

WILMETTE-ONOMICS

Business Training

“How To Use WILMETTE-ONOMICS To Grow Your Business”



Goal of this meeting:

- Give you knowledge and resources to use WILMETTE-ONOMICS campaign to grow your business



What is WILMETTE-ONOMICS?

- Creative idea to encourage residents to shop local



Background

- Creative launched last year to introduce term and give residents a practical reason to shop local—2% of sales tax revenue gets reinvested back into community




EVERY DOLLAR
YOU SPEND
LOCALLY
ADDS UP TO
**A BETTER
WILMETTE**

THAT'S WILMETTONOMICS
*** IT PAYS TO SHOP LOCALLY ***




#WILMETTONOMICS


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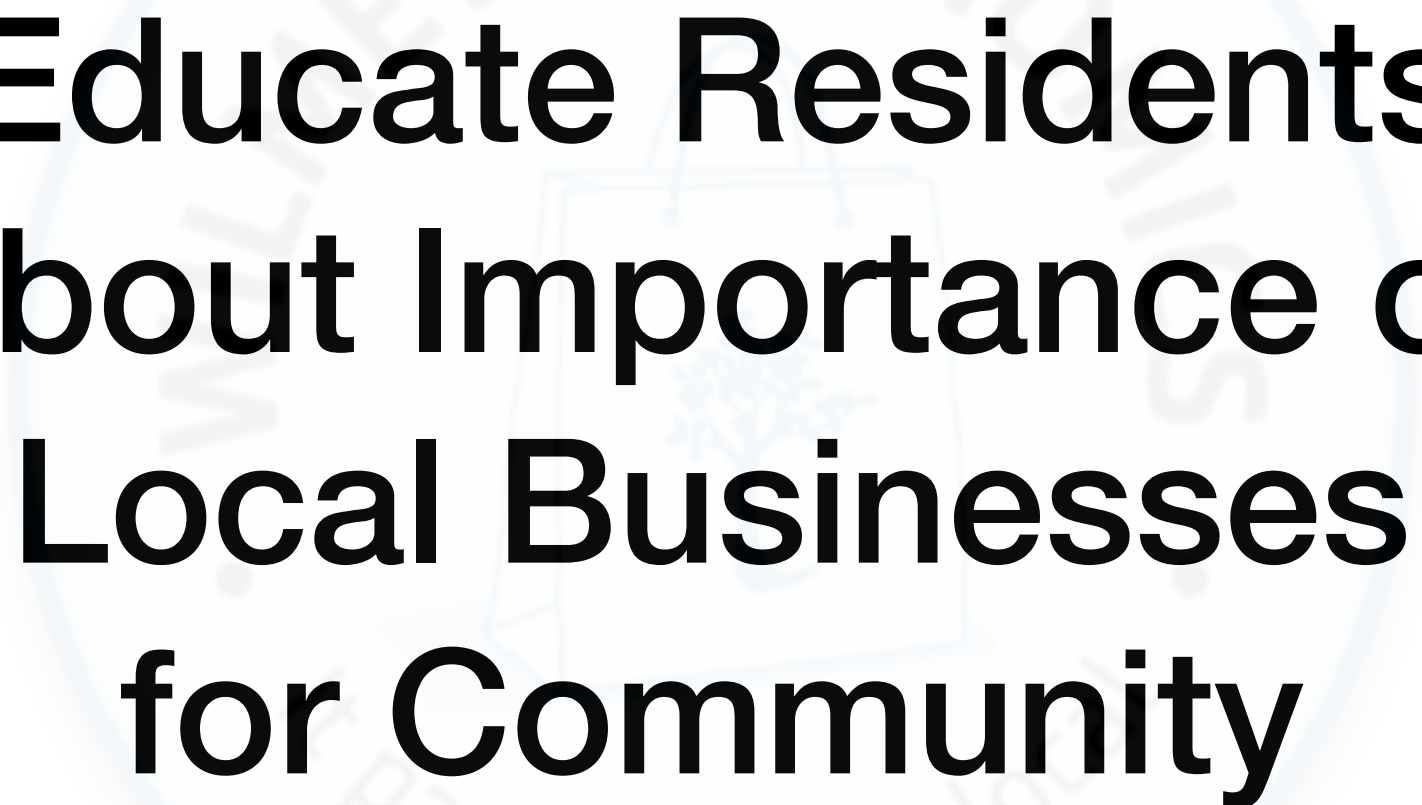


#WILMETTONOMICS

Current Situation

- Goal is to educate residents about the value local businesses bring to community
- Goal is to inspire residents to share their love for local businesses





**Educate Residents
about Importance of
Local Businesses
for Community**

How will we educate residents?

