

Mother's Day Greeting Card Sales Are Evolving

Time to take the reorder process for Mother's Day greeting cards off autopilot!

The Mother's Day greeting card category is evolving, and for those who are willing to make some changes, the category is still offering an opportunity for increased sales.

First Step: Let's take a look at the product mix. Cards titled "To Mother," "To Mom," and "To My Wife" do not sell equally as well as others. Your task is to review this year's sales, determine the rank of these three categories, and adjust your reorder accordingly.



Second Step: Examine if there is a market for niche categories such as "To My... Daughter/Girlfriend/Daughter-in-law/Aunt/Godmother/Boyfriend's Mom/Friend." Caution: with the exception of the "To My Daughter" category, the other specialty cards need to be ordered sparingly and, in some cases, not at all.

Third Step: It's tough to out-dollar a dollar store. Consider adding a spinner or a two- to three-foot section of premium Mother's Day greeting cards. There is a developing market of customers who are sending fewer gifts and instead sending an impressive and unique card. Dollar stores will not be pursuing that market.

Fourth Step: Check your department size. The Saturday before Mother's Day, I visited a chain drug store and to my surprise I found that their Mother's Day cards constituted only 12 feet in their massive greeting card section. (I was there to mess up their greeting cards only to find out that someone had beaten me to it! Quick tip, straighten your card sections daily during major holidays.) The decision to offer only a 12-foot section had to be based on the fact that there are two dollars stores within half a mile of the store. E-Cards, print-on-demand, FaceTime calls, and email messages have taken a bite out everyone's card sales. Today, review the size of your department and the number of greeting cards that did not sell and adjust your reorder for next year. Do not let the greeting card company send you an automatic reorder!

Final Step: Adjust your department to capture the extra sale! The growing number of closed, free-standing greeting card stores is offering a smidgen of a chance in boosting pharmacy greeting card sales. The market is not what it used to be. Look into premium cards, adjust your category size, consider niche subcategories, choose a card company that gives you full return privileges, and take control of your reorder process. You have an opportunity to be a different type of card store, not more of the same.

-- *Gabe Trahan, NCPA Senior Director of Store Operations and Marketing
Front-End Overhaul*