



Join us in supporting Shop Local Traill!

What is it?

Shop Local Traill is a marketing campaign developed by Traill County Economic Development Commission to encourage local residents and visitors to shop locally.

What does the program entail?

Shop Local Traill is a program developed with two aspects in mind. The first, is an intensive marketing and promotional campaign to bring awareness, reminders and visibility to ensure our local businesses remain top of mind, especially during the holiday shopping season. Traill County EDC has a very intense advertising campaign planned with local newspapers, radio and social media. We'll use this advertising as a way to inform the public of our offerings, inform the importance of shopping locally, and highlight unique businesses and services available in the county.

The second portion of the program is a way for Traill County EDC to help guide businesses through customer service support, tips on marketing and promoting their services or products, and a way to spur discussion when customers are shopping locally.

How do I get involved?

It's very easy. A representative from Traill County EDC will be visiting businesses to ask for their support. If we happen to miss you, please contact us and we'll get you registered and deliver program materials.

Option 1: The first option is to simply be supportive of the program. All Traill County businesses with storefronts will be offered an 8"x8" window cling free of charge, with the Shop Local Traill branding. These businesses will also be offered materials on services provided by Traill County EDC.

Option 2: Become a Shop Local Traill Champion. For \$25, Traill County businesses are able to become more involved with the program. Those that elect to participate will receive the following:

- 8"x8" window cling with Shop Local Traill branding for your storefront
- 3" buttons for employees to wear in support of the program
- Folder of Traill County EDC materials for businesses
- Educational materials on customer service training, marketing, product staging and more!
- Bag stuffers with Shop Local Traill information and reasons for shoppers to shop locally
- Mentions in traditional and social media advertising from Nov. 1st - Dec. 31st, 2016
- The option to purchase re-useable shopping bags with the Shop Local Traill branding for \$1/ea. (orders must be submitted by Nov. 7th)

Traill County Economic Development Commission

102 1st Street SW | PO Box 856 | Hillsboro, ND 58045

Phone: 701.636.4746 Email: Office@TraillCountyEDC.com

Melissa Beach, Executive Director | Jessica Spaeth, Project Coordinator