

Do it Best Corp.

# Profit **LINES**

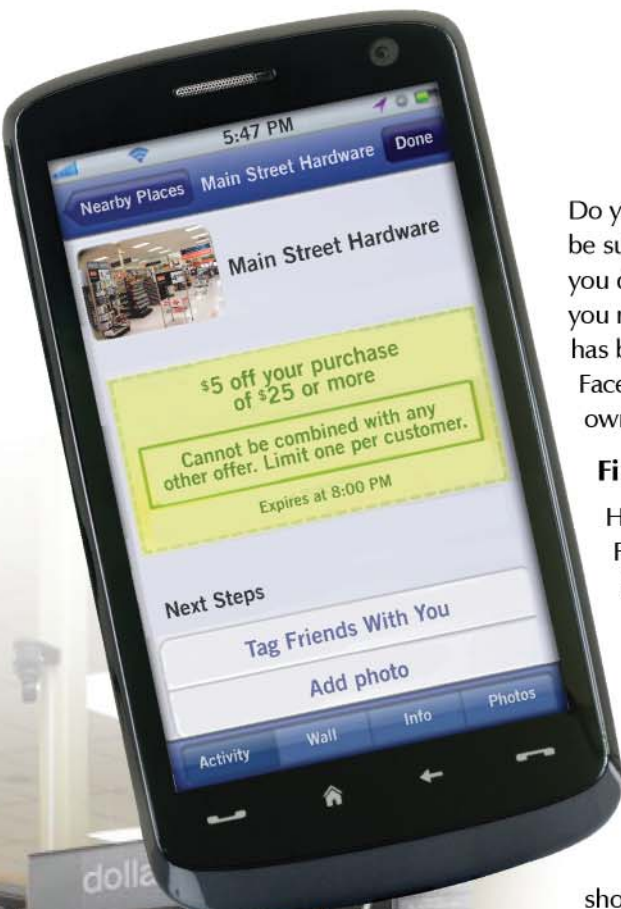
December 2011

## How to boost sales this holiday season with **facebook**





# How to boost sales this holiday season with facebook.



Do you have a Facebook page? You might be surprised by the answer. If you think you don't, you might. If you know you do, you might have another one. Facebook has been quietly building thousands of Facebook Places pages for small business owners, and you may be one of them.

## Finding your "Place" on Facebook

How do you find out if you have a Facebook Places page? Simply go to Facebook and in the search bar enter your store's information. If you find your store, simply click on the "Is this your business" link on the left hand navigation panel, then claim your listing. Facebook will walk you through the whole process. What if you already have a Facebook page and a Places page shows up? Claim it and merge it with your current page.

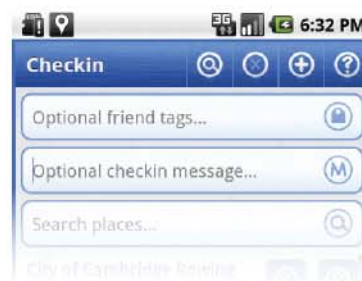
What's so great about a Places page? It allows people to "Check-in" to your store on Facebook. Here's why this is a big deal. Let's say Tom comes to your store and checks in via Facebook from his phone. Instantly a message gets delivered to all of Tom's friends that he is at your store. They click on the link and now Tom's friends can "Like" your store or come down and check out your store themselves. What a great way to introduce your store to more people!

## Let's make a Deal


But it doesn't stop there. Once you have your Places page, you can now offer something called Facebook Check-in Deals. And the best part is right now they are **free**. So when Tom checks in, he can view an instant coupon that he can redeem right from his phone.

It's a great way for you to reward your customers for checking in. Maybe it's \$5 off your purchase of \$25 or more. Do you think Tom's intended purchase of \$17 just jumped to \$25 or more? Plus a message just went out to all of Tom's friends that he got this deal at your store. The average Tom has 130 friends on Facebook. Do you think they might be interested in saving money? Now the whole thing can repeat itself over and over. It's word-of-mouth advertising on steroids.

