



MEMBER TOOLS CHECKLIST

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

Done:	<h2>Work Your Membership</h2>
<input type="checkbox"/>	<p>Work the branding: Use the GO LOCAL shared brand - only members 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. Download logos at golocal.coop/logos/</p>
<input type="checkbox"/>	<p>Work your listing: Refresh your directory listing regularly at golocal.coop. Your member listing is displayed in our print Pocket Guide, published 2x/year. Get your fans to recommend your listing.</p>
<input type="checkbox"/>	<p>Know what's going on with GO LOCAL: Stay on top of GO LOCAL news, events and opportunities with our monthly e-newsletters - that's the main way we communicate with our members. Follow our FB page at facebook.com/GoLocal. Follow us on Twitter. Join the GO LOCAL LinkedIn group.</p>
<input type="checkbox"/>	<p>Tell us what your business is up to: Post events to golocal.coop/events/submit. Email press releases for publishing review to info@golocal.coop. Complete a "Personally Speaking" profile to be published online: golocal.coop/profile</p>
<input type="checkbox"/>	<p>Become a Rewards Card merchant: offer a "swipe-the-card" reward for select retail/storefront merchants, or a "show-the-card" reward for other businesses and organizations.</p>
<input type="checkbox"/>	<p>Connect with real locals: Attend Refer Local lunch meetings on 2nd Fridays monthly, and be a featured business. Staff can also help make strategic referral introductions for your business.</p>
<input type="checkbox"/>	<p>Connect your people to GO LOCAL: Get all your staff on board - 15-minute orientation sessions available. Recruit your business partners, suppliers and vendors as members.</p>

Done:	<h2>Next Steps - Media Offers</h2>
<input type="checkbox"/>	<p>BUNDLED MEDIA PACKAGES, SEASONALLY AVAILABLE: 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</p>
<input type="checkbox"/>	<p>DIGITAL: Facebook: Strengthen your digital marketing presence with a GO LOCAL boosted Facebook post schedule. E-newsletters: Reserve a featured section in GO LOCAL e-newsletters to reach targeted fans.</p>
<input type="checkbox"/>	<p>PRINT: Pocket Guide: Reach targeted fans of local with advertising in the GO LOCAL Pocket Guide, published 2x/year. Covers all categories of business types. Made Local Magazine: Advertise in GO LOCAL's Made Local Magazine, published 5x/year. Perfect for food and beverage as well as related categories like gardening, housewares, appliances, etc.</p>
<input type="checkbox"/>	<p>RADIO: Broadcast - Access over half the Sonoma County population through GO LOCAL radio packages with Amaturro Media Group (KSRO, Froggy 95.5, 97.7 The River, Hot 101.7, Mix 104.9). In-Store - Install In-Store Radio through NEXO Radio, and also run your spots in other member locations.</p>
<input type="checkbox"/>	<p>OUTDOOR DIGITAL: Reach local commuters through GO LOCAL outdoor digital advertising packages along 101 in Rohnert Park with Veale Outdoors.</p>
<input type="checkbox"/>	<p>ONLINE PRESENCE: Make it easy for customers to find you online with our TRUE LOCAL Online Digital Presence Management, and other digital media services.</p>
<p>Reserve one of the above campaigns at golocal.coop/media</p>	

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