

IT JUST TAKES FIVE!

Five steps to a great campaign.

To make it a little easier to get a great GO LOCAL FIRST campaign off the ground, we've put together the five key steps for a successful and affordable local small business campaign.



1 Order free campaign material

GO LOCAL FIRST is Australia's most recognised small business campaign.

Displaying and distributing GO LOCAL FIRST material builds on this recognition and makes sure your campaign stands out.

GO LOCAL FIRST can provide co-branded and customised materials on request!

2 Identify potential partners

To help get your message out more effectively, identify some potential campaign partners. Focusing on groups already supporting small businesses will be easier than new groups and they'll already have networks to help get your message out even further!



3 Identify local "influencers"

People like Local MPs, Council members, school principals or P&Cs, sports club presidents, or community association chairs.

Invite them to participate in the campaign on social media or through their newsletters! it could be as simple as them asking their supporters to visit the small businesses which support the club.



4 Develop a local online business directory

to make it easy for people to GO LOCAL FIRST and find local businesses online.



5 Establish a local incentive scheme

to encourage consumer change. Things like lucky shopper prizes, raffles and gift cards all encourage consumers to shop with your local small business community.

