



# SHOP IOWA DAY Toolkit



OCTOBER							2022
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
						1	
2	3	4	5	6	7	8	
9	10	11	12	13	14	15	
16	17	18	19	20	21	22	
23	24	25	26	27	28	29	
30	31						

# What is SHOP IOWA DAY?

SHOP IOWA DAY is a statewide shopping event featuring hundreds of Iowa small businesses. Our goal is to encourage shopping from these amazing local shops and makers by offering deals and discounts that make even more residents aware of how easy it is to shop online on the Shop Iowa marketplace!

On Shop Iowa Day, Wed., October 12th, customers can experience deals all across the site until 11:59 p.m. Early deals will also start the night before at 6 p.m. for Shop Iowa email and text subscribers.

Customers will be able to shop sooner for the holiday season and be incentivized to do so with:

- Site-wide discounts used across the site from apparel to wall decor, and everything in between
- 1-day markdowns from small businesses across the state
- \$5 Shop Iowa gift card for every \$25 gift card purchased
- A chance to win a \$500 Shop Iowa shopping spree (grand prize), or one of four additional Shop Iowa gift cards
- Free shipping specials by select businesses

We want you to be a part of what we're hoping will be a record-breaking month on Shop Iowa for Iowa's small businesses, that will lead to an even bigger holiday shopping season all across Iowa.

Visit [shopiowa.com/shopiowaday](https://shopiowa.com/shopiowaday) for more information.



# How to use the SHOP IOWA DAY Toolkit

The SHOP IOWA DAY Toolkit is prepared for small businesses, partners, and supporters to help spread the word about SHOP IOWA DAY. This toolkit has been designed to help you promote your business and SHOP IOWA DAY deals to customers, ultimately to drive traffic to increase your sales. Your customers will be eager for news from you about your promotions and what they can buy on SHOP IOWA DAY, making now a great time to start building buzz around your products.

This toolkit includes sample email and social media content that you can either use in its entirety or modify to fit your brand. The toolkit provides recommendations on when and where to use each content sample leading up to, and on, SHOP IOWA DAY.



# Deals to Drive Sales

Shoppers love a good deal. Stack the odds in your favor with attention-grabbing price tags, incentives, or other offers.

Want our team to help? Reach out to [info@shopiowa.com](mailto:info@shopiowa.com).

We can help:

- Put your items on sale for one day only
- Move your shop to free shipping
- Increase your product prices by % to cover for free shipping

## Deal Ideas:

### Discount a top-selling product

- Consider putting your items on sale 5%-15% off one day only

### Offer a package deal (buy this, get that)

- Is there something you can add in to sweeten the pot (free gift with every purchase)? It could be a sticker, an item not selling well on its own, a sample, etc.

### Share promo codes

- We've created a Shop Iowa promo code good for the day of. Create social media posts and spread the word.

### Offer free shipping

- Can you offer free shipping on your whole store? Products with free shipping will be curated into a select shopping area on SHOP IOWA DAY. If needed, you can increase your product prices by a specific amount to help offset the free shipping cost.

### Mark down leftover inventory

- For slow-moving items, mark down products within a specific category to drive more discovery.

# Sample Social Media Content

Join the SHOP IOWA DAY conversation on social media and share it with your followers.

Posting through social media will let your customers know about your specific deals as well as overall site promotions that include your products. You're helping your followers to take advantage of a promotion that not only benefits you, but businesses all across the state selling on the site.

1. Join the conversation with #ShopIowaDay

2. Tag us:

 @shopiowa @traveliowa @businessiowa

 @shopiowa @traveliowa @businessiowa

 @shopiowa\_online @traveliowa @businessiowa

3. Share a pre-made image on social media or feature your own business with our custom graphic (see images section for links)!

