

Top Tips for getting back to business on the 12th April

Signage

- Get your Signage and shop front looking inviting.
- Contact the BID for social distancing signs and queuing floor stickers.
- Offer signs are up to date.
- Create fresh window displays!

ILKLEY BID
BUSINESSIMPROVEMENTDISTRICT

Website

- Give your website a re-opening statement.
- Make sure current website information is up to date.
- Plan an E-flyer to keep consumers up to date.

You will all be busy preparing for your business to reopen, so we have put together a guide of some Marketing tips to attract customers back to your doors.



Social Media

- Welcome back campaign.
- Shout out on social media to promote re-opening times and features.
- Let your customers know what to expect.
- Remember to see the #SupportLocal and @DiscoverIlkley for the BID to share your posts.

Promote

- Upload offers for FREE on the **LoyalFee App** or contact Ilkley BID for help
- Make sure your business details are up to date on Discover Ilkley
- Share promotions and offers with the BID team to share.
- Engage with the community by sharing local positive news with customers.

