



Put your store at the heart of your Community

Establishing your store as a community hub creates shopper awareness and also builds loyalty. After all, if people realise how much they benefit from your store, they will want to support it, which means they will keep coming back and keep spending more: it's a win-win situation on both sides.

Offer a service or hold an event

Adding an extra service or arranging an event doesn't have to mean a big investment.

You could:

- Provide services for vulnerable people – e.g. home deliveries for the elderly in bad weather
- Create a community fund to support local activities, schools, or charities
- Build links with your local school, e.g. liaising with the school secretary to ensure you stock the ingredients for events such as Red Nose Day cake sales
- Sponsor local plays or sports clubs
- Help organise or sponsor community events, e.g. Fireworks Night
- Give away mince pies and mulled wine at Christmas, host carol singers, or sell Christmas trees
- Hold a cookery demonstration or themed event for a special event – e.g. Diwali, Pancake Day, Chinese New Year – with targeted promotions
- (For forecourts) Arrange a 'ladies' evening', giving car maintenance tips
- Have a formal reopening after a refit
- Organise a charity fundraising stunt at your store

All of these will create interest locally. And why not invite the local MP, the mayor or some other local dignitary or VIP?

Shout about it!

But organising it is only the first step. You also need to tell people about it. Post detail on social media sites and don't be shy about contacting your local news outlets – radio stations, local papers, online bulletin boards and community magazines etc. (*Have a look at our Press Release Guide to help you*)

Tips for using social media

Create a Facebook page for your store and keep people up to date with your promotions and offers, as well as activities. Start by inviting all your friends and family to join, then spread the word among your customers - give them an incentive such as member only deals.

Don't be shy, heres some suggestions to get you started:

- Introduce the staff
- Offer a 'deal of the day'
- Add recipe ideas (NB. Ensure you stock all the ingredients!)
- Post jokes or similar to keep potential customers entertained and interested.
- Consider using Twitter too. This could give you immediate access to regular customers.

For more category advice visit: partnersforgrowth.unilever.com