**Need an idea where to start? Utilize some of the sample language below to get started:**

- I am so excited to be participating in the first ever statewide retail event, #ShopIowaDay! SHOP IOWA DAY is coming up on Wednesday October 12th. Take advantage of deals, discounts, promotional offers from hundreds of Iowa small businesses, and enter to win a \$500 Shop Iowa shopping spree! Find something you love, or shop sooner for the holiday season, on SHOP IOWA DAY! @shopiowa @traveliowa @businessiowa

<include description of your products/deals>

Learn more and sign up for early access to deals here:

[shopiowa.com/shopiowaday](http://shopiowa.com/shopiowaday).

# Day Of Social Media Content

Share the excitement on SHOP IOWA DAY with your followers with a new post that directs them right to the ShopIowa.com home page. From there we'll direct them to the special offers, sweepstakes sign up, free shipping, and other unique shopping experiences.

1. Remember to use the hashtag #ShopIowaDay

2. Tag us:

 @shopiowa @traveliowa @businessiowa

 @shopiowa @traveliowa @businessiowa

 @shopiowa\_online @traveliowa @businessiowa

3. Share one of the images that best goes with your messaging.

**Need an idea where to start? Utilize the sample language below to get started:**

It's here! #ShopIowaDay! Shop now to support my business and hundreds of other Iowa small businesses across the state with site wide discounts, deals, special offers, and even enter to win a shopping spree to Shop Iowa just in time for the holidays! @shopiowa @traveliowa @businessiowa

Learn more and shop now: [shopiowa.com](https://shopiowa.com)

# Early Oct. Email Content

When emailing customers about SHOP IOWA DAY and your deals, keep these best practices in mind:

- We recommend hyperlinking any images back to your Shop Iowa product page to help drive traffic and increase your chances of making sales.
- Be sure to add a link to your shop, Shop Iowa, and SHOP IOWA DAY's landing page.

<b>When</b>	Use one to two weeks prior to SHOP IOWA DAY (beginning of Oct.)
<b>Goal</b>	Get customers thinking about SHOP IOWA DAY and subscribing to email list
<b>Subject</b>	Great deals coming from <company name> on SHOP IOWA DAY!
<b>Email content</b>	<p>SHOP IOWA DAY is coming up on October 12th! We want you to be the first to know that &lt;business name&gt; will be offering promotions on Shop Iowa.</p> <p>&lt;include description and images of your products/deals&gt;</p> <p>This first ever SHOP IOWA DAY is an exciting opportunity to get some great deals on fantastic products from &lt;business name&gt; and businesses all across the state of Iowa through the Shop Iowa online platform.</p> <p>Keep up with us on Facebook &lt;link to your Facebook&gt; (or other social channel) for more information leading up to this exciting event.</p> <p>It's easy to participate in SHOP IOWA DAY, just go to <a href="http://shopiowa.com">shopiowa.com</a> to find great deals on products that you love, add them to cart, and buy with one click checkout! Shop SHOP IOWA DAY deals start at 6 p.m. on October 11th for email subscribers! Learn more and sign up: <a href="http://shopiowa.com/shopiowaday">shopiowa.com/shopiowaday</a></p> <p>Visit my shop: &lt;link to your Shop Iowa store&gt;</p> <p>Happy shopping! &lt;business name&gt;</p>

# Day Of Email Content

Share the excitement on SHOP IOWA DAY with your followers with an email that directs them right to the ShopIowa.com home page. From there we'll direct them to the special offers, sweepstakes sign up, free shipping, and other unique shopping experiences.

- Remember to link your images to make it easy for customers to
  - Get directly to the Shop Iowa page
  - Get directly to your shop
  - Get directly to any specific products your advertising
- Share one of the images that best goes with your messaging.

**Need an idea where to start? Utilize the sample language below to get started:**

It's here! #ShopIowaDay! Shop now to support my business and hundreds of other Iowa small businesses across the state with site wide discounts, deals, special offers, and even enter to win a shopping spree to Shop Iowa just in time for the holidays!