- Share short anecdotes about local businesses' commitment to customers and community via social media August-October





#WILMETTEONOMICS

CUSTOMER SERVICE

The friendly crew at the Backyard BBQ does all the heavy lifting, including setting up your grill from beginning to end.
"All the customers have to do is walk in. We do all the rest!"

Tom Rudrud, employee, Backyard BBQ Store.

Backyard BBQ Store
535 Green Bay Road, Wilmette | 847-251-2272 | BackYardBbqStore.com



#WILMETTE- ONOMICS

CUSTOMER SERVICE

"I know of several Thanksgivings where we sold our own turkey because we ran out. We had ham instead."

Dave Zier, owner
Zier's Prime Meats & Poultry.

Zier's Prime Meats & Poultry
813 Ridge Road, Wilmette
ZiersPrime.com | 847-251-4000



#WILMETTE- ONOMICS

LOCAL EXPERTS

Yellow Bird is custom
stationary central.

"People come in here
with ideas and we make
it happen."

Laura Bacon,
Yellow Bird employee.

Yellow Bird
1515 Sheridan Road, Wilmette
YellowBirdStore.com | 847-256-1380



#WILMETTE- ONOMICS

FAMILY VALUES

Many customers are like family at 5B2F Akira Sushi. Like the time Akira created a special meal for a customer in the hospital.

Owner Kelly Yang and daughter Abigail.

5B2F Akira Sushi
143 Skokie Blvd, Wilmette
5b2fAkiraSushi.com | 847-920-5332

What can you do?

- Re-share posts from Village and residents. Add #YourBusinessName.
- Share your own stories or anecdotes on your Facebook or Instagram page and tag it #Wilmetteonomics

How to make a good WILMETTE-ONOMICS post:

- One idea per post—25 Words or less. Focus is education or sharing a resource, not selling.
- Add a photo with a customer or employee in it
- Add #Wilmetteconomics and #YourBusiness
- Make it personal to you and your business

Facebook/Instagram Post Idea: WILMETTE-ONOMICS at BackYard Bbq Store #Wilmetteonomics #BackYardBbqStore



#WILMETTEONOMICS

CUSTOMER SERVICE

The friendly crew at the Backyard BBQ does all the heavy lifting,
including setting up your grill from beginning to end.
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Facebook Post Ideas:

WILMETTE-ONOMICS at BackYard Bbq Store

#Wilmetteconomics #BackYardBbqStore



Comment: Tom delivers and installs your Green Egg the same day you buy it.

Instagram Post Idea:

WILMETTE-ONOMICS at BackYard Bbq Store

#Wilmetteconomics #BackYardBbqStore

Comment:
Dan just
delivered and
installed a
Green Egg for
the Johnson
family barbecue
tonight.



How to make a good WILMETTE-ONOMICS posts:

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Some idea starters:

- Customer Service–Something special you do (or do better) for customers
- Community Service–D39 Foundation, non-profit partnership, etc.
- Kid-Friendly endeavors
- Green efforts
- Special training



