

**SUMNER**COMMUNICATIONS



# INDEPENDENT RETAILER

Visit [INDEPENDENTRETAILER.com](http://INDEPENDENTRETAILER.com)

Bill McNulty, Publisher, Independent Retailer

# WELCOME

**WebWholesaler**

*East Coast - Midwest - Western*  
**MERCHANDISER**



**PROVENDOR**  
The Professional Vendor Association

**WHOLESALECENTRAL.com**  
The Web's Original Wholesale Directory

# BUY LOCAL MOVEMENT

*How to Capitalize on the Buy Local Movement to Increase Traffic, Customers & Sales in Your Store*

- 1 What is the Buy Local Movement?***
- 2 What are the 4 Groups of Buyers?***
- 3 What Can You Do to Attract & Keep These Buyers?***

# WHAT IS BUY LOCAL?



# **BUY LOCAL**

**A National Movement  
Where Consumers are  
Supporting Local Businesses**

# BUY LOCAL

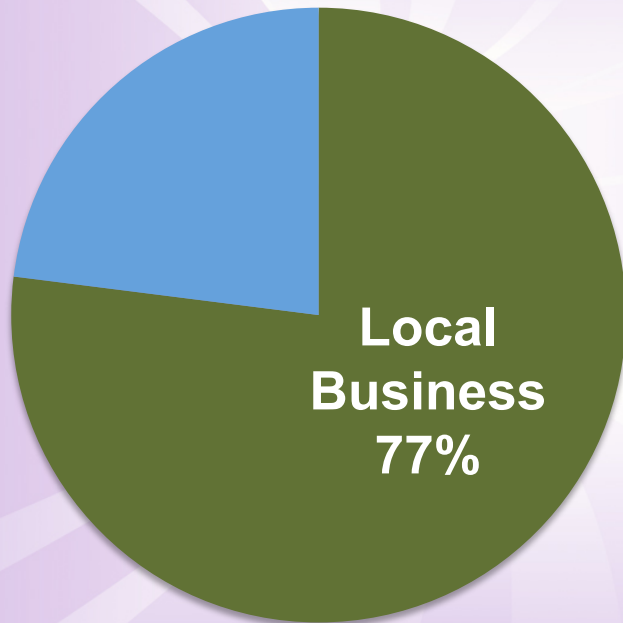
*A National Movement Where Consumers are  
Supporting Local Businesses*

**A Backlash Against National Corporate  
Entities, Seen as Taking Jobs and Dollars  
from Local Communities.**

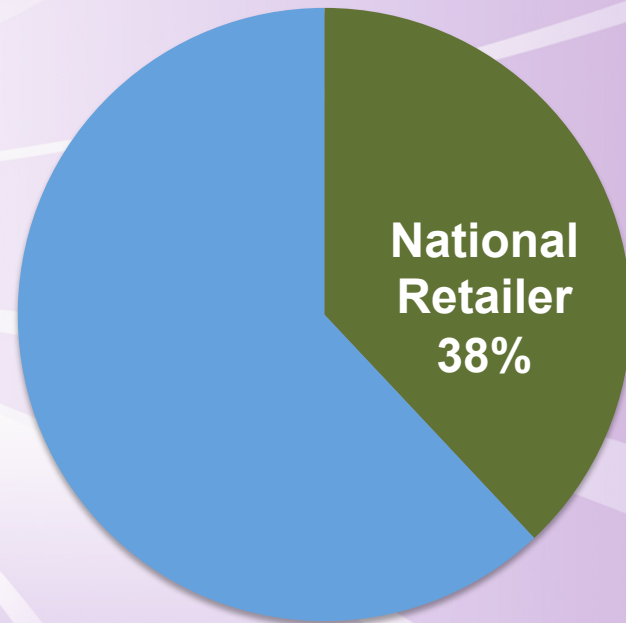


# BUY LOCAL

**\$100 Spent in Local Store =  
\$77 Back to Local Economy**



**\$100 Spent in National Retailer =  
\$38 Back to Local Economy**



**GREEN = \$\$\$ Back into the Local Economy**  
**Anything and Everything Trying to Keep Local Dollars Local!**

# 4 GROUPS OF BUYERS

**Millennials**



**Generation X**



**Baby Boomers**



**Seniors**



The background is a deep purple with a bright, glowing light source on the left side. From this source, numerous curved, translucent lines radiate outwards across the frame, creating a sense of motion and depth. The lines vary in opacity, with some appearing as bright white streaks and others as softer, darker purple washes.

**MILLENNIALS**



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**Born 1982-2000**

**80 Million Total: 30% of the Population**

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**80 Million Total: 30% of the Population**

**90% Use the Internet Regularly**

**80% Text Daily**

**83% Sleep with Cell Phone**



# **MILLENNIALS**

**Spending Power of \$200 Billion/Year**

**Do NOT Trust Traditional Forms of Advertising**

**Overly Dependent on Technology & Social Media**

**Need Opinions of Others to Make Purchases**

**Inclined to Do Things in Groups**

The image features a vibrant purple background with a dynamic sunburst or starburst pattern. The pattern consists of numerous curved, overlapping rays of varying shades of purple and white, creating a sense of depth and movement. The rays appear to emanate from a central point, spreading outwards towards the edges of the frame. In the center of the image, the words "GENERATION X" are prominently displayed in a bold, sans-serif font. The text is a deep purple color, matching the background, and has a subtle reflection effect beneath it, giving it a three-dimensional appearance. The overall composition is balanced and visually striking, typical of a title slide for a presentation or a graphic design element.

