

# BUSINESS E-BLAST

Issued: 12 April 2021



Dear Levy Payer,

Due to unforeseen circumstances the BID team are unable to host the BID pop up stall today. Instead we will be making sure we are ready to make a big splash for the

first Saturday of reopening on 17th April.

We'll be talking to visitors and giving out goody bags with town guides from Banbury Town Council, Chocolate lollypops for the children, and coffee vouchers for the adults.

On Saturday we will be promoting Banbury's LoyalFree app which is the ideal place to list opening times, deals, competitions and events, all on one platform. Linked to Google, Instagram and Facebook this app is a great opportunity to advertise your business.

In case you missed our first email here is a list of how you can get involved.

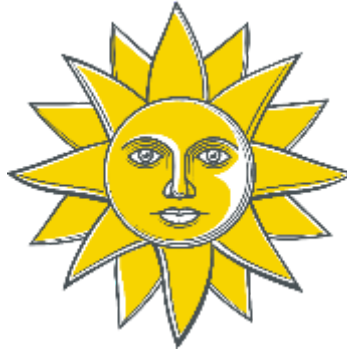
- If you have any promotional flyers for inclusion in our goody bags. We will we will happily come and collect them from you by arrangement. Please email [jo.s@banburybid.com](mailto:jo.s@banburybid.com) Alternatively you can drop them to us on Saturday 17th at the Market Place or in Castle Quay if it's inclement.
- Make sure you are up to date your with LoyalFree inclusion - if you are already a member you can access your dashboard at [www.loyalfree.co.uk/update](http://www.loyalfree.co.uk/update) - (don't worry if you've forgotten your password as this can be reset) If you get stuck email [info@loyalfree.co.uk](mailto:info@loyalfree.co.uk)
- If you are not already using the LoyalFree platform to advertise your business, please email [jo.s@banburybid.com](mailto:jo.s@banburybid.com) for more information on how to sign up for free, or watch this short video for an overview <https://www.youtube.com/watch?v=qmaUnU2W2xw>
- Share our Easter Trail that is live until 18 April 2021 on all forms of social media - this creates positive engagement with your brand.
- If your business is not able to open but you have promotional materials you would like us to include in our visitor goody bags please let us know.

Please continue to help 'your town' by sharing the posts and positive stories on all the social media platforms, thank you.

We still have a limited number of reopening packs available. If you would like one please email and we will get them over to you on a first come first served basis.

May we take this opportunity of wishing you all much success for the reopening.

Jo Samways  
Project Coordinator  
Banbury BID



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