



# Christmas in Kenilworth Toolkit 2021

## Dear Business Owner,

We'd love you to get involved in our campaign to encourage people to spend locally this Christmas. This is how you can join in and maximise the opportunity for your business...

## Social Media Campaign

Kenilworth Chamber of Trade will be running a spend local campaign on social media on Instagram, (@Kenilworthchamber), Facebook and Twitter (@KenilworthTrade) and LinkedIn.

There are a number of stories we will want you to get involved in, so start following us today if you are not already.

## Support Local Posters

With this toolkit you'll receive a shop window poster promoting the local message.

## The Faces Behind the Business - Photos

The Chamber team will be out and about in town with some marketing props to promote the #supportlocalkenilworth hashtag. We'll invite you to pose for a picture for us to post on social media to promote your business and the local message.



## The Faces Behind the Business - Video

Due to the success of last year's video, members of Kenilworth Chamber will also be invited to appear in a promotional video which will be used to gain extra reach and coverage running up to the festive season. **If you are not a member but would like your business to appear in the video why not join, at only £40 for the year it offers exceptional value and with a price increase due in the new year there has never been a better time to join!**

You can join at <https://www.kenilworthchamber.co.uk/sign-up>

## Shop Window Competition & Christmas Tree Competition

As usual, these competitions will be run by Kenilworth Town Council. Make the most of the opportunity by posting images of your shop window and trees, asking your followers what they think.

## Social Media Suggestions

- We would encourage you to like, comment and share the content of other local businesses in Kenilworth, as collectively we can all make a HUGE difference for each other!
- Tag @KenilworthChamber on Instagram and @KenilworthTrade elsewhere and we'll do our best to share them
- Follow and use: #supportlocalkenilworth #kenilworth #kenilworthchamber
- Consider: #ilovelocal #supportlocal #shoplocal #shopsmall #eatlocal #thinklocal #Warwickshire alongside hashtags specific to your business

## Newsletters

Why not tell your audience about the #supportlocalkenilworth campaign and encourage them to tell their friends and family about it to?

## Local Awards

Get onto Kenilworth's [High Street Guides](#) and be part of Local Rewards delivered through Maybe\* Your account is sponsored by Warwick District Council, offering you access to social media management tools and a loyalty programme that recognises and rewards customers for their spend. Look out for more details from Kenilworth Council.

## Things To Remember Tick List

Action	By	Complete
Use #Supportlocalkenilworth in your posts	Ongoing	
Follow @KenilworthTrade and join in the campaigns by commenting, sharing and liking	As soon as possible	
Display your shop window poster		
Enter the shop window competition		
Enter the Christmas Tree Competition		

## Social Media Toolkit

Campaign message	What to do	Sample Copy
Eat / Shop / Support Local	Share	<p>"As a family run, local business, we appreciate all the support we've had from customers. We support the "support local campaign"</p> <p>"We source our products from local businesses, so you're not just supporting us, you're supporting local suppliers too"</p> <p>"We often buy our lunch in Kenilworth and can highly recommend our local cafes"</p>
Gift Cards in Kenilworth	Comment	<p>"You can buy of gifts cards by coming in to see us, or via our website"</p> <p>"This is great idea! There's always someone in my family I struggle to buy for, but a gift card for her favourite restaurant will be just the ticket"</p>
Shop online in Kenilworth	Comment	<p>"You can shop with us online [link] or contact us via our Insta page"</p> <p>"We have a website, but we don't list everything, so if there's something you're looking for, send us a message or give us a call [link]"</p> <p>"We don't have a website, but we will take orders over the phone. Just call us on [0000000] and we'll save it for you to collect".</p>
Christmas Opening Hours	Comment	<p>"We're taking a well-earned rest from 2pm Christmas Eve and will be reopening December....."</p>
Christmas Gifts in Kenilworth	Share  Comment  Create your own gift post, tagging @Kenilworth Trade	<p>"Who else knew [company] stocked these fabulous products?"</p> <p>"Check out these gift ideas from the Chamber – can you spot ours"?"</p> <p>"That's an awesome gift idea, we'll be popping in during our break to pick some up"</p> <p>"Looking for that perfect gift – here's just a few ideas from us"</p> <p>"I've been looking for something like this for ages, I'm so pleased xxxx stock it"</p>