

Reel Videos - Closing After 20 Years of Business

Annette & Jay Stainbrook, owners of Reel Videos, are truly grateful for the 20 years they have shared their love of movies with Fortuna and the Eel River Valley.

After summer travels, many of customers would come in to tell them Reel Videos was the last real video store left in America. The video rental business has not been immune to the economic downturn. Coupling hard economic times with the many alternate ways to view movies, it has been very challenging the last couple of years.

Thank you to the wonderful loyal customers and friends. Reel Videos will no longer be renting any items. We will be selling off all our All movies, television shows and games are for sale.

New TV and Radio commercials will be produced soon

If you would like your business to be featured in the new tv and radio commercials please contact Dianna at 725-9261



Upcoming Events

August 16	The Cycle of Business Success Free Business Seminar
August 17	Fortuna Chamber of Commerce Mixer Depot Museum
August 27	Hops in Humboldt
September 10	Fortuna Concert Series
September 11	9/11 Remembrance
September 21	Fortuna Chamber of Commerce Mixer Travel with Doris & New Life Service Co.
October 1	Apple Harvest Festival
October 8	Fortuna Concert Series
October 14	FUHS Homecoming Parade
October 18	The Cycle of Business Success – Free Business Seminar
October 19	Fortuna Chamber of Commerce Mixer – Coast Central Credit Union
October 30	Grave Matters
November 9	FBID Annual Meeting
November 12	Fortuna Concert Series
November 16	Fortuna Chamber of Commerce Mixer Fortuna Feed & Garden Center
November 19 & 20	Fortuna River Lodge Craft Faire
December 1	Strong's Creek Plaza Open House
December 3	Kids Free Movie
December 6	The Cycle of Business Success Free Business Seminar
December 7	Mid Towne Plaza Open House
December 8	Redwood Village Open House
December 9	Downtown Merchants Open House
December 9	Electric Lighted Truck Parade
December 10	Kids Free Movie
December 11	Christmas Music Festival
December 12-23	Holiday Light Show
December 14	Fortuna Garden Club Home Tour & Tea
December 14	Fortuna Chamber of Commerce Mixer Redwood Capital Bank

Home Based Business Expo

The Fortuna Business Improvement District is planning on hosting a Home Based Business Expo and would like your input. We have heard from some home based businesses and would like to hear from you as well. Have you participated in other similar expos? Is this something you would be interested in participating in? How much did the booth space cost? Help FBID make this expo a success for your business. Contact Dianna Crow at 725-9261 or fbid@fortunabusiness.com to share your thoughts.

The Top 5 Customer Retention Marketing Tactics

The probability of selling to an existing customer is 60-70%. The probability of selling to a new prospect is 5-20% (credit: Marketing Metrics). Research also shows that a 10% increase in customer retention results in a 30% increase in the value of the company (credit: Bain and Co.). Many marketing plans are so focused on customer acquisition that they largely ignore customer retention. Here are some ideas to help you kick-start your customer retention marketing:

- 1. Regular Communication with Customized Content and Special Offers** – This is the cornerstone of any good customer retention program and careful attention should be paid here. Most companies have some sort of newsletter to communicate with existing customers but fewer are actively making offers to their current client base that are customized according to what is already known about the customer.
- 2. Customer service** – Poor customer service accounts for 70% of customer loss. Marketing should take that number very seriously and work with the support team to deliver content that can help the service folks and sales staff do their job.
- 3. Listen (and then talk)** – The overwhelming majority of unhappy customers will never communicate their dissatisfaction with you. Regularly checking in on customers will help you to see signs of an impending departure while there's still time to fix problems.
- 4. Loyalty programs, appreciation awards and customer referral rewards** – rewarding customers for referring you new business or for repeat buys is always a good idea. Even in markets where that isn't appropriate you can still give customers an award to recognize them (and give them something to brag about).
- 5. Bring Your Customers Together** – at large companies an annual customer conference tends to be one of the most successful marketing tactics done. Companies with smaller customer bases and budgets are doing similar things by creating online spaces (in the form of forums, custom social networks, facebook or LinkedIn groups, etc) where customers can connect, share their experiences and learn from each other.

Do you need assistance? FBID can help.

Fortuna Business Improvement District (FBID) is here to help you and your business succeed. If you need help with anything please feel free to contact FBID.

Are you having an anniversary or special event? Email fbid@fortunabusiness.com your information. FBID will then share your exciting information with the rest of the Fortuna business community.

Contact FBID with questions. 725-9261 or fbid@fortunabusiness.com