<include description and images of your products/deals>

Learn more and shop now: [shopiowa.com](http://shopiowa.com)

Happy shopping! <business name>



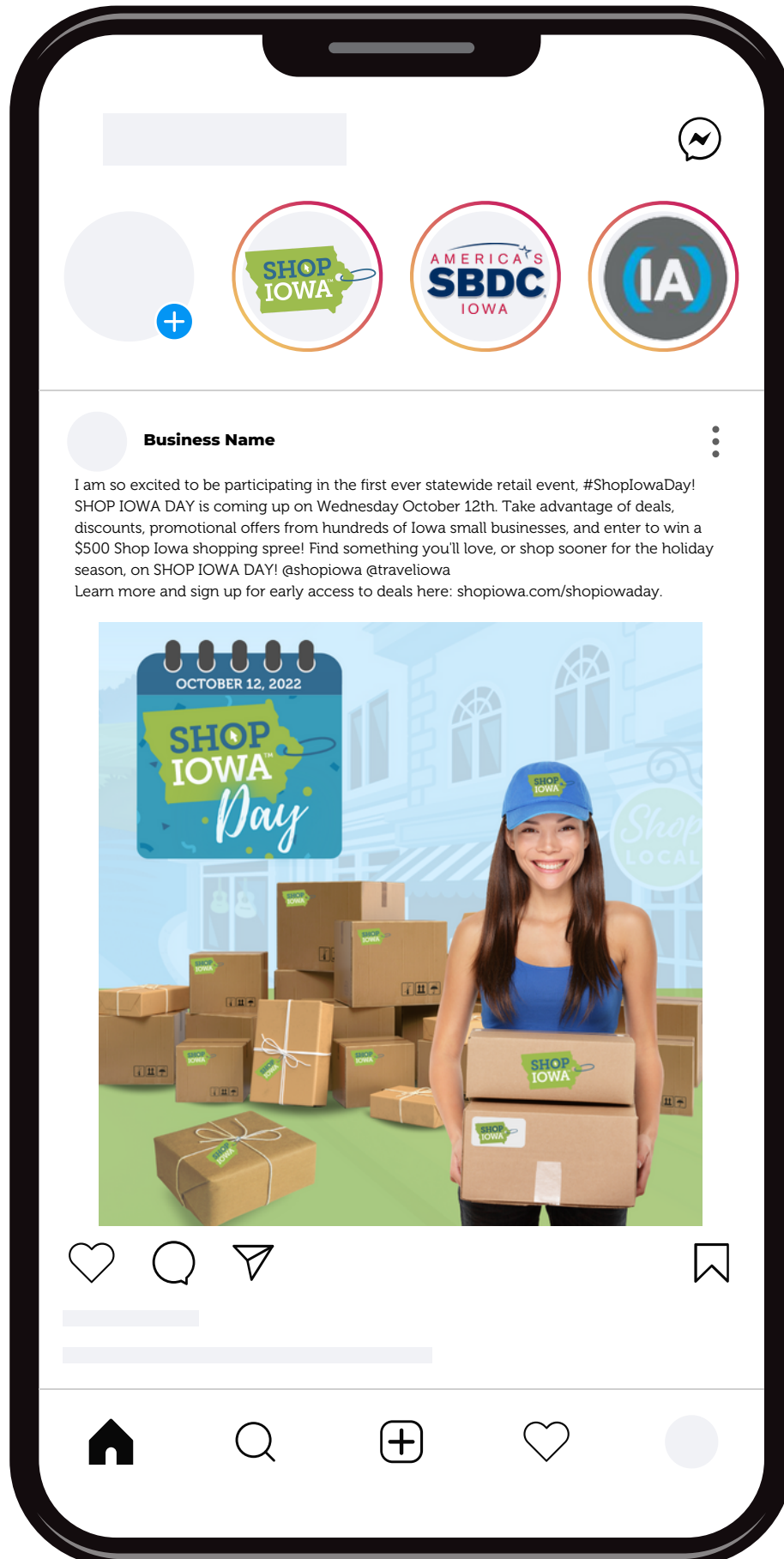
# SHOP IOWA DAY Images

[Link to square Instagram-sized images](#)

