

Have you considered any of the following ideas?

- Local radio
 - Donate raffle prizes - e.g. school fete
 - Sponsorship - e.g. local kids' football team
 - Photo/drawing competitions for kids
 - Charity/community projects (split profits)
 - In-shop tastings / free samples
 - Special offers / promotions
 - Advertise on your own delivery van
 - Local adverts - e.g. parish magazines
 - Get together with other local retailers to advertise (spread cost)
 - Contact with local organisations - e.g. gardening club, W.I., school PTA, etc.
 - Send leaflets, letters to customers
 - Create database, and send newsletter / price lists
 - Customer questionnaire
 - 'Computers/books for schools' schemes can build loyalty
 - Offer credit
 - Posters - in shop and other locations, e.g. surgery, vet, village hall, etc.
 - Village notice board
 - Theme days
 - Website
 - 'A' board
 - Support local shows
 - Get involved with the local Neighbourhood Watch and Community Police Officer
 - Product / service list
 - Party planning service
 - 'Use or return'
 - Free glass loan
 - Free delivery
 - Use of till receipts to advertise/promote
 - Personalised jars / wine labels
 - Advert in yellow Pages
 - Loyalty scheme
 - Get involved with local business groups
 - Local press articles (free)
 - Entry into industry competitions - seek local support, and advertise any success
 - Keep front of shop tidy and attractive - e.g. plant flowers
 - Seek support from suppliers, re. leaflets, POS, etc.
 - Consider joining a symbol group for more marketing support
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