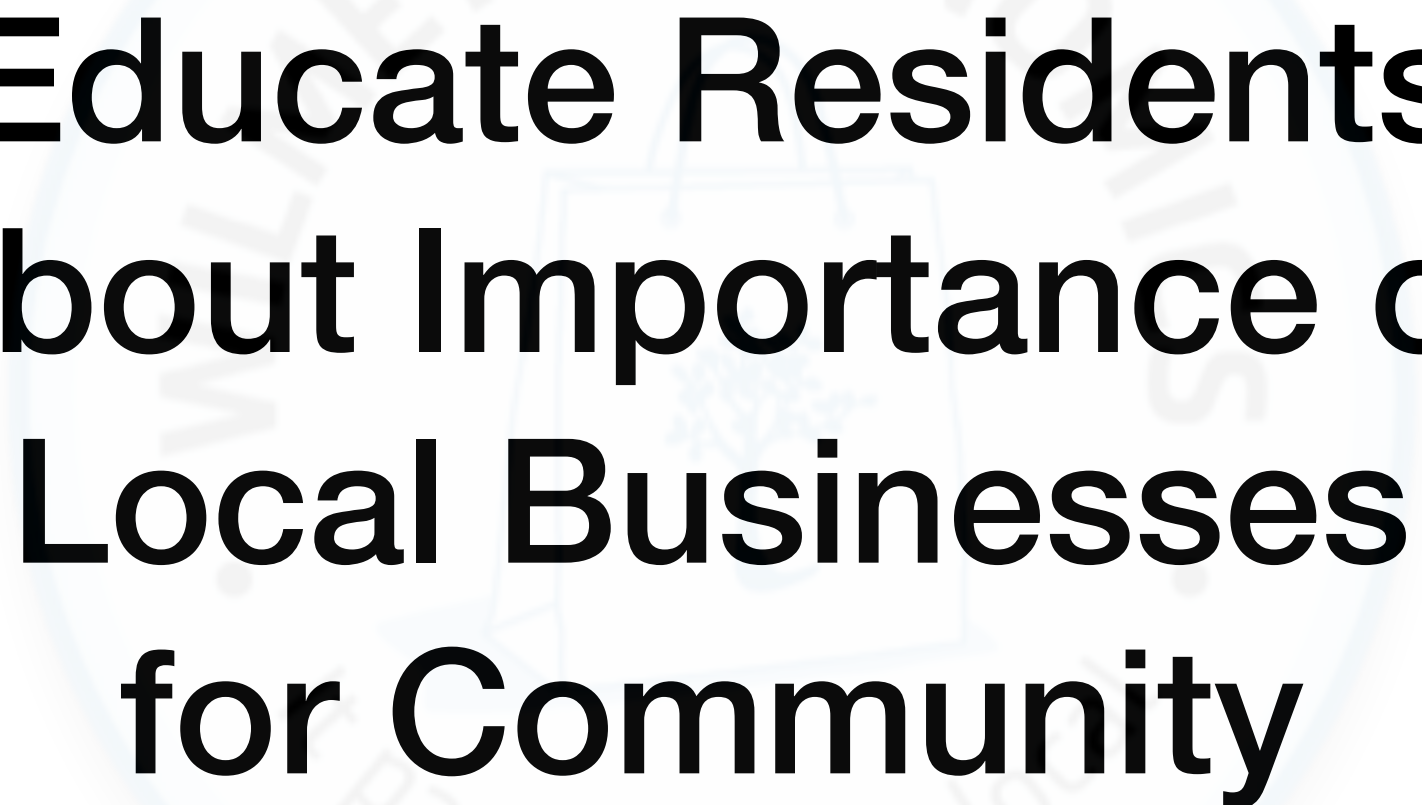
Some idea starters:

- Above and Beyond
- Living and Loving Wilmette
- One of a Kind
- Local Experts
- Creating Community
- Family Values



A few things to avoid for this campaign:

- Generic product photos
- Photo without an idea or humanity in it
- Highlighting something you don't want to encourage—"Free food to our best customers."
- Anything complicated



**Educate Residents
about Importance of
Local Businesses
for Community**

How will we inspire residents?

- Share short anecdotes from residents about their love for a local business via social media
August -October
- Encourage residents to post their own WILMETTE-ONOMICS story on Facebook or Instagram at the same time