Setting up your Deal is easy. Simply go to your Places page, click on the Edit Info link, then click on the Deals link and set it up. There's even an instructional video to guide you. Once the Deal is approved (it usually takes about 48 hours), Facebook will even show you how to announce it to your customers. You can choose how long the deal is good for, how many times it can be used, and if it can be claimed just once by each user or once every 24 hours. (Nothing wrong with getting Tom back more often spending money.) Remember, every time Tom wants this deal he has to "Check-in" at your store.



This is a great way to help drive your sales this holiday season. People are tighter than ever with

their wallets. Any time you can save them money and get them back in your store for free is always a good thing! Just be sure to let your employees know of this new "Deal" so they are prepared. [Go to mydoitbest.com](http://mydoitbest.com) to learn more about how to put together Facebook Check-in Deals for your business. 

Article taken from the *Social Media Minute* by Randy Kuipers

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# Where in the world is Mr. Hardware?

## N.C. customers know to go to Parker Tie Co.

For 76 years, Parker Tie Co. has offered North Carolinians friendly service, quality products and fair pricing on building and home improvement products. But Parker Tie has another distinction: It's the official home of Mr. Hardware.

The company was founded in 1935 by **Gene Parker**, who sold railroad ties to Norfolk & Western. Brothers **Rick** and **Terry Woodie** bought the store in the mid-1990s.

A friend in the advertising business soon challenged Rick to develop a new brand to better connect the store with customers. He developed the "Mr. Hardware" identity, which has since appeared in all radio, billboard, and print ads. When Rick is out in the community, he is reminded of the brand's effectiveness.

"I was in the bank and one of the tellers was asking me how to fix her sink. Another woman in line said, 'He really is Mr. Hardware!'"

The popular brand has helped the store remain successful despite the arrival of big boxes nearby.

"We've had so much competition move in, but our customers have been so loyal it's

unreal," Rick said.

Customers also trust and rely on Parker Tie's staff, which includes other members of the Hardware family. Terry Woodie is known as Mr. Hardware, Jr. The brothers' parents are Mama and Papa Hardware, and Rick and Terry each have a wife named Barbara.

"If you need something in the store, just yell 'Barbara!'" Rick joked.

"We've always had good people – and good employees seem to attract more good employees. Our customers develop relationships with our employees, and that's an advantage big box stores don't have."

In October, Parker Tie was rewarded with the Ashe County Chamber of Commerce's 2011 Outrageously Good Customer Service award.

"Three different people nominated us for that award. We were told that's really unusual," Rick said.

[Read more about Parker Tie on mydoitbest.com.](#) 



# Awards, Easter eggs, and jungle gyms tell the story of T&M Hardware & Rental



2011 has been a banner year for T&M Hardware & Rental, a Do it Best Corp. member who operates

four stores in western Pennsylvania and eastern Ohio. Last spring, its Ellwood City, PA, location was named Business of the Year by the area chamber of commerce. Then in October, T&M reached its 20th anniversary.

"The (Business of the Year) award is given by peers – by people who face the same things we face every day: employees, customers, vendors," said **Tim Post**, who owns the stores with his wife, **Mary**.

In October, T&M hosted luncheons at all four locations to mark 20 years in business.

Customers stopped by to visit and share memories, and Jay Brown, Do it Best Corp. vice president of sales and business development, was on hand to congratulate the Posts and their family and staff.

"It was a very emotional weekend, to look back on 20 years to see where we started," Mary said. "You don't realize the impact you can have on people as a whole when you work every day to start a business."

T&M impacts the community beyond its stores. A decade ago, the Posts led an effort to install a playground in the city park. Today the park is the backdrop for events the Posts help coordinate. With other chamber of commerce members, Mary has organized a community Easter egg hunt for the past 17 years.

The Posts also help with the Christmas in the Park event, supplying materials, raising money and setting up decorations for families to enjoy at the holidays.

