

## **2023 Retail Workshop References**

Compiled by Beth Vosseller of Ace Flag Gift Shop & board member of NIFDA

### **Groups & Professionals with Knowledge of Store Layouts and Visual Merchandising**

- From their own websites to social media platforms and podcast, there is a WEALTH of FREE knowledge here.

**The Shopkeepers** - founded by Paula Flynn, this inspiring website is eye candy for any independent retailer. Check out the shop guides for inspiration and even submit a shop to be featured on the website and their social platforms.

Website: <https://theshopkeepers.com/>

Pinterest: [https://www.pinterest.co.uk/the\\_shopkeepers/](https://www.pinterest.co.uk/the_shopkeepers/)

Instagram: [https://www.instagram.com/the\\_shopkeepers/](https://www.instagram.com/the_shopkeepers/)

**Rooted in Retail** ([Crystal Vilkaitis](#)) - Crystal and her team are Social Media Strategists. Her passion is independent retailers also and she has a super informative weekly podcast worth listening to!

Website: <https://www.crystalmediaco.com>

Facebook: <https://www.facebook.com/CrystalMediaCo/>

Instagram: <https://www.instagram.com/crystalmediaco/>

Podcast: Rooted in Retail: <https://www.crystalmediaco.com/rooted/>

**MC Design Collaboration** - a professional store layout expert and merchandiser, Michelle Sherrier has clients from across the country she visits and sets up their store. Her newest addition to helping independent retailers can be found on her instagram account where she offers merchandising advice from submitted posts. **Definitely worth your time to follow her!**

Website: [mcdesigncollaboration.com](http://mcdesigncollaboration.com)

Facebook: <https://www.facebook.com/mcdesigncollaboration>

Instagram: <https://www.instagram.com/mcdesigncollaboration>

Podcast: <https://www.theretailwhorepodcast.com/>

Podcast Instagram: <https://www.instagram.com/theretailwhorepodcast>

Youtube: <https://www.youtube.com/@mcdesigncollaboration7699>

**Fit Small Business** - purpose is to help small business reach success faster with proven resources and tools. Fee based, but many free resources

Website: <https://fitsmallbusiness.com/>

Facebook: <http://facebook.comFitSmallBusiness>

### **Bob Phibbs, The Retail Doctor**

Website: <https://www.retaildoc.com/>

Facebook: <https://www.facebook.com/theretaildoctor/>

Twitter: [https://twitter.com/i/flow/login?redirect\\_after\\_login=%2FTheRetailDoctor](https://twitter.com/i/flow/login?redirect_after_login=%2FTheRetailDoctor)

Youtube: <https://www.youtube.com/@TheRetailDoctor>

**Retail Works, Inc.** - Retailworks, Inc. is an award-winning commercial interior design, display, branding, and consulting firm headquartered in Milwaukee. We create engaging, branded environments, thought-provoking and intentional art, and display installations to positively influence the customer experience.

Website: <https://retailworksinc.com/>

Facebook: <https://www.facebook.com/RetailworksInc/>

Instagram: <https://www.instagram.com/retailworksinc/>

Youtube: [https://www.youtube.com/channel/UCiY\\_yLKhKnM8vpCNPSQc0Ww](https://www.youtube.com/channel/UCiY_yLKhKnM8vpCNPSQc0Ww)

Pinterest: <https://www.pinterest.com/retailworksinc/>

**Savvy Shopkeeper** founded by a retail owner, Kathy Cruz has great insight, advice and a no-nonsense podcast to keep you moving as an independent retailer. Her mantra: work less, profit more.

Website: <https://savvyshopkeeper.com/>

Facebook: <https://www.facebook.com/savvyshopkeeper>

Instagram: <https://www.instagram.com/savvyshopkeeper>

Podcast: <https://savvyshopkeeper.com/podcast/>

**Kizer & Bender** - Retail consultant and merchandising expert Website:

Website: <https://www.kizerandbender.com/media/videos>

Facebook: <https://www.facebook.com/kizer.benderspeaking>

Instagram: <https://www.instagram.com/kizerandbender/>

Blog: <http://www.retailadventuresblog.com>

**Retail Design Institute** - professional association for retail design experts. The Retail Design Institute promoted the advancement and collaborative practice of creating selling environments. Registered as a not-for-profit organization.

Website: <https://www.retaildesigninstitute.org/>

Facebook: <https://www.facebook.com/groups/RetailDesignInstitute>

Instagram: <https://www.instagram.com/retaildesigninstitute/>

### **Other Tips -**

Social Media Platforms aren't going away! Get to know them and embrace where you can. It is the easiest way to get in front of your customer.

Instagram, Facebook, Pinterest and Tiktok - join and browse either as your company or yourself, even if you don't post.

