

INDEPENDENTS' DAY 2018

#IndieDayNI18

MARKETING TOOLKIT

Independents' Day is Retail NI's signature campaign, celebrating the huge contribution independent retailers make to the local economy and high street. The campaign encourages shoppers to visit their local town centres and high streets on the week and day of 4th July, and for local retailers, town centres, councils and chambers to celebrate their town centres and encourage greater footfall for stores and membership of Retail NI.

Key Dates

- Independents' Day 2018 launch night: Babel, Wednesday 06 June, 6pm
- Key campaign week: Saturday 30 June – Saturday 07 July
- Independents' Day: Wednesday 04 July

How to elevate your involvement in IndieDayNI18

This year, we're delighted to share a marketing toolkit which will allow you to get the most out of your membership during Independents' Day 2018.

Below are some ideas and incentives which you can easily run throughout the week to help achieve greater footfall.

You can download our special Twibbon to use on your social media profiles from our website.

Further marketing ideas to enhance footfall

- Create a return visit incentive – show your receipt from a certain date to receive a 10% discount later in the month.
- Share your Independents' Day activity on your social media using the hashtag #IndieDayNI18 and of course, use our specially created 'Twibbon'.
- Join up with your fellow retailers and town chamber to create the ultimate shopping experience in town.
- Family fun day – welcome families to your outlet with balloons and face painters. Let them know you're all part of the community!
- Sampling – if you're a food retailer, get some sampling stalls set up or even enjoy a barbeque at the store to entice some shoppers over to sample your offering. Bake extra buns and share them throughout the town!
- Free consultations – perhaps you're a clinical outlet and can offer complementary consultations throughout the week of Independents' Day?
- Coffee mornings are a big hit for shoppers, and even better if they're for a good cause. Invite your shoppers in store for a morning of coffee and buns in return for a donation to your charity partners.
- Showcase your store – a great way to show off your store is to hold an evening event full of discounts and treats to show your new lines, whether its fashion or accessories. Have an open night and invite the whole town! Maybe this something your local high street could do for an evening.

SHARE YOUR INCENTIVES – MAKE SURE RETAIL NI KNOWS WHAT YOU'RE DOING SO WE CAN SHARE ON OUR SOCIAL MEDIA SITES AND INCLUDE IN OUR PRESS MATERIAL.

Here's where you'll find us online:

- www.RetailNI.com
- www.facebook.com/RetailNI
- www.twitter.com/Retail_NI
- [Instagram: @retailni](https://www.instagram.com/retailni)
- [LinkedIn](https://www.linkedin.com/company/retailni)

You can also share information for local press releases with our PR agency, JComms:

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