



## What You Can Do to Promote and Benefit from Buying Locally

### **Tell Your Story...Our Story**

Make sure you have an up-to-date Spotlight photo and link on our Dane Buy Local website. Let potential customers and other businesses see what you and your business look like. After all, there's nothing like it anywhere else!

### **Get "Friendly Faces, Neighborhood Places" Posters**

Order a set of 25-30 posters with a photo of your business and employees. It's easy. Contact Econoprint for prices and details. Put posters from other businesses in your window and ask them to post yours.

### **Build Momentum - Share Your Marketing Power and Save Money**

Look for and use Dane Buy Local collaborative advertising and special promotions in local media. As a Buy Local member you can participate in group advertising discounts with other neighborhood businesses or focus on a specific theme.

### **Use the Buy Local Logo**

Use it on your front door, check-out counter, in your advertising, on your bumper, as a hotlink on your website and in other promotion.

### **Take Part in Dane Buy Local Displays and Events**

We can support each other and benefit from cross-promotion at trade shows, community fairs and other activities. Check our calendar on the Dane Buy Local website and stay in touch with the Promotion Committee.

### **Put Your Money Where You Live and Work**

Invest in local community funds; use local banks and credit unions. Buy from local suppliers and let them know why.

### **Thank You**

Show your appreciation to customers who buy from you because you are a local, independently owned business. Thank the media who cover you in stories with local angles. Let them know that it matters. Recommend other local businesses and let them know why.