

Retail Digital Signage

Build marketing campaigns that drive revenue growth with digital signage. Learn tips, techniques, and how to design better digital signage campaigns for retail.



10 Strategies To Boost Sales At Your Liquor Store



Need some ideas how to improve liquor sales at your store? From liquor store promotional ideas, to partnerships, there are numerous ways liquor store owners can engage their customers and attract new ones.

Which marketing tactics work best for increasing sales?

Really, it depends on your market and target audience. A liquor store in a college town, for example, might not want to host a high-end wine tasting (but that type of promotion might work well in the suburbs). Hopefully this list of tactics to grow liquor sales will provide you with some strategies you can use in your market.

The Best Tactics to Increase Liquor Store Sales

The liquor industry is hyper-competitive. But there are numerous marketing strategies businesses can try to stand out.

From conducting market research, to leveraging digital signage to drive impulse sales and bundles, these promotions can help you grow quickly. Here are 10 strategies you can use to increase liquor sales at your shop:

1. Determine What Sells

Sales data contains a lot of rich insight. And if you're using a powerful [liquor store POS platform](#) you can get a lot of rich data. In particular, there are a few points that you should be looking for:

- **Product performance:** Determine the products that are your best sellers, which are declining, and which products have potential for growth. This will help you align your inventory to customer preferences.

- **Seasonal trends:** Analyze data over different time periods. Summer = cold beer, while the holidays = mulled wine. Seasonal data will help you with inventory planning, as well as in-store signage and displays.
- **Price sensitivity:** Identify how pricing changes purchase behavior. For example, you could find the average cost of a bottle of wine (about \$14 nationally). You can use this data to optimize pricing for your audience.
- **Cross-selling opportunities:** Look for product combinations that regularly sell together. This will help you make strategic product placements, or offer cross-sells at the register.

Your sales and customer data is full of insights and inspiration. That's why the [best liquor store POS platforms](#) that offers user-friendly analytics tools.

2. Find Your Customers

Another data analysis task that can drive sales growth: Determine who your customers are and what they prefer. Some ways you can do this:

Identity customer demographics

If you collect customer data, you can determine the average age, gender and location of your customers, as well as average order values for each segment. This data helps you tailor marketing efforts to these demographics.

Customer feedback analysis

If you don't already, ask for customer feedback via a suggestions box. Plus, monitor social media and online reviews. In particular, look for positive and negative areas to improve or refine, as well as get suggestions for new products to carry.

Promotional effectiveness

Look at past promotions and determine which sales tactics worked best. You can use these to generate ideas for future promotions.

Finally, you can observe in-store shopping behavior. See how customers move around your store. This can help you create better displays and optimize product placement.

3. Choose a Specialty (But Branch Out)

Be the best at something. Do you have the best selection of craft beers? Is your team always ready to suggest the perfect bottle of wine? Craft cocktails? Do you appeal to bourbon connoisseurs?

Whatever your specialty is, let your customers know. Digital signage and displays will help you do this! And this is also a great source of material for emails and social media posts.

But even if you have a specialty, don't forget to carry the staples. You should carry recognizable brands, as well as complementary products like wine keys, beer and wine glassware, ping pong balls,

mixers, fresh citrus, and cocktail making supplies, if you can do so legally.

4. Digital Signage and In-Store Displays

Merchandizing is very useful for increasing sales in a liquor store. In-store displays can draw attention to new products, promotions, or bundles. A great way to do this with a Digital Signage platform.

Using [Digital Signage software](#) you can create:

- Signage to promote events, product launches, etc.
- Set day-parting schedules to change signage throughout the day or week
- Draw attention to new promotions and special offers

Typically, digital signage is more cost-effective way to create engaging in-store advertisements (compared to rearranging products), and it's less time-consuming.

>>> Get more tips for [using digital signage in liquor stores](#).

5. Cross-Sell and Upsell

These tactics help you increase the value of every transaction. But they're also great for building a connection with customers and generating loyalty. Some simple ways to upsell and cross-sell in liquor stores include:

- **Promote a premium product** – If a customer regularly buys a specific brand of bourbon, you can introduce them to a premium brand in the same category.
- **Suggest add-ons** – When a customer buys tequila, you can suggest adding limes to the order. Keep handy impulse items near the register (like lighters, wine keys, bottle openers, etc.)

