

# C-Store Solutions



## Resource Guide



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## ACCESS YOUR C-STORE RESOURCES

We know being a convenience or small grocery store owner is a difficult job. In today's technology-driven world, the internet is not only our source of information, but also the way we get things done. If you aren't taking full advantage of everything that the internet has to offer to small business owners, especially ones in the convenience and small grocery industry, you are truly missing out. There are many online resources and opportunities available to store owners like yourself that could help you grow your business, make sure you're using them.



# 1. Update Your Store's Location info on Google

Making sure that your store's information is up to date and accurate on Google is one of the best ways to keep a steady stream of foot traffic inside of your store. If you haven't already, make sure that your business is marked as a Google Location and that you have created a Business Page.

**Not sure if your business information is saved in Google Maps?**

Finding out is easy! Type your business' name followed by the city and state into the Google search bar.

If you see your store's location but the information is not up to date, complete, or accurate:



1. Visit [www.google.com/business](http://www.google.com/business)
2. Press "Start Now"
3. Start typing your store's name into the top field. If you see your business come up as a suggestion in the list, click on it to automatically fill in the form.
4. Submit the form
5. When the pop-up appears telling you that someone has ownership of the location, click "Request Ownership"
6. Steps for claiming ownership of your store's business page will be provided

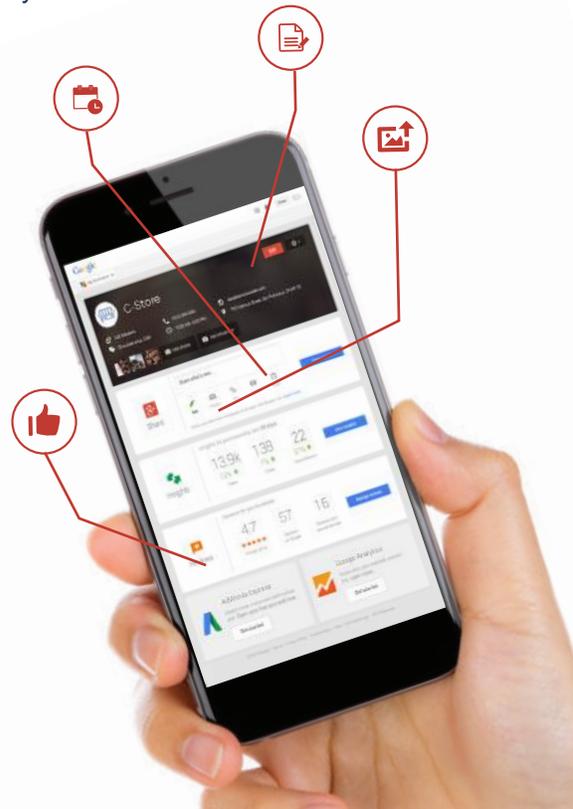
Once you have verified your business with Google or taken ownership of your location's Google Business page, you should take advantage of all the features a Google Business page has to offer.

-  **Upload Photos**  
Make sure you have a good photo of the front and inside of your store so customers will have a good first impression of your business.
-  **Encourage customers to leave reviews**  
This is a great way to boost your c-store's reputation. Consumers are much more likely to spend money with a business that has reviews.
-  **Keep your business information up to date**  
If you're going to be closed for the holidays, make sure you update your hours on google so that your customers are aware.
-  **Add details about your business**  
Make an effort to include as much about your c-store as possible. For example, if you have an ATM make sure you add it on Google so that people looking for an ATM in the area can easily find your store.



If your store does not come up as a location in your google search:

1. Visit [www.google.com/business](http://www.google.com/business)
2. Press "Start Now"
3. Complete the form with your store's information.
4. Click "Submit"
5. You will be prompted to complete the steps for verifying your business.



## 2. Create Social Media Profiles for Your C-Store

### Twitter & Instagram

[Twitter](#) and [Instagram](#) are social media platforms that are a bit harder to navigate and they have a more specific audience. If you want to connect with the more socially savvy customer base, these platforms might make sense, but they will require careful strategy to build and manage.

