

JOIN THE MOVEMENT!

Think. Shop. Local.

22 low cost ideas to rock your business.



Try these ideas, be creative, and have fun with your team and customers!



CONNECTING BUSINESS
CITY OF COFFS HARBOUR



Target Key markets and take your business to the next level.

First, a few quick thoughts about which market segments might be more inclined and able to spend their hard-earned money in your business.

While Gen Y and Gen X may be tightening their belts due to increases in their mortgage and other living expenses, other segments may have a bit more breathing room and are key demographics to focus your marketing efforts towards.

Active Seniors

First up, think about those much-maligned Baby Boomers, add in other Active Seniors, in fact anyone over 55 years, including grandparents. They are most likely to be mortgage-free, and asset rich, earning higher interest on their savings and investments, and some even have money for overseas trips. They are also increasingly on social media, especially Facebook, and they love a great deal and savings.

Coffs Harbour has an above average number of grandparents, who just love spending on their grandchildren, and even their children. And many still listen to radio and read the daily newspaper. More than a third (33%) of our visitors are from this 55+ age group.



Gen Z

Another good opportunity is the Gen Z segment, who just love TikTok, Insta and YouTube. They are often working in jobs that might benefit from recent pay awards. They could be living at home (no rent) or maybe sharing with others. They like things and experiences which are cool and a bit edgy, and of course savings. These digital natives consume content across the full range of social media, and they are great Hospo customers, often socialising in groups. (Think, order drinks for a group of 4 and we'll give you a juicy discount).

New Residents & Visitors

Coffs Harbour has also had an influx of new workers on the Bypass. How about linking up with deals via rental real estate agents to get them into your store or venue? Give them a truly warm Coffs welcome, as they will be keen to explore where they can get value.

Finally, but not least, Coffs receives an amazing 1.7m visitors per annum. We have roughly equal numbers of families with kids (about 33%) and older retired people (about 33%) as visitors. Between 42% and 60% of visitors eat out or dine at a restaurant or café when they visit, by far the most popular activity. Partner with some accommodation (motels, caravan parks) or service (taxis, rental cars) providers to get discount coupons in their hands.



22 LOW COST IDEAS

Do a deal!

1. SHOW.THE.LOVE

Gift with purchase, free jewellery clean, free sample with all gift or cosmetic purchases etc. Conditions may apply.



2. SIZE.ME.UP

Want fries with that? Add 2 x Hashbrowns for \$5, jumbo size coffee for just \$1 more, or add some socks for an extra \$5.

3. BUNDLE.ME.UP

Make it attractive and compelling eg. pre-package offers such as Slippers with PJs. Perhaps as Winter Warmers. Time limited.

4. POP.MY.DEAL

Pre-load colourful balloons with discount coupons. Customers pop a balloon to get their special offer. Add a use by date to the coupon.

Have a sale!

5. SOFY.SALE.OFFERS

Hold a Start of Financial Year (SOFY) campaign or sale. Create an extraordinary offer to support your SOFY.



6. LIMITED.TIME.OFFER

Create a compelling offer eg. 5-50% off all stock, BOGOF (Buy One Get One Free), or a Two-fer (Two for the price of One). Create a real sense of urgency – available for a limited time only.

7. FOMO.FLASH.SALE

Quick sale for VIPs eg. 25% off from 2pm-6pm Wednesday only. Allow shoppers enough time to come in as they won't want to miss it. Promote on social media. Four hours only.

8. DEMOS.AND.DEALS

Hold a mini class or demo relevant to your business eg. cooking lesson, makeup tutorial, fashion show, with special discounts for attendees.

Dress the space!



9. PIMP.MY.WINDOW

Create an eye-catching window display using colourful props or a theme to grab attention eg. similar to Barbie, other licensing.

10. CHILL.OUT.HOUR

The longer they stay, the more they spend. Add a complimentary glass of mulledwine, a hot chocolate, or samplings of new products.

11. ON.THE.STREET

Create a Think.Shop.Local sandwich board. Each day you can add a new item on the board for the day's special offer. Get creative.

12. CHECK.ME.OUT

If your business is off the main thoroughfare put a colourful banner out front (subject to regulations) to attract the attention of potential shoppers.

13. CRAZY.DEAL.DAY

Make it fun for all staff to get in the zone. Dress up to support a 'crazy theme' and let your sandwich board do the talking.

Get digital!



14. SHARE.SELFIE.LOVE

Create a Selfie Spot instore. Take photos of customers with their purchase and upload on social media and hashtag (with their permission).

15. SOCIAL.MEDIA.ME

Advertise and/or promote your business offer on Facebook, Instagram, TikTok or YouTube. You need a compelling offer and call to action. Add hashtags for added reach.

16. CHECK.YOUR.INBOX

Email your offer out to customers. Mailchimp is free if your database is no more than 500, and you can personalise it.

17. GOOGLE.IT.MATE

Optimise your Google Business Profile to the new format. Google accounts for 94% of all searches in Australia so get it working for you.

18. LIST.YOUR.BIZ

List your business on coffscoast.com at www.coffscoast.com.au/list-your-business which also links your business to both Destination NSW and Tourism Australia's database.

19. CALL.TO.ACTION

Include a Call to Action in every social media post. Make it compelling and a limited time offer eg. Instore this Tuesday Only!! Add hashtags.

Join the
movement,

**Think.
Shop.
Local.**

And also
connect
with the
community...



20. PARTNER.MY.BUSINESS

Partner up with another business in the city, or a motel, a taxi company, or a car rental company to promote your respective offers. Or even another retailer or hospo business.

21. POWER.UP.STAFF

Upskill staff to be agile, responsive, and hungry for the sale. Give them a budget to close the deal. You may not get a second chance to capture the sale.

22. FRIEND.GETS.FRIEND

Share the love with your customers further and ask them to bring in a friend. Both of you qualify for a discount on purchase.

TOP TIP: Join your local Chamber of Commerce for additional business support, networking opportunities and discover more opportunities to promote your business.



CONNECTING BUSINESS
CITY OF COFFS HARBOUR

Your one-stop shop for doing business on the Coffs Coast. Connect with local business advice, networking events, training and grants.

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