

GETTING STARTED

It's not too late to plan a holiday promotion for your business. Work through the following questions when planning your promotion:

WHO is responsible for planning, managing? Who is the audience (target market)? Who is going to follow-up and see if it was effective?

WHAT is the expected outcome? What is the finished product? What media will best reach your target audience?

WHERE will it take place? Where will it be marketed? If a district-wide promotion, where are the materials and documents stored?

WHEN to start planning? When does the promotion start and end, how long does it run?

HOW much will it cost to produce? How much revenue will the promotion likely generate?

WHY is this activity worth the expense and effort?



MAKING A GREAT PLACE

www.oregonmetro.gov/getstreetsmart



GET STREET SMART

THRIVING DISTRICTS BY DESIGN



NOVEMBER 2012

Can-do customer promotions

PRESENTED BY:

City of Gresham
City of Hillsboro
City of Lake Oswego
Hillsboro Downtown Association
Main Street Oregon City
Metro



Bridget Bayer
Business Association Management

HIGHLIGHTS

Planning promotions

When planning your in-store or district promotion, define the following key elements:

Mission What is your intention? What do you hope to achieve through the promotion? Gain greater visibility in the district? Attract new customers? Take care of your best customers? Build community on Main Street?

Audience Who are your target customers? What would likely attract them to your promotion? Who else would you like to have attend?

Format/activities Determine the “look” for the event, identify the target number of participants, and plan the specific activities intended to draw your desired audience.

Theme Develop a name that evokes the mission and will trigger interest from your audience. Consider classic descriptions that are enduring. Is this one event in a series? Are you hoping to make this an annual event? Build the details into the theme and name.

Logistics Consider the optimal time, date, and location for your promotion.

Partners Are there other businesses that may be interested in your mission and theme, or who would make the promotion more attractive to the target audience? What other supporters are needed to ensure the event’s success?

Budget Determine the likely cost of the event and resources needed. Will your marketing or advertising budget be sufficient? What will you need from partners or the business/Main Street association?

Media Use your business’ Facebook network to launch publicity campaigns that get your followers sharing, commenting and “liking” your business page.

Leveraging market days, street fairs, and other community events

A street fair is regarded by many people as a favorite summer activity. For a commercial district, it’s an opportunity to welcome new customers from all over to the region and show them all that your area has to offer. Holiday celebrations, art



fairs, or other annual community events similarly draw customers and are worth leveraging to promote your business.

Many businesses experience record sales on fair day and use the day to build their customer bases. Some businesses may not benefit directly from extra foot traffic on this one day of the year. However, all businesses can increase awareness of their products and services as a result of the attention and publicity that a district receives from this type of event. The following tips can help individual businesses make the most of event days.

Take your business outdoors

Many people come to street fairs and events, but they may not always go inside your business. Be prepared to attract people as they walk by. Set up a table or display in front of your business with sale merchandise, giveaways, promotional flyers or coupons. If your business is outside the area where the crowds and activities tend to be concentrated, consider teaming up with a more centrally-located business and set up a table on their sidewalk or lot.

Make a good impression

A street fair or large event is an opportunity to make a great first impression on visitors and new residents. Make sure your storefront and sidewalk are clean and inviting. Have extra staff on hand. Provide water. Put out and maintain extra garbage containers. Make your restrooms available if possible. Run specials. Be able to provide information and directions about other businesses in the area.



Host a special event

It’s not hard to create your own contest, display, demonstration, charity benefit, or sale. Even a small, simple activity will help people remember your business and bring new customers back throughout the year. Ask customers, employees, and neighboring businesses for creative ideas. Promote your event with flyers, posters, or bag stuffers at your business and through your mailings and advertising.

Advertise

The more businesses help bring crowds to the area, the more exposure is generated for everyone. Mention the street fair or event in your regular advertising leading up to the month of the event. Participate in discounted group advertising offered by news magazines, papers and local community newspapers. Whether or not you advertise, put your business information on materials or merchandise that you hand out, sell, or give away. Make sure that the thousands of people that visit your area know how to find you again!

Cater to walkers and bikers

Think about items you can offer that might appeal to guests and shoppers who are on foot or on bike: small merchandise that is easy to carry, coupons and flyers that will entice shoppers back to your business, quick and refreshing snacks and beverages, reusable shopping bags with handles.

Consider how to “give back” to the community

Show gratitude to the customers and neighbors that support your business during the other 364 days of the year! Offer discounts, coupons, free activities, samples and giveaways as a way to say “thank you” to the community that helps to make the area a vibrant business district. Customers (both old and new) will feel appreciated.



Bridget Bayer Business Association Management

Bridget Bayer is an independent consultant providing support to business district associations, maximizing their unique destination potential in the Portland region’s commercial districts and corridors. Bridget also assists small businesses develop through financial analysis, funding preparation, business planning as well as hands on operational improvements for existing and start-up businesses. With more than 15 years experience in small business leadership, Bridget is recognized for her professionalism – exceeding organizational goals, communicating effectively, and mentoring and team-building for successful results.