



MEMBER TOOLS CHECKLIST P.1

If you want to increase your sales and feel part of the local business community, work the GO LOCAL fundamentals.

GO LOCAL is a marketing organization for locally owned independent businesses. Members use a shared brand, targeted advertising, and a Rewards Card to increase sales and gain market share.

How do you realize value in being a GO LOCAL member?

WORK THE FUNDAMENTALS.

Find and bookmark this same checklist at golocal.coop/fundamentals/

Done:

Plaster GO LOCAL logos on everything (including the proverbial kitchen sink) for maximum value—**download logos** at golocal.coop/logos/

While you're plastering logos, also share **GO LOCAL facts, studies and graphics** - **Use them** on your website, marketing materials, in-store and window signage, advertising, etc. **Get them** at golocal.coop/localfirst.

Directory listings show up in search engines, so **refresh your listing** content quarterly when you **log in** at golocal.coop with description, photos, videos. Your listing contact info is also displayed in our print Pocket Guide, published every May and Nov.

Get 100 customers to provide **100 recommendations** to your directory listing and be featured on every page of golocal.coop. We know you have at least 100 customers who love you and want to tell others, right?

Sometimes members say, "Why didn't someone tell us that news!?" Well, smarty pants, we do tell *all* of our members in our monthly business member e-newsletters. **Read our e-newsletters to know what's going on** to get more from your membership. Besides, you don't want to be "that" member who missed out, do you?

Email us press releases for publishing review to info@golocal.coop. Also, complete a "Personally Speaking" profile at golocal.coop/profile. We'll even post your lovely mug along with the interview. Say cheese...

You have a lot going on, so tell the world: **Submit your events** to golocal.coop/events/submit.

C'mon, **get social!** Like GO LOCAL's **Facebook page** at facebook.com/GoLocal. Follow us on **Twitter**. Join and post to the Sonoma County **GO LOCAL LinkedIn group**.

Get connected with real locals: attend **Refer Local monthly lunch meetings** on 2nd Fridays at noon. Find the schedule and sign up to be a featured business at golocal.coop/refer.

Get all your staff on board: 15-minute **staff orientation sessions** available.

Recruit your business partners, suppliers and vendors as members.

Contact us today: 707-888-6105 or info@golocal.coop



MEMBER TOOLS CHECKLIST P.2

Once you work the fundamentals, how to supercharge your GO LOCAL membership?

BEYOND THE FUNDAMENTALS

Reserve one of the below campaigns at golocal.coop/beyond/

Done:



REWARDS: Become a Rewards Card merchant - choose a 1) "swipe-the-card" or 2) "show-the-card" offer. **Your reward** for participating is that you can keep existing customers and attract new ones; now that's useful!



PACKAGES: Buy bundled media packages through GO LOCAL, including print, digital, outdoor, radio and more. Example campaigns include "Indie Month" in July, "Have a GO LOCAL Holiday" in Nov/Dec. Limited packages available each campaign.



DIGITAL: Let GO LOCAL blow your horn to the social masses. That way you're not all boasty; we do it for you. **Schedule boosted Facebook post campaigns** through GO LOCAL.



DIGITAL: GO LOCAL has a huge newsletter list, and here's another way you can reach bona-fide local fans. Reserve a featured section in GO LOCAL newsletters - segmented to reach business and consumer.



PRINT: Some shoppers really love locally owned businesses. They want to know which businesses are local. They pick up the **GO LOCAL Pocket Guide** to find local businesses. You can be there when they are **with an ad in the May and November issues.**



PRINT: Advertise in GO LOCAL's Made Local Magazine to reach targeted fans of local. Perfect for food and beverage, as well as related categories like gardening, housewares, appliances, etc. Published March, May, July, September and November.



PRINT: Advertise in the GO LOCAL section of Upbeat Times, published monthly. That's what we call upbeat.



PRINT: Advertise in special GO LOCAL 8-page foldout sections of the North Bay Bohemian: choose from *Restaurant Week* in March, *Independents Month* in July, the *Nonprofit Issue* in October, and *Have a GO LOCAL Holiday* in December.



RADIO: Schedule GO LOCAL broadcast radio packages to access over half the Sonoma County population with Amarturo Sonoma Media Group (KSRO, Froggy 95.5, 97.7 The River, Hot 101.7, Mix 104.9).



RADIO: Be the hostess with the mostest by installing GO LOCAL In-Store Radio with NEXO Radio. You can also **run ad spots in other local stores** as part of the network. And to top it off, it's amazingly inexpensive and easy to participate.



OUTDOOR: Buy GO LOCAL digital outdoor advertising packages on 101 in Rohnert Park (the really gigantic board that rotates screen panels) to reach hundreds of thousands of local commuters, in association with Veale Outdoor.

Reserve one of the above campaigns at golocal.coop/beyond/

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