

CAPTURING EVENT FOOT TRAFFIC: A QUICK GUIDE

Special events are a fantastic opportunity to increase visibility, attract new customers, and encourage repeat business. Here are 4 easy-to-execute, low-cost ideas to take advantage of the additional visitors to the neighborhood.

**Don't forget to use social media to promote these initiatives and bring people into your shop! Utilize the location tag of #JamaicaPlain - post Instagram Stories during the event to increase discoverability.*

Have questions? Reach out!
We're here to help!



01.

DISCOUNT

TIME

Create a Special Promotion or Discount

Leverage the event theme by offering a limited-time special, sale, or discount that aligns with the spirit of the festival. Make it a deal people will want to grab while enjoying the day!

Examples:

- **"Event Combo"**: If you're a cafe, offer a special combo (e.g., buy a coffee and a pastry, get a discount or free item). Encourage people to fuel up for the festival and save.
- **"Event Discount"**: Mention "Porchfest" for a special discount.
- **Event Specials**: If you're a restaurant or bar, create an event drink menu or a limited-edition cocktail in honor of the event.

Why it works:

A special offer entices people to stop by your shop while they're in the area. Plus, creating a unique, memorable promotion can increase the likelihood that they'll return. Remember to share your specials on your social media or website, and feature the deals prominently in-store leading up to the event.

CAPTURING EVENT FOOT TRAFFIC: A QUICK GUIDE

02. Set Up a Street-Level Pop-Up or Display

If your business is on the more pedestrian-friendly streets, take advantage of the foot traffic by setting up a simple, eye-catching pop-up or display right outside your door. Make sure it's easy to spot and welcoming for festival-goers to approach.

Why it works:

A well-placed, attention-grabbing display will attract curious foot traffic, especially with all the movement from the festival. Let newcomers to the area understand who you are/what you sell in a very quick visual so that they are more likely to enter your shop.



Ideas

- **Free Samples or Mini-Samples:** If you sell products (e.g., candles, artisanal goods, food), offer small samples of your best sellers.
- **Interactive Displays:** Set up a mini photo booth or wall with the event theme, where people can take selfies or group photos.
- **Chalkboard Signage:** Use a chalkboard (or sandwich board) to advertise your specials, promotions, or create a welcoming message that tells new people what you sell.

03. Host an "Afterparty" or "Recovery Special"

If the event ends in the early evening, the celebration doesn't have to! Host an informal "Afterparty" or offer a special deal for those looking to relax or continue the festivities.



CAPTURING EVENT FOOT TRAFFIC: A QUICK GUIDE

Ideas:

- **After-Event Happy Hour or Snack Specials:** Offer discounts on drinks or food after the festival. Promote this on social media before and during the event.
- **"Chill Spot" Special:** Provide a relaxed spot where people can take a break and recharge. Offer free water or a discount for festival-goers who come in to cool down.
- **Live DJ or Open Mic:** If space allows, create an "after-festival" vibe with a laid-back, fun event that people can enjoy once the main festival action slows down.

Why it works:

This concept allows you to capture people who want to wind down or continue the fun after the event. It also introduces your shop as a place for future gatherings, making people more likely to return.

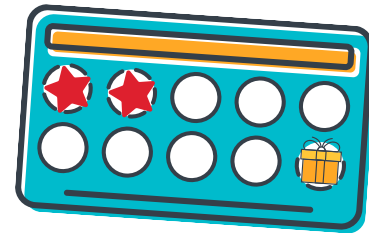
04.

Promote a Loyalty Program or "Return Visit" Discount



A simple yet effective way to convert festival-goers into repeat customers is to introduce them to your loyalty program or offer an exclusive discount for a return visit. Create a promotion that makes it easy for them to come back!

Ideas:



- **Punch Cards:** Give out punch cards or digital loyalty cards that offer a discount after a set number of purchases.
- **Exclusive Coupon:** Hand out exclusive return coupons valid for a future visit (e.g., "20% off your next purchase" or "Free item on your next visit").
- **Social Media Incentive:** Offer a small discount for customers who follow your social media and share their experience at your store (e.g., "Tag us on Instagram for 10% off your next purchase!").

Why it works:

Loyalty programs and incentives are a great way to ensure that one-time festival-goers have an incentive to return. By making them feel appreciated and offering tangible rewards, you'll build long-term customer relationships.



Greetings from



Sign up for our email newsletter at
jpcentresouth.com/support-us

OR

sign up for our Text Updates

Get updates from
JP Centre/South
Main Streets

