

Business Collaboration

The goal of the "Love What's Local" campaign, is to help create more awareness around the importance of supporting local. While we want to ensure this message is reaching our local consumers, we also want to help business understand the importance and value of supporting each other.

As a business owner, have you adopted the "Love What's Local" mindset for your own business?

No matter what industry you look at, some of the most successful businesses are those that have created partnerships with other businesses. When you partner with another business, you expand your reach, increase exposure, find new markets, develop new products and boost your success. Below are some simple ways you can adopt the "Love What's Local" mindset.

Pass Along Opportunities

Have you ever come across an opportunity that wasn't quite the right fit for your business? Instead of closing the door on it, consider passing on the details to another local business that would be a better fit. Sharing opportunities is a great way to let other businesses know that you support them, and to get their support in return. As the old saying goes, "Give and you shall receive."

Support One Another

In order to expect local businesses to support you, you must support them - which means choosing to support local business when you can. By adopting a supportive mindset and making a concerted effort to support local businesses, like yourself, you are more likely to become part of a small business community and see other organizations choose you in favor of outside competition.

Marketing Collaborations

A great way for businesses to share their audiences is to collaborate on marketing campaigns. This could be as simple as one businesses giving a shout out to another business on social media, or recommending each other to a new customer, or it could involve co-marketing your products/services. Want to be a one-stop-shop for your customers but don't offer all the services? Look at working with another local business to create special packages and offers to fill the gap.

Share Expertise

Running a business requires a vast range of knowledge and skills, and it's unreasonable to expect every business owner to have all this expertise naturally. The solution is for businesses to share knowledge. By sharing expertise, not only will businesses gain valuable knowledge, it establishes a business owners reputation.

Collaborating with other local businesses creates an environment where businesses can succeed. It also demonstrates that your business leads by example when it comes to loving what's local. Your turn. How have you collaborates with another business?

