

# RETAILER SPOTLIGHT GASOLINE ALLEY, WINCHESTER

By Sara Westerman, Communications Specialist

Gasoline Alley has made a name for itself on social media, specifically Facebook and Instagram. According to Montu Patel, the manager of the store in Winchester, says proudly more than 4,000 followers on Facebook keep up with what's going on at the store. "We use it mainly for winner awareness," Montu said. "We think it's important to let customers know what big winners you've sold."

"We know it helps bring customers into the store too because they'll mention they just saw a winner on Facebook," said Montu. To ensure they are posting tickets that were sold at their store, Montu says they stamp the back of tickets \$10 and more. "If it's a big winner and that stamp is on the back of the ticket, we ask the person if we can take their picture," Montu said. "Most want to be featured on our social media pages when they see other winners."

Customers don't have to rely on social media alone to know Gasoline Alley is big on winner awareness. Walk into the store and you'll see banners of top selling tickets and tickets that were big winners line the window. "We post any ticket with a prize of \$200 and above in the store and on social media," said Montu. "When a customer walks in to pay for gas and sees all the big winners, it encourages them to play."

"Using social media, posting winners in the store and especially, cashing winning tickets has been great for our business," said Montu. "We always try to cash winning tickets when we can because they'll turn around and get a few more tickets. It's just good business!"