6. Create Product Bundles

Bundling products helps make shopping easier for customers, and it's a useful tactic liquor stores can use to increase order values. For example, you might try:

- **Craft cocktail bundles** – Combine all the ingredients needed for a popular cocktail.
- **Create gift bundles** – Liquor gifts are popular around the holidays. Creating a wine sampler bundle would be great as a gift.

7. Host In-Store Events with Partners

Connect with the business community and find unique ways to partner. Partnerships can be mutually beneficial and can help your business reach new customers. A few ideas for collaborations and events include:

- **Wine / Craft Beer Tastings** – Showcase new items or connect with wine or beer enthusiasts.
- **Pairing Events** – You could work with a local catering business to host a pairing event with your wines.

- **Mixology Workshops** – Team up with a local bar tender to have a craft cocktail workshop.
- **Fundraiser Events** – Another way to drum up business for an event: Partner with a local business for a fundraiser. For example, with a wine tasting, you could use donations or tickets to attend, and then sell your wines to attendees.

8. Launch a Customer Loyalty Program

Monthly wine clubs, exclusive deals, and VIP clubs can help you enhance customer engagement and foster loyalty. Learning how to engage your loyal customers can help you unlock growth.

Fortunately, if you choose a [POS system with loyalty programs](#), the program will be easier to launch and manage. Some ideas you can use include:

- **Exclusive deals** – Provide special offers or early access to new products for your rewards members.
- **Monthly clubs** – Host a beer-of-the-month or wine-of-the-month club promotion for loyalty subscribers.
- **Volume-based discounts** – Use a points program to help customers earn rewards after spending a set amount in your store.

9. Be Strategic With Promotions and Discounts

You can use promotions and discounts to drive sales. However, don't over-rely on this strategy. If you discount products too frequently, or offer deep discounts, customers will learn to wait for a promotion, rather than paying full price. Some ideas include:

- Seasonal and holiday-based discounts – e.g. rose in the summer, and stouts in the winter
- Promoting sales of complementary products like wine and cheers or spirits and mixers
- Deal days on slow sales days, e.g. Wine Wednesdays with a 10% off promotion.

10. Expand Your Inventory

A diverse range of products will help you attract a wider customer base. One option would be carrying local products. You could partner with a local distillery to be an exclusive retailer. Also, offer a range of price points. You want to cater to budget-conscious and high-end customers. For example, in your wine display, you might display wines under \$15, as well as your mid-range \$15-\$30 next to each other to appeal to all customers.

How a POS System Can Help Your Liquor Store Grow

The right POS system can help you [open up a liquor store](#) and be more successful. Ultimately, FTx POS has a wide range of [POS features for liquor stores](#), including:

- **Loyalty Programs** – Use Loyal-n-Save to set up and manage a convenient, mobile app-based loyalty program. Your customers find your business on Loyal-n-Save and can start earning points. Or contact us for a white label solution.

- **liquor store inventory management** – Our POS includes [liquor store inventory management](#) tools that alert you to low stock levels, allow for restock automation, vendor management tools, and more.
- **Digital Signage** – Create vibrant digital displays with AdPro (included free with FTx Digital Signage). With 1000s of templates, you can drop-and-drag professional signs in minutes, and FTx Digital Signage makes it easy to manage throughout your store.
- **Age Verification** – FTx Identity creates a seamless, online-based customer verification system. Allow your customers to leave their IDs at home and verify age through the platform.

Learn more about FTx POS. Contact our team today for a demo to see these features in action.

Digital Signage in Liquor Stores: 7 Benefits of Using Digital Signs to Sell Alcohol



Why Your Liquor Store Needs Digital Signage

Struggling to stand out in the crowded liquor market? Liquor store owners, we feel your pain.

What about liquor store digital signage? It's not just a marketing buzzword. It's a game-changer.

In today's competitive landscape, grabbing customers' attention is key. In liquor stores, it can help drive up average order values, build loyalty, and launch new products. But how can you do it?

With expensive ads or gimmicky marketing? Think again.

The solution is this: Digital signage. Digital signage in liquor stores is a powerful marketing tool that will help you promote products, engage customers, and boost sales. And it's an increasingly necessary and valuable integration in your [liquor store's POS system](#).

Ready to transform your liquor store? These 7 tips will introduce you to the benefits of digital signage and provide ways you can use in-store signage to grow your bottom line.

