!!Don’t Forget!!

Call to action & Recognizable logo/branding &

Your unique value proposition (what benefits will your customers experience)

*Goal: Encourage increased shopping behavior*

* Coupons
* Special promotion/discounts
* Assists to increase shopping capacity(provide carts, insulated shopping bags, etc)
* Survey customers to understand what will help them shop more – make those changes.

*Goal: Build relationships and loyalty*

* Build partnerships with community stakeholders
* Loyalty programs (Spend $50, get $5. Visit the market 10 times, get a free gift)
* Volunteer/Friend of the market program

*Goal: Tell a story, communicate the benefits and value proposition*

* Media stories
* Social media posts
* E-newsletters

*Goal: Improve awareness with general information*

* Flyers
* Website
* Signage (yard signs, market directional signs)
* Social media
* Calendar postings
* Postcard mailing
* Word of mouth campaigns
* Branded material (bags, shirts, etc)