

Create your own Buy Nearby Weekend

Or participate in ours: Oct. 2-4, 2020

SOCIAL MEDIA

- Download our social media and infographics at buynearybymi.com – including banners for your Facebook, Twitter and Instagram accounts.
- Use the #buynearybymi 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 a Buy Nearby contest. Here's what we do during the October BNB Weekend: Five shoppers win \$100 gift cards by posting photos on social media with the #buynearybymi hashtag. We encourage them to tag the store where they made a purchase. We monitor social media for the hashtag and randomly choose winners in the week after Buy Nearby Weekend.
 - You can do this during your own promotion and come up with your own hashtag.
 - The Grass Lake Chamber of Commerce has shoppers sign up in its member stores for a chance to win a \$100 gift certificate – that can be spent only at chamber member businesses.

OUR MASCOT

- If Buy Nearby Guy is free, schedule him to appear at your special shop-local event! Go to the buynearybymi.com website and click the Retailers section.

PREACH!

- Send a press release to media. We have a sample release for you; email rschrauben@retailers.com to request one.
- Use catchy 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 educates shoppers on the importance of keeping their shopping dollars in Michigan. In addition, MRA fights for retail interests in the state legislature and offers discounted shipping, credit card processing and workers' compensation insurance. For more information, go to www.retailers.com/member-benefits.