

Key Tobacco Store Marketing Do's and Don'ts

A quick-reference guide for tobacco retailers

DO

- Get compliant advertising signage from manufacturers
- Hold store events and seasonal promotions
- Start a loyalty program to encourage repeat business
- Update your website to be SEO-friendly
- Define your value proposition for more impactful messaging
- Take advantage of scan data promotions
- Create customer groups/segments for personalized marketing
- Set up promotions on your POS for faster checkout
- Start a social media account to advertise the store and your expertise
- Use reports to monitor the ROI of your marketing strategies

DON'T

- Give away free samples (even for contests or rewards perks)
- Advertise tobacco products through paid ads in print or online
- Sponsor an event or tie your brand to a paid promotion for another company
- Send any kind of tobacco product promotion via text message
- Manually apply discounts and promotions at the register
- Run multiple promotions and marketing strategies at the same time
- Check your local laws for any additional zoning or advertising restrictions in your area

Want to learn more? Contact our tobacco retail experts today.

cigarspos.com

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