



BUSINESSES: What can YOU do to help yourself ?

Some local shoppers do not know what you offer! TELL THEM!

- Start a **BUSINESS Facebook Page**, NOT a personal page, and post your “news” frequently. If you have “liked” “Locally First Union County” on Facebook, have your privacy settings so that your posts can be shared, when one of our administrators see it, we can “Share” with hundreds of fans!
- Include your Facebook info in your advertising.
- Check your **branding**? What do shoppers associate with you? High quality product? Unique local product? Exceptional customer service? Easy returns? Good selection? Knowledgeable staff?
- Put a **sign** in your window enticing them to come in and see what you offer. Make one of your own OR **Order one of our standard or custom signs with something clever or special to you** (UCWIB makes NO money on signs.)

- * Need a gift? We’ve got them.
- * Be surprised, come in.
- * We have.....
- * We support The arts, school name, ball teams, community projects, 4-H, etc.
- * Local sales tax keeps you safe
- * We Price Match
- * Try us first
- * PERSONAL customer service



- Consider a small clever ad in the Gazette-Democrat and/or WIBH.

Too often shoppers do not realize the difference buying locally makes!

- Have the discussion of **why shopping locally is important** to all of us—Keeping jobs, providing services, making this a place where businesses want to come, creating better communities for our residents and future generations.

Capitalize on donations for fundraisers! It is advertising!!

- Instead of giving an item, why not give a gift certificate in a cute little something so that winners have to COME to your store and look around. If you must give an actual item, make it something they may not know you carry. If you are a service business with no retail items, give an item with a logo or a gift certificate from a Union County Business IN a logoed item.

Are your customers loyal to you?

- Are your employees trained in excellent **customer service**? Listening, patience, quick response, eye contact, frequent communication, etc, depending upon your business? Customer service IS a **HUGE** reason people use small town businesses.
- Do you have or could you develop some kind of **loyalty bonus**? Be creative! Partner with another local business?
- It is much easier to **retain a customer** than to acquire a new one.

GIVE SHOPPERS A REASON TO DO BUSINESS WITH YOU AND TO KEEP COMING BACK!

Get involved! Be informed!

Join Union County’s Women in Business, Chamber of Commerce, or Economic Development Corporation. Support city councils, Downtown Anna, Cobden Community and Business Assoc., Alto Pass Business Assoc., and the CEO program. Take advantage of workshops at the Small Business Development Center at SCC. **There are like-minded people who will work with you to be the best you can be!**