



HOW TO do street marketing

Street marketing is a fantastic way to reach out to people in your community who might not be aware of the work you do or the help you can provide. It's all about getting out and about and chatting to people about what they might want to do online, and how you could help.

Our top tips for successful street marketing are below:

- **Pick your spot** It's really important to pick the right spot for your street marketing. Somewhere busy, with lots of people passing through is perfect. Think about places like shopping centres and supermarkets, or even your local town centre or high street.

- **Dress the part** Remember, if it's winter and you're outside rather than in a nice cosy Post Office or supermarket, you'll need to wrap up warm. Layers that you can take off or pile on are definitely a good idea. You might also want to think about wearing badges or coloured T-shirts - something that shows you're part of a team.

- **Get your leaflets ready** Make sure you've got plenty of leaflets to give out, including your centre details so people you talk to can take one away and hopefully come and find you another day. There'll be some in your initial marketing pack, and you can download more from our online toolkit. Our leaflets have a handy 'empty belly' space for your centre address, and it's a good idea to print out labels to stick in the space rather than writing in each one!

**** Remember - if you take part in our campaigns you'll get more posters and leaflets to advertise your centre. They're really useful for things like street marketing!**

- **Set up a stand** Think about setting up a little base using a fold out table and the posters from your marketing pack or downloaded from our toolkit. Do step out and talk to people, but it's good to have somewhere you can take them for a longer chat and to give them more details.

- **Make it interesting!** You've got to grab people's attention and just you with a clipboard might not be enough to do it. Think about what you could do at your stand to make things interesting - maybe take a couple of laptops or tablets to show people what they're missing!

- **Find some freebies!** Giveaways are always a good way to draw people in. Why not take some packets of sweets, balloons for the kids, buckets of lollies, or if you're somewhere with power, offer people a cuppa and a biscuit.





- **Be enthusiastic** Think about the best people for your street marketing team. You need chatty, enthusiastic people prepared to bounce up to strangers and get them talking. The more friendly and engaging they are, the more likely people are to stop and chat.
- **Use your star learners** As well as centre staff or volunteers, use your star learners to help out with street marketing too. They can tell people all about the journey they've been on and inspire people who are in a similar position as them.
- **It's FREE! People might think you're trying to sell them something, so remember to make it clear that your sessions are completely free!**

