

have had a twofold increase in sales on their website and on E-Bay, as well as increased customers in the store through social media marketing. Working together was not only beneficial for the store, but also rewarding for Choriego. "To see them moving from a traditional retail store in a smaller Kansas town to a nationally known retailer in the collectible toy space by effectively utilizing e-commerce strategies and tools was a great thing to witness."

Mark and Geneva plan to continue sales expansion on the

Remember the joy of playing with toys as a child? Mark and Geneva Nisly never lost their love for toys and opened one of only 14 vintage toy stores shop dedicated to just that. Buckle up, the world. We are the only store of this type south or west of Chicago and the only one in a city of over 3 million."

Starting as a pre-venture in 2011, they contacted the Kansas SBDC at Wichita State University and worked with SBDC advisor Frank Choriego. They needed help with online sales including a website, Facebook, and Instagram accounts, and faced the challenge

Downtown Hutchinson, Kansas has been changing and expanding their internet and social media presence. With the assistance of Choriego, he helped the two with marketing, e-commerce, social media, and strategic planning and guided them through their e-commerce woes.

Since working with the Kansas SBDC, Mark and Geneva allowed them maximum exposure

The Kansas SBDC at Wichita State University serves the following counties: Barber, Harper, Harvey, Kingman, McPherson, Pratt, Reno, Rice, Sedgwick, Stafford, and Sumner. You can contact the team at ksbdc@wichita.edu, or call (316) 978-3193. Kansas SBDC Advisors: Frank Choriego

