

Village of Paw Paw

**Downtown Development Authority**

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## How to get new customers

### Marketing & Promotional Ideas

#### How do you look?

👍 **Shop Fronts** – How are you looking? Is your window display looking good and working for you? How often do you change it – monthly, with the seasons? Take pride in your shop and street and help by keeping the area in front of your shop clean and tidy.

👍 **Signage** - Is it clear from outside your shop what you sell – symbols can be as powerful as words as long as they are recognizable. Is it clear when you are open? Do you easily and clearly display opening & closing times?

#### 👍 **Free publicity**

You can get free publicity by generating news stories. Use your local print and broadcast media, they often look for human interest stories and your business is about people. The types of stories the press will be interested in are:

- Arrival of new interesting product range
- Staff involved in community activities e.g. fundraising for local charity/park clean-ups/involved in local events
- Trade awards you may have won


#### **How to write a news release**

- Keep to one page of a standard letter size paper; 8.5" x 11".
- Type double spaces so release is easy to read.
- Use a headline which says what the story is about – news editors get 100's of these a day. Be clear and concise. Make sure your news release stands out as something their readers/ listeners will be interested in.





- Think about who will be reading this piece in the paper, what they want to hear.
- Include your contact details for the editor to gather more information

## **Paying for publicity**

 **Advertising** When designing an advertisement for a newspaper, magazine or other print medium, remember to use **A I D A . . .**

- **Attention** - make the ad eye catching
- **Interest** - create interest in your product or service
- **Desire** - why do people want what you are selling
- **Action** - make sure the person can respond to the ad. Give contact details, telephone number and location

 **Joint Advertising** - Why not consider getting together with a group of businesses in your town and take out a joint advertisement in the paper or on the radio? It is cheaper than you think.

 **Websites** - Websites can be useful if you are trying to attract visitors or residents of neighboring towns to your shop. This is especially true if you are selling a unique product that may not be available anywhere else in the area. You can create your own website, or link into others by taking an advertisement or page on another website; e.g. the Greater Paw Paw Chamber of Commerce Website at [www.ppccdda.com](http://www.ppccdda.com).

 **Other promotional ideas** - Think about your target audience.

Different promotions attract different groups. Are you selling to local people or visitors? These ideas may be of value to you . . .

- **Leaflet** - Produce a map and guide to local shops and services for visitors to the town so they can see at a glance what is available in the town. It could be distributed in shops and through your Chamber of Commerce or your local DDA.
- **Joint promotions** - Join with other retailers in your town to offer a "Village Crossing Sale" on the same day to attract customers into town. Could you and a complimentary retailer could offer something together; e.g. card shop and chocolate shop/wine shop and gift shop?
- **Late night shopping scheme** - A late night shopping night once a month for the whole downtown. In towns where many people commute to work this can be an opportunity to pick up some trade from people coming home after work.

- **Best dressed window** - Get as many shops as possible to participate and get a customer to be on the judging panel. This is very visual and offers opportunities for good press coverage. And, it could be linked with other community events.
- **Holiday events** – Tie your promotions to the holidays. Each offers an opportunity for you to be creative. These “Switch-On” events can be a great opportunity to remind people about your shop and the array of products you sell. You can run mini quizzes, have a door prize drawing, offer refreshments, or offer a small gift/prize for children.
- **Local festivals and events** - Tie promotions into other events in your town such as festivals; Wine and Harvest Festival, Paw Paw Days, Spring Fling, Fall Extravaganza, Drum and Bugle Corps, Concerts on the Lake, Lunch Time Christmas in the Village, etc. Have a themed weekend with special promotions for over 60’s or young people. Perhaps, offer a promotion with a local community group, e.g. Paw Paw Village Players or the Strand Theatre for theatre & meal promotion. Perhaps, host a “Chamber After Hours” event, etc.

*Be Creative. Remember the motto . . .*

*“If at first you don’t succeed, try, try and try again.”*

**Promote...**

**Shop smart, shop local!**