

10 LOCAL EVENTS TO HOST AT YOUR BUSINESS



If you own a brick-and-mortar business, you know that it is hard sometimes to drive traffic into the door. Some days you can be busy as a bee and some days you can hear the sound of crickets. Many businesses experience slow months during the summer, so here's some ideas of local events that you can host at your store, restaurant or office to help drive traffic in the door.

1. Grand opening - If you haven't had a grand opening yet, you definitely should take advantage of what your local Chamber of Commerce or Economic Development Center can help you with. You can join the chamber for as little as \$250 depending on what size your business is. The chambers will usually help you with marketing your grand opening by inviting their membership, and hosting a ribbon-cutting ceremony in honor of your grand opening. If you had a grand opening a few years ago, but have since changed your menu or changed your products or services, you can always have a re-grand opening to generate some new buzz about your business.
2. Milestone celebration - There's always something to be proud of as a small business owner every year your business is a celebration. But there are those exceptional milestones that all your customers and potential customers should know about, such as the 5-year, 10-year, or 25th anniversary of being in business. Develop a new logo to commemorate, hang a banner outside of your business, add it to your email signature, but most importantly plan a big celebration around it.
3. Bring Awareness - Partner up with your favorite nonprofit organization and host an event to bring awareness to the cause. Choose an organization that has similar values as yours to ensure that your target audience aligns. Designate a portion of the proceeds to benefit the organization. Usually the nonprofit will help market and share content to promote your event, which is a win-win.
4. Partner with Schools - Support education in your community by hosting fundraising events at your restaurant or store. Usually 20 percent or more of all sales generated by participating friends and family of the school, goes directly back to the school.
5. Welcome an Artist - Collaborating with the right creative people to promote your business can be a huge success. Whether it be hosting an art show, book signing or a musical performance - collaborating with local artists can draw in a crowd.

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6. Trend Report - Find an expert that can share the new trends or industry updates that pertain to your business and invite the public to a free seminar.
7. Local Influencers - Know a social influencer with a great following? Acknowledge their influence and invite them to your place of business to share their experience with your customers.
8. Host a Giveaway - Everyone loves a giveaway! Treat your followers, earn new followers and generate some buzz all at the same time by hosting a giveaway on social media, through your email list or on your website.
9. Mingle with the Media - Host a Media Appreciation Day by inviting all the local media for some appetizers and refreshments. This is a great opportunity to have journalists tour your business and catch up. Remember to always have a media kit ready.
10. Product Launch - If you're releasing a new product line or service, you should definitely let your customers know about it. This is where an email list of your current clientele is very useful. Choosing the theme, entertainment, and coming up with some swag bags can be a lot of fun and will definitely leave a lasting impression.