



EDENS PARTNER SUPPORT

Creative Solutions for Retailers + Restaurants

Communications

Communicating regularly with your customers is critical. Whether it's supply-chain bottlenecks, staffing issues or simply a change in business hours or menu, honesty and transparency with your community about the unique post-pandemic challenges retailers and restaurant owners are still facing is the most effective marketing strategy—during the holidays or anytime.

The more you reinforce your unwavering commitment to serving your clientele, you will see more compassion and loyalty in return. Through newsletters, social media and in-store signage, prompt them to plan ahead for unavoidable delays and to place orders early. In whatever way you are most comfortable, gently remind people that we are all in this together and to be patient and kind with you, your staff and each other.

Hiring + Retention

You are not alone in this struggle to retain staff. It's been a very difficult few years for retailers and restaurants, but there are creative solutions to help with hiring and retaining employees. Here are a few industry recommendations:

1. Hourly wage increases and flexible work schedules
2. Some of our retail partners report success with job fairs and open houses
3. Interview bonuses (\$50 average) and free food (both advertised in advance)
4. Employee referral bonuses
5. Signing bonuses and other incentives like free phones after 6 months, parking vouchers, travel benefits, etc.
6. Loyalty programs with other retailers such as discounts, freebies, gift cards, etc.

According to a survey by Landed conducted in July 2021, demonstrating a commitment to diversity and inclusiveness ranks very high with job candidates; they want to see that an employer celebrates differences, leadership creates a safe place to address racism in the workplace, management is trained in diversity and inclusion practices, and a development path is in place for every employee.

As a business owner, you already know the importance of community. Be creative with your recruitment strategy: table at your local maker fair or farmers market, advertise at your local library or community center, establish apprenticeships and internships with local high schools, trade schools and universities.

Transparency + Brand Activism

Consumers—young people, in particular—care about your ideals and ethos. **They look for transparency in how you support and protect the health and well-being of your workforce.** They want to know how and whether you give back to communities in need, and if your business upholds sustainability goals and practices.



Digital Marketing + Social Media

Email newsletters are still the most effective digital marketing tool and the best communications channel for building and maintaining relationships with your customers—if you remember to share your news in a way that is entertaining, educational and engaging. If you don't use social media, we recommend setting up an Instagram account, to start.

Use both channels to reinforce your brand while updating your customers about news, in-store events, menu specials, etc., as well as hiring announcements and business hours. **Not everyone uses social media, so remember to also update important information on your website**, such as ordering deadlines, unexpected closures and/or changing hours of business.

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