

Using your brand personality + storytelling to connect with customers

June 2, 2023



Lauren Welle



Rebecca Sansone



THE MUSTACHE
Cat

Agenda

- Introductions
- How to define your customer and create your brand
- Social media use and visual merchandising tips
- How to use storytelling
- Q & A



Defining your brand



SPYHOUSE
COFFEE ROASTERS



Defining your brand

THE MUSTACHE

Cat

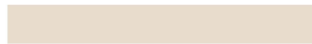
VINTAGE + MODERN HOME GOODS



#D46201



#E5A22B



#E8DCCD



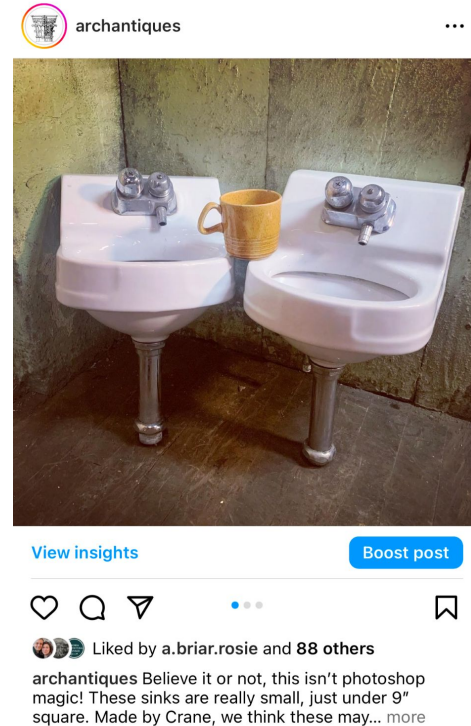
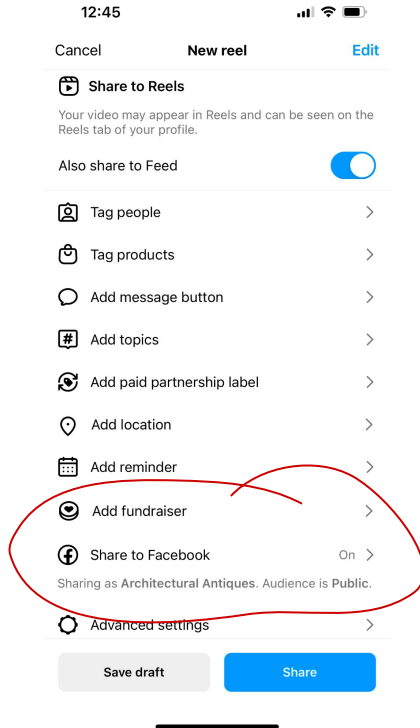
#2E4C4B

