



How can I become The Local Best?

We will be mailing postcards to all Sioux Falls residents toward the end of April encouraging them to vote for their favorite places in town. Each postcard will contain a unique code that will only unlock one ballot. The only way a person can vote is by first entering their code. SO, your goal is to have as many of your customers keep AND use this postcard to go vote for you! Think democracy ... elections ... campaigning!

What are some campaign ideas?

Inform your employees about the contest.

Challenge your employees to get the word out to vote for your place of business. If your business wins, you could throw a company party or offer some other type of incentive.

Hand out a simple card to your customers encouraging them to vote for you.

Write "Vote for us at www.thelocalbest.com" on bathroom mirrors, windows, inside bathroom stalls, on sidewalk in front of your location, on vehicles, make signs, etc.

Send out a message to customers, family and friends via email or mail urging them to vote for you.

If you send out regular newsletters, be sure to include this in your newsletter.

Include messages in all of your upcoming advertising efforts.

Throw a customer appreciation party and urge customers to vote for your place of business during the party.

Offer customer appreciation cookies, gifts, etc, with a note attached about voting for you.

Make use of technology and the networking contacts of the people who work for you. Urge them to text message, email, blog, etc all of the people in their address books about the contest. Again, you could offer an incentive for winning.

Send out a customer satisfaction survey to find out how your customers feel about you. Encourage them to vote for you if they feel you are exceeding their expectations.

Most importantly, remember ... the only way to become The Local Best is to have happy customers that will go out of their way to vote for you. So start making them happy!

Get creative. Have fun. Good luck!