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 customers LOVE
because it gets people in the door

How to Engage Retailers:
Retailers that just want to go Main Street
1. Get their attention (the bait and switch)
   - provide them with a free demonstration (sell but sell what they sell)
   - Facebook and Twitter mentions of their business
   - invite them to participate (in store)
2. Selling retail the Main Street way... where is marketing
   - Collaborative effort will yield exponentially better results
   - Create bonds / Art project

Retailer Concerns you need to know about:
1. Small individual store owners do not want to be upsold to big box retail
   - Ethics
   - Sales and demonstrators... don't sell them
2. Display of equal skill... modellers
   - Product to feel, not just look (do them alone)
   - Displays
   - Merchandise manager
   - Sales training, open up to buy promoting
   - Advertising and promotions report
3. The Internet - buying online

What Makes Ebay successful:
1. Personal shopping local
   - Local retailers offer a local in the community
   - Local retailers offer a local in the community
   - Local retailers offer a local in the community
2. Promote the downtown as a fun place to be
   - Shopping is exclusion
   - Experience based
   - Keep them coming back
3.人心 activates
   - Hot: to be a part of the local retail
   - Open them with organizations

Future Trends in Retail Promotions:
1. Technology - technology
   - Social media
   - E-commerce
   - Local search

Extra Information:
- [Website 1]
- [Website 2]
- [Website 3]

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

Quick and EASY events that...
How to Engage Retailers:

Retailers that just don't get Main Street

1. Get their attention (the hard part)
   - promote them - stories / testimonies (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
How to Engage Retailers:

Retailers that just don't get Main Street

1. Get their attention (the hard part)
   - promote them - stories / testimonies (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
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,
Patronize you 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, new item you saw in a store, new show at the theater, great service at a hairdresser/barber.
- @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 bacon mask... because we have fun stuff like that."
- @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 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
Collaborative efforts will yield exponential 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
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
Gift Shop Revenues


Main Street than a single ...
- 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
- 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
- Advertising and promotions explain

3. The Internet - buying online

What Main Street can do about it:

1. Promote shopping local
   - local retailers often live in the area
   - local retailers donate to causes
   - local retailers spend money in the community
- 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
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 (astratoys.org)
     - American Booksellers Association-
- 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.sbdcnet.org/small-business-research-reports
- Ohio small business development centers

Offer your help:
- Bike shop association - ribua.com
- EXTENSIVE LIST
  http://www.sbdcnet.org/small-business-research-reports
- Ohio small business development centers

4. Offer your help:
   - technology
   - promotions
   - facebook / twitter / social media
60 Retail Promotion Ideas in 60 minutes PLUS what you need to know about Retailers
Word of Mouth Promotions

Patronize your 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,
    new item you saw in a store, new show at the
    theater, great service at a hairdresser/barber.
- @offwagon LOVE the bacon flavored
  toothpaste #bacon #kentoh #mainstreetkent
- Talk about your experience on Facebook

- "Yesterday this fellow was walking
  down the street wearing his horse
  costume. Cool stores that sell
  cool stuff - for the young and young
TRIGGER BUZZZ in your community
1. Create a Cash Mob
2. "Flower Bomb"
3. Kazoo Band - free kazoos to 100 people who show up
TRIGGER BUZZ in your community

1. Create a Cash Mob
2. "Flower Bomb"
3. Kazoo Band - free kazoos to 100 people who show up
4. Flash Mob! Become a you tube sensation
BE THE CHANGE

TRIGGER

1. Creative Writing
2. "Flowers"
3. Kazoos
4. Flash Sensation

-Ask a...
your town and then run it away to someone in another town.

6. Have a pet / mascot!
TRIGGER BUZZ in your community
1. Create a Cash Mob
2. "Flower Bomb"
3. Kazoo Band - free kazoos to 100 people who show up
4. Flash Mob! Become a you tube sensation
   - Ask a dance studio to coordinate
1. Create a Cash Mob
2. "Flower Bomb"
3. Kazoo Band - free kazoos to 100 people who show up
4. Flash Mob! Become a you tube sensation
   - Ask a dance studio to coordinate
   - I like how they all put hats on as they joined.
1. Flash Mob: Become a YouTube 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!
- $20 hand 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.

6. Have a pet / mascot!
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.
Buddy Sessions
April 21 -

I loved being downtown with Mom and Dad on Saturday. It was a BEEEutiful 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
Huge event

Heritage Festival (20,000 people) 1.85 x

The best events are the ones that get people involved.

Events from a Retailers Perspective:

Has phenomenal effect on local businesses.

Store events are an essential part of the strategy.
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.
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) 1.85 x 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 friday - Sales Doubled from the previous year!
Free cookies, wrapping, dress up guys .. PUBLICITY! 
Sweet finds Sm Bus Sat  - 1st year sales DOUBLED!
The best events are the ones that get people through our doors.

