

BUSINESS E-BLAST



Issued: 7th April 2021

Dear %FirstName%,

We are looking forward to seeing some businesses reopening their doors on 12th April 2021.

To celebrate this step the BID team will be in the Market Place on Monday 12th, and Saturday 17th April, distributing vouchers for a complimentary coffee as well as Banbury goody bags.

We'll be talking to visitors, welcoming them into the town along with 50 sunshine signs around the town that match the ones in Church Lane. This weekend there will be a media push. Some of you saw us walking the town last week with the Banbury Guardian journalist who is pushing PR features out in the newspaper and social media coverage.

We will also be promoting the 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.

How can you get involved?

- If you have any promotional flyers please drop them over to us for inclusion in our goody bags. We will be setting up from 9am on Monday, in the Market Place (or just inside Castle Quay if it's inclement weather).
- Up to date your with LoyalFree inclusion - if you are already a member you can access your dashboard at 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
- If you are not already using the LoyalFree platform to advertise your business, please email 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.

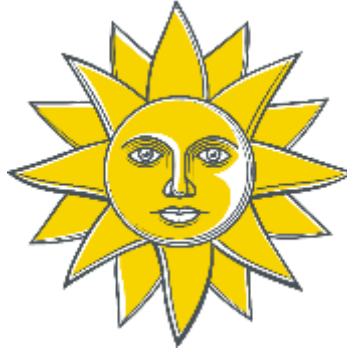
Please continue to help 'your town' by sharing the posts and positive stories on all the social media platforms, thank you.

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.

*Issued by the Banbury BID to all contacts on our database at time of issue
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Yolanda Fletcher
Manager Banbury BID



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