



# HOLIDAY & WINTER STRATEGIES

FOR DOWNTOWNS &  
BUSINESS DISTRICTS

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DIST  
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MICHIGAN ECONOMIC  
DEVELOPMENT CORPORATION

# WAYS TO PROMOTE YOUR DISTRICT/BUSINESS



## *Traditional PR and Direct Marketing*

- Press Releases
- Partnerships
- Word of Mouth
- Newsletter/Flyers
- Door-to-door distribution

## *Digital Marketing*

- Website
- Social Media
- Videos
- E-newsletter
- Email distribution

## *Creative Marketing*

- Bumper stickers
- Contests
- Freebies/Giveaways
- Publicity Stunts or Storytelling to drive traffic
- Retail Events

# BUSINESS PROMOTIONS



## ■ *Categories of Business Promotions*

- Cooperative promotions – businesses in the same category
- Cross promotions – businesses with complimentary goods and services
- Niche promotions – focus on consumer group rather than the goods and services (visitor, ladies night out, etc.)
- Individual Business Promotions

## ■ *Business Promotion Tactics*

- Shop local promotions (coupons, passports, etc.)
- Alternate hours, seasons or holidays
- Demonstrations
- Sidewalk sales
- Target consumer segments
- Cross Promotion specials (for example: restaurant week)
- Retail Events



# RETAIL EVENTS



*Retail events are focused on ringing cash registers, bringing local business sales and new customers.*

## Event Process

- Identify the event's purpose
- Develop a team
- Create a budget and identify resources
- Establish benchmarks
- Plan event
- Market event
- Implement the event plan
- Evaluate

## Tips and Tricks

- Let the businesses take the lead – Put the call out to businesses for promotions and activities they will be running and then market event through advertisement, day of signage, and an event guide
- Get people strolling! Scatter activities in and around businesses to help people discover what your district has to offer

## Event Opportunities

- Develop pop-up opportunities for holiday shopping
- Winter markets and outdoor sidewalk sales for retail; Food Trucks and Vendors
- Evaluate and coordinate business hours for winter operations



# STRATEGIES FOR STOREFRONTS AND MARKETING

- Window/Storefront Decorations – holiday and winter specific
- Sales Windows
- QR Codes on windows
- Create positive winter themed marketing for storefronts and sales
  - Community Winter branded merchandise
  - Develop holiday and winter-themed specials, sales, menu-items and products





# STRATEGIES FOR HOLIDAY SHOPPING

- Facebook Live - highlighting business offerings and small business owners
- Coordinated holiday/winter season shopping promotions
  - Discounts, gift card raffles
  - Extended shopping season
- Consider adaptations for Small Business Saturday and other holiday shopping (outdoor retail opportunities, social distancing, etc.)
  - Shop by appointment
  - Cultivated Gift Guides
  - E-commerce and online shop







**SHOPPING WINDOWS DOWNTOWN LANSING**

# HOLIDAY SHOPPING

Friday, November 12th 10am to 8pm  
 Saturday, November 13th 10am to 8pm  
 Sunday, November 14th 11am to 5pm

# DOWNTOWN SALINE for the Holidays

## 20x21

SALINE MAIN STREET

**DISCOVER**  
 all that we have  
 brewing for the  
 holidays! When you  
*Shop*  
 & *Dine*  
 the **4 CORNERS**  
 you make this the  
 most wonderful  
 time of the year!



### Shop Online, Curbside Pick-Up or In-Stores!

#### CLOTHING/FASHION/JEWELRY

Love Travels Imports  
 Detroit Kids Matter  
 Prima Jewelry Design  
 House of African Prints  
 Voluptuous Bien'Aime Boutique  
 I Am The Grind

#### BEAUTY/GROOMING/BODY CARE

Body Zeal  
 Spa-A-Peel  
 Cutz Lounge  
 Whipped Up Handmade

#### BABY PRODUCTS

Milk Pimp

#### LITERATURE

Pages Bookshop

#### CUISINE/FOOD

Detroit Vegan Soul  
 44 Burrito

#### GARDEN/LANDSCAPING

Garden Bug

#### ART/GALLERIES

Mint Artist Guild  
 Norwest Gallery of Art  
 Glastonbury Collective

## We're Open!

### Shop, Eat & Support Grandmont Rosedale

Shop Grandmont Rosedale businesses for unique gifts and amazing food that will wow your family and friends. We have more than 500 shops and eateries just blocks away. Give back to your local community and get out and support our neighborhood businesses. We need you, now more than ever!