1. Use Digital Signage for Product Promotion

Digital signage isn't just for show; it's a powerful tool to highlight what's new and exciting in your store. Special offers? Limited editions? Make them shine with digital signage.

Here's how it works:

Imagine a customer walking in, drawn by a digital display of a newly launched bourbon whiskey. They try it, they love it, and they buy it. That's the power of digital signage in liquor store.

Benefits:

- **Increased Sales:** By promoting specific products, you draw customers' attention and boost impulse buys.
- **Better Visibility:** Showcase your premium products or hidden gems. Let them be seen.
- **Enhanced Customer Engagement:** Engage customers with visually appealing displays. Make shopping an experience in your store that sets you apart.

Why It's Important:

In a sea of bottles and brands, standing out is tough. In a liquor store, digital signage helps your products pop. It's more than advertising; it's about creating a connection – a connection that leads to sales.

With effective digital ads you can drive interest in your specialty. Or you introduce new products with a bang. This is why digital signage is included in the [top POS systems for liquor stores](#).

How to Implement:

Start small. Choose a product or offer, and design a visually appealing display. You can use a [digital signage management tool](#) to rotate promotions to keep things fresh. Monitor sales to see what works.

2. Implement Interactive Menus

Interactive menus on digital signs aren't just informative; they're an invitation to explore. From tasting notes to food pairings, give customers the details they crave.

Here's how it works:

Picture a customer, unsure about which wine to choose for dinner. They browse an interactive menu, learn about pairings, and select the perfect bottle. They leave happy, educated, and more likely to return.

Benefits:

- **Improved Customer Experience:** No more guessing. Provide clear information about each liquor's flavor, origin, and more.
- **Increased Knowledge:** Educate customers about different liquors, helping them make informed choices.
- **Potential for Upselling:** Suggest premium options or related products. Encourage exploration.

Why It's Important:

Buying liquor isn't always straightforward. Customers have questions. They want guidance. Interactive menus provide answers, build confidence, and enhance satisfaction.

How to Implement:

Create a user-friendly interface. Include images, descriptions, and recommendations. Update regularly to reflect new arrivals or seasonal favorites.

3. Leverage Digital Signage for Brand Storytelling

Every bottle has a story. Share the history, the process, the passion behind each brand. Make it come alive.

Here's how it works:

A customer connects with the story of a family-run brewery (that you feature on a digital sign). They feel the passion, appreciate the craft, and buy the beer.

Benefits:

- **Builds Emotional Connection:** Stories resonate. They create bonds between customers and brands.
- **Enhances Brand Perception:** Elevate the image of the products you sell. Add value through storytelling.

Why It's Important:

In a crowded market, differentiation is key. Stories set brands apart. They make customers care. You can tell your own brand story, or feature the brand stories of the products you sell.

How to Implement:

Choose compelling stories. Use visuals and text. Rotate to keep content fresh.

4. Use Digital Signage for Wayfinding

A liquor store can be a maze. Help customers navigate. Point them to the right bottle.

Here's an example of how this works:

A customer finds the limited-edition rum they saw online, thanks to clear digital wayfinding. No hassle, they know exactly where to find it. Digital signage can be a powerful tool for connecting offline and in-store experiences.

Benefits:

- **Improved Customer Experience:** Quick, easy navigation. No frustration.
- **Reduced Staff Intervention:** Free up staff from giving directions. Let them focus on sales.

Why It's Important:

Time is precious. Help customers find what they need, fast.

How to Implement:

Create clear, intuitive signs. Update as needed. Keep it simple, and use them to draw attention to / showcase high-value products.

For example, you might use a sign to draw customers to your premium liquor section.

5. Use Age Verification Reminders

Selling liquor comes with legal obligations. Use digital signage to remind customers about age verification. Promote responsible drinking.

Customer-facing displays at the register are really effective for this. They call attention to the reminder, without overpowering your store's aesthetics.

Here's how it works:

A customer notices and appreciates the reminder, and shows ID without prompt. Smooth process, positive impression. This is all about creating that high-value brand impression for your store.

Benefits:

- **Ensures Compliance:** Stay on the right side of the law. No compromises.
- **Promotes Responsible Drinking:** Show your commitment to community safety.

Why It's Important:

Your reputation is at stake. Be responsible. Be respected. These signs will help you dissuade minors from trying to use fake IDs in your store. And it will help you build your reputation with customers.