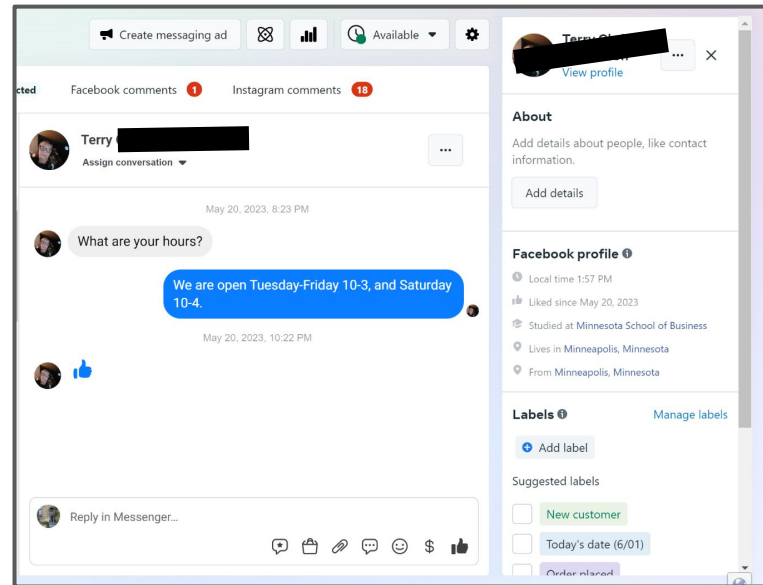
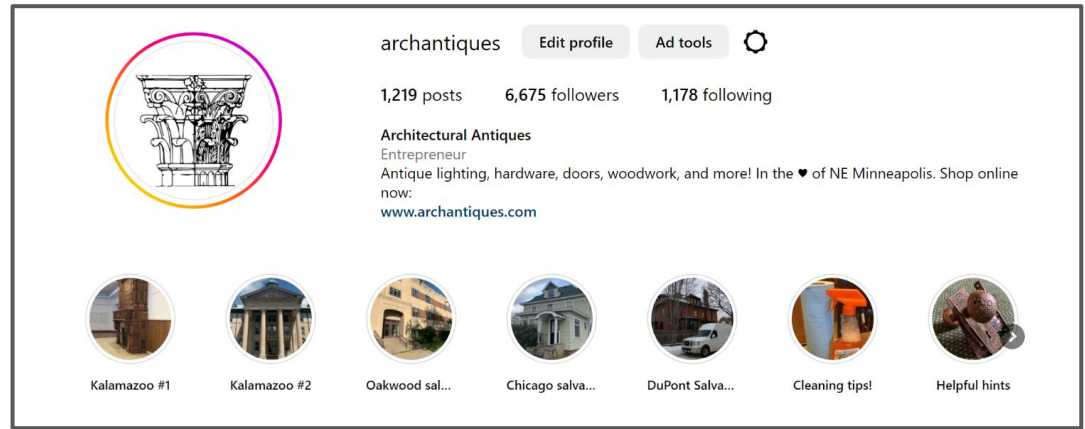
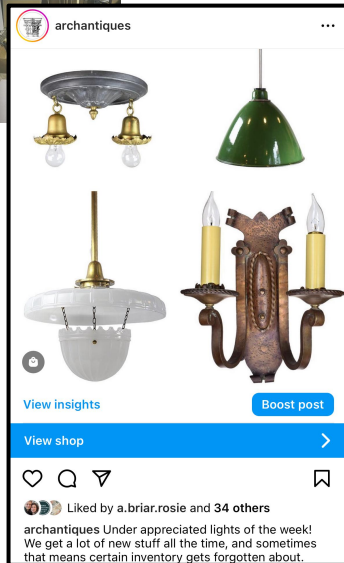
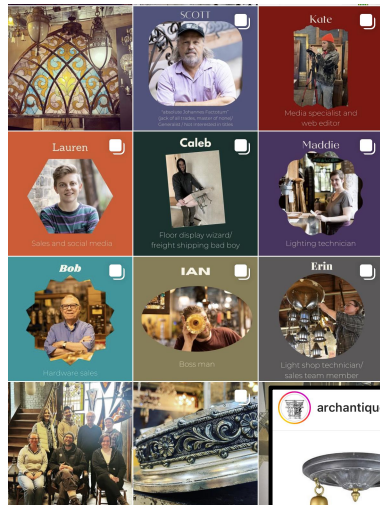


#617B6A



Social media and visual merchandising



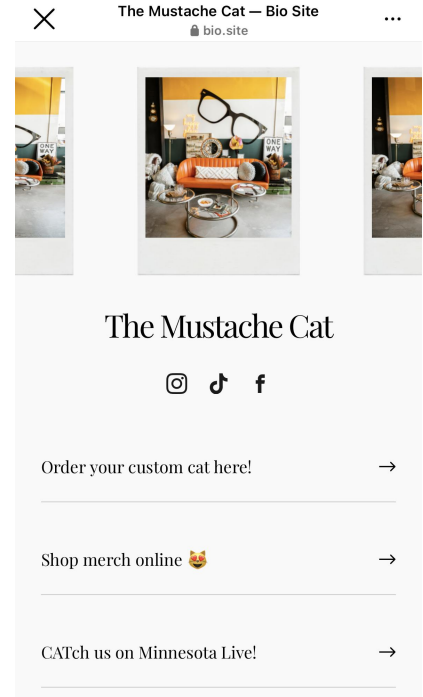
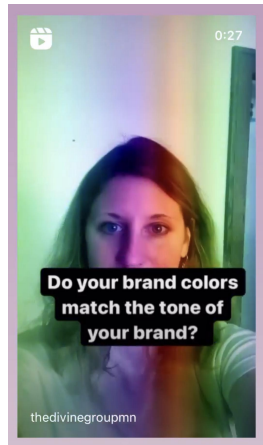


