



COLLABORATION

+

PARTNERSHIP

Ways Local Businesses can navigate the new abnormal,
increase sales, and help boost the economy.

Brought to you by: *Marietta and Beyond*

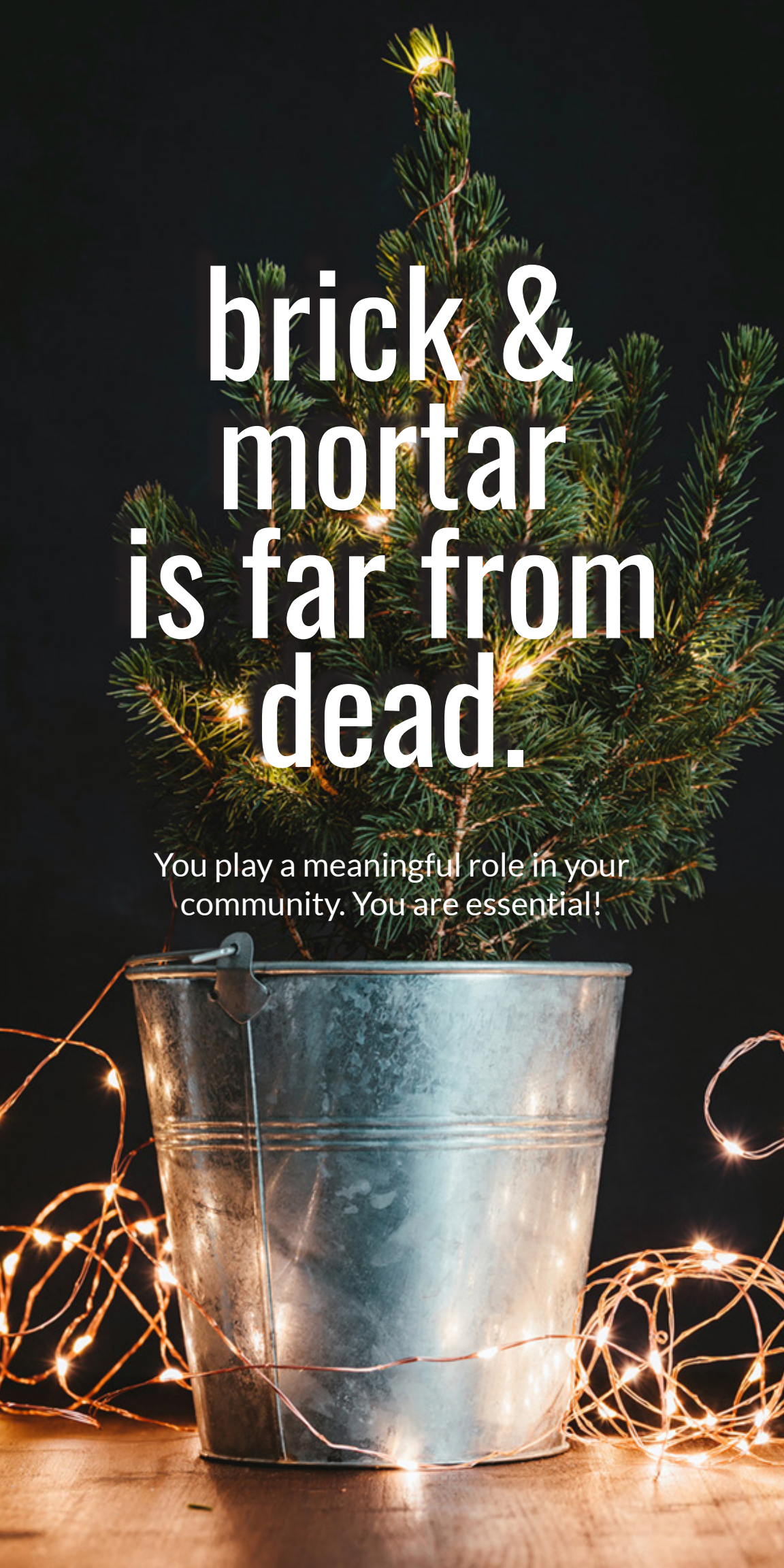
**Marietta and Beyond,
a local promoter of
small businesses,
encourages you to
shop local because:**



- Local businesses are owned by your neighbors.
- They make decisions based on the needs and interests of their customers, not by some formulaic concept from a corporate office.
- Local businesses offer original and unique products and services. This adds interest, diversity, and character to our communities.
- By shopping locally, you support creativity and ingenuity, and help create a more vibrant shopping experience for everyone.

Did You Know?

A whopping 86% of the average chain retailer's revenue leaves the state.

A small evergreen tree is planted in a rustic, galvanized metal bucket. The tree is decorated with warm white string lights. The bucket sits on a wooden surface, and more string lights are scattered around its base. The background is dark, making the lights and the green of the tree stand out.

brick & mortar is far from dead.

You play a meaningful role in your
community. You are essential!

We know that the holidays
will be different.

And although people may be
avoiding the mass rush to get
to the stores on Black Friday
there are things we can all do
to put ourselves and the local
economy back in the black.

Things you can do to encourage shopping locally and increase profitability.

Create a more robust on line presence— Since the lock downs more shopping is done on mobile and at home.

In the U.S., half of businesses reported that at least 25% of their sales were coming from digital channels.

- Clean up your website
- Make it mobile and tablet friendly
- Create landing pages
- Set up a shop so people can order instantly

Want to know if your website is losing you business?
Order a website critique from Light4Soul. Just go to
<https://www.mariettaandbeyond.com/mab-business-listings/>

Building Strategic Partnerships



People don't buy goods and services...

They buy relationships, stories, and bit of magic!

IDEAS

How about in addition to the Shop local holiday campaign all the businesses added a sign that recommends other businesses in the area. Or offer loyalty cards - when a customer buys from one of the participating shops they get their card punched - 4 punches and they receive a coupon for a free coffee? When one wins we all win.

Get Free Campaign Kit includes Kit includes everything you need to run a successful campaign to help re-invigorate the local economy!



Connecting with Consumers This Holiday

**videos, live events,
and webinars**

Videos

are a fun way to get people to notice you. You can make them interactive with a challenge or make them memes and watch them go viral.

Live events

give customers an inside peek at what you offer, from fashion shows, to holiday instructions on creating the perfect tree, live events are a great way to connect with the public.

Webinars

can influence your reach, give you a competitive edge, and help establish you as a trusted authority.

Interested in finding out more?
Click here (hello@light4soul.com) to schedule an appointment.

A serene winter scene featuring a snow-covered path lined with trees and benches. Several street lamps with warm, glowing lights are positioned along the path, casting a soft glow on the snow. The trees are heavily laden with snow, and the overall atmosphere is peaceful and quiet.

Marietta and Beyond

a great place to live
and do business

Advertising in our Marietta and Beyond magazine is a great way to get noticed.

**Drop Christiane a line today and find out how
easy it is to reach your customer base!**

Prices:

Full page ad + 3 page story on your business \$450

full page ad \$350

half page ad \$200

1/4 page ad \$95

Marietta and Beyond

in partnership with Light4Soul