

**en route** 

strategy • content • data

**Chestnut Hill Member  
Presentation**

# Holiday Press

**MEDIA IS ALREADY  
REACHING OUT FOR  
HOLIDAY PITCHES!**

**OUR FIRST HOLIDAY RELEASE GOES OUT  
MID-OCTOBER!**

# WHAT ARE YOU OFFERING FOR THE HOLIDAYS?

- Store hours – are you staying open late?
- What is your store doing different during the holidays?
  - Offering hot chocolate or cookies in store?
  - Discounts during Stag and Doe?
  - Let customers know when the last day to order for delivery or pickup
  - Are you open for last minute gifts on Christmas Eve?
  - In-store activations or activities?
- Specific holiday items
  - Promote various price points for gift-giving
  - Philly-centric, local artists
  - Promote various gifts. Let customers know you have something for coworkers, loved ones, family, or friends

# PRESS EXAMPLES FROM LAST YEAR

- Stag and Doe Preview
- Small Business Saturday
  - Businesses with festive interiors were specifically requested
- Listicles highlighting events each week included in the Inquirer
- TV features highlighting DIY gifts
- Places to eat with holiday offerings
- Local artisans

**THIS IS YOUR CHANCE TO MAKE YOUR BUSINESS STAND OUT!**

# WHERE TO SHARE YOUR HOLIDAY INFO!

- Use Instagram to highlight gifts, visuals, holiday storefronts, any seasonal and holiday-related gifts. Collection of photos of items in stock. Stories are good to promote items low in stock, specials day of, or any new items that just came in.
  - I check the CHBD Instagram before talking to press to know what is happening on the Avenue!
- Use Facebook to highlight holiday offerings including store hours, specials and discounts. Facebook is long form, can include more in-depth information.
- Send to Brian and Tracy.
  - [tracy@enroutemarketing.com](mailto:tracy@enroutemarketing.com)
  - [baristy@chestnuthillpa.net](mailto:baristy@chestnuthillpa.net)

# GET YOUR HOLIDAY OFFERINGS POSTED!

- Use Facebook to promote events, sales and promotions, accolades, and important news
- Chestnut Hill Google Content Request Form
  - [https://docs.google.com/forms/d/e/1FAIpQLSdK-M2tMkN2zLryPCwEqWDT26t0HP7fxUqCucRG7b1MBORJNQ/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSdK-M2tMkN2zLryPCwEqWDT26t0HP7fxUqCucRG7b1MBORJNQ/viewform?usp=sf_link)



## Content Request Form

CHBD Partners,

Chestnut Hill Business District wants to shine a spotlight on what our restaurants and bars and unique boutique shops are offering, but we need your help and participation to do so. Please use this form to share your content with us, and our social media and media relations teams will do their best to share it with the world through our Facebook account.

Here are some examples of content we'd love to share on Facebook.

- What sales or promotions are you currently offering or plan to offer?
- Are you offering curbside delivery?
- Do you support online orders?
- Creating a virtual experience?
- Giving back to vulnerable communities?
- How are you keeping customers interested?
- Have any of your customers gone out of their way to do something nice for you?

# Social Media Best Practices: Hashtags

- #ChestnutHillPA
- #KeepItOnTheHill
- #OpenInChestnutHill
- #PHLGardenDistrict
- #VisitPhilly
- #DiscoverPHL
- #Philadelphia
- #Philly
- #WhyILovePhilly
- #SupportLocalSafely
- #SupportLocal
- #SupportSmallBusinesses
- #TourismStrong
- #VisitPA
- #OpeninPHL
- #ShopSmallBiz
- #SupportLocalPhilly
- #ChestnutHillLocal



**Thank You for Watching!**  
**Questions?**