10 Ways To Help Customers Find Your Products - In Stores And Online

Do your customers need help finding the places that carry your products? From using a product locator app to establishing an online presence, there are several ways to promote your products. Feel free to copy and complete this checklist online or download the PDF for free.



- [ ] Include your website and a link to your product location(s) on your social media profiles. (Want multiple links on your social profiles? Try Linktr.ee)

  Nothing turns customers off more than seeing information that isn't relevant anymore.

- [ ] Make sure your website is up to date with easy-to-find contact and location information.
- [ ] Earn great reviews online.
- [ ] Attend events/seminars to help others learn about your products.
- [ ] Host a sale. Nothing spreads faster than word about good discounts.
- [ ] Partner with influencers/brand ambassadors to share information about your products.
- [ ] Team up with your retailers take advantage of targeted local ads.
- [ ] Utilize Google Analytics to see where your customers are coming from, then use more of that channel.
- [ ] Start a referral program to encourage word-of-mouth buzz.
- [ ] Install a product locator app on your brand's website.

How to add Storemapper's product locator tool to your store's website

- [ ] Sign up for a free trial at Storemapper.com and get access to your dashboard.
- [ ] Add product locations through the control panel or by uploading a CSV.

Copy and paste your embed code into your website and that's it!

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