

# How to leverage off this buy local campaign

## 12 tips for local businesses

How to put  
**MURRINDINDI**  
**ON YOUR**  
**TABLE**  
*this Christmas*

Join in, display the assets and download social media tiles.

**Promote the Campaign:** Use your social media, website, and other marketing channels to promote the buy local campaign.

**Offer Special Promotions:** Consider offering special promotions or discounts for customers who mention the campaign.

Collaborate with other local businesses that are part of the campaign. Cross-promote each other, collaborate on events, or offer joint promotions.

Take your counter cards with you to events whether they're local markets, festivals, or other community gatherings where your business is being shown.

**Engage with local media:** reach out to local newspapers, radio stations, share your story and the campaign.

**Educate Your Customers:** Take the time to educate your customers about the benefits of buying local and the positive impact it has on the community.

Share your own story as a local business owner. Explain why you're passionate about your community and the importance of supporting local businesses.

Get your team, family and employees on board with the campaign. Share the positive vibe of buying locally.

Encourage your customers to share their positive experiences with your business as part of the campaign. Customer testimonials can be powerful.

Always give positive warm referral to another business who is part of the same campaign.

Provide feedback to the group on the campaign - suggestions for the next campaign will be welcomed.

These 12 tips are a guide only...be as creative as you can... and have fun!