

# HYPERLOCAL MARKETING IDEA

CERTIFIED LOCAL MARKET EXPERT

## Help Bring Your Community Together with a Movie Night

Help build your brand recognition and partner with other local businesses to create a memorable event for your community - a Summer Movie Night. Using a greenbelt area or public place, share the cost in renting an inflatable movie screen and sound system with other local businesses, and make sure your logos are on the screen prior to the movie.

Promote through your normal marketing, and seek to put up fliers in local businesses around your farm. Add popcorn for a truly cinematic experience. Choose a family-friendly movie, and, if you can, produce a brief video highlighting your business and your community website to play prior to the movie.

Add in a canned-food collection or similar activity to benefit a local organization as the "cost of admission," since you cannot charge for public showing of a copyrighted movie.

Enjoy!



### Recipe:

### Movie Night

[www.clme.com](http://www.clme.com)  
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### Ingredients:

Rented Inflatable Screen/Sound System	Month or more to promote
Partners to share in cost (\$400-\$1200+)	Family Friendly Movie to Show
Popcorn	Permission to use public area

### Directions:

Use Google to find a local company to rent an inflatable screen and sound system. Find local businesses to partner in the cost for exclusive advertisement at the event. Partner with a local charity to collect items they need as the "cost of admission" to make it not only a fun community event, but a charitable event as well. Choose a family-friendly movie or use your social media to have your community choose it from a selection (a voting bracket will create engaging content for weeks.) Promote the event on the web, in your newsletter, and by putting up fliers in local businesses, and with signs in the community if possible. On the day of, make up some popcorn, welcome everyone, and if you are able, show a quick video ad of your services and also highlight your community website! Press, play, and enjoy the show!