HUGE EVENT
Heritage festival (20,000 people) \(1.85 \times\) average Saturday sales
Wine and Art festival - in 2014 this was below my average Sat.

vs. SMALLER EVENTS
Chocolate Walk = \(1.51 \times\) average Saturday sales 1st quarter
Black squirrel friday - Sales Doubled from the previous year!
   Free cookies, wrapping, dress up guys .. PUBLICITY!
Sweet finds Sm Bus Sat - 1st year sales DOUBLED!
   2nd year had an additional 30% increase in sales

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
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 Find entry form
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 finds entry form

2. **BLACK Squirrel Friday** -
   OR Black SNACK Friday. Have your local retailers offer a snack on black friday. Get more
businesses on Small Business Saturday and enter our sweet find contest.
- People go to each store to fill in the sweet finds entry form

2. BLACK Squirrel Friday - 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.
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.

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.
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.

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, meet Santa and his elves, live nativity scene

5. Downtown window contest - all unveiled on the same night. Add lighting and build a holiday event around it.
holidays
- Each downtown venue offers something unique. Homemade chocolate chip cookies, make a holiday craft, write a letter to Santa, meet Santa and his elves, live nativity scene.

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

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

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 comic book day, 1st Saturday in May.
7. Build off a big existing event from an existing retailer. Example SUPER SATURDAY = Free comic book day, 1st Saturday in May.
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
8. SIDEWALK SALE -- July is a great month for this. Put a few ads in the classifieds, some posters, ask retailers to participate.

9. Ladies night out - wine tastings
Cross Promotions:

10. Hand out a Main participating stores / the filled out card for
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
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 consider buying a few things. People hand in their receipts to get auction dollars. $1 spent = $1 auction dollar. Do a Live auction or combination of Live and silent.

12. Shopping Day Lottery! Have stores and businesses hand out a numbered ping pong ball with each $20 purchase. Then have customers
12. Shopping Day Lottery! Have stores and businesses hand out a numbered ping pong ball with each $20 purchase. Then have customers return and add their balls (you record their numbers and names and contact info) to the lottery and at the end of the day draw a winner. The winner gets a prize package.

13. Casino night - get a card at different locations and see if you can get the highest hand. win prizes
12. Shopping Day Lottery: Have stores and businesses hand out a numbered ping pong ball with each $20 purchase. Then have customers return and add their balls (you record their numbers and names and contact info) to the lottery and at the end of the day draw a winner. The winner gets a prize package.

13. Casino night - get a card at different locations and see if you can get the highest hand. win prizes
ARTS:
1. ART WALK
   - walk among the ART studios. Consider adding street vendors and/or ART in different areas around town

2. ART SWAP
   - bring a piece of art to swap out with someone at the event. Add wine, cheese and crackers and you've got a hit!
1. ART WALK
   - walk among the ART studios. consider adding street vendors and/ or ART in different areas around town

2. ART SWAP
   - bring a piece of art to swap out with someone at the event. Add wine, cheese and crackers and you've got a hit!

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

4. For the Love of Art Auction
   - Ask for donations of Art.
   - In exchange offer something like free tickets to your event(s), sponsorships, and most of all
street vendors and/or ART in different areas around town

2. ART SWAP
   - bring a piece of art to swap out with someone at the event. Add wine, cheese and crackers and you've got a hit!

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

4. For the Love of Art Auction
   - Ask for donations of Art.
   - 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
4. For the Love of Art Auction
   - Ask for donations of Art.
   - 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
     c. Offer to return the piece if it is unsold
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
c. Offer to return the piece if it is unsold

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.
b. Offer to set a reserve price on the piece
c. Offer to return the piece if it is unsold

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.
Appeal to the

- People are
  - with their kids!
1. Make a story!
2. Kids fair
3. Learn to
  - cheer, parade!
4. Costume big (but keep "Meet the"
5. Easter Egg
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. Costumed Character appearance - FROZEN is big (but be careful of using copyrighted names) "Meet the Ice Princess"
5. Easter Egg contest and parade
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

- People are always looking for something to do with their kids.
- 1. Make a spontaneous outing
- 2. Kid's arts, crafts, games, food
- 3. Learn to dance, cheer, paint, sell, karaoke
- 4. Combine character appearance - PROVEN to big! But be careful of using copyrighted names!
- 5. Easter egg hunt and bonfire

ARMS:

1. ART MALL:
   - A wall-sized display of ART that you can sell
   - Consider selling local works of ART in different areas around town.

