

I've got us up to 30 ideas
together let's come up with the remaining 30

60 Retail Promotion
Ideas in 60 minutes
PLUS what you need to
know about Retailers

Quick and EASY events that retailers LOVE
because it gets people in the door



Word of Mouth Promotions

- 1. Include a list of your community's most popular items
- 2. "Power Buy" - a special discount on a popular item
- 3. "Flash Sale" - a special discount on a popular item for a limited time
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- 10. "Flash Sale" - a special discount on a popular item for a limited time

ARTS:

- 1. ART WALK - walk among the ART studios, consider adding three vendors that are ART in different areas around town
- 2. ART SWAP - bring a piece of art in swap out with someone at the event. Add wine, cheese and crackers and you're good!
- 3. Check us the town. Art on the sidewalks.
- 4. Play the Game of Art Auction - Ask for donations of Art - In exchange offer something like free tickets to your events, promotions, and most of all recognition - Allow people to provide their art to be auctioned on your website - Make it a task to be awarded by its collector (usually others). Here you have guidelines to set to help attract the better artists - Other ideas: - gift the value and pay them (cash for their piece) to cover materials and labor - Offer to add a museum piece to the store - Offer to return the piece if it is stolen
- 5. An Festival / Wine and Art Festival - too busy, too costly for kids, Live music
- 6. From Open bidding event - An ancient legend promises that if one takes 1,000 paper cranes, he or she will be granted a wish. Other take promise eternal peace, prosperity or happiness. Invite the public to find paper cranes and their display in one of your empty storefronts.



- Appeal to the KIDS:
- People are always looking for something to do with their kids
 - 1. Make a snowman contest
 - 2. Kids fair - crafts, games, food
 - 3. Learn to event: yo-yo, dance, cheer, paint, act, karate...
 - 4. Continued Character appearance - FROZEN is big (but be careful of using copyrighted names) "Make the Ice Princess"
 - 5. Easter Egg contest and parade



How to Engage Retailers:

Retailers that just don't get Main Street

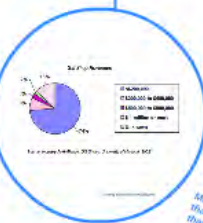
- 1. Get their attention (the hard part)
 - promote them - stories / testimonials (not list of what they carry)
 - Facebook and twitter mentions of their business
 - Invite them to participate in an event
- 2. Share with them the Main Street vision. Why it works:
 - Collaborative efforts will yield exponentially better results!
 - Cause based / Non profit

Retailer Concerns you need to know about:

- 1. Small individual store retailers do not make the big bucks.
 - Why do it then?
 - Qualifications
 - Sales and discounts - don't ask them
- 2. Master of all trades -> struggles
 - Expert in field (ex. sushi / kitchen store)
 - Buying
 - Design
 - People manager
 - Money manager
 - Sales forecasting, open to buy, purchasing
 - Advertising and promotions expert
- 3. The Internet - buying online

What Main Street can do about it:

- 1. Promote shopping local
 - local retailers often live in the community
 - local retailers donate to causes in the community
 - local retailers spend money in the community
- 2. Promote the downtown as a fun place to be:
 - Shopping is entertainment
 - Experienced based
 - Keep them coming back
- 3. Have help available
 - Has to be a third party (not a local retailer)
 - Connect them with organizations
 - ASTRA - toy stores (astratoy.org)
 - American Booksellers Association - bookweb.org indiebound.org
 - Greeting Card association - greetingcard.org
 - Bike shop association - nbda.com
 - EXTENSIVE LIST - <http://www.sbdnet.org/small-business-research-reports>
 - Ohio small business development centers
- 4. Offer your help:
 - technology
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 - facebook / twitter / social media



Main Street events will always draw more traffic than a single store event. Even a simple event that is planned and promoted by Main Street has phenomenal effects on my sales.

Events From a Retailers Perspective:

The best events are the ones that get people through our doors

HUGE EVENT
Heritage Festival (20,000 people) 1.8x average Saturday sales
Wine and Art Festival - in 2014 this was below my average Sat.

vs. SMALLER EVENTS
Chocolate Walk - 1.51 x average Saturday sales (1st quarter)
Black squirrel fishery - Sales Doubled from the previous year!
Free cookies, wrapping, dress up guys - PUBLICITY!
Sweet Treats Sun Day Fest - 1st year sales DOUBLED
2nd year had an additional 30% increase in sales

Huge event - hard to handle crowds (Heritage Festival)
Don't do event -> in the doors, sales are lower for me
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Word of Mouth Promotions

Patronize you Main Street businesses Daily!

Talk about your Main Street businesses Daily!

