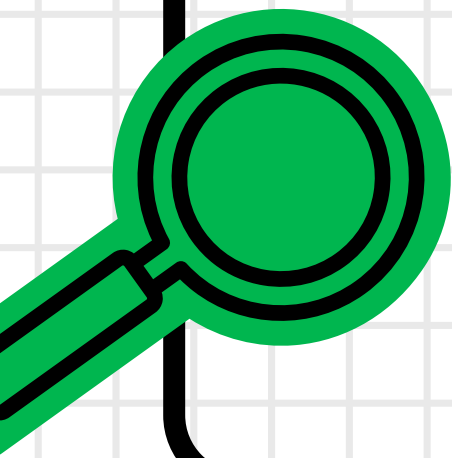
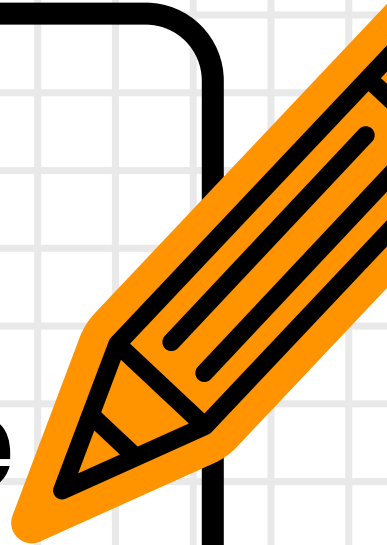




The 10-Minute Marketing Tune- Up for Hardware Stores



HARDWARE STORE
MARKETING EXPERTS



The 10-Minute Marketing Tune-Up for Hardware Stores

Brought to you by Hardware Store Marketing Experts (HSME)

How to make sure your store shows up online – and brings more customers through your doors.

1. Is your website built to convert browsers into buyers?

- Is your phone number easy to find on every page (header or footer)?
- Are you using *authentic* photos of your store, team, and community – not stock images?
- Do you have a clear call-to-action on every page (like “Shop Now,” “Call Today,” or “Get Directions”)?
- Is your website fast, mobile-friendly, and easy to navigate on a phone?
- Can customers reach you easily – by call, chat, or text?
- Do your key products or departments have their own dedicated pages (Paint, Grills, Outdoor Power, etc.)?

2. Can customers easily find you online?

- When you Google “hardware store near me,” does your store appear in the map results?
- Is your **Google Business Profile** fully updated – with hours, categories, services, and a good description?
- Have you added new photos to your Google listing in the past month?
- Do you have a consistent business name, address, and phone number (NAP) across all directories?
- Are you getting new Google Reviews regularly – and responding to them?
- Are you posting updates or promotions on your Google Business Profile at least once a month?

3. Are you connecting with customers on social media?

- Are you posting to Facebook or Instagram at least weekly?
- Are your posts showing *real people* and *real projects* from your store?
- Do your followers know when you have an event, sale, or special offer?
- Is your About section up to date (hours, links, and contact info)?
- Are you responding to comments and messages promptly?

4. Are you staying in touch with your customer list?

- Do you have an up-to-date email list of past customers and loyalty members?
- Have you sent an email in the past month (event, sale, or helpful tip)?
- Are you using your emails to drive traffic back to your store or website?
- Is there a clear place on your website for customers to *sign up* for updates or offers?

5. Is your reputation helping your store stand out?

- Do you have a system for asking happy customers to leave reviews?
- Are you responding quickly and kindly to all reviews – good or bad?
- Are your in-store team members helping spread the word (like giving out QR codes at checkout or delivery)?

Your Score:

If you checked **8 or more boxes**, your marketing is in good shape! If you checked **fewer than 8**, your store could be missing easy wins – and we can help.

Next Step:

Schedule a Free Strategy Session to find out where your store's online presence can work harder for you.

 Visit **hsme.co** or call **+1 312-560-2436**

About Hardware Store Marketing Experts

We help independent hardware stores build stronger customer relationships and attract more local business – through authentic, done-for-you marketing that sounds like *you*.