



STREET FAIR BUSINESS MARKETING TIPS

A Street Fair is regarded by many people as a favorite summer event. Many businesses experience record sales on Fair day and use it to build their customer bases. All businesses can increase awareness for their products and services as a result of the attention and publicity that a business district receives from a street fair.

Below are some tips to help you make the most of the day to benefit your business:

Take Your Business Outdoors - Many people come to the Street Fair but they may not always go inside your business. Be prepared to attract people as they walk by. Set up a table or display in front of your business with sale merchandise, giveaways, promotional flyers or coupons. If your business is outside the area where the crowds and activities tend to be concentrated, consider teaming up with a more centrally-located business and set up a table on their sidewalk or lot. The registration for a vendor booth in one of the vendor areas is usually waived for Business Association members.

Make a Good Impression - A Street Fair is often the first impression of the area for new residents. Make sure your storefront and sidewalk are clean and inviting. Have extra staff on hand. Provide water. Put out and maintain extra garbage containers. Make your restrooms available if possible. Run specials. Be able to provide information and directions about other businesses in the area.

Host a Special Event - It's not hard to create your own contest, display, demonstration, charity benefit, or sale. Even a small and simple activity will help people remember your business and can bring new customers back throughout the year. Ask customers, employees, and neighboring businesses for creative ideas. Promote your event with flyers, posters, or bag stuffers at your business and through your mailings and advertising.

Advertise - The more businesses that help bring crowds to the area the more exposure we will generate for everyone. In addition to advertising the event, mention the Street Fair in your regular advertising leading up to the month of the fair. Participate in discounted group advertising offered by news magazines, papers and local community newspapers. Whether or not you advertise, put your business information on materials or merchandise that you hand out, sell, or give away. Make sure that the thousands of people that visit your area know how to find you again!

Cater to Walkers and Bikers - Think about items you can offer that might appeal to guests and shoppers who are on foot or on bike: small merchandise that is easy to carry, coupons and flyers that will entice shoppers back to your business, quick and refreshing snacks and beverages, reusable shopping bags with handles.

“Give Back” to the Community - Show gratitude to the customers and neighbors that support your business during the other 364 days of the year! Offer discounts, coupons, free activities, samples and giveaways as a way to say “thank you” to the community that helps to make the area a vibrant business district. Customers (both old and new) will feel appreciated.