



# YOUR GUIDE TO GETTING THE MOST OUT OF HND MONTH

**HND Month 2024 is now upon us and below is everything you need to make sure you get all you can from this cross industry campaign which promotes the benefits of the important service you provide. The more of these you can implement, the more orders you are likely to get so good luck for the month ahead!**

## **1. Use the Point of Sale pack**

**Make sure every customer is aware of HND month by using all the PoS pack all over your store including windows, news displays and till points.**

## **2. Get familiar with all the offers**

**Check out the offers available from publishers so you can advise your customers what their favourite title is doing. Remember the great subscription deals will also work for shop saves too!**

## **3. Provide a Delivery offer**

**You'll get more home delivery orders if you can offer free or half price home delivery for a set term such as 8 weeks. This needn't cost much if orders are in existing areas and are a great investment in the medium to long term.**

## **4. Check out the Guides**

**New to HND Month for 2024, there's a range of guides with loads of tips and ideas, many of which will be useful throughout the year as well as HND Month.**

## **5. Get all staff involved**

**Ensure staff know all the publisher offers and any delivery offers you're providing and provide an incentive to encourage HND or subscription sign-ups. Your team should mention HND Month to every news purchaser.**



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**continued:**

## **6. Canvass**

**Use the HND Month flyers to leaflet drop or go 'door to door' to promote offers in areas that will suit you. (See separate guides for advice on canvassing promotions.)**

## **7. Social Media**

**A great way to promote HND month and extend the messaging beyond visitors to your store. Aim to post something new every day by mentioning different offers. You can also introduce/ feature delivery staff and highlight amusing anecdotes. Plus, if you tag **@HNDMonth** you'll have more chances to win prizes (see below)!**

## **8. Competitions**

**Every day in October, one retailer will win £200 cash in our daily draw so follow HND Month on social channels or check to see if you've won on the HND Month website. Results are posted at 10am every day and you have 24 hours to claim your prize.**

**There's further chances to win prizes every time you tag **@HNDMonth** on your own social media channels or when you send in pictures or stories to go on to the HND Month website. Check out the Competitions page on the site for details of prizes.**

## **9. Send in Pictures and Stories**

**As well as giving you additional chances to win prizes, when you send in pics and stories, these will be added to the HNDMonth website giving a showcase for your business. Publishers, both national and local, will be on the lookout for HND related stories this month so you might even see yourself and staff in print!**

**You can send in photos by going to the 'Upload Pictures' section on [HNDMonth.co.uk](http://HNDMonth.co.uk) and stories should be emailed to**

**[Comms@HNDmonth.co.uk](mailto:Comms@HNDmonth.co.uk)**