

## GET THE MOST FROM YOUR HND MONTH PROMOTION PACK

- **Plan ahead – By September, look at all the ideas and activities below and put in dates when you and your staff will be actioning these on a timetable or calendar**
- **Place posters showing both outside of and within store**
- **Think about where news purchasers will see the posters as all customers should be aware you offer this service**
- **Put the shelf talkers and wobblers on or next to the newspaper display or racking**



- **Take Pictures of the posters and put out on your social media platforms**
- **Have HND month flyers on the counter.**
- **Brief staff regarding publisher offers alongside any additional store offer(s) such as free or half price delivery**
- **Ensure all News purchasers are handed a flyer.**
- **Deliver leaflet to houses on rounds not currently taking a delivery. Ensure your business's details are on the flyer**



## GUIDES FOR SUCCESS NO.1

continued:

- Consider local opportunities such as: Care Homes, small businesses including hairdressers, dentists, coffee shops, hotels and car service centres where their customers would appreciate a newspaper
- Consider offering a month's free delivery for friends or family of current HND customers. The existing customer could also get some free delivery in return for the referral
- Christmas isn't far away so suggest to customers buying Home News Delivery with subscription as a gift for a relative or friend
- Offer staff a small cash incentive for each order gained or a bigger prize for the employee who gets the most new HND orders



**Daily Mail**

**THE TIMES**

**The Telegraph**

**DAILY STAR**

**i**

**THE Sun**

**DAILY EXPRESS**

**The Guardian**

**DAILY Mirror**

**GET THE MOST FROM YOUR  
HND MONTH PROMOTION PACK**