

Tips on making the most of Independent Business month

District wide ideas:

- Create banners for your district and campaign buttons for your staff to wear with the message, "proud to be independent" etc.
- Happy shopping hour with drinks/snacks for your customers with music or entertainment with an independence day theme...(could be 3rd Thursday)
- Have a contest in which customers are asked to complete a form that asks them to guess the year each local business opened. Completed forms can be dropped at any store and entered for a drawing

Business ideas:

- Create your store as an Independent Retailer Month Check-in spot on FourSquare and every shopper who "checks in" your store gets a free item along with purchase or a discount – OR the xxth person to "check in" gets % off the purchase.
- Meet and greet with an evening of tips from featured brand owners
- Engage consumers with a contest and have winner revealed at an in-store event
- Offer exclusive coupons on your website that are redeemable in store only
- Have an essay contest answering the question, "Why I like to shop an independent retailer"
- Write or email your customers explaining the benefit of doing business with a local business, providing information about Independent Retailer Month (BMS has info to help with this)
- Themed shopping, for example: Celebrate your independents - refreshments and a discount for those who shop in their best "patriotic garb"
- "My favorite outfit" contest with customers submitting photos of how they wear clothing bought at your store and the winner is chosen by customers and receives a gift/coupon/discount.