

## Strategies for Taking Care of MainStreet During the Economic Downturn

### PROMOTIONS

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1. Think of how this recession could be the biggest marketing opportunity for small business in the next decade
2. Consumers will alter their buying habits but they will still spend
3. Create a customer needs survey and get results out to your downtown businesses
4. Many businesses over-cut their media budgets as revenue decreases, fill that gap with your business and gain a greater market share
5. Be Proactive not reactive
6. Be positive with your customers. Don't sugar-coat, but people come to your store to shop or buy a needed service, not to hear about your woes
7. Businesses need to target their marketing efforts based on their customers needs not cut advertising and marketing
8. Businesses will need to communicate directly to maintain relationships and loyalty
9. Utilize your customer database for a direct marketing campaign tied to a special in-store discount event





10. Target local marketing efforts to reinforce your businesses image, i.e.:
  - a. Great value
  - b. Quality Products
  - c. Good Service
  - d. Advertise your best strengths, find your niche
11. Develop a customer care training program with your employees and reward good employee behavior with your customers
12. Don't pay attention to national trends, focus local. What's happening in *your* community?
13. Assist downtown merchants by surveying and reporting local consumer needs and trends
14. Create a "Shop MainStreet, Shop Local" campaign for downtown
15. For your businesses, help create a wholesalers/suppliers buy local campaign from your community and region
16. Invest in relationships, customers, and vendors
17. Work with retailers to create a post holiday downtown sales event
18. Send in a Service Request Form for assistance in developing a strategy for your committee to market your local businesses

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