



PINK FRIDAY

BOUTIQUE CRAWL

»» **GUIDE** ««

*Basically a pub crawl, but
with boutiques!*

INTRODUCTION



Boutique owners – quarter 4 is almost here! If you want to go big, we suggest throwing a Pink Friday Boutique Crawl event. Think pub crawl, but for boutiques! Here's everything you need to know to get started on planning your very own boutique crawl!



WHY A BOUTIQUE CRAWL?

Support Local, Shop Small: Pink Friday is all about supporting small businesses and encouraging local shopping before the madness of Black Friday. By participating in a boutique crawl, you're not just promoting your shop —you're strengthening your community.

EXCLUSIVE DEALS

Each boutique participating in the crawl will be offering unique Pink Friday deals, making it the perfect opportunity for customers to find some new favorite shops, snag some incredible deals, all while supporting local businesses.

FUN + COMMUNITY

It's more than shopping; it's a social event! Customers can collect stamps on their boutique passport, enjoy treats and goodies, and meet other local shoppers and business owners.

GUIDELINES

START PLANNING EARLY

- ➔ *Timeline:* Begin your planning process in July or August at the latest. This gives you ample time to coordinate with other boutiques, plan promotions, and execute a flawless event.

MAP OUR YOUR CRAWL WISHLIST

- ➔ *Participants:* Identify 5-20 other boutiques or small retail shops within a 5-10 mile radius that you want to include. A compact area makes it easier for shoppers to visit multiple locations. *Potential Partners:* Think about which shops complement yours and would attract a similar customer base.

CRAFT YOUR SALES PITCH

- ➔ *For Shoppers:* Highlight the exclusive deals, fun experiences, and the chance to win prizes by collecting stamps on their boutique passport. Mention any treats or goodies available at participating shops.

For Boutiques: Emphasize the collaborative marketing efforts, increased foot traffic, and community support. Point out how a combined marketing effort can lead to a more significant impact than individual promotions.



GUIDELINES

CONFIRM YOUR CRAWL-MATES



Pitch to Boutiques: Contact your potential crawl-mates with a clear and exciting proposal. Include details about what's expected of them, such as marketing efforts (e.g., sending out two emails and posting on social media four times in the three weeks leading up to the event).

Guidelines: Ensure everyone is on the same page regarding dates, times, and promotional activities. Provide them with maps/flyers and boutique passports to hand out.

ENGAGE YOUR COMMUNITY



Local Organizations: Consider involving your local chamber of commerce or other business/community-oriented organizations to expand your reach and enhance the event's credibility.



CHECKLIST

Pre-Event Planning (July-August):

- Identify participating boutiques.
- Contact and confirm participation from other shops.
- Create promotional materials (maps, flyers, passports).
- Develop a collaborative marketing plan with participating boutiques.

Event Preparation (September-October):

- Distribute promotional materials to all participating boutiques.
- Launch a social media campaign and email marketing.
- Coordinate with local organizations for additional support.


Event Execution (November):

- Ensure all boutiques are ready with their deals and promotions.
- Set up a central information point if possible.
- Enjoy the event and gather feedback from shoppers and boutiques.



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YOU'VE GOT THIS!



If you need help - I'm offering a free strategy session to help you map this all out! Again, you really need to get started asap so the call offer stands through the end of August, 2024. Email me at angela@hotmesshustle.com or send me a facebook message to setup the call!

Angela Froeschl



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