Brought to you by **tcf**



[grandmontrosedale.com/holiday-shopping](http://grandmontrosedale.com/holiday-shopping)

#### FOLLOW US!

IG: @Grandmontrosedale\_Devel\_Corp  
 FB: @Grandmont Rosedale Development Corporation

SAVE THE DATE MICHIGAN PREMIER EVENTS

# Winter Towns Holiday Fest

THE PREMIER HOLIDAY SHOPPING & DINING EVENT

SATURDAY, DECEMBER 11  
 11 a.m. - 6 p.m.

TIS THE SEASON TO SHOP LOCAL

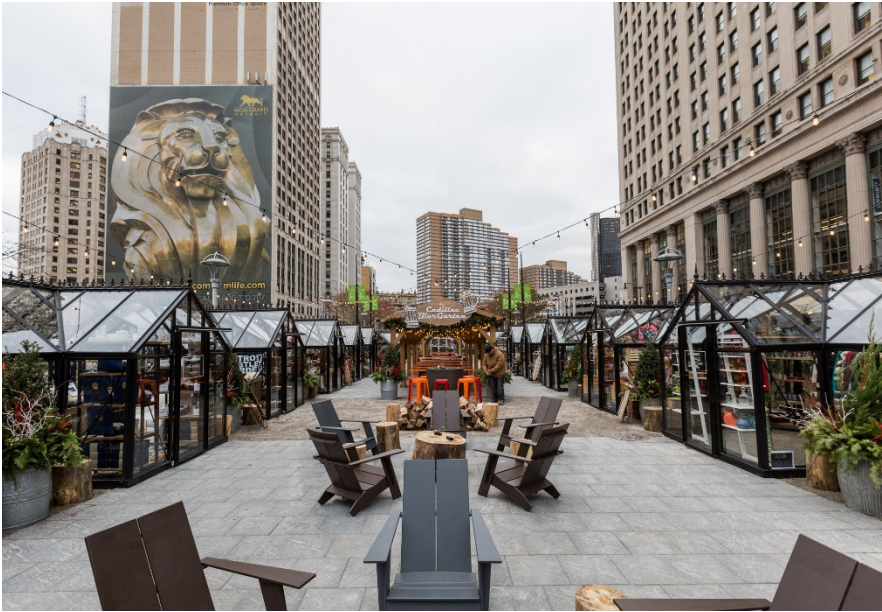
**COORDINATED HOLIDAY SHOPPING**



*Reo Town Marketplace presents*  
**Jolly Holiday Market**  
*5 weekends of unique holiday shopping*