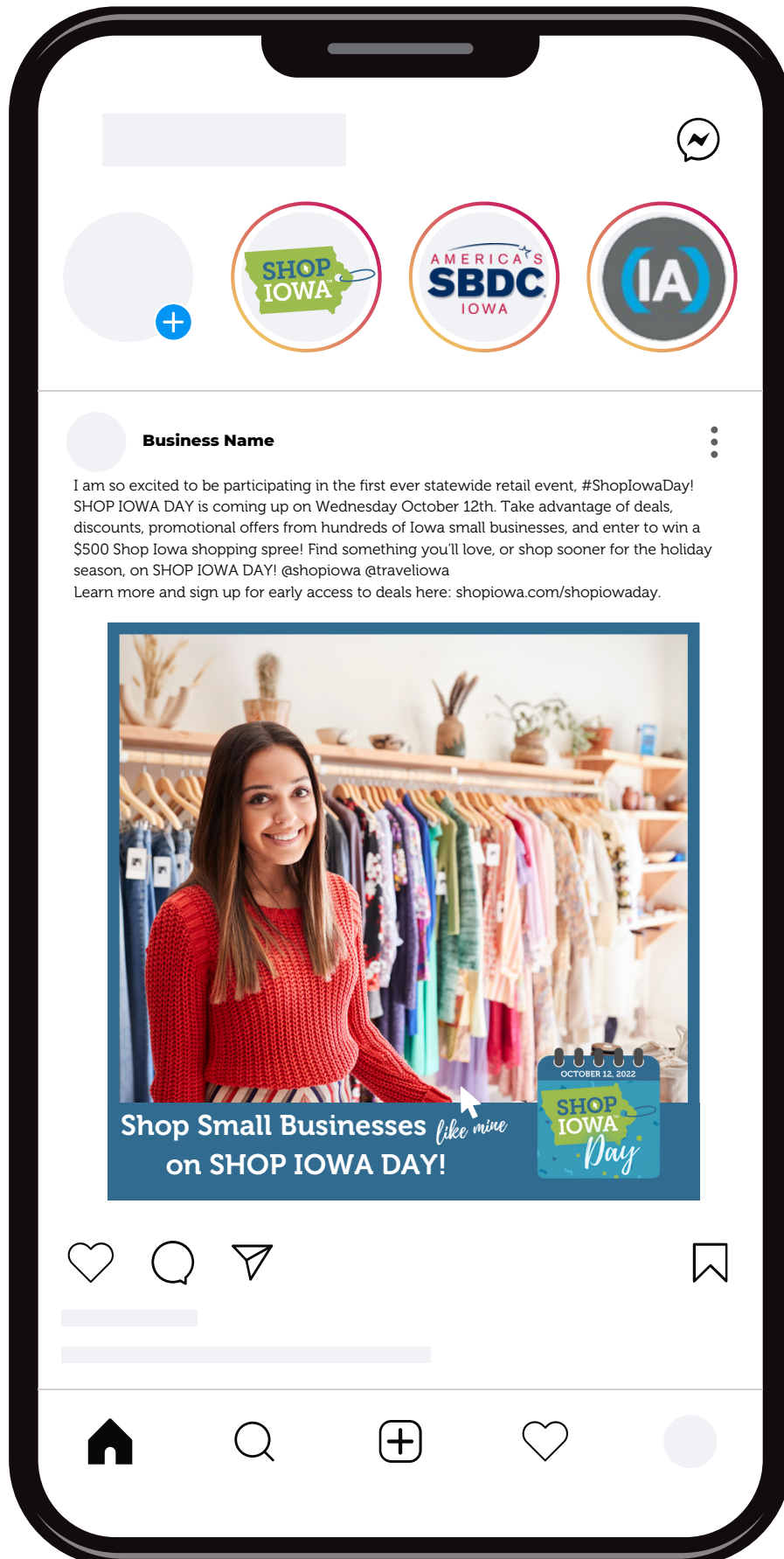
[Link to Facebook-sized images](#)



# Example Social Post



# Example Social Post



# Example Social Post- Day Of

