

Spirit of the Lake Native Boutique

Video Clip 5: Communication

Tasha: I keep track of their testimonials and just ask, like, I just... Like, comment, share, you know, my... I started off with, you know, zero friends on Facebook, and now we're over to 2,100 people there on my Facebook page. And just, like, a lot of people just liking, sharing, and, you know... Just that way, I guess. But, I do collect them and just... Also, I send, like, kind of an email blast of, like, "Happy New Year! We're still here, and our hours..." And, you know, like, offering people a little discount to people, my returning customers. I did a... For June, last year, because of Aboriginal Day, it was kind of... So, we didn't have Aboriginal Day. I did a... The month of June was kind of a six-month anniversary for myself. And I did a customer appreciation month, and I did a "Spend \$100, and you get 10% off." And I had a gift bag we were drawing for different giveaway for... I had three prizes, and that was a good boost of marketing. And that was just word of mouth and fliers that I just created and just sent out and, you know, I have one... My cousin does a bingo, and she comes and buys all her stuff here. That's all her prizes.

Please note that this transcript has been slightly modified; it is not a verbatim copy of the original audio clip.