

Tips & Suggestions for In-Store Promotions

While the “The Road is Open” promotion will offer a district-wide appeal for the public during construction, businesses who rely on foot traffic should also consider offering a special discount or special to attract your own customer base. Below is a list of ideas for an in-store promotion that could help drive customers to your business during construction:

- 1. Offer a Giveaway:** The “The Road is Open” program will only be collecting customer name and phone number. We urge Military Avenue Businesses to do additional in-store promotions themselves collecting e-mail, mailing addresses, twitter sign-ups, and facebook friends so you can add them to your customer databases for future marketing opportunities.
- 2. Kids get a free hard hat with any purchase above \$25:** Whether it’s a hard hat or something else construction related or just specific to your business, offer families a quirky reason to get into your store that will set you apart.
- 3. If using a percentage off, make it unique:** Offering a straight “10% off “ during the construction period may not set you apart so consider offering a percentage tied into something unique for you like “21% off because we’re 21 years in business” or a percent off corresponding to the date (14% off on the 14th, etc.).
- 4. Pick one day a month for a Construction Extravaganza:** Running a special promotion or event all throughout construction may be too difficult for the smaller shops so consider running a “Free Fridays” construction special or whenever your slow days are special.
- 5. Create an “Orange Card” Loyalty Program:** During construction, it will be extremely important to reward your customers for returning to your business. If you don’t already have a loyalty program, consider a special promotion where every purchase they can get an orange card stamped only valid during the construction.
- 6. Offer Surprise Specials:** Create intriguing reasons for a customer to want to step in your door like having the special be something they draw out of a hat. This is an excellent opportunity to use social media tools such as twitter and facebook to offer surprise specials to your customers.
- 7. Hold special classes or seminars free to the public:** If you are a business owner with products that can be tied to a skill, hold a free class or event each month of construction.
- 8. Hold in-store contests:** Create a contest for your customers that create excitement and competition. Ideas could include trivia contests or scavenger hunts.
- 9. Offer added entertainment:** If your business can accommodate live music or other forms of entertainment; do it! Adding to your business ambiance during this time will help customers forget the construction zone.
- 10. Add a “Goodie” to their bag:** Offer customers quirky incentives tied to their purchase like a free can cooler or other marketing item with your logo.
- 11. Create a Coupon** that MABA can distribute to promote your business on the Militaryave.org website.

Military Avenue Business Association would like to hear about your in-store promotions and put together a simple flyer and listing on our website of all the business specials.