



Customer Appreciation Day Report (Plano)

2018 Project Event

Final Report



Start Date: December 22, 2018

Completion Date: December 22, 2018

Location: The ReStore

2060 W. Springcreek Parkway

Plano, Texas 75023



Narrative Report

This year's Customer Appreciation Day event was our first for the Plano ReStore and will be an annual event. This event was the first time we included an event attraction with an added Car Show and 50% of the whole ReStore. The Car Show lasted from 10 am to 2 pm and provided a great attraction as the shoppers were arriving. The attendance was steady with 10-15 people waiting at the door. Our Facebook ads reached a variety of people that created engagement with a mixture of men and women, resulting in it reaching 19% women between 35-44 yrs old. There were customers who said they saw our ad

simply by typing Car Show and seeing ads pop up in their Facebook feed.

Overall, the event went well and we experience an increase in sales of \$9,211.32 on December 22nd. The car group The Outlaws provided great cars and we were able to supply photos with Santa through our Facebook page. We utilized branding by taking each photo with a ReStore sign, telling people to follow us on Facebook where photos were posted. We received a total of 8 emails from our survey, which tells us that most of the shoppers where regulars who receive weekly ReStore emails.

Marketing Focuses

I reached out to 97.5b KLAQ Fm and they were able to place our event on the website for free. We utilized social media by making a Facebook event and I paid for a 7 day ad (\$85) that reached \$4,246 people in between December 4th and Decemeber 10th and the final total reached on December 21st was \$8,622.



Goals & Objectives

Our stated goals for this event and every ReStore event were:

Event Goals

Increase awareness of the store	I believe we did increase awareness through our facebook ads and sharing of the event.
Reach new customers	We brought in new customers, but there was still opportunity to grow
Provide a better info on the merchandise the Restore has to purchase.	We talk to numerous people who did not know about the merchandise and we provided info.
Create a fun and service filled atmosphere	The cars were all fun and we created a fun environment for families with the Santa and photography.
Reaching new customers through various media.	Our ads reached a variety of people that created engagement with 19% women between 35-44 yrs old. There were customers who said they saw our ad simply by typing Car Show and seeing ads pop up in there Facebook feed

Educate people on the benefits of buying though Habitat.	When we engaged in conversation with customer we always mentioned than every purchase helps build a home.
Promote the sale of As Marked merchandise as an extra amount of time to save.	By sending sales promotion through the newsletter and passing out a flyer with the discounts shown we were able to create a buying atmosphere.

Financial Report

Most money was spent on in house printing of posters and flyers. We spent \$85 dollars for Facebook Ads that promoted this event. Through the results we will measure this event for what we need for the future. Overall, this event was promoted with minimum amounts spent on marketing, but used strategic placed ads that targeted vintage car, discount sales, and home makeover enthusiasts.

Promote Event

and enjoy the savings...

0% off Christmas

ReStore

2060 W. Spring Creek Parkway
Plano ReStore Only

30% off Entire ReStore
Excludes Mattresses & Paint

Customer Appreciation Day
December 22nd

Hot Rod & Vintage Car Show with the Outlaws

Starts at 10:00am
Come Early for the Car Show
Sales Last All Day

Come enjoy the fun and ReStore savings!

