

As a business or organisation in the business improvement district area you can access ongoing support from us here at Hamilton Our Town. We've listed below a range of key ongoing benefits that we are delighted offer your business in addition to our ongoing projects and plans.

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## EVENTS

We can bring on average 4,000 additional visitors to town on our regular event days through the year. Find out how your business can get involved by getting in touch.

## MARKET STALL

Take a pitch at our hugely popular and growing market for FREE saving £60 per date. If you've never operated at a market before we can guide you through the process and support you with commercial ideas, food safety and selling. This could be worth £480 per year or more (dependant on market date quantities).

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## PHOTOGRAPHY

Projecting the right image of your business is vital especially now. We're here to get this sorted for you through our fantastic FREE photography service, (worth £300 per visit to non-BID area businesses). (Available on average every 8 weeks). You tell us what you need, we will photograph and professionally edit your images, post them on your page on our website and email you over your photo's. This package is worth up to £1,800 per year!

## GRAPHIC DESIGN

Getting the message out and communicating to your customers effectively is a hugely important part of any businesses marketing strategy. Let us help you through our graphic design service. We can design a campaign image using our designer up to a maximum of once every 8 weeks. (worth up to £200 per design for non-BID area businesses). This package is worth up to £1,200 per year! (Business can choose either photography or graphic design up to every 8 weeks).

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## DIGITAL MARKETING

Join the exclusive list of businesses featuring on our growing social media platforms with an average audience of 310,000 per month (based on 2022 reach). We will use the photography or campaign images to promote your business to an audience in and around the local area. We can also use video too. Let us know if you would like a Tik Tok video produced, and we will pop in and get a small feature out to help sign post your business. Business feature once every 8 weeks as a minimum.

## OUTDOOR ADVERTISING

Brand recognition particularly locally can be of huge benefit to drive sales. We have access to the advertising boards within the Duke Street Carpark and as a result can advertise your business within one of Hamilton's busiest carparks! Ask us for more details.

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## CUSTOMER SERVICE TRAINING

Setting yourself apart from the rest through a great customer experience can be vital. Through our manager with over 25 years' experience delivering service training skills across retail, hospitality, and service settings we can come to you and host a bespoke training session that meets your needs. Ask us for more details.

## SHOP FRONT GRANTS

Apply for a grant to improve the look of the front of your business. We pay 50% of the cost up to 1k.

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## NETWORKING DAYS

Sign up to our networking days. Meet other business owners and received advice and support.

## ADVICE & SUPPORT

Chat to us if you have any challenges or ideas that could improve business opportunity in the area.

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