

How you can participate in Buy Nearby Weekend

Oct. 4-6, 2019

SOCIAL MEDIA

- Go to buynearbymi.com and download our social media banners for your Facebook, Twitter and Instagram accounts.
- Download our infographics to use in your shop-local posts.
- Use the #buynearbymi hashtag on your social media.

PROMOTIONAL MATERIALS

- Stuff shopping bags with our mini-infographics.
- Take a sheet from our coloring book, make several copies, and have a coloring contest. Post the results on a bulletin board and award a prize.
- Put our poster in your store window.
- Put balloons on a sandwich board outside your store during the weekend.

LURE SHOPPERS TO YOUR STORE

- Provide a nice little deal to those who buy something during the weekend (a chocolate truffle, a discount, etc.)
- Encourage shoppers to participate in the Buy Nearby contest. Five shoppers will win \$100 gift cards by posting photos on social media with the #buynearbymi. Tell them to tag your store, to give you a little extra boost on social media! (We have directions for you to place by your cash register so your sales associates will remember to promote the contest). We'll be monitoring social media for the hashtag and will randomly choose winners in the week after Buy Nearby Weekend.

PREACH!

- Send a press release to media. – we have a sample release for you; email rschrauben@retailers.com to request one. Be sure to send it no later than Sept. 26.
- Use slogans like “Keep your money in the Mitten” and “Think before you click.”

Buy Nearby is a year-round campaign sponsored by Michigan Retailers Association, which exists to: promote “buying nearby,” fight for retail interests in the state legislature and offer discounted services to retailers, such as shipping, credit card processing and workers’ compensation insurance. For more information, go to www.retailers.com/member-benefits.

We can provide the following FREE presentations for your retail group:

- *Jumpstarting retail in your downtown*
- *How to promote shopping local*
- *Discounted services for retailers*

