

YOUR INITIATIVES *Online*

As more and more commerce is moving online, your organization's initiatives to promote businesses should as well. We've created a guide for you to optimize in person events by integrating your e-commerce platform in order to create extra online traffic and sales to businesses.

Gift Card Promotions = Online Collective Gift Card Days

- Instead of just encouraging people to buy local gift cards, make it easy for them to do it with a collective gift card promotion event. It will allow customers to come to one site, select the businesses and gift card amounts that they want, and then receive gift cards in the mail from several different businesses. Also consider buyer incentives for number of cards they purchase. These events can be one day, or weeks in length.

Ribbon Cutting = New Shop Launched Live

- Think of ways you can make it a big deal when a business has successfully launched their shop. Can you hold a live event on your social media page announcing their business, and highlight their products/services? This will likely not only create engagement on your social page, but the businesses storefront immediately, and possibly instant sales. It will also show other members (and non-members) how committed you are to promoting their efforts and the site.

Small Business Saturday = Small Business Everyday

- Utilize the intrinsic reward of Small Business Saturday, and promote small year-round. Think "Small Business Saturdays", and promote the value of small businesses every Saturday. Make it easy for them to shop local with a link to your site.

Chamber Bucks/Downtown Dollars = Site-Wide Gift Cards

- Promote your platform's e-gift card as a way to shop local businesses online. With a redeemable code at checkout, this makes it easy to send and redeem in the digital age, regardless of the purchases location.
- In addition, many chambers have gift check program to infuse cash into your member businesses. Consider selling these online through the platform to make it easier for customers to discover and buy them to use in-store.

Farmers Market = Online Market (they can shop day and night, no time or weather restrictions)

- If you have or are planning to run a farmers market, can you also invite those vendors to sell online through your platform? It is a great way to provide a non-member an entrance into your organization, but also a way for customer to shop the market rain or shine, any time of the day.

Member to Member Deals = Coupon Codes

- We've seen you mention them, but how often are they utilized? Consider having members pre-approve a "member discount" amount that can be applied online via a coupon code to all participating businesses.

Cash Mobs/Donations = Online Donation Link

- Want to infuse cash into a certain business or types of businesses (retail, restaurants, program initiative)? Consider adding a donation/supporter virtual product that will allow concerned community members to support it from their homes.

Your Events/Rentals = Online Sales

- What event tickets can you sell online through the platform? Golf outing, luncheon tickets, facility rentals, etc. Having these bought through your shop on the platform will allow regulars to discover and utilize the platform.

Sidewalk Sale Days = Online Sales

- Consider having vendors to do promotions or "special online only" sales. We can create a special page or link that goes right to those products.

Shopping Incentives = Order Incentives

- If you have offered prize bags or other incentives for shopping local, could you offer a gift card or other type of incentive for shoppers.

Seasonal Shopping Events = Online Shopping Event

- Any seasonal shopping event can be seamlessly duplicated online! Use the same marketing materials, but include the website in the promotion of your "Fall Markets, Makers Fairs, and Chocolate Walks. Have businesses include a gift with each event's purchase.