

50 Ideas to Make Tuesdays in Ballard a Smashing Success for your Business!

General Guidelines

1. Consistency! Merchants that were most successful in last year's campaign consistently offered the same event or special every Tuesday, so consumers knew they could come back and take advantage of it every week and your staff knows what to expect. Hi-Life had such success with their Tuesday promotion that they continued it all year!
2. If you want to add an element of change and try new things throughout the summer, supplement your consistent Tuesday event or offering with those additional activities/specials.
3. Put Tuesdays in Ballard treasure hunt tags on some of your merchandise or tucked in menus and collect them for the \$1000 shopping spree winner.
4. Make sure everyone on your team is well-informed and as enthusiastic as you are for Tuesdays.
5. Forward your employees all Tuesdays In Ballard newsletters and a link to the website. Make sure they know what's going on!
6. Only shop, eat, drink and play at other In-Ballard businesses. Support each other!
7. Keep pumped all summer long...don't let it fizzle! It should get bigger and better as summer wears on and more customers learn about the campaign.
8. The more you put into it, the more you will get out of it!
9. Make sure your Tuesdays poster is displayed prominently.

How to Make Tuesdays Special at Your Business (we're brainstorming here folks)

10. Tuesdays in Ballard special drawings – do an "Enter to Win" every Tuesday for a prize. A great way to collect customer emails/contact info.
11. Hands-on happy hour – give customers the opportunity to make their own drink.
12. Offer a specific gift or freebie with every purchase over a certain amount.
13. Reward night – offer a discount, gift card, or giveaway if a minimum purchase is met.
14. Meet the maker – the person who designs, makes, or produces your products.
15. Fashion show – this doesn't have to be just clothes; it could be anything you show off.
16. Sample, sample, sample.
17. Create a game or coupon that encourages customers to come back the next Tuesday, with a prize offered at the end.
18. Offer free personal styling consultations.
19. Promote a secret password through your Facebook page, Twitter, the inBallard.com specials page or email to your customers that earns a discount or prize when stated at checkout.
20. Give away lemonade, popsicles or other treats to shoppers. Provide sweet or savory snacks.
21. Give away balloons.
22. Host a face-painter.
23. Teach origami.
24. Create a Tuesdays signature drink or snack.
25. Host a trunk show with a local designer.
26. Offer a two-fer Tuesday – buy two get, one free, etc.
27. Get outside on the sidewalk – have a hula hoop contest, hopscotch, sidewalk sale, or chalk drawing contest.
28. Give kitchen, or 'behind the scenes' tours.
29. Use games to give discounts or prizes – spin the wheel, roll the dice, throw the dart, etc.
30. Host a tasting – wine, baked goods, dinner, etc.
31. Offer a how-to class: how to wear accessories, how to refresh your wardrobe, how to apply make-up, how to cook a quiche – using your products.
32. Host a scavenger hunt with your neighboring shops.
33. Partner with another participating merchant to drive customers to both businesses.
34. Have free entertainment (examples: live music, comedian, displayed art, juggler, balloon sculptor).
35. Pick a time, twitter it and have everyone arrive together to create a mob in front of your store.
36. Offer free shipping on Tuesdays.
37. Offer No tax Tuesdays.
38. Hang streamers in your windows, or balloons, or anything to attract attention.
39. Put a big pile of blow-up beach balls in a plastic swimming pool in front of your store.
40. Provide free shoe shines.
41. Have a ride your bike on Tuesdays promotion for a free trinket or discount.
42. Bring your pet and get a treat.

Help Promote Ballard and the Tuesdays Campaign

43. Forward all Tuesdays press releases to your media contacts and email lists.
44. Include Tuesdays in Ballard LINKS on all of your emails, newsletters and correspondence
45. Go to the Tuesdays in Ballard Facebook page, sign up and post and share all of your happenings.
46. Have plenty of Tuesdays Maps/Brochures and hand them out to people whenever you can.
47. Give maps to your friends that own businesses in OTHER neighborhoods.
48. Put Tuesdays maps up on the bulletin board at your favorite coffee shop that is NOT in Ballard.
49. Take lots of pictures of whatever you do and post it on your blog, facebook page or website weekly...of send them to us and we will put them on the site/facebook page.
50. Sit down for 45 minutes RIGHT now and plan out all 9 Tuesdays in advance...post them on the specials page at inballard.com...be done!