How to Implement:

Display clear reminders. Use visuals that resonate. Keep the message consistent. These signs work best at register / check out, or near the entrance as customers enter your store.

6. Use Digital Signage for Event Announcements

Tastings, sales, events. Announce them with flair. Make your promotions unmissable. A strong digital sign draws the eye, and it provides the right amount of information to get the point across.

Need some help getting started? Follow these [digital signage design tips](#).

Here's how this works:

A customer sees the announcement for a wine tasting. They attend, they enjoy, they buy. Success. Often in-store ads are one of the most effective ways to promote to your audience (when they're in your store). It's like going to a comedy club, and the host saying next week we have...

Benefits:

- **Increases Customer Participation:** Draw crowds. Make events a success.
- **Enhances Community Engagement:** Build loyalty. Create buzz.

Why It's Important:

Events are opportunities. Don't let them slip by unnoticed. Ads in-store help you target one of your most valuable audiences – your existing customers.

This can help you drive or build loyalty. And turn causal shoppers into brand ambassadors... What'd you do this weekend Cathy? Oh, I went to the coolest wine tasting at [enter your shop's name].

How to Implement:

Design eye-catching announcements. Use a digital signage scheduler to update the ads frequently. And include just the right amount of information.

Another option: Use a QR code to get people to scan on their phones. This is the best way to add information, without overloading your sign.

7. Use Digital Signage to Make Real-Time Updates

Stock levels, price changes, special alerts. Digital signage in liquor stores is the perfect way to keep customers in the loop. And you can do it in real-time.

Benefits:

- **Improved Customer Experience:** No surprises. Just clear, up-to-date information.
- **Increased Operational Efficiency:** Automated updates. Less manual work.

Why It's Important:

Information is power. Empower your customers. Enhance trust.

How to Implement:

Integrate with inventory systems. Design clear displays. Keep it current.

Real-World Example:

A customer checks a digital sign for stock levels. Finds the last bottle of a favorite brand. Buys with a smile.

Start Using Digital Signage In Your Store

In the bustling world of [liquor retail](#), standing out is both a challenge and a necessity. Digital signage has emerged as more than just a technological advancement; it's a strategic asset that can redefine the way you connect with customers.

These seven tips are more than just ideas; they are actionable strategies that can transform your liquor store into a dynamic, engaging, and responsible retail space. By leveraging digital signage, you're not just keeping up with the times; you're staying ahead of the competition.

Ready to explore how [digital signage](#) can elevate your liquor store? Get in touch with FTX POS today. Along with our award-winning digital signage tool, we also offer a free designer AdPro, which is free with a Digital Signage subscription.

6 Technologies Reshaping Liquor Store Businesses



Technology is changing nearly every industry, but that's especially true for liquor stores and alcohol businesses.

Marketing tech and inventory tools are allowing alcohol sellers to operate more efficiently, to make more-informed product decisions, and when used correctly, grow their bottom lines. How is technology helping liquor stores improve?

From AI inventory tools that foster better sales forecasting, to [liquor store POS systems](#), these are the best technology solutions for liquor stores that can help them grow, be more efficient, and reduce costs:

