

"Putting Your Best Look Forward" the Power of Visual Merchandising

Presented by Lani Lott



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Webinar: Monday January 31 at noon *Storefronts and Window Displays are Powerful Marketing Tools*

Retailers have known for years the importance of maintaining an appealing storefront and creating engaging window displays. In today's competitive marketplace a business' visual brand is still a cost effective and silent sales technique that can benefit ANY businesses – rather you are a professional, service, hospitality, restaurant or even an e-commerce-based enterprise.

During this one hour, fast-paced webinar, our presenter will share:

- The importance of a visually appealing physical presence to attract both car and foot traffic.
- 10 tips for creating powerful window displays that won't break the bank or take hours to build.
- The power of visual merchandising and how to effectively tie it into your marketing strategy to generate interest and improve sales for 2022 and beyond.

Who should attend this webinar? Anyone who has a product to sell or a service to promote and wants to create a stronger visual impact to increase sales. This webinar is perfect for Independent Retailers, Restaurant and Entertainment venues, any business in the Hospitality sector and professional and/or service based businesses that have a physical location and are part of a downtown district, strip mall or even free standing.

About the Presenter:

Ms. Lani Lott

President of L.L. Consulting, Lani has over 28 years of experience working in the field of downtown development and economic revitalization. For the last 20 years, Lani has provided marketing and promotional consulting services for Small Business Development Centers (SBDC) across California. She has conducted numerous workshops and webinars helping small businesses thrive.



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