

A small business to-do list for a holiday
shop local campaign during COVID



SHOP LOCAL

WHY SHOP LOCAL?

- ✓ Independent businesses give communities economic strength, financial sustainability, and stronger civic connections
 - ✓ Small businesses give back to the community
- ✓ Creates more jobs and opportunity in your neighborhood/area
 - ✓ Strengthens the local economy to promote growth
 - ✓ Local owners provide great customer service
 - ✓ Preserves the community
 - ✓ Encourages local entrepreneurship

GET READY!

EVALUATE YOUR BUSINESS



- What services do you offer?
- How can you change or expand services to enable consumers to feel safe?
- Why should they buy from you instead of a big box or Amazon?
- Who can you partner with?
- What offers do you have for the holiday season? What promos?

GET SET!

EVALUATE YOUR ONLINE PRESENCE



- Do you have a website, landing page, and/or social media?
- Is the information current and does it include COVID protocols?

GO!

MARKETING CONTENT



- Share that your business took the County pledge
- Share your safety protocols
- Share your participation in “Shop Westchester”
- Share your promos
- Share benefits of shopping local, small, independent

MARKETING CHANNELS



- Website (at least a landing page)
- Social media
- Mail, email, texts
- Online events

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THE WESTCHESTER INDEPENDENT BUSINESS ALLIANCE