SAT, DEC 22 AT 10 AM

Customer Appreciation Day & Car Show with the Outlaws

INTERESTED

You like Habitat ReStore Plano

Results from Your Promotion

4246

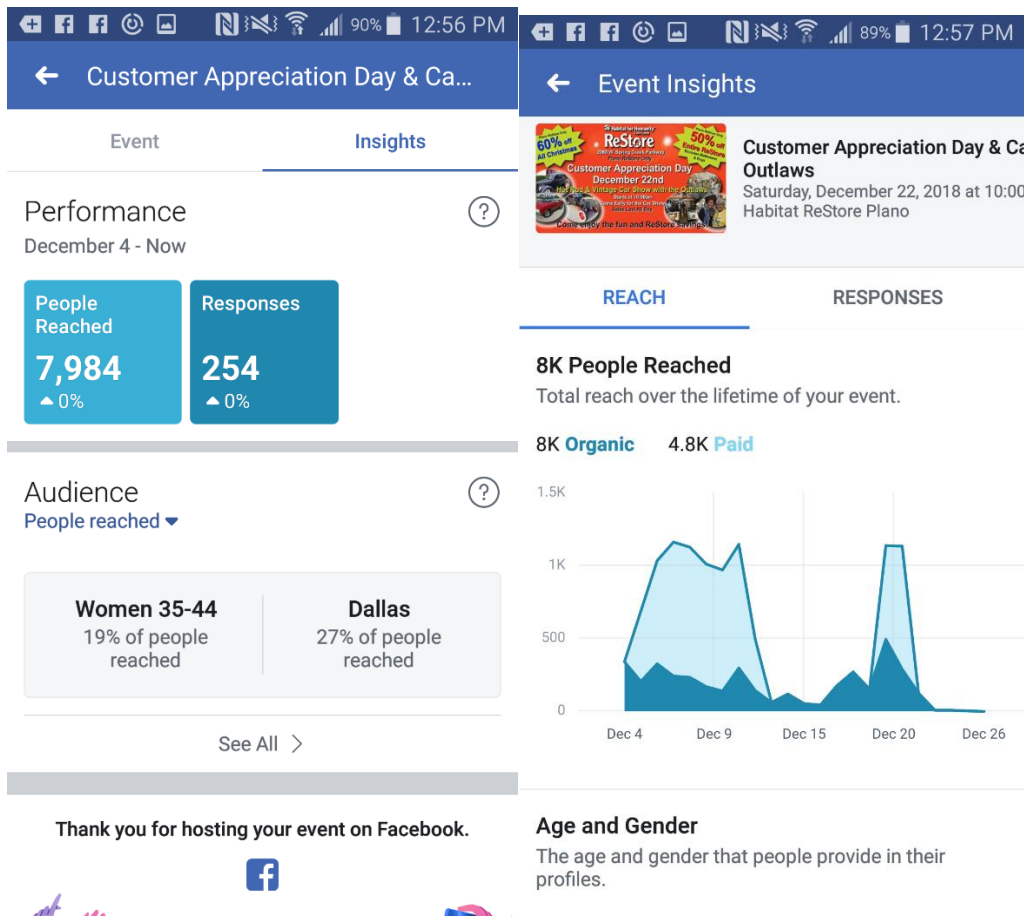
Reach

129

Event Responses

View Detailed Results

Summary



Improvement Opportunities

This event was a success and I feel it can continue to get bigger and better. For next year, I believe we need to get an early start to reach out to more vintage car enthusiasts, which will expose more new people to the ReStore. For the next Car Show I would like to send invites that are more official and supply a digital-signup sheet with the specific time to arrive. For all future events I would like to take a count of new shoppers, as well as have someone counting customers who arrive at the door. Plus, I want to explore methods of advertising through our new affiliate ReSupply, video ads at Buffalo Wild Wings, and ads at movie theaters. This event was a good test for what can work with our Plano ReStore, and from our results we can say the combination of the Sales and Car Show worked to bring more people to the Restore. Next year, I would like to have large 50% off signs on the outside of the store and maybe one near the top ReStore sign.

← Customer Appreciation Day & Ca...

Event

Insights



Say something...



Camera



Go Live

22 Went · 231 Interested · 46 Shares



Joe was interested



Message Friends

Details

Customer Appreciation Day is a time we show our appreciation for our ReStore Customers! This event will featured a Car Show by the Outlaws. Don't miss the fun and great deals on merchandise. Plus, Santa will be on his Harley Davidson to say hello and take photos!! Come and enjoy the savings!!!



New Event



Duplicate



Edit

Causes



800.766.KLAK

STREAMING



Chances



MENU

HOME

LISTEN

WATCH

WIN

CONTACT KLAK



Community Calendar Event

COMMUNITY CALENDAR: Habitat for Humanity ReStore Customer Appreciation and Car Show - Plano only

DEC 22 Saturday 10:00 am - 5:00 pm



LOCATION: Habitat for Humanity ReStore, 2060 W. Spring Creek Pkwy., Plano, TX

DATE/TIME: Saturday, December 22, 2018; 10:00 a.m.

DETAILS: Hot rod and vintage car show starts at 10:00 a.m. Fifty percent off entire store (excluding mattresses and rugs). Sixty percent off all Christmas.

For information visit: <https://plano.restore.com/>



View larger map



Send less email. Work faster in Slack.

GET STARTED



UPCOMING EVENTS



Community Calendar Event

COMMUNITY CALENDAR: Carter BloodCare Drive in Anna

DEC 21



Community Calendar Event

COMMUNITY CALENDAR: Give Blood. Make it a Tradition. Madill 12/17 - 12/22

DEC 22



Community Calendar Event

COMMUNITY CALENDAR: Give Blood. Make it a Tradition. 12/20; 12/23; 12/28 Durant & Calera

DEC 28

Age Group	I am a member of a political party (%)	I am not a member of a political party (%)
13-17	0.2	0.2
18-24	0.2	0.2
25-34	5.8	2.2
35-44	14.5	8.2
45-54	18.5	10.2
55-64	18.5	12.2
65+	5.8	3.5

Current city that people provide in their profiles.

Dallas, Texas	26%
Plano, Texas	13%
McKinney, Texas	8%
Frisco, Texas	4%
Garland, Texas	4%

Deetvengh Front

ReStore Sales by Date - Saturdays Only

Date	Qty Sold	\$ Total Sales
December 22, 2018	171	9,211.329





ReStore

2060 W. Spring Creek Parkway
Plano ReStore Only

Plano ReStore Only

60% off

All Christmas

Plano ReStore Only

50% off

Entire ReStore

Excludes Mattresses & Paint

Customer Appreciation Day

December 22nd

Hot Rod & Vintage Car Show with the Outlaws

Starts at 10:00am
Come Early for the Car Show
Sales Last All Day



Car Show





Come enjoy the fun and ReStore savings!

Event Promotions



Customer Appreciation Day & Car Show with the Outlaws



Event: Customer Appreciation Day & Car Show with the Outlaws

Promoted by Brandon DeMond Washington
Inactive

[View Results](#)

4,248

People Reached

278

Clicks

135

Event Responses

\$75.00

Spent



Event: Saturday is the Day! Come enjoy awesome cars and great prices!

Promoted by Brandon DeMond Washington
Inactive

[View Results](#)

1,439

People Reached

58

Clicks

20

Event Responses

\$20.00

Spent

Customer App
with the Outlaws
Habitat ReStore Plano
Sat Dec 22 10:00am

\$95.00

2 promotions

8K

254

Habitat for Humanity
Collin County

ReStore

Customer Appreciation Day

December 22nd

Hot Rod & Vintage Car Show with the Outlaws
Starts at 10:00am

Plano ReStore Only
60% off
All Christmas

Plano ReStore Only
50% off
Entire ReStore
Excludes Mattresses
& Rugs

Car Show

All ReStore Sale

Christmas Sale

2060 W. Spring Creek Parkway, Plano, Texas 75023
Come enjoy the fun and ReStore savings!

