

#SHOPSMALLFIRST

PINKFRIDAY



PROMOTION



IDEAS

Get ready for Pink Friday
using this checklist!

PLACES TO ADVERTISE:

SEND OR BRING A FLYER TO:

- Flyer in your front window
- Flyer attached to your front desk
- Flyer on a mirror in the dressing room
- Send downloadable or PDF to radio and new stations to add to their website.
 - A lot of them have a local events section and do not charge.
- Find Facebook and Neighborhood groups in your area and do a promotional post on that group.
- Flyer to local charity offices and offer for them to set up at your store or be mentioned during your live with a donation drive link on your site. Ex: local food bank
- Flyer to pass out to local businesses
- Flyer to post at a local community center
- Flyer to post at local schools in the teacher lounge
- Flyer to post at a local gym and athletic center (pilates, tennis, yoga)
- Flyer at women's groups or church bulletin.

SEND A PRESS RELEASE:

- Send downloadable or PDF to radio and new stations to add to their website.
 - A lot of them have a local events section and do not charge!

WAYS TO ADVERTISE:

- Create an event on FB for your store
- Share the Pink Friday Hub event to your page
- Share event to your personal page and invite people
- Boost the event on FB-Boost the event on Instagram
- Post in Instagram stories and Facebook stories
- Share commenting in the event itself and add pictures to entice shoppers
- Create a Pink Friday reel
- Create a Pink Friday highlight and add to it daily leading up to the event
- Create a special Pink Friday Gift certificate to use at a later date. (Maybe on a slower week)
- Share the #ShopSmallFirst map and deals list

WAYS TO COLLABORATE:

- Get with a local organization and offer a doggie adoption on the same day
- Do a toy drive at your location on the same day
- Make a shopping event at your location and include other small pop up shops and local crafters to participate. Ex: Jewelry, pottery, etc
- Collaborate with other boutiques to promote each other, especially if you have different brands/styles ex: Children's clothing store, Gift store, Book store
- Run a Pink Friday giveaway with your "Boutique Bestie"

FUN PROMOTION IDEAS FOR INSIDE YOUR STORE:

- Make a pink basket of all things pink to give away
 - have an email sign up list to collect those for your list
- Pink or white Christmas tree with opposite-colored ornaments and a ribbon tied with a discount on the ribbon at the time of purchase
- Offer pink lemonade and lemon cookies for a Sip and Shop
- Fashion show with Holiday looks
- Ugly sweater contest

FUN PROMOTION IDEAS FOR ONLINE:

- Add a link to the comments with a local charity for people to make a donation to.
- Pick a charitable organization and offer for every sale do a donation
 - ex: today \$1 will be donated to the “backpack for kids”
- Offer a local designer to go on your live during the day and cross-promote each other.
- Wear all pink in your live and have a pink backdrop.
- Do a trivia game with “pink things”
 - ex: a movie quote from “Pretty in Pink” or lyrics from Pink Floyd.
- Collaborate with other small businesses in the local community & have a destination shopping event.
- Photo grid with other boutiques and small businesses
 - ex: saying “shop small first” or “shop local and shop small”

The Boutique Hub®

This document is the property of The Boutique Hub Inc. Reproduction, distribution, or any use outside of its intended purpose without written permission of The Boutique Hub Inc. is prohibited.