Cruiser Accessories, LLC

License plate frames...It’s what we know!

February 2019

Upcoming Tradeshow Events that Cruiser and/or Rock Tamers, LLC will attend:
Mid-States Rendezvous February 1-3rd Phoenix, AZ
DIX Performance Trade Show February 6th San Pedro, CA
Action CTP Expo February 10th Toronto, ON Canada

Easy ways to help publicize your business:

A common mistake that most businesses make is: They stop marketing their products when business speeds up. They must keep up the momentum because what they are doing is making a difference.

1) Brick and mortar have you ever thought about doing a day in your community to teach young drivers how to check tire pressure and how to fill their tires? What about how to check their oil? Check their battery? Publicize your business and give back to the community at the same time.

2) Host an event at your store. Do demonstrations for all age groups.

3) Try adding a blog to your website.

4) Get in touch with your local newspaper or news channel to discuss giving back to your community.

5) E-mail marketing: do you request e-mail addresses from your customers? If so, contact them every so often and remind them that you are there to support whatever they may need. The key here is not to bombard them but to remind them.

6) Do you have a fun or imaginative staff? Create a fun business themed YouTube video or a how to video by using your own talented staff.

7) Don’t forget to be active on social media. Show your employee of the month and/or quarter. The key here is to get involved and make customers feel like family.

8) Do you have a customer who seems to always come into the store? You know who I’m talking about...the guy who seems to always be working on his teenage son’s “$500 dream truck”. Call him by name when he comes in the store or even say “what does that truck need today?”

Reminder: To maintain accuracy and to expedite orders, please email your PO’s to accounting@cruiserframes.com or send in a fax at (719) 481-0626. Thank you.