



Help your brand attain traffic during downtown events

Self-promoting • Cross-promoting • Checklists

Event season is almost always upon us. From Wabash First Friday and Sidewalk Sales to Jingle Jubilee and Small Business Saturday, Downtown businesses are ALWAYS busy with something. We're here to help you continue to be your own best marketer for your brand.

12 fool-proof marketing tactics to welcome customers into your business during busy downtown event seasons:

1. *Accept co-host requests from Wabash Marketplace (or Wabash First Friday) on Facebook (reach out if you're unable to locate the request on your account)*
2. *Share the Wabash Marketplace (or Wabash First Friday) event with your business audience and personal audience*
3. *Invite your personal friends list to the event*
4. *Tag Wabash Marketplace (or Wabash First Friday) in social posts about the event so we can share to our channels*
5. *Use #DowntownWabash in your social media captions*
6. *Apply your social media analytics knowledge to your social media marketing strategy*
7. *Add the event your business is participating in to your website*
8. *Send emails including the event to your customer database (if applicable)*
9. *Add the event to your newsletter or other advertising*
10. *Consider using the Wabash Marketplace (or Wabash First Friday) style guide/images for our events when promoting your own event*
11. *Clearly display point-of-sale handouts and storefront signage for the event*
12. *DO NOT HESITATE to come to us with any questions about anything!*