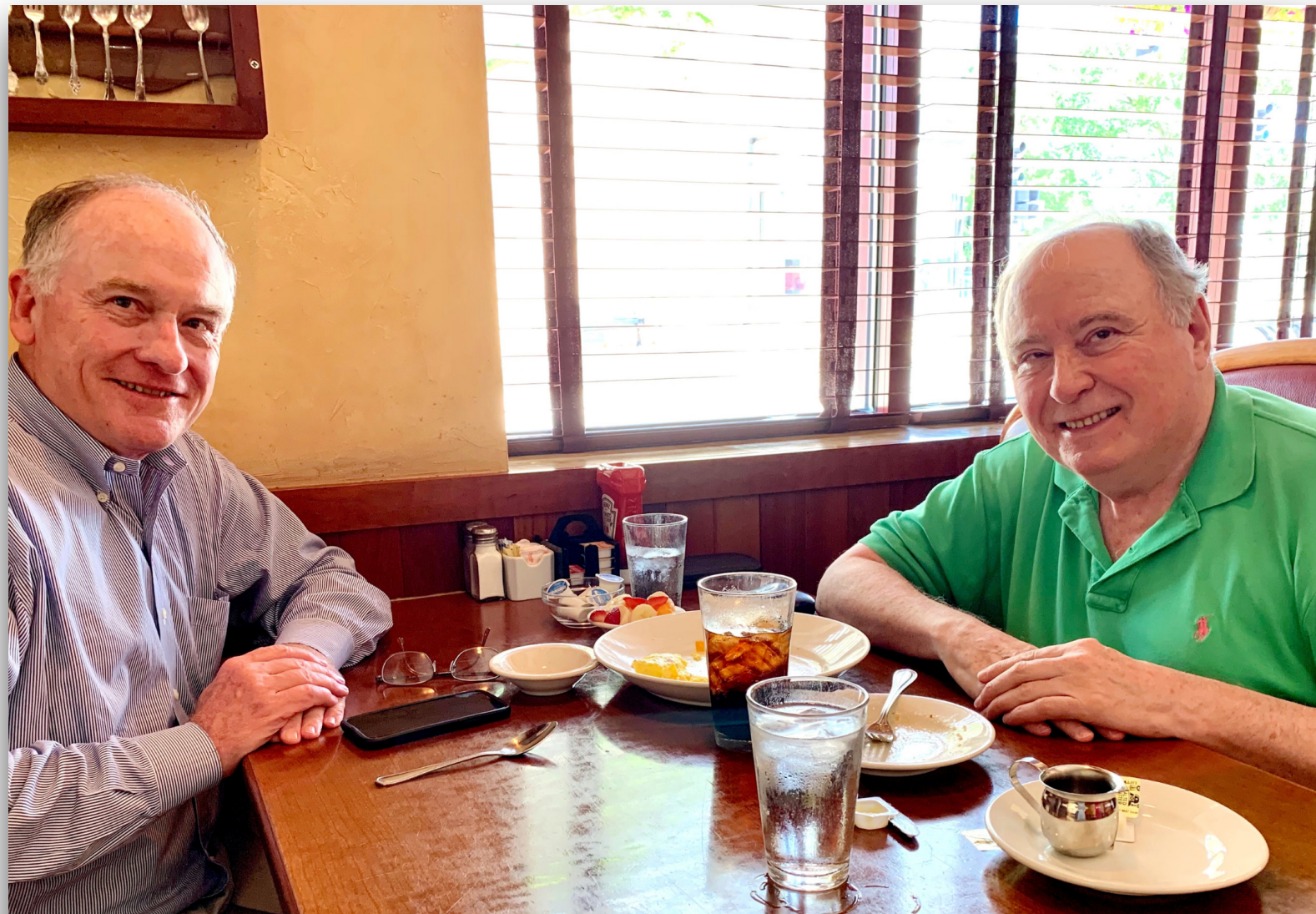




#WILMETTEONOMICS

"Tom is such a nice guy it is almost like drinking with a friend. He has such a great selection of wine and he is really knowledgeable."

Ben Fisher, talking about Tom Boyle, owner of
Wilmette Wine Cellar.



#WILMETTEONOMICS

"The food is great. The people are great.
We've been coming here forever."

Randy Nelson with Bob McMenamin at
Ridgeview Grill.



#WILMETTEONOMICS

SNAP is not only a great place to learn how to dance, it's also where kids love to hang out and make friends.

Mark and Jennifer Campolieto, at
Studio North Academy of the Performing Arts.



#WILMETTEONOMICS

"I love the customer service. They give me honest feedback and suggest how to put outfits together."

Mary Tierney, long-time customer of La Colonna.

What can you do?

- Encourage customers to share their own stories or anecdotes on their Facebook or Instagram page and tag it #Wilmetteconomics and #YourBusiness
- Other tags are fine, but two above are essential



Tell customers how to make a good WILMETTE-ONOMICS posts:

- One specific anecdote is better than a generic “I love you”
- A smiling face is best, but a hand or foot is better than no humanity
- Add #Wilmetteonomics and #YourBusiness



Suggestions:

- Ask customers to take photo and post it in store
- Show them examples of ones already posted
- Make a WILMETTE-ONOMICS photo station in store
- Send them to Village website if they have questions



Beautiful, but Ineffective
for WILMETTE-ONOMICS

“Everyone loves our cupcakes”



“Isn't this cute?!”



“Happy Spring! Stop in to see
our newest arrivals.”





WILMETTE-ONOMICS

Schedule and Resources

Social Media Schedule

- 2 business owner and 2 shopper per week—4 different days.
- Facebook and Instagram
- August through October



Suggested Schedule for Each Business

- Post 2x/week in August and mid-September—1 customer, 1 education
- Facebook and/or Instagram



Additional WILMETTE-ONIMICS Endeavors:

- Note to residents in next newsletter
- Press Release sent to media
- Advertising
- Texting



Resources

- Village website—download logo to your website,
see catalog of posts
- Chamber website
- Email Lucas at SivertsenL@Wilmette.com with
questions





QUESTIONS?



Back-Up

Instagram Hashtags

- #Wilmetteconomics
- #LoveWilmette
- #Business name



Spelling

- WILMETTE-ONOMICS
- #Wilmetteonomics