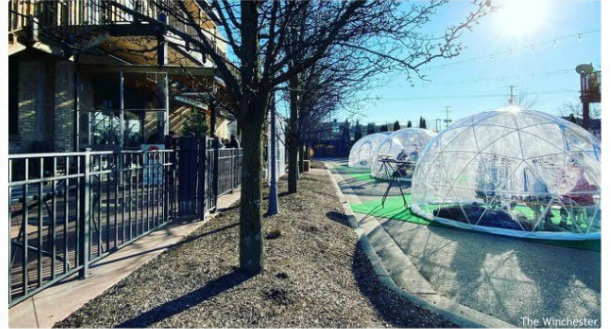


Sat & Sun 11 am - 5 pm, Nov 20 through Dec 19, Fri-Sun Thanksgiving wknd



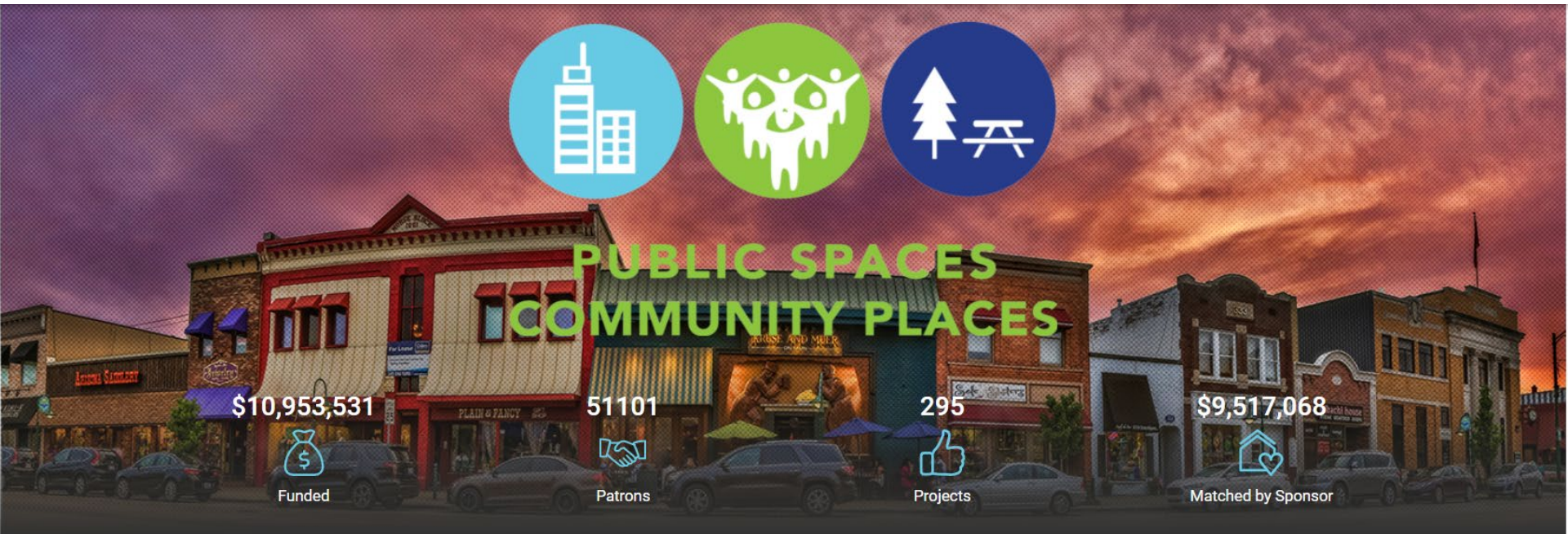
**HOLIDAY/POP-UP MARKETS**





**WINTER READY EXPERIENCES DOWNTOWN GRAND RAPIDS, INC**





Public Spaces Community Places program is a grant match program that utilizes donation-based crowdfunding to generate public interest and funding to revitalize or create public spaces.

For more information visit: <https://www.miplace.org/programs/public-spaces-community-places/>

**MEDC – Public Spaces Community Places Program**

## BLOG

# WINTER BUCKET LIST 2021

Meet me in  
**ST. JOSEPH**



**Downtown Alpena**  
February 15 at 10:33 AM · 🌐

Check out the official schedule for our virtual shopping event next week--[Snowed In: A Facebook Live Shopping Event!](#) Check out all of the details in our Facebook event!

The Alpena Downtown Development Authority presents:

# Snowed In

## Downtown Facebook Live Shopping Event

5:00pm - Soaps and Such	5:45pm - Traveling Ladders
5:15pm - Boudoir by Michele Zee	6:00pm - Parallel 45 Books and Gifts
5:30pm - Olivet Book and Gift	6:15pm - Myers' Fashions Etc.



**February 25th, 2021 | 5:00pm-6:30pm | Facebook Live**

WINTER PROMOTIONAL MATERIAL

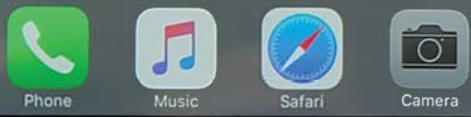




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thank  
you



**MICHIGAN ECONOMIC**  
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