

# Leeds Blue Light Weekend Marketing Plan Summary 2024

## Objective:

- Boost city-wide holiday sales and drive foot traffic by offering exclusive "Blue Light Deals and Offers" during the Leeds Blue Light Weekend (December 13-15, 2024).
  - Create urgency, excitement, and a memorable shopping experience.
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## Event Overview:

- **Name:** Leeds Blue Light Weekend
  - **Dates:** December 13-15, 2024 (Christmas Parade and Mistletoe on Main on December 13, City-Wide Blue Light Shopping Events on December 14-15)
  - **Location:** City-wide (in-store and online)
  - **Focus:** Expand Tena Payne's Earthborn Pottery Blue Light Special Weekend to a city-wide campaign called Leeds Blue Light Weekend
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## Target Audience:

- **Primary:** Holiday shoppers (families, bargain hunters, last-minute shoppers)
  - **Secondary:** Existing customers, loyalty program members
  - **Demographic:** Adults (ages 25-54) with disposable income
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## Participants:

- **Primary:** Local retailers and restaurants city-wide
  - **Secondary:** Service providers, corporations, industries, and businesses near retail areas
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## Promotions & Offers:

- Hourly flash deals with discounts of 50-70%
  - Doorbuster deals and specials for early shoppers
  - Buy One, Get One (BOGO) offers
  - Loyalty program exclusive deals
  - Mystery discounts via scratch-off cards
  - "Blue Light" themed promotions (Blue Light Deals, Blue Plate Specials, Blue Light Racks)
  - Non-retail Christmas stations (Gift Wrapping, Hot Cocoa Bar, Selfie Station, Christmas Craft Stations, Letters to Santa, Holiday Story Corner, Live Music)
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## Marketing Strategies:

### Pre-Event:

- **Email Campaigns:** Teaser and exclusive “sneak peak” preview emails to loyalty members
- **Social Media:** Countdown posts, live streams, influencer partnerships
- **Elf on the Shelf Campaign:** Feature a Blue-themed elf at different businesses
- **Sponsorship & Participation:** Solicit participation and establish sponsorship levels
- **In-Store Signage:** Banners, window decals, and digital displays
- **Press Release:** Send to local media outlets

### During Event:

- **In-Store Announcements:** Hourly deal announcements via loudspeakers or digital displays
- **Real-Time Social Media Updates:** Post hourly deals and specials to drive in-store traffic
- **Interactive Experience:** Selfie stations and live-streaming
- **Punch Card System:** Customers collect stamps for a chance to win a grand prize

### Post-Event:

- **Follow-Up Emails:** Thank you email with post-event discount codes
- **Customer Feedback Survey:** Gather feedback for future improvement
- **Social Media Recap:** Showcase photos, videos, and testimonials

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## Measuring Success:

- Track sales increase, customer engagement, and new loyalty sign-ups
- Set realistic goals for performance measurement

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## Budget:

- **Advertising:** Digital marketing, signs, banners, promotional materials
- **Staffing:** To handle increased customer volume

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**Conclusion:** Leeds Blue Light Weekend is designed to create a fun, exciting, and profitable shopping experience for the Leeds business community during a crucial holiday period.