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Tent Rental Business Marketing Strategy

HOW DO YOU PLAN TO ATTRACT CUSTOMERS?

Here are some ideas, in no particular order that may work to promote your tent rental business.

- 1) Create a website to allow customers the opportunity to contact you via email anytime, view photos, access seating charts, etc.
- 2) Put your company name and logo on all vehicles, trailers, and employee uniforms/t-shirts
- 3) Join your local Chamber of Commerce and attend their events to network your business
- 4) Research the rental prices in your market. For example, what does a 20'x20' tent rent for in your area?
- 5) Research advertising rates/prices in your local newspapers and yellow pages.
- 6) Promote your business heavily in late winter and early spring to book graduation and summer events.
- 7) Contact area High Schools for permission to provide seniors with fliers for graduation parties
- 8) Photos Sell. Always take photos of your installations and use these to demonstrate your capabilities.
- 9) Contact local committees/chair persons to bid on festivals, carnivals, and fairs.
- 10) Do you have a Facebook, Twitter, and YouTube account? In today's world you need one. Be sure to promote your event photos on these social media outlets.
- 11) Contact or send direct mailers to local companies/organizations to inquire about rentals for corporate parties, company picnics and related events
- 12) Do you offer seating products such as tables & chairs? Tents, tables, and chairs are often rented together and offer great way to cross sell / cross market items, therefore increasing sales.
- 13) Develop "Ready to Go" rental packages for your customers to choose for their event.

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