1. Point of Sale (POS) Systems

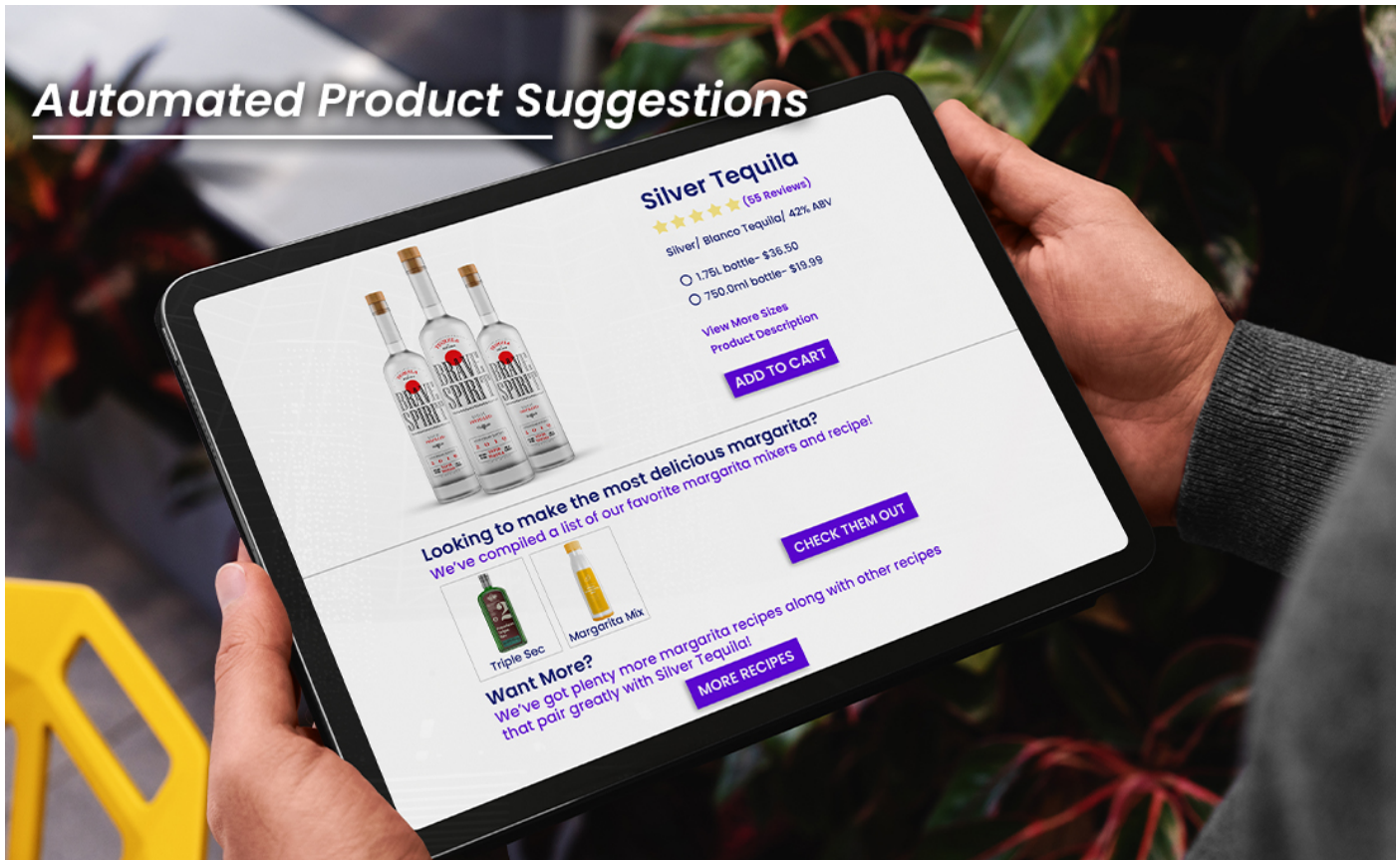
The [best liquor store point of sale \(POS\) systems](#) serve as the nerve center of today's beer and wine stores; it's one piece of liquor store technology you can't go without. The latest POS tools don't just facilitate transactions; they touch every area of the business, from [real-time inventory data](#), to accounting and business reports. Here are some ways that liquor store POS systems help liquor store owners:

- **Inventory Management:** These systems shine when it comes to inventory management. Their real-time tracking can help pinpoint exactly what's selling and when, allowing for smarter ordering decisions and less product waste.
Sales Insights: [POS data analytics](#) offer valuable insights into sales trends and customer preferences. This enables businesses to run targeted promotions and upsell effectively.
- **Automated Compliance:** Compliance is key in the liquor business. Liquor store POS systems offer [automated age verification](#), reducing the risk of sales regulation violations.

2. Artificial Intelligence (AI)

AI is becoming increasingly prevalent in the liquor industry. From chatbots to predictive analytics, AI-based liquor store technologies can enhance customer service and optimize business operations.

- **Chatbots:** AI chatbots can offer 24/7 customer service, answering questions, offering product suggestions, and even processing orders. This is a useful solution for larger, multi-store locations.
- **Predictive Analytics:** AI can analyze sales and customer data to predict future trends, informing inventory management and marketing strategies.
- **Personalized Recommendations:** AI can generate personalized product recommendations based on a customer's purchase history, improving the shopping experience and boosting sales.



