



how-to:

digital deal 'scavenger hunt'

1

make a schedule

The 'scavenger hunt' can go on as long as you want, but creating a schedule of the deals you want to do and when will help you stay on track. It also helps you and your staff know what deals are currently active, which helps you help your customers.

2

PROMOTE!!!

Tell your customers! Promote the upcoming scavenger hunt with social posts that explain what you're doing and how they can participate. Don't forget to include tips, like if they need to follow your profile, turn on notifications for your social media updates, or anything you think will help direct them to the right place.

Don't forget to continue to promote the hunt while it's happening! If you have customers who come into the shop, tell them about the hunt you're doing online. This will drive your offline customers online and allow them to participate in the fun.

3

hide the prize!

There are many ways you can do this. Add it to a random image on your Instagram story, include it in a caption on a weekly post, or mention it in a live video. The goal is to make this a fun adventure for your customers and to get them to engage with your shop. You could even create a quiz on your Instagram story and the people who participate get the deal. Switch it up each week and see what works best for your shop and audience.