

#SHOPSMALLFIRST

PINKFRIDAY

* PR TIPS *

AND TRICKS

Use these tips and tricks to leverage sales and gain customers this holiday season!

BONUS: Pink Friday Press Release Template

DO'S

1. PAY ATTENTION TO THE WORLD AROUND YOU!

If you want to be in it you have to be involved in it. Stay actively engaged with your prospective source before reaching out. Think of how you react when someone asks you to sponsor their event but they have never shopped with you before, liked one of your posts, or commented on any of your social networks. You scratch my back, I'll scratch yours!

- Newspaper- Skim your paper, know who writes what articles, and identify patterns on how they connect with local businesses. Find out how they feature other businesses and how people interact with them.
 - The Publisher- who is sharing your news? Share the news you want to be involved in with the person who shares that type of information. Who is writing it, anchors about it, and shares it?
 1. *Go to your newspaper's website.*
 2. *Build a relationship with the people that release the information you want to share.*
 3. *Look into community pages and business pages.*
- Local TV station- Look for special "local features" or events happening in our community coverage.
- Community Events- What is going on and how can my business be involved? Utilize your local chamber of commerce, retail alliance, or small business groups. Also, pay attention to what is important to your VIP customers (hint: that should be important to you too).
- Social Media Accounts- (For your local area, community, schools, county, or neighborhood) Accounts showing what is going on in your area. Engage with them, share their post, and they will share yours.
- FB Groups- share events.

2. REMEMBER: PEOPLE SUPPORT BUSINESSES THAT SUPPORT THEM

- EX: A business that gave to an event. Those attendees come to support you.
 - Give back:
 - Consider participating in a silent auction.
 - Make a donation or bid at an auction to raise money or awareness.
 - Utilize the chamber of commerce.
 - Celebrate with other businesses, and fellowship with them, they help spread the word about other places in town such as your business.
 - If you host events, collaborate with other businesses. This creates more buzz.
 - Newspapers/the press are much more willing to come out if it involves the whole community.
 - If you partner with multiple businesses your reach is far greater!

3. REMEMBER - PRESS AFTER THE FACT IS JUST AS IMPORTANT

- It will keep you in the minds of others for the next time they see it.
- Talking about the last time will make the viewer remember and want to interact again.
- News likes to cover regular events. People search for a recurring event.
 - Utilize backlinks. Your name helps your SEO rating. The more quality backlinks you have on your site, the more Google wants to show you to its viewers!

4. REMEMBER THIS WHEN PITCHING YOUR INFORMATION:

- Know what your story is and your angle
 - Make sure it is a quality story. Newspapers and TV get a lot of stories, so make sure your story matters and is worthy of their time and effort!
 - EX: Pink Friday, the angle is that America runs on small businesses. The press can run with this story and make it huge. Give your story legs to run!

DON'TS

1. DON'T ASSUME PEOPLE KNOW WHO YOU ARE! BE INVOLVED.

- Let people know... who you are, why you are here, and what your mission is in business!

2. DON'T FORGET TO FOLLOW UP!

- Sending one email or making one social media post might not get the job done. Remember to follow up with every ask, and reconfirm what you're asking for, and why!

3. DON'T ASSUME THE PRESS IS ONLY INTERESTED IN BRICK-AND-MORTAR LOCATIONS.

- Even if you are online, you are paying taxes and employing people in your community. Don't underestimate your value in your community!

TIP FOR WRITING YOUR PRESS RELEASE:

- Should be no longer than a page
- Include a catchy headline - shorter than an email subject line
 - First paragraph
 - Name of event
 - When/Why/Where/What
 - Second paragraph
 - Quote - something they will remember (often from someone who is involved with this event/effort).
 - Third paragraph
 - Details of the event/effort that didn't fit in the other paragraphs
 - Statistics
 - The ask - how to be involved
 - Links to solidify or validate the message
- When to send it:
 - Do your homework, think about whom you are sending it to, and when they are most likely able to read it and remember it.
 - Watch out for Monday mornings or weekend emails--these often get lost!

TIPS ON INTERVIEWS:

- Show the real you! Remember, people support people whom they can relate with!
 - The camera crew will take a lot of photos/videos but condense it down to less than 2 minutes!
 - The first half of the interview will be filler information and footage of your efforts/event.
 - The second half will explain the purpose of the event & why you are doing it. Think 15-sec blurb.
 - Questions:
 - Why are you doing this event/effort?
 - How will it impact the community?
 - How long have you been doing it?
 - Why is this important?

LOOK TO GET INVOLVED:

- <https://www.helpareporter.com/>
 - HARO connects journalists seeking expertise to include in their content with sources who have that expertise.
 - This is a way for you to share your knowledge with others and bring more attention to you and your business.

FOR IMMEDIATE RELEASE

Contact:

{Boutique Name}
{Your Name, Title}
{Phone} {Email}
{Website}

The Boutique Hub

Ashley Alderson
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<http://go.theboutiquehub.com/pinkfriday>

{Your Business Name}

Participating in Nationwide “Pink Friday” Small Business Shopping Experience

{Your City} – We are thrilled to announce that {Your Business Name} of {City} will be participating in the fourth annual nationwide Pink Friday small business shopping experience on November 22, 2024.

Created by The Boutique Hub, Pink Friday is a small business spin on the traditional Black Friday shopping experience, encouraging people to #ShopSmallFirst. Black Friday is the largest shopping day of the year, but the sales and promotions from big-box stores often overshadow the unique experiences that small businesses provide. On November 22, we aim to celebrate the businesses that are the backbone of our local communities.

“Pink Friday was created to shine a spotlight on small businesses and encourage everyone to shop consciously during the holiday season,” says Ashley Alderson, Founder and CEO of The Boutique Hub. “There has never been a more important time than now to ‘Shop Small First.’ Small businesses make a big impact in America’s communities, and it’s crucial that we support them as much as possible.”

The official Pink Friday website (<http://www.shopthebestboutiques.com/pinkfriday>) lists all the ways consumers can shop, including an interactive map of participating stores offering various deals and gift guides to help consumers find the best gifts for everyone on their list. People can also follow the #ShopSmallFirst hashtag on social media. Any small business can participate in Pink Friday and can find out more by visiting <http://go.theboutiquehub.com/pinkfriday>.

{Insert your quote here about what it means to participate in Pink Friday and the importance of holiday shopping for your business.}

{Include any fun in-store activities or online discounts you will be offering specifically for Pink Friday.}

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