



TIPS FOR MAKING YOUR GRAND OPENING A HIT

FROM MBD MARKETING & EVENTS

Whether you're opening a new location, unveiling a remodel or opening your doors for the first time, a grand opening celebration is a great way to spread the word about your business and attract new customers. Here are some ideas to make your event a hit!

Put Together a High Quality Event

Take your time to plan your grand opening carefully. Consider your budget, the best time to host the event, what celebrities / special guests you might want to invite, etc. Think through how customers will flow through the space, transportation and parking and what your call to action will be once people arrive.

Spread the Word

If you are a well-established business, you may already have a customer base with whom to communicate, but if you are just starting up, you may need to work harder to attract guests to your event. Use social media and word of mouth to invite friends and family. Then consider paid advertisements or a mailing to your neighbors to invite them to your grand opening.

If you're using local vendors for catering, sound, floral arrangements, etc., ask them to help promote your event through their channels as well.

Offer Free or Discounted Products

Everyone loves a great deal! Offering a discount in conjunction with your grand opening - or even giving away free products / services - is a great way to launch your new business. Get your customers hooked right off the bat!



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Consider Community Partnerships

Are there other neighborhood businesses that you could partner with to give your grand opening more oomph? Look to those in proximity but also in similarity - are there other leaders in your industry that you would like to show off to? Or a nonprofit that is near to your heart? Cause marketing is another way to show your company's values and connect to customers who share in them.

Provide Value through Education

Before you ask someone to buy your product or service, show how you will add value to their lives. Offer an educational workshop or demonstration as part of your grand opening to highlight your expertise and help create buy-in. Having such programming at specific times can also help define your event agenda.

Brainstorm Potential Hiccups

Every beginner makes mistakes, and your business is no different. Unexpected things will come up doing your grand opening. Think through some of the things that could go wrong and create a back up plan. [Also, have an emergency kit on hand. Click here to read about what we recommend you keep handy!](#)

Consider Hosting a Ribbon Cutting Ceremony

More than just a giant pair of scissors, ribbon cuttings are a great way to celebrate a grand opening, business expansion or milestone anniversary, creating awareness and inviting the public to visit your location. [Click here to read the tips you need to make your ribbon-cutting event a snip - um, a snap!](#)

Why Stick to a Day?

If your budget allows, consider hosting a grand opening week - or even a month! If your business has multiple facets or products, it might be worth highlighting things separately to attract different segments of your customer base. Keep an overarching theme so that your event remains cohesive, but let the good times roll!

However you choose to celebrate your grand opening, be sure to take photos and a moment to congratulate yourself. You've done it!