### **Buyer's Markets Nation-Wide**

**Example - Atlanta Market** - Buyer's Mart located in Atlanta, GA with special events throughout the year. Even if you don't attend a market, stay informed of trends and presentation inspiration

<https://www.atlantamarket.com/>

## Articles, Websites & Infographics for Retail Layouts/Displays

Retail Merchandising 101

<https://www.retaildoc.com/retail-101/retail-merchandising>

Visual Merchandising in Brick and Mortar vs. Ecommerce

<https://www.printful.com/blog/visual-merchandising#h-simplicity-in-composition>

Ultimate Guide to Retail Store Layouts

<https://www.shopify.com/retail/the-ultimate-guide-to-retail-store-layouts>

7 Layout Secrets of the Big Retail Chains

<https://www.entrepreneur.com/starting-a-business/7-layout-secrets-of-the-big-retail-chains/223808>

Effective Types of Visual Merchandising

<https://qvalon.com/blog/these-17-effective-types-of-visual-merchandising-displays-will-boost-your-store-traffic/>

How to Do a Retail Store Evaluation: The Benefits of Regular Assessments and What Questions to Ask

<https://www.liveabout.com/retail-store-evaluations-2890326>

Retaildogma - Retail Education and Training Solutions (free and paid courses to benefit retailers)

<https://www.retaildogma.com/>

Color Psychology in Retail

<https://www.creativedisplaysnow.com/guides/understanding-the-retail-customer/chapter-3-the-psychology-behind-retail-display-colors/#:~:text=Retail%20Merchandising%20Color%20Wheel&text=It%20consists%20of%20stimulating%20warm,color%20psychology%20and%20retail%20merchandising.>

The Psychology of Retail Store Interior Design, Part 1: Color

<https://www.fohlio.com/blog/the-psychology-of-retail-store-interior-design-part-1-color>

The Psychology of Colour in Retail Store Design

<https://storebest.ie/retail-store-design/>

Visual Elements

<https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/10676-visual-merchandising.html>

Types of Retail Store Lighting and how to use them  
<https://illumination.com/blog/4-types-lighting-retail-stores/>

Manual Excel Program to Help Design Your Store Layout  
<https://www.retaildogma.com/store-layout/>

Retail Store Layouts: An Expert Guide To Store Design  
<https://www.shopify.com/retail/the-ultimate-guide-to-retail-store-layouts>

Making your retail store sing by adding the perfect music  
<https://fixturelab.com/the-importance-of-the-right-music-in-a-retail-store-fixture-lab/>

How Scent Marketing Works for Retail  
<https://www.shopify.com/retail/scent-marketing#2>

## Visual Tips to Drive Sales and Fixture/Display Companies

- Budget Yearly for updating, refresh where you can over time
  - Fixtures (lighting, shelving units, wall units, racks)
  - Displays (choose versatile modular shelves, adjustable units with multiple purposes)
  - Reach out to existing vendors and reps...ASK if they offer promotions on displays to help sell their products. Many Vendors offer FREE (or deeply discounted) displays if you order a collection of products
- Get creative with your space - (Ex. Need a Stick flags holder?...Shop the dollar store, flip a mesh garbage can over and you have an instant display!)
- Repurpose second hand fixtures, old bookcases and cabinets from thrift stores. **Think outside the box!**

### Display Tips and Points to Consider

- Take cues from other local stores...look at displays at grocery stores, garden centers, home decor...any place that gives you inspiration.
  - How are they presenting the product to you?
  - How do the displays make you feel?
- Create negative space on the shelves. Create resting points for the eyes
- Rule of Three - group products together in 3s to appeal to the eye. Humans gravitate towards asymmetrical displays versus balanced, even displays.
- Pyramid Principle - is a triangular merchandise display. Place the largest item at the center and have the smallest products on the outside. Thus the other items "step down" from the focal point, like a pyramid.
- Outdoor space is just as important as it's the first clue to potential customers showcasing your RETAIL STORY
- Have windows? Change window display out weekly or as frequently as you can.
  - Wash the windows, vacuum and clean the window crevices

- Cross Merchandise your store....how can you create a story to sell more?
  - Can you pair like items together to suggest a sale?
- Intertwine Visual Elements to captivate customers in your space:
  - Color
  - Lighting
  - Scents
  - Sounds

(A small sampling of sites to check out for inspiration)

**Have another great suggestion not listed? Share with the NIFDA members!**

IKEA

<https://www.ikea.com/us/en/ikea-business/gallery/#5ecbd6c0-de27-11eb-838e-6dca4b61907b>

Tripair <https://tripar.com>

Retail Resource <https://www.retailresource.com/>

Specialty Store Services <https://www.specialtystoreservices.com>

Uline <https://www.uline.com>

Shop Pop Display <https://www.shoppopdisplays.com/> Many displays made in the USA

Dollar Store - Great ideas for displays on a budget (with a little creativity)

Dotactiv - Microsoft Based Planogram Software (They have a free trial version for users)

<https://www.dotactiv.com/planogram-software-free-download?hsCtaTracking=873afd59-6747-419a-b284-fdfc5cfb598b%7Cd6517630-8d2c-4c03-bb43-b2c57ea449db>