



# Participation Checklist

GO LOCAL is a marketing organization for locally owned independent businesses who use a shared brand, targeted advertising, and a Rewards Card to increase sales and gain market share. If you want to increase your sales and feel part of the local business community, work your "localness" with GO LOCAL!

| Done:                    | Work It!   |
|--------------------------|--|
| <input type="checkbox"/> | <b>Work the branding:</b> Use the shared brand - only GO LOCAL businesses and nonprofits have a license to use these logos. Share GO LOCAL facts, studies and graphics on your website, marketing materials, in-store and window signage, advertising, etc. <b>Download logos</b> at <a href="http://golocal.coop/logos/">golocal.coop/logos/</a>  |
| <input type="checkbox"/> | <b>Work your listing:</b> Refresh your directory listing regularly at <a href="http://golocal.coop">golocal.coop</a> . Your listing is displayed in our print Pocket Guide, published 2x/year. Get your fans to recommend your listing.  |
| <input type="checkbox"/> | <b>Know what's going on with GO LOCAL:</b> Stay on top of GO LOCAL news, events and opportunities with our monthly e-newsletters - that's the main way we communicate with you. Follow our FB page at <a href="https://facebook.com/GoLocal">facebook.com/GoLocal</a> . Follow us on Twitter. Join the GO LOCAL LinkedIn group.  |
| <input type="checkbox"/> | <b>Tell us what your business is up to:</b> Post events to <a href="http://golocal.coop/events/submit">golocal.coop/events/submit</a> . Email press releases for publishing review to <a href="mailto:info@golocal.coop">info@golocal.coop</a> . Complete a "Personally Speaking" profile to be published online: <a href="http://golocal.coop/profile">golocal.coop/profile</a>             |
| <input type="checkbox"/> | <b>Become a Rewards Card merchant:</b> offer a "swipe-the-card" reward for select retail/storefront merchants, or a "show-the-card" reward for other businesses and organizations.   |
| <input type="checkbox"/> | <b>Connect with real locals:</b> Attend Refer Local lunch gatherings on 2nd Fridays monthly, and additionally be a featured business as an added option. GO LOCAL can help make referral introductions for your business. <a href="http://golocal.coop/refer">golocal.coop/refer</a>   |
| <input type="checkbox"/> | <b>Connect your people to GO LOCAL: Get all your staff on board</b> - 15-minute orientation sessions available. <b>Recruit</b> your business partners, suppliers and vendors as members.   |
| Done:                    | Next Steps - Media Offers  |
| <input type="checkbox"/> | <b>BUNDLED MEDIA PACKAGES, SEASONALLY AVAILABLE:</b> Work your GO LOCAL advantage and buy bundled media packages, including print, digital, outdoor, radio and more. "Independents Month" package in July, "Have a GO LOCAL Holiday" in Nov/Dec.   |
| <input type="checkbox"/> | <b>DIGITAL:</b><br><b>Facebook:</b> Strengthen your digital marketing presence with a GO LOCAL boosted <b>Facebook</b> post schedule.<br><b>E-newsletters:</b> Reserve a featured section in GO LOCAL <b>e-newsletters</b> to reach thousands of targeted fans.  |
| <input type="checkbox"/> | <b>PRINT:</b><br><b>Pocket Guide:</b> Reach fans of local with advertising in the <b>GO LOCAL Pocket Guide</b> , published 2x/year. Covers all categories of business types.<br><b>Made Local Magazine:</b> Advertise in <b>GO LOCAL's Made Local Magazine</b> , published 5x/year. Perfect for food and beverage as well as related categories like gardening, housewares, appliances, etc. |
| <input type="checkbox"/> | <b>RADIO:</b><br><b>Broadcast</b> - Access over half the Sonoma County population through GO LOCAL radio packages with Amaturio Media Group (KSRO, Froggy 95.5, 97.7 The River, Hot 101.7, K-Hits 104.9).  |
| <input type="checkbox"/> | <b>OUTDOOR DIGITAL:</b> Reach local commuters through GO LOCAL outdoor digital advertising packages along 101 in Rohnert Park from Veale Outdoors. Special GO LOCAL co-op pricing.   |
| <input type="checkbox"/> | <b>ONLINE PRESENCE:</b> Make it easy for customers to find you online with our TRUE LOCAL Online Digital Presence Management, and other digital media services.  |
| <input type="checkbox"/> | <b>PARTNER MEDIA OFFERS:</b> Use the media services of some of our members and partners with special GO LOCAL pricing, including Sonoma County Gazette, N2 Publishing, North Bay Bohemian, and more.   |
|                          | <b>Reserve one of the above campaigns at <a href="http://golocal.coop/media">golocal.coop/media</a></b>  |

Contact us today: 707-888-6105 or [info@golocal.coop](mailto:info@golocal.coop)