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 bene cial 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 e ectively 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 are, Toy Depot allows anyone to playing with toys as a child? Marknd something that is unique to Buckley and Geneva Nisly nevethem. Mark mentioned, "We are lost their love for toys and opened ane of only 14 vintage toy stores shop dedicated to just that. Bucklein the world. We are the only and Nisly collected toys for over 40store of this type south or west of years and opened Toy Depot, In Chicago and the only one in a city on September 2, 2011. ose whounder 3 million."

like Star Wars, Star Trek, Barbies, Starting as a pre-venture in Hot Wheels, Ertl Tractors, Breye2011, they contacted the Kansas Horses, My Little Pony, TonkaSBDC at Wichita State University Trucks, Lionel Trains, and otherand worked with SBDC advisor high-quality collector toy brands Frank Choriego. ev needed can be sure to nd a plethora of help with online sales including a vintage toys for their children website, Facebook, and Instagram and grandchildren. accounts, and faced the challenge

Hutchinson, of securing a website domain and Downtown Kansas has been changing anexpanding their internet and social growing over the past 10 yearmedia presence. With the assistance and Mark and Geneva wanted toof Choriego, he helped the two with be part of it with their new storemarketing, e-commerce, ey chose a location between media, and strategic planning Avenue A Park, and Smith's Marketand guided them through their a local staple, and across the streetcommerce woes.

from the Anchor Inn - a large Since working with the 500 seat Mexican restaurant. is Kansas SBDC, Mark and Geneva allowed them maximum exposure.

of their store.

and heavy foot trac in front TheKansas SBDC at Wichita State University serves the following counties: Barber, Harper, Harvey, Kingman, McPherson, Pratt, Reno, Rice, Sedgwick, Stafford, and No matter what age youSumner. You can contact the team at ksbdc@wichita.edu, or call (316) 978-3193.

Kansas SBDC Advisors: Frank Choriego