Social media and visual merchandising

April 2023

< Today >

Sun	Mon	Tue	Wed	Thu	Fri	Sat
26 Party recap stories Story	27 2- Monday ... Story 3- share reel Story 1-Monday Mer... Story Party Recap: Berni... reel	28 3 - can you spot th... Story 2- What did you th... Story 1- my first reactio... Story Party Recap: total reel	29 2- we're open Story 1- happy hump da... Story 3- charcuterie or c... Story	30 3- candle zoom in ... Story 1- TMC in the wild Story 2- How would you ... Story One word wrap up Post	31 3- WHM wrap ? Story 1- we're open hap... Story brass reel reel 2- Friday Finds Story	Apr 1 3- store walk thro... Story 1- happy april Story 2- FF winner Story





Storytelling to connect with customers

CARD #12 (over) INSPECTOR OF BUILDINGS 20 X					
LOCATION 4000--Sheridan Ave. So.					
LOT 1 BLOCK 13 ADD. Remington Park 1st Div.					
3411 3089 0093 1727					
PERMIT NO.	CONSTRUCTION	DATE	CONTRACTOR	COST	O. K.
B 65900	28x32 Fr. Dwlg.	7-10-03	F.A. Olson	\$550.	
D 21420	Plbg.	8-24-03	E. B. Nelson	\$60.	8-27-03
B 02784	16x16 Fr. Gar.				
F 41460	14x28 Fr. porch	8-5-11	C.E. Enkema	600.	
F 54561	Elec.	8-20-11	J. G. Laird	55.	
F 54533	Elec.	4-24-13	Bell Elec. Co.	75.	
D 79946	Plbg.	6-1-13	Mpls. Gas Fix. Co.	100.	
B 125941	16x12 Fr. Pri. Gar.	8-24-14	M. Cogwin	75.	
F 199944	Elec.	8-9-17	C. B. Enkema	150.	
F 258621	Elec.	11-10-25	R. J. Hamilton	80.	11-20-25
D 400348	Connect gas range	11-17-32	R.F. Seestrom	320.	11-26-32
Q-12628	Grav. W.A. Htg.	7-29-48	M. Mattson	5.	
F-421157	Transf. for gas	2-2-49	Economy Furnace Co.	1050.	
M-45386	Inst. gas burner	2-9-49	Bates Elec. Co.	15.	
F-424080	Alts. to service	2-21-49	Economy Gas Installers	575.	
D 430918	& misc. reprs.				
B324575	Storage shed	4-14-49	Bates Elec. Service	75.	
		3-2-50	Sam. Brown	350.	
		11-6-51	Frank Brodin	125.	



INCOMPARABLE DIGNITY FOR LOVERS OF GOTHIC DESIGN

C 210-M1

C 210-M1—Crane designers took the beautiful lines of Gothic architecture as their inspiration for the creation of this *Elegia*, a lavatory of rare distinction. They spared no care and thought to produce a fixture original in effect and exceedingly popular with the lovers of the Gothic style, rich in dignity and attraction. No-where else can be found a lavatory so effective for those who wish to follow the Gothic motif in their bathrooms. The material is twice-fired vitreous china. The combination hot and cold water supply, the four armed china handles and china escutcheons, the *Securo* quick-draining waste, and splash lip complete an ideal equipment. The top of the lavatory is 32 x 25 inches. The bowl is large. To architect and home owner, the *Elegia* has instantly appealed, and is being widely used in homes where the best is demanded. The price as shown is \$175.00.

WITH QUICK OPENING LEVER HANDLES

C 210-M2


C 210-M2—Lever handles, opening with a half turn and easily adjusted to supply tempered water, equip this *Elegia*. Otherwise it is the same as the *Elegia* shown above. The price is \$176.00.