- What you LOVE.. and be dramatic
- Talk to individuals! Other business owners!
- Every conversation you have with someone mention something... how great your lunch was,



... Promo

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- @offwagon LOVE the bacon flavored toothpaste #bacon #kentoh #mainstreetkent
- talk about your experience on facebook

Example: "Yesterday this fellow was walking around downtown Kent wearing his mask...because we have fun stuff like this at Kent




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Example: "Yesterday this fellow was walking around downtown Kent wearing his horse mask...because we have cool stores that sell fun stuff like that! (Off the Wagon - for the young at heart) — with Off the Wagon - for the young at heart."







BUILD LOYALTY! One of the best ways you can build your Main Street Merchants loyalty is to have them hear from someone else about how YOU were telling them how great their business is!
#grounduployaltybuilding

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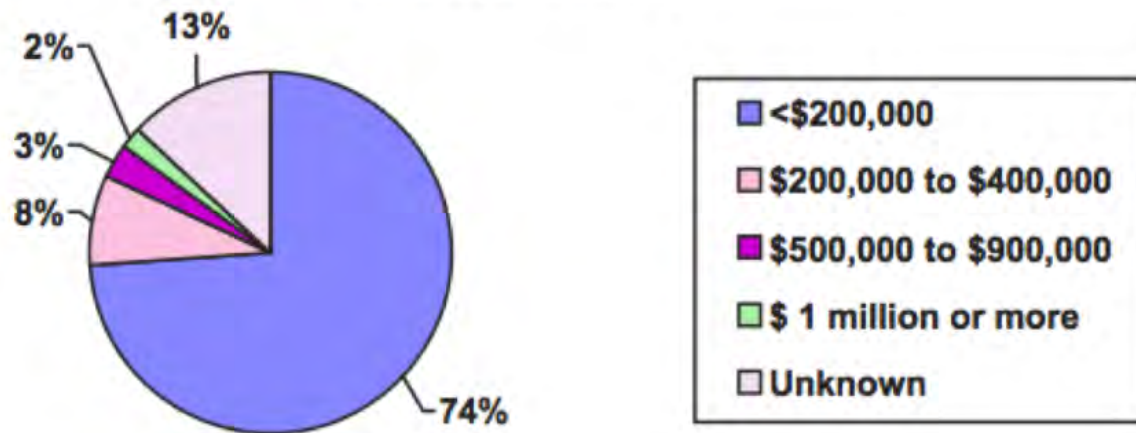
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Gift Shop Revenues



Source: Industry-At-A-Glance: Gift Shops, University of Missouri, 2002⁶

clothing stores different ballgame

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"Yesterday this fellow was walking
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TRIGGER BUZZ in your community

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3. Kazoo Band -
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om and Dad on
t day! Love, Buddy

Susan Kanleck McGann and
u are looking wonderful

n - Like - 1

Wunderle Hey, there's the mayor

pm - Like - 1

Lookn good Buddy!

22pm - Like - 1

on I bet you were giving all the girls
Miss you Buddy. ❤️

9:33pm - Like

Wunderle Blok So nice of you buddy
om and dad for a stroll!!!

at 10:39pm - Like

a comment...



- TRIGGER
1. Creat
 2. "Flow
 3. Kazoo
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6. Have a pet / mascot!



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You Tube

5. Fashion show. Become a you tube sensation

- Ask a dance studio to coordinate
- I like how they all put hats on as they joined.
- intro to video should include your Main street sign
- Schedule it during a big event
- Share and share on social media

5. Pay it Forward!



Prezi

\$100 handed out with a note

- Schedule it during a big event
- Share and share on social media

5. Pay it Forward!

- \$20 hand out with a note..
pay it forward
- Free lemonade stand.. because we love this town
- Buy a care package from retailers in your town and then randomly give it away to someone in the town.

Before.....and after. Whew what a task this bed was - and the soil....ugh.
Seemed to all work out though 😊 It's in front of The Kent Stage in downtown
Kent; corner of Main and Depeyster. — with [Buddy Sessions](#).



Like · Comment · Share

👍 Julie Brandle, Buddy Sessions, Carol L. Foote and 155 others like this.



Prezi

Buddy Sessions's Photo...
in Mobile Uploads

Tag Photo Options | Share Send



Buddy Sessions

April 21 · 🌐

I loved being downtown with Mom and Dad on Saturday. It was a BEEEEutiful day! Love, Buddy

Unlike · Comment · Share

👍 You, Amy Ferrell Bragg, Susan Kaniecki McGann and 75 others like this.



Beth Clark And you are looking wonderful Buddy.

April 21 at 3:27pm · Like · 🍷 1



Robyn Stahler Wunderle Hey, there's the mayor of Kent...Buddy!

April 21 at 4:54pm · Like · 🍷 1



Chris Coville Look'n good Buddy!

April 21 at 5:22pm · Like · 🍷 1



Patty Morgan I bet you were giving all the girls kisses too! Miss you Buddy. ❤️

April 21 at 9:33pm · Like



Susanne Wunderle Blok So nice of you buddy to take mom and dad for a stroll!!!

