



10 Fall campaign ideas for small businesses

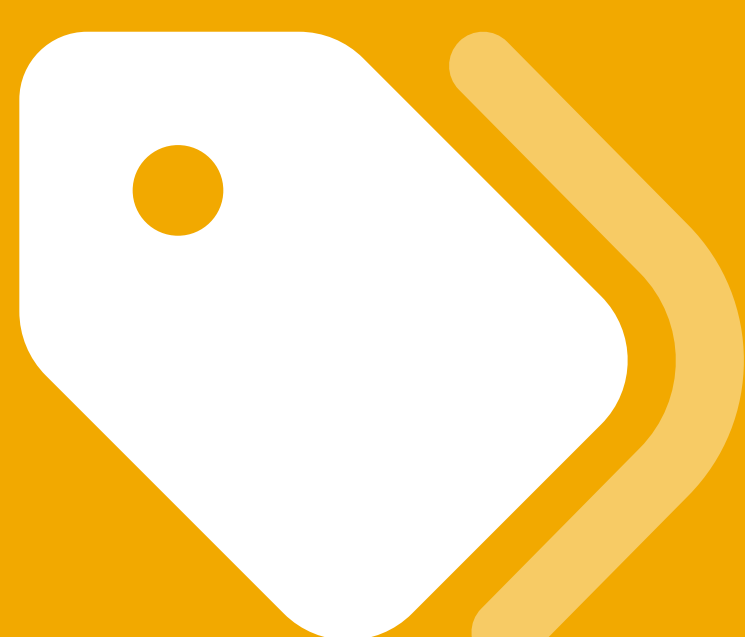
1. Fall photo campaign

Encourage your audience to send you their best fall photos that include costumes, scenery, and other fall themes, and then feature your favorites on social media and your website. This marketing campaign can be a simple, fun way to encourage your customers to engage, but you can also take it up a notch by offering prizes for the best photos.



2. Summer farewell special savings

Kick off the fall season with a bang by offering discounts on your most popular summer-only items. This is a great way to announce that summer is officially over and that fall is on the way. Consider using local online marketplaces to boost sales.



3. Celebrate fall with a game day

Another effective way to boost your customer engagement is by launching a fun, interactive campaign that encourages them to get involved. Let your audience vote on which items you should discount during the fall. By interacting with your customers, you will increase your sales, loyalty, and exposure.



4. Back to school

Back-to-school campaigns are an easy and effective way to kick off the fall season. If you own a brick-and-mortar shop, this will also encourage members of your community to shop locally and support small businesses. You can take this campaign up a notch by raising money or collecting school supplies for families and students in need.



5. Catch up on the go

During the fall, many people are going back to school or work, so offering free shipping or curbside pickup is a great way to encourage them to try your online shopping experience. As customers become familiar with the convenience of your website, they will be more likely to purchase something from your brand on a regular basis.



6. Host a can-do promotion

The fall season is all about giving, and food! So, why not hold a unique canned food drive that encourages your audience to donate in exchange for a special in-store discount? Not only is this a great way for you to attract customers to the shop, but it's a great way to give back to your local community as well.



7. Bag it!

Another fun way to build brand awareness and help the environment is to encourage your audience to shop with reusable bags that feature your company's logo. You can even offer them a discount when they shop with your bags.



8. Fall fashion sweepstakes

There is nothing sweeter than a fashion sweepstakes that encourages your audience to dress up and decorate their home in your brand. When they participate in the sweepstakes by modeling your merchandise, they can be entered in a drawing to win gift certificates or other prizes. Research best practices for collaborating with influencers and content creators.



9. Fall flash sales

Another great way to encourage returning customers to shop with you again is by offering limited-time discounts, promotions, and giveaways such as flash sales. This is a great way to not only drive sales but to encourage your audience to join your loyalty programs so that they can "stay in the know" and never miss sale announcements.



10. Harvesting Trust

Unveil special offers to customers who find you on BBB.org or engage with your brand on social media. Reach out to your local BBB to find out ways to collaborate and partner on reaching out to customers who value transparency and integrity.



Keep your brand fresh and engaging in the fall

The fall season is a great time of year to build awareness for your brand. Whether you're trying to increase sales or build community, fall is the perfect time to get creative with your marketing efforts.

Looking for more creative marketing tips for your small business?

Visit [BBB.org](https://www.bbb.org)