Bookshelves from Galena Library in Galena, Illinois






archantiques
...



archantiques Recognize these shelves? These shelves has traveled quite a bit! We got these shelves from the original Galena Library in Galena, Illinois. After making their way to Minnesota, the first complete set of shelves was sold to a customer in the small town of Fontanellato, Italy! This is the most rewarding parts of what we do, seeing antiques being reused in totally new spaces. Second picture is when we set them up and photographed them in our store, and the third is what they looked like in their original location. [#architecturalsalvage](#) [#galenaininois](#) [#savinghistory](#) [#neminneapolis](#)


151w


thehomeonmain
Stunning! ❤️
151w
Reply
♡


lylopa
I loved these in your store and now they're looking fabulous in Italy!tr
151w
Reply
♡

[View insights](#)
[Boost post](#)

♡
💬
🚩
🔖


Liked by [a.briar.rosie](#) and 159 others

JULY 7, 2020

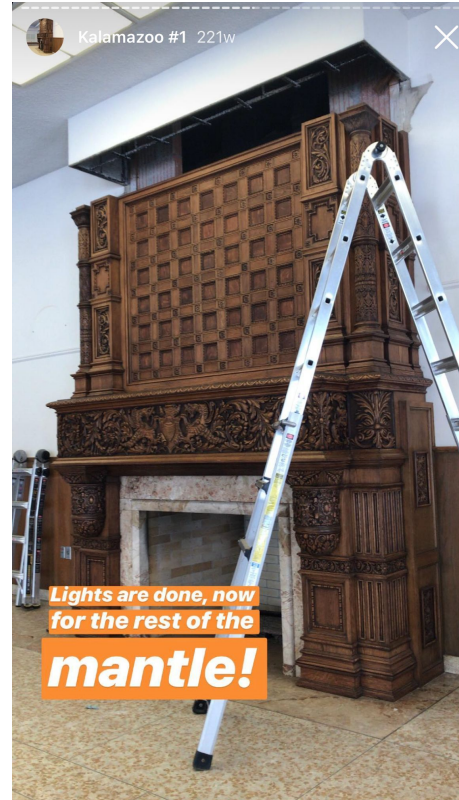
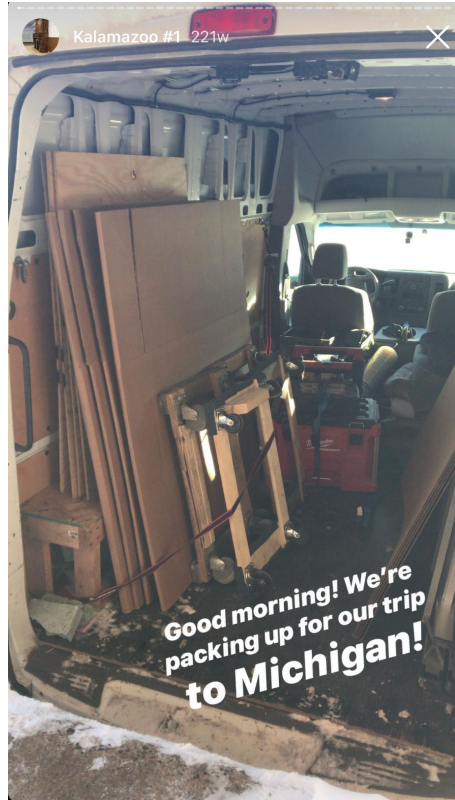
😊
Add a comment...
Post



