



# HOW TO GET THE MOST *Bang!* FOR YOUR AHA! BUCK

*Are you an AHA! partner or community collaborator wondering how to increase your visibility, foot traffic or sales on AHA! Nights?*

**DID YOU KNOW**

THAT AHA! IS AN **OVER 50%** WORD-OF-MOUTH BRAND?

Not only do we think that's a pretty good achievement but it's also really cost effective. When we consider AHA!'s brand recognition in relation to how much we spend on marketing hard costs it seems to be a formula worth considering. AHA! is all about buzz, electronic and one-to-one outreach---that along with co-branding with our partners has been enormously effective.

**DID YOU KNOW**

THAT **27%** OF VISITORS ON ANY GIVEN AHA! NIGHT **ARE NEW?**

They may be new to New Bedford, new to AHA! or new to you. No matter what, AHA! Night is a great time to introduce yourself to new and diverse audiences.



*Here's a few helpful hints that can go a long way to help you to help us to help you grow your audience:*

## #1 PROGRAMMING ATTRACTS AUDIENCE

People like to go to events, they like to be entertained and engaged. Once you have them through the door with your AHA!mazing programming then they become brand invested and likely to return in the future, wallets in hand, as well as jumping on that Word of Mouth bandwagon.

## #2 EARLY & OFTEN

The sooner you send your monthly programming the more likely you will be included on our print collaterals and in the early press run. Can't pull it together for the 3rd Thursday deadline? No worries. We are continuously updating the website, sending out weekly e-blasts and giving social media shout-outs. First Friday is the deadline to make it on the printed Night of Schedule. We will make our best effort to include you where ever and when ever we can.

## #3 FULL COURT PRESS

While AHA! does send out a monthly press release our goal is to promote the event as an overall destination and because there is always so much happening we never know what will get included & what will get chopped. Sending out press releases specifically about your programming is a great way to increase your chance of

getting some ink. When you can, include an image (with caption) with your release. & of course, be sure to include that your event is happening on AHA! Night, New Bedford's FREE 2nd Thursday art & culture celebration.

## #4 TAG, YOU'RE IT

Tagging AHA! in social media posts increases the chances that we will see, repost & tag you on our networks.

## #5 SHARE & SHARE ALIKE

We can't be everywhere on AHA! Night but we are always excited to share great pics, quotes, vines or whatever creative content you can come up with! If we include it as part of our overall promotion strategy that equates to more views for you.

## #6 IF YOU POST IT, THEY WILL COME

Not only are on-line calendars a quick & cost effective way to get your brand & event out to an audience that is actively look for new and interesting things to do but it also helps with Search Engine Optimization by linking directly to your site. Win & Win! Make sure to include that your event is happening on AHA! Night, New Bedford's FREE 2nd Thursday art & culture celebration.