



Using Downtown Events To Market Your Business

A bar owner was able to turn the disruption of a local Downtown festival into a lots of sales from one drink. "The Fluffachino" was born out of a Downtown Event in Somerville, Mass celebrating Marshmallow Fluff.

- Encourage customers to enter a drawing for a door prize. Once customers have filled out the entry card, you can use the information to send out promotional mailings
- Give out "bounce back" coupons. These coupons have an expiration date within a short time frame allowing you to determine the success of the event.
- Wash windows and open doors; sweep the curb and walkways directly in front of your building
- Dress up window displays and merchandising with the events theme
- Create a fun atmosphere in your store by creating activity. Event patrons are more likely to visit a busy store.
- Offer to hold customers' purchases so they will not have to carry the bags around all day.
- Have a sidewalk sale
- Giveaway samples or promotional items



Downtown Revitalization Corporation

For more information or other ideas, contact the Wake Forest Downtown Revitalization Corporation at 919-570-1372 or Maggie@wakeforestdowntown.com.

The Mission of the Wake Forest Downtown Revitalization Corporation is to foster the health and vitality of Downtown Wake Forest through its established Program of Work. Our program of Work can be found at www.wakeforestdowntown.com.