



BUSINESS VIDEOS - TELL US YOUR STORY

While you don't currently have customers popping in to say hi in store, you can re-create that important customer interaction virtually. As you know, creating strong connections with your local customers helps create loyalty. Customers get to know you personally and gain a better understanding of what you have to offer. This can mean the difference between a customer choosing to shop locally or to buy elsewhere.

We want to share your story, to help you on the customer journey and to get our locals supporting local. When the time is right, we will also welcome back visitors to our region and your story is also important to their experience.

Follow this simple guide for some ideas to record your story and strengthen customer loyalty in a digital world.

1. Tell us about yourself and your business
 - Who are you and what is your business?
 - How long have you been operating?
 - What do you sell?
 - Why did you start your business?
 - Are you a family business?
2. Walk us through your store
 - What have you got to offer today?
 - What are some of your customer favourites?
 - Anything new?
 - Why is it better than what I might find elsewhere?
 - Any specials?
 - Why should I shop with you?
3. Tell us what you love about your business
 - Why do you do what you do?
 - What are some of your highlights of each day?
 - How important is customer loyalty to you?
4. Running a business in the Eastern Bay of Plenty
 - Why do you live here?
 - Did you grow up here or move from elsewhere?
 - What do you love about the Eastern Bay?

- Why do you choose to do business here?
 - What makes the EBOP unique?
5. Get in touch
- How can customers reach you?
 - Website/App/Facebook/Instagram...

Get creative! Include your staff or family, even the resident furry friend. Your video doesn't need to be polished – just a true, authentic account of you and your business. Make it short and snappy. Videos should be no longer than around one minute.

So HIT record on your smartphone and send it through to us. We can't wait to see it!

Stuck in a creative rut?

We are here to help

Eastern Bay Chamber of Commerce and **Bullseye Productions NZ** is happy to provide advice and guidance. Get in touch and we can tee up a time. The more we help Whakatātāne businesses, the better understanding we have of our locals needs.

Get in touch:

Bullseye Productions NZ – Call Andy, 021 12 85 313 or email at info@bullseyeproductions.co.nz

Eastern Bay Chamber of Commerce – email info@ebopchamber.co.nz

