



Foot Traffic Toolkit:

**7 Proven Strategies
to Get More People
Through Your Door**



Introduction

Why Foot Traffic Matters Now More Than Ever

Running a brick-and-mortar business isn't easy—especially in today's fast-moving, digital-first world.

You've probably asked yourself:

“How can I get more people to actually walk in?”

That's why I created this guide. Whether you're a boutique owner, local café, salon, or retail shop, these 7 simple, proven strategies will help you bring more feet to your floor—without breaking the bank.

You don't need thousands of followers or flashy signage—just the right message, in the right place, at the right time.

Let's get started!

Strategy One: Optimize Your Google My Business Profile

Why it works:

When someone searches “best coffee near me” or “gift shops downtown,” Google Business listings are the first thing they see.

If yours isn't updated, you're missing out—plain and simple.

Your Action Steps:

- Add eye-catching photos of your storefront, products, and team.
- Write a short, welcoming business description (*use keywords!*).
- Post one offer weekly—think “bring a friend and you both get a 10% discount!”

Strategy Two: Use a Bold Sidewalk Sign

Why it works:

People are walking by—sometimes distracted, sometimes curious. A clever or compelling sign can stop them in their tracks.

What to Write:

- **Humor:** “You forgot something: Coffee.”
- **Curiosity:** “What's inside? Only one way to find out.”
- **Urgency:** “Flash Sale: Today Only!”

Pro tip: Change it daily so regulars notice something new.

Strategy Three: Create a “Walk-In Only” Deal

Why it works:

If everything's available online or through delivery, why would someone come in? Give them a reason.

Examples:

- “In-store only: Free gift with \$25 purchase.”
- “Walk-ins get a bonus item today!”
- “Ask about our surprise shelf—only available in-person.”

Promote it on your socials and signage to drive awareness.

Strategy Four: Partner With a Neighboring Business

Why it works:

When you team up, you double your reach and draw more people to the block.

Ideas to Try:

- **Bundle offer:** Buy at your store, get 10% off next door.
- Co-host a pop-up or sidewalk sale.
- Cross-promote on social media (“Tag us both for a prize!”)

This builds real community—and keeps shoppers circulating locally.

Strategy Five: Post in Local Digital Spaces

Why it works:

You don’t need ads—just active community presence. Locals love supporting locals, especially when they know what’s going on.

Where to Post:

- Facebook Groups
- Nextdoor
- Local Reddit threads or bulletin boards

What to Share:

- Your in-store deal or event
- A friendly photo of your team
- A behind-the-scenes or customer spotlight

Strategy Six: Host a Micro-Event

Why it works:

Events—even tiny ones—create urgency, shareability, and a reason to stop by.

Try These:

- Free tasting, quick workshop, or product demo
- First 20 guests get a bonus item
- “Spin the Wheel” promo with discounts or gifts

Even 1-hour events can generate buzz and encourage impulse visits.

Strategy Seven: Turn Customers into Foot Traffic Ambassadors

Why it works:

Your happiest customers want to spread the word. You just need to invite them to.

Ways to Activate Them:

- “Bring a Friend” discount
- “Tag us while in-store for a chance to win”
- Loyalty punch cards that reward repeat visits

Make them feel part of your story—they’ll bring others along.

Foot Traffic Self-Audit Worksheet

For each item below, check YES if you’re currently doing it regularly. If not, check NO. Tally your score and see where you can improve!

Yes No

1. Google Visibility

Is your Google Business Profile fully set up and regularly updated?

2. Sidewalk Signage

Do you use an outdoor sign or visual to grab attention daily?

3. Walk-in Only Deals

Do you offer promotions that can only be redeemed in-store?

4. Local Partnerships

Are you collaborating with any nearby businesses to attract shared traffic?

5. Online Community Post

Have you posted your offers/events in at least one local group this month?

6. In-Store Events

Have you hosted a small in-store event, demo, or tasting in the last 60 days?

7. Customer Referrals

Do you have an active referral or loyalty incentive for in-store visits?

Your Score:

6–7 YES: You’re in great shape! Just keep it fresh and stay visible.

3–5 YES: Solid foundation—just a few simple upgrades can make a big difference.

0–2 YES: Lots of opportunity! You’re in the perfect place to start turning things around.

Google Business Profile Setup Checklist

Make sure your business shows up when it matters most—right when locals are searching.

The Basics

- Claim and verify my Google Business Profile
- Business name is accurate and matches signage
- List the correct address, phone number, and business hours
- Chose the most relevant primary category (*e.g., “Coffee shop,” “Hair salon”*)
- Add my website and appointment/book now link (*if applicable*)

Visuals

- Upload a high-quality logo
- Upload a cover photo (*outside storefront or inviting product shot*)
- Upload at least 5 additional photos (*interior, team, products, menu, etc.*)
- Add a 360° photo or virtual tour (*optional, but powerful if available*)

Details & Features

- Write a compelling business description (*1–2 short paragraphs with keywords*)
- Enable messaging/chat feature (*if available and monitored*)
- Add service list or product highlights (*if applicable*)
- Set holiday hours or upcoming closures in advance

Activity

- Posted at least one update in the last 30 days
- Responded to all reviews (*positive and negative*)
- Encouraged recent customers to leave a Google review
- Added a current offer or event post (*even something simple like “Come in for 10% off”*)

Pro Tip:

Your Google listing is often the first impression your business makes. Keep it updated—just like your storefront window.



Next Step

Implement even just 2 or 3 of these strategies, and you'll start to notice a difference in your foot traffic.

But if you want consistent, guided growth, that's where I come in.

Join my **Momentum Marketing Membership**

Get monthly custom strategy, designs, and execution—tailored for your shop.

For a limited time, you get two months for the price of one!

Let's make your storefront the most visited on the block!

Hillary McMullen

hillaryedenmcmullen.com

[Instagram](#) | [Facebook](#) | [LinkedIn](#)