2. ART GALLERY:
   - A place to go to enjoy art with others

3. Chalk it up for art:
   - Art on the sidewalks

4. Put it in the Loop:
   - Ask local Artstores to participate in a plan to buy art from local artists
   - Sell art on the sidewalk

5. Make it a happening:
   - Make it an event that is fun and enjoyable

6. Art Opportunity:
   - Work with Art teachers to distribute local works

7. Art for the heart:
   - An excellent holiday program that distributes 7,000 hearts annually; also one of the greatest opportunities for a non-profit to make a profit simply by selling.

8. Art for the heart:
   - A great way to make art accessible to people

9. Art for the heart:
   - A great way to make art accessible to people

10. Art for the heart:
    - A great way to make art accessible to people

11. Art for the heart:
    - A great way to make art accessible to people

12. Art for the heart:
    - A great way to make art accessible to people

13. Art for the heart:
    - A great way to make art accessible to people

14. Art for the heart:
    - A great way to make art accessible to people

15. Art for the heart:
    - A great way to make art accessible to people

16. Art for the heart:
    - A great way to make art accessible to people

17. Art for the heart:
    - A great way to make art accessible to people

18. Art for the heart:
    - A great way to make art accessible to people

19. Art for the heart:
    - A great way to make art accessible to people

20. Art for the heart:
    - A great way to make art accessible to people

21. Art for the heart:
    - A great way to make art accessible to people

22. Art for the heart:
    - A great way to make art accessible to people

23. Art for the heart:
    - A great way to make art accessible to people

24. Art for the heart:
    - A great way to make art accessible to people

25. Art for the heart:
    - A great way to make art accessible to people

26. Art for the heart:
    - A great way to make art accessible to people

27. Art for the heart:
    - A great way to make art accessible to people

28. Art for the heart:
    - A great way to make art accessible to people

29. Art for the heart:
    - A great way to make art accessible to people

30. Art for the heart:
    - A great way to make art accessible to people

31. Art for the heart:
    - A great way to make art accessible to people

32. Art for the heart:
    - A great way to make art accessible to people

33. Art for the heart:
    - A great way to make art accessible to people

34. Art for the heart:
    - A great way to make art accessible to people

35. Art for the heart:
    - A great way to make art accessible to people

36. Art for the heart:
    - A great way to make art accessible to people

37. Art for the heart:
    - A great way to make art accessible to people

38. Art for the heart:
    - A great way to make art accessible to people

39. Art for the heart:
    - A great way to make art accessible to people

40. Art for the heart:
    - A great way to make art accessible to people

41. Art for the heart:
    - A great way to make art accessible to people

42. Art for the heart:
    - A great way to make art accessible to people

43. Art for the heart:
    - A great way to make art accessible to people

44. Art for the heart:
    - A great way to make art accessible to people

45. Art for the heart:
    - A great way to make art accessible to people

46. Art for the heart:
    - A great way to make art accessible to people

47. Art for the heart:
    - A great way to make art accessible to people

48. Art for the heart:
    - A great way to make art accessible to people

49. Art for the heart:
    - A great way to make art accessible to people

50. Art for the heart:
    - A great way to make art accessible to people

51. Art for the heart:
    - A great way to make art accessible to people

52. Art for the heart:
    - A great way to make art accessible to people

53. Art for the heart:
    - A great way to make art accessible to people

54. Art for the heart:
    - A great way to make art accessible to people

55. Art for the heart:
    - A great way to make art accessible to people

56. Art for the heart:
    - A great way to make art accessible to people

57. Art for the heart:
    - A great way to make art accessible to people

58. Art for the heart:
    - A great way to make art accessible to people

59. Art for the heart:
    - A great way to make art accessible to people

60. Art for the heart:
    - A great way to make art accessible to people

How to Engage Retailers:

1. Get their attention (6)
   - Promote them - site
   - Facebook and twitter
   - Invite them to parties

2. Share with them the
   - Collaborative effort
   - Cause based

Retailer Concerns you need:

1. Small individual stores need
   - To make the big bucks
   - Why do it then?
   - Qualifications
   - Sales and discounts -

2. Master of all trades
   - Expert in field ex. retail
   - Bashing
   - Design
   - People management
   - Money management
   - Sales forecasting, open
   - Advertising and promotions

3. The Internet - buying online

What Main Street can do:

1. Promote shopping local
   - Local retailers often live
   - local retailers spend

2. Promote the downtown
   - Shopping to entertain
   - Experiential tourism
   - Keep them coming back

3. Have help available
   - Has to be a third party
   - Connect them with org Ex: ASTRA - key stores
   - American Booksellers
   - 98% Beach
   - Greeting Card assoc.
   - Bike shop association

4. Extensive LIST
   - HTTP://www.shoplocal.org
   - Research reports
   - Ohio small business

5. Other useful links
    - Prezi
I've got us up to 30 ideas together let's come up with the remaining 30