Dayton's Department Store

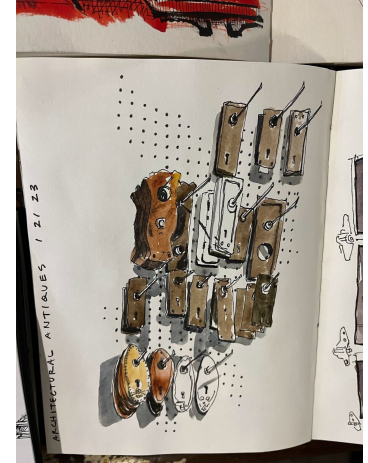
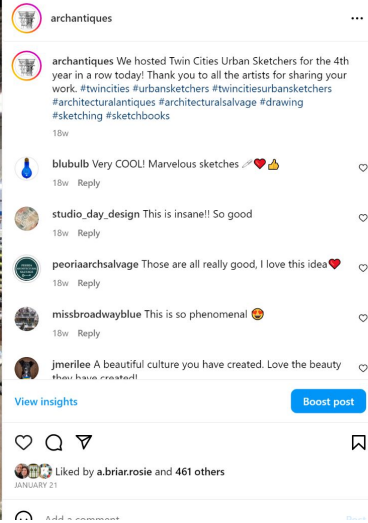


