
Subject: Re: Marketing Tricks To Sell More Vinyl
Posted by [Madison](#) on Wed, 02 Oct 2019 23:44:36 GMT
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Strum Drum, I think those issues are fairly easy to overcome. Sell the records as non-returnable merchandise or add a restocking fee and then sell them as used or open-boxed. Shrinkage has always been a problem, but most stores have cameras around which helps. Instead of giving away a \$100 bill, I'd pick something that would benefit my store or a certain label, or whatever it is you're promoting. You could set up gift codes that they could plugin online to determine how much of a percentage off to give them next time or how much of a gift card they'll receive. Whatever the promo decision, it should help you move more merchandise. Putting the code online will also help you track fraudsters and gather customer information for newsletters. You could even have a rule that only in-store vinyl purchases are eligible for the prize and the winner must have a receipt showing they purchased that record. If you want to be really particular, you could even check the camera footage to see if they were in your store and bought that record.
