

**OVERVIEW**

Many of you were involved with the West End Merchants Coalition’s (WEMC) promotion of Shop Small Saturday in 2019. This was the first time West End businesses collectively participated by engaging shoppers in a treasure hunt. This year, due to COVID-19, we restructured a different process to run during the holiday season through January 2021.

This email provides information about how your business can participate in Shop Small 2020 to receive additional marketing coverage and help the WEMC support your efforts. ***Attached*** **is a prototype** of the e-blast that will be sent to consumers followed by a listing on our website. To start the process please select the link below and complete the business questionnaire. This is how it works.

**Shop Small WE 2020 Is Taking A New Direction!**

**The West End Merchant Coalition WILL:**

1. Send weekly e-blasts featuring 2 businesses using the template from the attached e-blast flyer. The objective is to advertise your business location and services, communicate any of your COVID-19 requirements or changes, and broadcast holiday specials and or unique marketing messages. We will incorporate links to your website, social media, etc. The enclosed Business Questionnaire is designed to capture content for the e-blast.

2. List and feature participating businesses on the WEMC website. Businesses will be listed alphabetically and carry the same information communicated in the flyer. Businesses may make changes to their listing through January 2021.

3. Provide the following Shop Small items:

- A decal for your entrance window or door.

- Counter signs to remind customers the importance of shopping with you and other small businesses in the West End.

- 10 WEMC / WE Brand facemasks for you to use as give-a-ways or for your employees.

4. Advertise you business and the branding of Shop Small WE on social media through Facebook, Instagram, and twitter. Social media coverage is just as vital as in-store promotion. Posting a few times a week and tagging your store will keep your online followers in the loop about what local events are planned and how they can participate.

5. Expand coverage of this program through the City of Atlanta's Department of Planning.

**It is highly ENCOURAGED that you WILL:**

“Like and Share” social media posts about Shopping with WE Small Businesses to get the message out to customers across the city. In addition, make sure to use hashtags like #SmallWEBusiness and #ShopSmall to connect with the broader community.

1. Suggested offers and deals to draw customers to your business:

a. Offer a special menu or listing with discounts on favorite meals or items. Discounts like buy-one-get-one-free offers, 15% discounts, and more, are great ways to draw customers. Consider offering a low-cost free item or an easy executable service to customers just for the holidays.

b. Hand out special $5 gift cards to customers when they make a purchase over a certain amount, to bring them back once the holiday is over.

c. Market your deals via social media and targeted emails.

*(we look forward to hearing about your offers)*

2. Offer one product or substantial promotion that isn’t offered any other time of the year

3. Add value in personalized ways (i.e. a card with a picture and bio of the creator of a custom item.

If you have questions or need addional information please contact me via this email address or call me at \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Questionnaire Link

https://form.jotform.com/203254612477050