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**63% Text Daily**

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**Born 1960-1981**

**50 Million Total: 18% of the Population**

**87% Use the Internet Regularly**

**63% Text Daily**

**68% Sleep with Cell Phone**

# **GENERATION X**

**Very Independent, Do NOT Need Approval of Others**

**Do Their Homework, Love to Research Prior to Purchase**

**Mistrust Large Institutions**

**Like Product-related Information but Dislike Overstatement**

**Part of Dot-com Bust, Becoming More Frugal**

The background is a solid purple color with a dynamic sunburst or starburst pattern. Multiple bright, curved lines radiate from a central point on the left side, creating a sense of movement and energy. The lines are lighter shades of purple and white, contrasting with the darker purple background.

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**Born (Post World War II) 1943-1960.  
76 Million Born in 18 Year Period.**

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76 Million Born in 18 Year Period.**

**79% Use the Internet**

**35% Text Daily**

**50% Sleep with Cell Phone**



# **BABY BOOMERS**

**Responsible For More Than Half of ALL Consumer Spending**

**Never Really Suffered Through Hard Times**

**Don't Care About Price, Do Care About Affordability,  
REALLY Care About Value**

**First Impression is Vital**

**Just Want the Facts**

**Will Remain Loyal**

The background is a solid purple color with a series of lighter purple, curved lines radiating from the center, creating a sunburst or starburst effect. The lines are of varying thickness and curve, giving a sense of motion and depth.

# **SENIORS**

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**Over 70 Years Old  
Born to Depression Families and Lived  
Through World War II**

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**4% Text Daily**



# **SENIORS**

**Over 70 Years Old  
Born to Depression Families and Lived  
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**40% Use the Internet**

**4% Text Daily**

**20% Sleep with Cell Phone**

# **SENIORS**

**Love Gifts, Coupons & Loyalty Programs**

**Want Easy-to-Understand, No-Conditions Info**

**Willing to Travel**

**Suckers for Good Service**

**Very Aware of Their Surroundings (cleanliness, noise, parking)**

**Remember the Days Before National Chains Existed**

**Loyal, Loyal, Loyal**



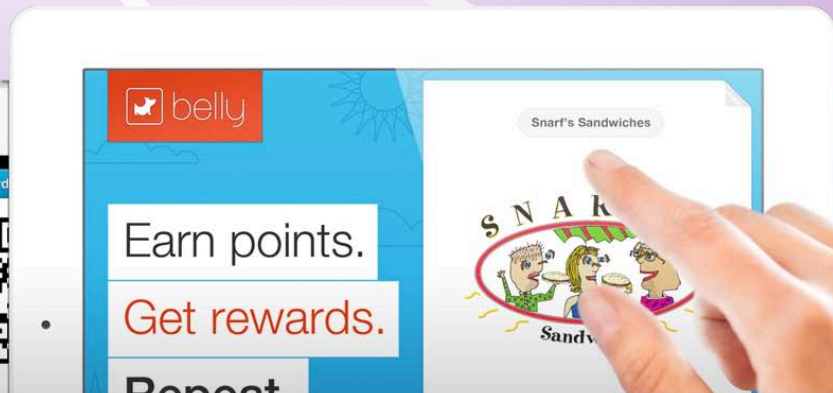
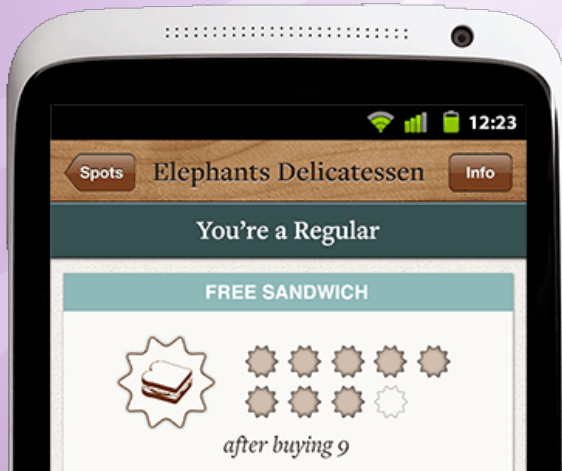
**WHAT CAN YOU DO?**

# WHAT CAN YOU DO?

## *Customer Loyalty Programs*



# Perka



# WHAT CAN YOU DO?

*E-Mail Offers*

## SnapRetail!



livingsocial<sup>®</sup>

**GROUPON<sup>®</sup>**

Constant Contact<sup>®</sup>



# WHAT CAN YOU DO?

## *Price Honor Programs*

**The product must be an item that you currently maintain as a standard stocking item**

**Promotion applies to new and unused products only**

**The product must be identical to the one being advertised at a lower price**

**Valid proof must be provided at the time of purchase in order to receive the price match**

**Offer excludes all items on auction sites or member sites**

**Reserve the right to terminate the program at any time without advance notice**

# WHAT CAN YOU DO?

## *Flyers & Coupons*



**Make sure to mention you are locally owned on every ad, website, tweet, email, store sign, receipt etc...**

# WHAT CAN YOU DO?

## *Chamber of Commerce*

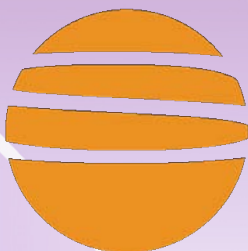




# WHAT CAN YOU DO?

## *Goliath Falls*





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