

# Levenshulme Market – Marketing Advice for New Traders

## Using the market as a marketing opportunity

Trading at a market is of course about selling products and making money. But it's also about meeting people! Take advantage of the opportunity to make contacts with other traders and chat to customers. It's a good idea to prepare some business cards or leaflets with your trading dates and contact details listed. A customer may not buy anything today, but they may want to look you up later. This is why it's good to use markets to raise awareness of your brand, and to be active online so customers can find you after a market.

Social media is also hugely important – you can find our guidelines on how to use it to your advantage [here](#).

## How's your stall display looking?

Preparing a market stall display is something of an art, and everyone does it their own way. If you're stuck on how to make your products look irresistible, [click here to get some ideas and inspiration](#). Our tips include:

- **Add height:** Products laid out on a table can look a bit flat and can't be seen from across the market
- **Be colourful and creative:** Make people notice your stall!
- **Be proud of your brand:** Get a banner made and let everyone know your brand name and identity.
- **Free samples:** If you're selling food, draw customers in with a taste.
- **What are you selling?** It's a good idea to let people know what you're selling and how much it is. Clear signs and labels can make customers feel more comfortable approaching and making a purchase.
- **Smile!** The best market traders are friendly and approachable. If you don't have your market patter down yet, a smile and a friendly 'hello' or 'please let me know if I can help you with anything' will work perfectly.

Last but not least – ask other traders for tips and advice on trading! At Levenshulme Market, our traders are a really friendly bunch and they'll be happy to help anyone who is just starting out. Take a look at what everyone else is doing, and ask them where they got their banners or business cards made. You can also email [info@levymarket.com](mailto:info@levymarket.com) and we'll do our best to help.