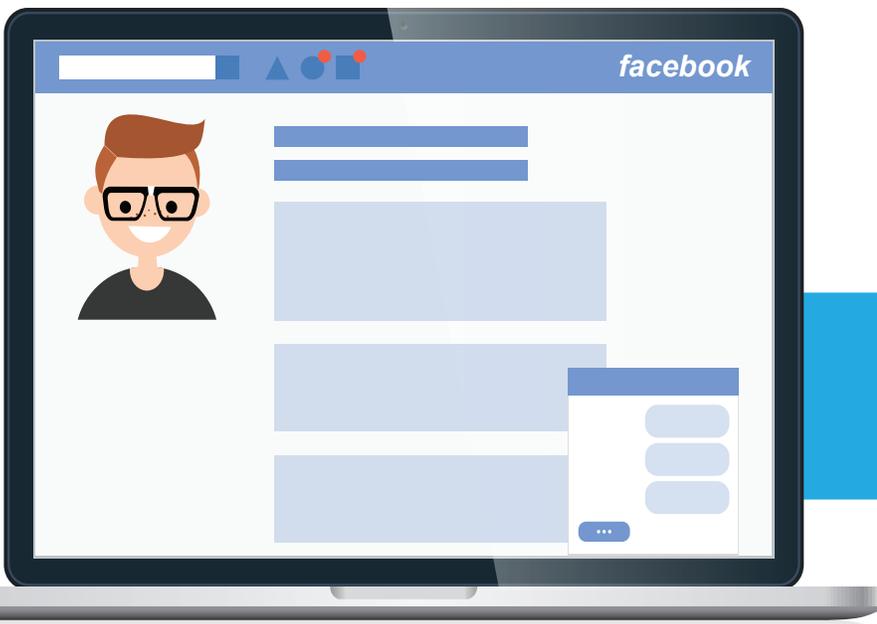
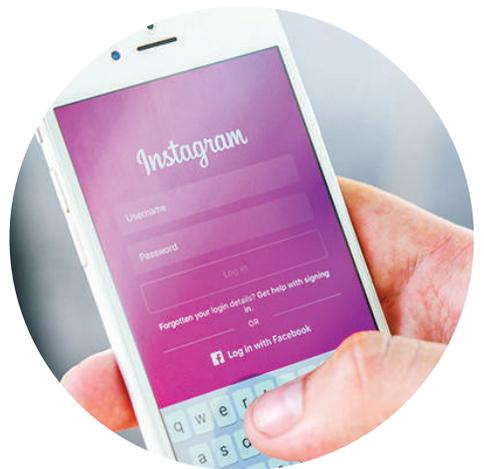


### Facebook

Being active on social media is another great way to increase your customer base. A Facebook Business Page will not only allow you to share updates with your customers who are already aware of your store, but also to bring in new customers.

When you create a Facebook business page, you can add details like business contact information, hours, address, services, featured products, etc. While your c-store's Facebook page is a great place for general information, it's an even better place to post about new products, store upgrades or additions, and more!

Plus, if you're not quite ready to build an entire website for your c-store, having a Facebook Business Page is a great substitution.



## How?

Creating a Facebook page is easy. For a quick start, you can visit the [Facebook Business help page](#).

### 3. Use Online Resources Frequently



#### National Association of Convenience Stores ►

The National Association of Convenience Stores (NACS) [website](#) should be a resource that you are frequently accessing. Through NACS, c-store owners have access to many kinds of resources to help their businesses grow:

##### • **Advocacy**

The NACS is more than just a place to find help. The organization is also dedicated to protecting the best interests of convenience store and gas station owners. They do this by working directly with legislators to ensure that business owners' concerns and needs are heard. NACS also helps connect store owners and their local legislators so that each has first-hand knowledge of the others' stance.

##### • **Products and Services Recommendations**

NACS is constantly developing relationships with businesses that provide various products, services, and solutions to the convenience industry. From back office software to human resource tools, NACS is always working to bring c-store owners business building recommendations they can trust.

##### • **Industry Research**

If you aren't already using research to drive your business decisions, you definitely should consider it. NACS conducts a number of helpful research reports each year, including:

- **State of the Industry Report**
- **State of the Industry Compensation Report**
- **State of the Industry Technology Survey**
- **Independent Operator Survey**

These studies are all conducted with the goal of helping to provide insights into some of the most important aspects of the convenience store industry and running a successful business.

##### • **Events**

NACS hosts a number of events throughout the year not only for convenience industry vendors and supporters to connect, but also for convenience store owners and operators to learn more about what is happening in the industry. Even single store owners are encouraged to stay up-to-date about what is happening at these events and how they are influencing the industry.

- **NACS Leadership Forum**
- **NACS Government Relations Conference**
- **NACS State of the Industry Summit**
- **NACS Show**

##### • **Membership**

Becoming a member of NACS is a great way to make sure that, as a c-store owner, you are staying informed and have access to some of the best resources available.

#### U.S. Oil C-Store Resources ►



U.S. Oil not only offers business opportunities, they're also making efforts to provide resources that can help c-store owners manage and build their business.

**If you visit the [U.S. Oil C-Store Resource](#) page, you'll find:**

-  **Emergency Response Flow-Chart**
-  **Monthly Merchandise Status Form**
-  **Monthly Safety Checklist**
-  **Store Inspection Form**

These items are available for download for free and c-store owners and operators are free to use them how they please. With these easy to use templates, you can take control of some of the more difficult activities involved in running your store.

U.S. Oil also hosts "[C-Store University](#)" classes on a yearly basis to help convenience store owners learn a number of skills essential to making their business the best it can be. You can visit their website to view the upcoming classes and enroll.

**Other Valuable Publications** • [CSP Daily News](#) • [Convenience Store News](#) • [Convenience Store Decisions](#)