing (which will soon be illegal) but more about building relationships.

- 6 Be an expert - make sure you know as much as possible about the intricacies of vaping. This will help your customers and create a competitive advantage over other shops. You can tighten up your knowledge with our series of guides [here](#).
- 7 Share your knowledge! Consider creating guides, YouTube videos and free downloads (like this one!) or handouts which can be used to build relationships.
- 8 Validate your customer relationships by having photos taken with your regular or loyal customers. It encourages new customers to build their own trust.
- 9 Be relevant with the times by focusing on new stock and trending ones. This is especially important with vaping as trends can change extremely quickly!
- 10 Have a weekly or monthly theme that excites your customers to be a part of it and encourage them to look forward to it.
- 11 Display customer endorsements in your store to provide proof of your excellent service and products!
- 12 Listen to customer queries and be prompt on coming up with solutions. These solutions can tie into upselling if it benefits the customer too (but never sacrifice customer relations to make a quick buck!)
- 13 Be a part of online forums that have active and involved user groups.
- 14 Personalise the experience for your customers with offers for their next purchase.
- 15 Create bundle offers, especially for high selling products, to create an irresistible offer for your customer.
- 16 Having your local event tied to special dates or holidays gives new customers a chance to visit your store.

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- 17 Tying up with other retailers is another way to get new customers to try your products.
  - 18 Have a clear USP that helps the customer identify your brand from other retail shops – either through your unique products or positioning as a premium store.
  - 19 Often the best ideas come from observing other retail outlets (even non-vape stores!) and seeing their placement of products. Rearranging items in your shop to make it more accessible and attractive is a sure way to get more customers coming back for more.
  - 20 Listing your store on social media is one way to be featured online. Don't just share sales: photos, videos, tips and tricks and blog posts can also help build loyal followers. Encourage and acknowledge feedback on your channels - satisfied customers through word-of-mouth marketing can enhance your credibility and help build a wider customer base.
  - 21 Answering queries on online forums will provide proof of your expertise to probable online customers.
  - 22 Have a chart that demonstrates the best way to use the products thereby giving new customers a chance to experiment with a different generation of e-cig.
  - 23 Every customer likes a lower price point! Setting low prices on slow moving products can encourage the customers to try them out.
  - 24 Focusing on up-selling is a highly effective way to increase profits without the need to increase footfall.
  - 25 Placement is a crucial part of the store. Have the highest selling product at eye-level to draw the attention of customers.
  - 26 Contests are one way to draw customers towards your store. Holding regular contests creates excitement, giving prospective and existing customers a chance to meet on a common platform.
  - 27 Identifying the non-selling SKUs and holding a sale for it during specific hours in the day could get more people to try it out - and turn non-moving stock back into cash!

- 28 Telling your own story and relating to your customers is another way to create a path for customers to come back to your store.
- 29 Many stores focus their branding and marketing on predominantly young male customers. Positioning your brand for a wider audience (and not ignoring women or the older generation!) could give you a significant advantage. See [12 Vaping Stats and Trends](#) for more info.
- 30 Identifying your weak marketing areas - whether it is pricing, promotion or placement - and setting clear periodic deadlines can help eliminate the weak areas and build on them.
- 31 Organising weekly or monthly meet-ups gives the customers a chance to meet other like-minded people and also try out your products. The experience can in turn create long term associations which can boost sales.
- 32 Acknowledging and getting to know loyal customers creates a healthy system of bonding with them, and gives a reason to shop from your store. Learn their names, remember what they have told you before and have a chat with them when they come in (as long as other customers are not waiting!)
- 33 Dedicate an hour a week to evaluate the top 5 reasons that your stock sold and the recurring customers that look for specific items.
- 34 Think carefully about the atmosphere of your shop. For instance, music has a powerful, yet subtle effect on customer behaviour. Mellow music is thought to slow people down causing them to browse more. Something to think about!
- 35 Finally, always provide customer service that goes above and beyond your competitors! You'll find that not only does it bring people back, word of it also spreads around the community!





**Halo.**  
VAPOUR CO.

## Halo E-Liquid

- Developed after months of research with customers
- Strong branding with broad appeal
- Mixed in a clean room
- Made with pharma grade nicotine under the supervision of 6 scientists
- Tested by UK scientists in government approved labs
- Tastes great!



To request a free sample or price list, contact [kathryn@ecigarettdirect.co.uk](mailto:kathryn@ecigarettdirect.co.uk) or give us a call on 01792 851919.