

Five Ways to Enhance a Grand Opening

By Largemouth Communications

When it comes to launching a concept or product in a new market it can ultimately be a matter of sink or swim. Whether it's bringing a fresh restaurant to a new market or launching a brand new retail service, companies must make a bold statement in order to make their brands stand out in a sea of competitors.

Here are some tips to ensure that your brand *swims* when it's time to make a splash with a grand opening.

1. **Timing is everything.** Scan local news website event calendars to ensure that there aren't any competing events happening during the designated day and time you are planning to host your grand opening. Then make sure your event details are posted on those event calendars.
2. **Consider giveaways and sampling.** Who doesn't love free food? A great way to get people in the door is through incentives. If appropriate, give away samples of your product or host a raffle during the grand opening event to increase consumer attention.
3. **Charity Involvement.** Tie your grand opening event to a local charity and donate a portion of proceeds from the event. Not only will it help support a worthy cause but your company's goodwill in the local community will generate positive exposure of your brand.
4. **Invite local celebrity/political figure.** Drive additional excitement around your event by inviting a local celebrity, media personality or political figure like the mayor. They can also help rally viewers behind the charity component, potentially landing your event some great local media coverage.
5. **Get social.** Promote your event across your company's social media platforms. Consider geo-target Facebook posts so that you have a better chance of reaching the people in your community. Develop an event flyer and post it to social media to help bring the event to life.

For more information about PR, social and digital media best practices, visit www.largemouthpr.com. Largemouth Communications is a trusted Allied Member of the NC Retail Merchants Association and offers discounted services to other Association members.