April 21 at 10:39pm · Like



Write a comment...



Suggested Groups

See All



Family & Ohio friends

Mona Hartshorn and Rachel Hartshorn

joined

+ Join

*The store e
is planned and p
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Events From a Retailers Perspective:

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Heritage festival (20,000 people) 1.85 x



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Retailers Perspective:
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Free cookies, wrapping, dress up guys .. PUBLICITY!

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Huge event → Hard to handle crowds (Heritage festival)

Door to door event---> in the doors

Plaza events ---> not in the doors, sales are lower for me

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Quick and EASY events that retailers LOVE
because it gets people in the door!

1. My FAVORITE: our Sweet Finds contest.
 - runs on super Saturday
 - MSK collects a big gift giveaway package via donations from businesses
 - MSK advertising to support Kent's small businesses on Small Business Saturday and enter our sweet find contest.
 - People go to each store to fill in the sweet entry form



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2. BLACK Squirrel Friday -
OR Black SNACK Friday. Have your local



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OR Black SNACK Friday. Have your local retailers offer a snack on black friday. Get away from the hussle and bussel and relax, have a snack, no rush, enjoy shopping local this black friday.

3. Chocolate Walk -
Get 100 to 200 people through the door into the store! A great and easy to run promotion that is a money maker as well





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4. Christmas Festival / Come Downtown for the holidays

- Each downtown venue offers something unique. Homemade chocolate chip cookies, make a holiday craft, write a letter to Santa.

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5. Downtown window contest - all unveiled on the same night. Add lighting and build a holiday event around it.

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6. Trick or Treat!!! Ask the businesses to participate and then promote it!

7. Build off a big existing event from an existing retailer. Example SUPER SATURDAY = Free







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8. SIDEWALK SALE -- July is a great month for this. Put a few ads in the classifieds, make some posters, ask retailers to participate.
9. Ladies night out - wine tastings

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Cross Promotions:

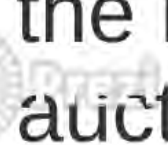
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Cross Promotions:

10. Hand out a Main Street card, tell them to visit participating stores / businesses, have them use the filled out card for entry into a drawing for prizes.

11. **SAVE YOUR RECEIPTS AUCTION** / Main Street Gives Back Auction: Have people save their receipts from shopping in the Main Street district in the month of December. In January, hold an auction. Use donated items in the auction and



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12. Shopping Day Lottery! Have stores and businesses hand out a numbered ping pong ball with each \$20 purchase. Then have customers



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13. Casino night - get a card at different locations and see if you can get the highest hand. win prizes

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3. Chalk up the town. Art on the sidewalks.

4. For the Love of Art Auction

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- In exchange offer something like free tickets to your event(s), sponsorships, and most of all recognition
- Allow people to preview the art to be auctioned on your website
- Make it a black tie event and try to collect top quality pieces. Here are some guidelines to set to help attract the better artists:
 - a. Offer 50/50 - split the sale and pay them 50% for their piece (to cover materials and labor)
 - b. Offer to set a reserve price on the piece
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5. Art Festivals / Wine and Art Festival - booths, food, crafts for kids, Live music.

6. Paper Crane folding event:

An ancient legend promises that if one folds 1,000 paper cranes, he or she will be granted a wish; other tales promise eternal good luck, prosperity or happiness.

Invite the public to fold paper cranes and then display in one of your empty storefronts.



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Word of Mouth Promotions

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2. "Leave Goods"
3. Kiosk Patrol
4. Flash Mob!
5. Play it Forward!
6. Have a pet?



Photo credit: [illegible]



1. My Friends - [illegible]
2. Black [illegible]
3. Check it out!
4. Christmas [illegible]
5. [illegible]
6. [illegible]
7. [illegible]
8. [illegible]
9. [illegible]
10. [illegible]
11. [illegible]
12. [illegible]
13. [illegible]
14. [illegible]
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16. [illegible]
17. [illegible]
18. [illegible]
19. [illegible]
20. [illegible]
21. [illegible]
22. [illegible]
23. [illegible]
24. [illegible]
25. [illegible]
26. [illegible]
27. [illegible]
28. [illegible]
29. [illegible]
30. [illegible]



Photo credit: [illegible]



1. [illegible]
2. [illegible]
3. [illegible]
4. [illegible]
5. [illegible]
6. [illegible]
7. [illegible]
8. [illegible]
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19. [illegible]
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21. [illegible]
22. [illegible]
23. [illegible]
24. [illegible]
25. [illegible]
26. [illegible]
27. [illegible]
28. [illegible]
29. [illegible]
30. [illegible]



I've got us up to 30 ideas
together let's come up with the remaining 30