Nazareth College in Kalamazoo, Michigan

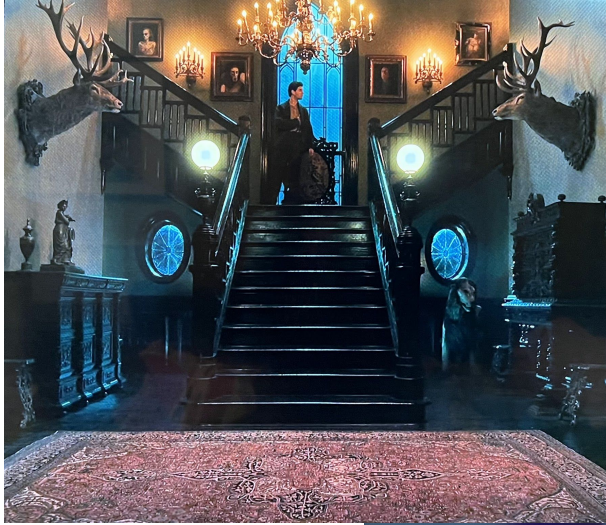




Urban Sketchers



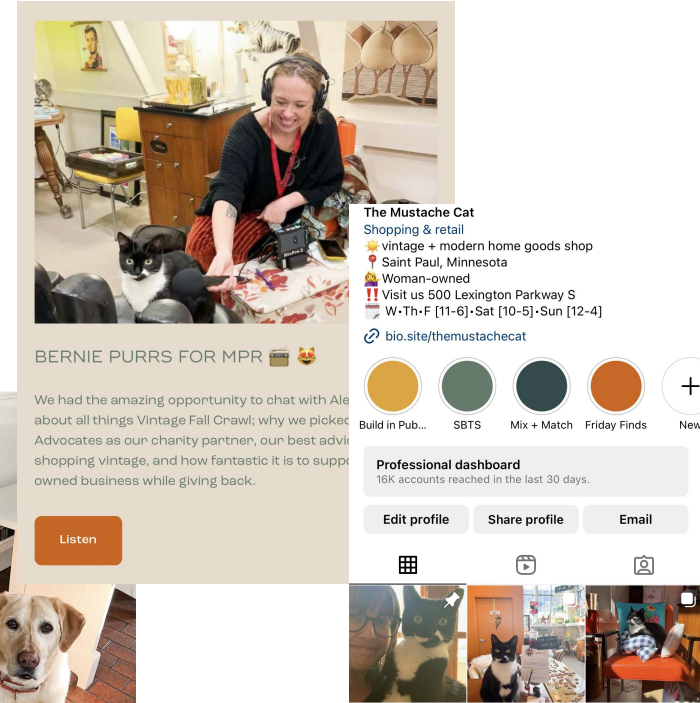
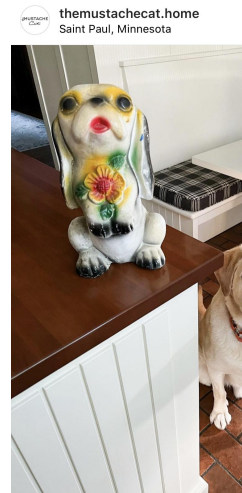
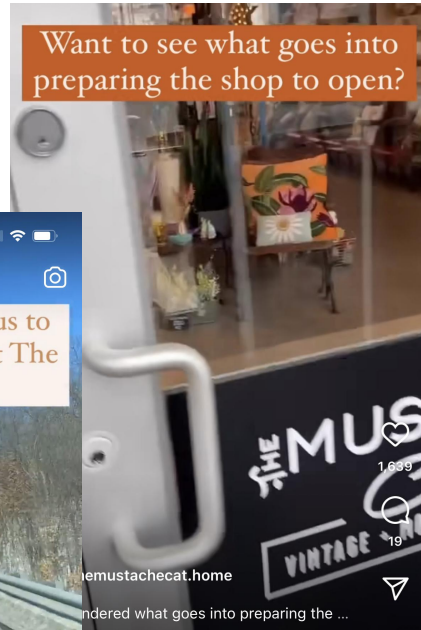
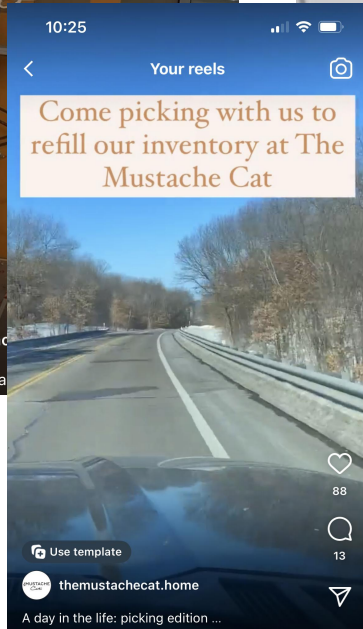
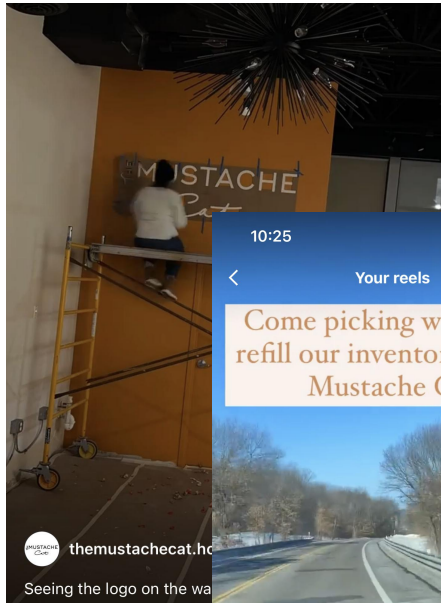
Guillermo del Toro's Cabinet of Curiosities



Other behind the scenes at our store



Storytelling to connect with customers



Upcoming events

6/26: Hosting swaps and fix-it clinics | 11am - 12:15pm | Mantorville, MN

7/14: Virtual speed networking | 12:15 - 1pm | Zoom

8/4: Speaker series - Creating a culture of inclusion | 9 - 10am | Zoom

10/3 - 10/4: REUSE23 Conference | Twin Cities

11/17: Speaker series - Indigenous models of sustainability | 9 - 10am | Zoom

reusemn.org/events



Contact information

Lauren Welle

Architectural Antiques

sales@archantiques.com

IG: @archantiques

FB: Architectural Antiques

Rebecca Sansone

The Mustache Cat

rebecca@themustachecat.com

IG: @TheMustacheCat.Home

FB: The Mustache Cat



Takeaways & notes from presentation

- Follow others with like-minded brands/businesses = networking & post ideas
- Your customers may follow you because they like your business philosophy or your visual presentation
- Prioritize which media channels you want to focus on
- Brand persona = how you need to “talk” to your audience
- 3 words exercise - list 30 words that you want your brand/service to be, whittle that down in half, and again, until you are down to 3 words; use these words to guide you through your logo/brand/website/language, this can be an ongoing exercise
- Social media post ideas: before & afters, timelapses, staff posts, highlights, share what you do, behind the scenes, share the unperfect moments, be relatable
- Visual merchandising ideas: vignettes, show how your products/services/ideas can be used in a setting
- Visual merchandising resources: @smallbusinessgrowthclub, @thecreativebodega, @thedivinegroup
- Planning app: Notion, <https://www.notion.so/>