"I think we're very fortunate to have been able to maintain a business for 20 years," Mary noted. "I can't thank Do it Best Corp. enough for the programs and the field staff for their contributions. The staff and what they do have made it so easy for us to grow."

[Read more about T&M Hardware's community efforts online.](#) 





## Plumbing

### Save energy, grow sales

Consumers nationwide are clamoring for products that help them save money on utility bills. In plumbing, water heaters fit the bill. Do it Best Corp. now offers Energy Star-rated electric heat-pump units and a hybrid gas unit. With these products, customers can save money each month and even qualify for rebates from utility companies and the government.

Other products that help save water (and money) include low-flow faucets, showerheads, and toilets. Where today's toilets have 1.6 gallons per flush, some states – including California and Texas – are requiring units to flush just 1.28 gallons. We stock the lower-flow toilets for those markets.

### PEX steps up

As the cost of copper rises, builders are turning to tubing and fittings made of PEX (also known as cross-linked polyethylene). For a limited time, Do it Best Corp. is offering PEX fitting planograms at 50% savings. To take advantage of the special pricing, visit the plumbing home page at [mydoitbest.com](http://mydoitbest.com).

### Hot Pricing

Coming up in March and April, we'll have two Home Impressions<sup>®</sup> faucets at hot prices in our sales circulars:

- Lavatory faucet (SKU 455395) – hot retail price of \$17.99
- Kitchen faucet (SKU 455420) – hot retail price of \$29.99

### Decorative suites

As the remodeling trend continues, homeowners are upgrading their bathrooms with decorative faucets, towel bars, and more. The Delta Moen and Home Impressions lines feature attractive matching accessories. Chrome remains the most popular finish, followed by brushed nickel and oil-rubbed bronze.



### Take another look

Do it Best Corp. is also offering new Delta decorative bath accessories from Liberty Manufacturing, plus a new faucet line from Price Pfister. Every store should consider stocking traffic-building items like water softener salt, hose clamps, toilet repair kits, PVC and C-PVC fittings, and basic repair-type products.

## 2012 Executive Retail Symposium coming soon



### Learn how to be your customers' first choice

Today's marketplace continues to change at a dizzying pace. Many storeowners are challenged by an evolving customer base, methods of communicating with customers, and varying pricing strategies – and they aren't sure of the best steps for future success.

In fact, as you evaluate your ever-changing market place, you may have more questions than answers: Who are your customers and how are they changing? What do they expect from independent retailers? How do you meet their needs? What pricing strategy will best enhance your image and meet your margin goals? How do you communicate what you have to offer?

The answers to these key questions are not the same for everyone.

The 2012 Executive Retail Symposium will help answer these questions and put you on your way to *Becoming Your Customers' First Choice*. During the symposium, you will explore how you can use positioning, promotion, and pricing to succeed in 2012 and beyond.

Specifically, the symposium will focus on what you can do to:

1. Position your store to meet the needs of today's customers.
2. Promote and communicate more effectively to your market.
3. Price your products to enhance your image and grow your profits.

At the 2012 Executive Retail Symposium, you'll also get to network, brainstorm, and interact with other Do it Best Corp. owners and members.

### Register today

The 2012 Executive Retail Symposium is coming to locations across the country beginning in February. Visit [mydoitbest.com](http://mydoitbest.com) to view a list of dates and locations, and register to attend. If you have questions or need more information, contact member services at 260-748-5551 or [memberservices@doitbest.com](mailto:memberservices@doitbest.com).

save these  
**DATES**

To get detailed information on these events and training opportunities or to register, log on to [mydoitbest.com](http://mydoitbest.com).

CORE<sup>®</sup> Fort Wayne, IN • November 13-17, 2011 • February 19-23, 2012

2012 Do it Best Corp. Winter Conference Orlando, FL • January 26-27, 2012

2012 Do it Best May Market<sup>SM</sup> Indianapolis, IN • May 19-21, 2012