3. Ecommerce Platforms

The online shopping revolution has touched every industry, and liquor businesses are no exception. Online liquor sales are expected to **grow 34% by 2026**, generating \$40 billion globally. For liquor shops and wine sellers, ecommerce platforms provide an additional sales channel, increasing customer reach and improving overall sales. Here are some ways liquor stores can grow with ecommerce tools:

- **Expanded Reach:** Online platforms enable liquor stores to reach beyond their physical location, tapping into a larger customer base.
- **Convenience:** Customers enjoy the convenience of online shopping. Therefore, offering home delivery or in-store pickup can boost customer satisfaction and repeat business.
- **Data Collection:** Ecommerce platforms collect customer data, which can be used to both personalize promotions and enhance the shopping experience.

4. Mobile Payment Solutions

The move to cashless payments is accelerating, and mobile payment solutions are at the forefront. These solutions offer secure, quick transactions, increasing customer convenience and improving business efficiency.

- **Enhanced Checkout Experience:** Mobile payments speed up the checkout process, and as a result, they reduce lines and improve the overall customer experience.
- **Secure Transactions:** These solutions offer secure, encrypted transactions, adding an extra layer of protection for both businesses and customers.
- **Integration:** Many mobile payment solutions integrate seamlessly with [POS and ecommerce systems](#), creating a cohesive, efficient sales process.

5. CRM Systems

[POS rewards programs](#) are invaluable tools for understanding and enhancing customer relationships. They collect and analyze customer data, enabling businesses to personalize their approach and foster loyalty.

- **Customer Segmentation:** CRM systems help businesses segment customers based on purchase history and preferences, allowing for targeted marketing.
- **Loyalty Programs:** These systems can manage customer loyalty programs, tracking points and rewards, and encouraging repeat business. Loyalty programs are one of the [best strategies to increase liquor store sales](#).
- **Feedback Management:** CRM tools enable businesses to gather and respond to customer feedback, improving products, services, and overall customer satisfaction.

6. Digital Signage

In the dynamic world of [liquor retail](#), [digital signage](#) is transforming the way businesses communicate with customers. These vibrant, interactive displays go beyond traditional signage to engage customers, promote products, and enhance the shopping experience.

- **Dynamic Advertising:** Digital signage allows for eye-catching, dynamic promotions. High-definition displays can feature current specials, new arrivals, or pairing suggestions, and therefore, the business can attract customer attention and drive sales.
- **Time-Sensitive Promotions:** With digital signage, stores can effortlessly switch between different promotions or messages based on the time of day, day of the week, or during specific seasons or holidays. This flexibility is invaluable for liquor stores, which often see sales trends vary throughout the week or during different seasons.
- **Integration with POS:** Many digital signage systems can integrate with POS systems, allowing for real-time inventory updates or price changes. For example, a digital sign could promote a particular wine when it's overstocked, helping to balance inventory levels.
- **Regulatory Compliance:** Digital signage can also help with regulatory compliance. For example, they can display mandatory messages about responsible drinking or age restrictions in a highly visible manner.

6 Technologies That Improve Liquor Store Operations



If you own a liquor store, these tech tools can help you grow, be more efficient, and reduce operating costs:

POS Systems

POS systems help liquor stores manage inventory and gain insights into sales trends and customer preferences.



Artificial Intelligence (AI)

AI tools optimize business operations and improve customer service. For example, with sales data, AI can predict trends and fine-tune inventory forecasting.

Ecommerce Platforms

Ecommerce platforms provide an additional sales channel, expand customer reach, and offer convenience of online shopping.



Mobile Payment Solutions

Mobile payments offer an enhanced checkout experience, which can help to improve checkout efficiency and customer convenience.

CRM Systems

CRM systems help businesses segment customers based on buying history and preferences. They're also essential for managing liquor store loyalty programs.



Digital Signage

Digital signage is a powerful tool for driving product and promotion awareness, and it helps command shopper attention.

To find out more visit: <https://goftx.com/>

Grow Your Liquor Store Business with FTx POS

FTx POS has served businesses that sell age-restricted products for more than a decade. Our advanced [liquor store pos system](#) offers tools that liquor stores can use to grow sales, stay compliant, and reduce inventory waste. Our liquor store pos system includes these tools for liquor shops:

- Age checking tools
- Digital signage
- [Liquor inventory management](#)
- Customer loyalty
- Employee management

Let us help your business grow! Schedule a demo today to test drive our Retail Enterprise Suite.

CONTACT US



Sales:

845-397-0492



Support:

+1(256) 319-3470



Email:

info@goftx.com



Technical Campus:

29282 Hardiman Road Madison,
AL 35756