

National Bed Month

To-Do List





Download the **FREE National Bed Month marketing toolkit**, including social media graphics, posters, suggested copy and the official campaign video.





Agree on positive, added-value
National Bed Month promotions with
your suppliers.





Book your advertorial (an advert with a story about your store attached) with your local paper and/or magazines.





Write a blog post for your website about National Bed Month and the crucial link between a comfortable, supportive bed and a good night's sleep, helping us to look, feel, concentrate and perform better.





Create branded banners and graphics for your website and social media. Ensure your website/social media reflects special promotions.





Plan your displays and in-store digital screens - why not create window stickers from the logos in the toolkit?

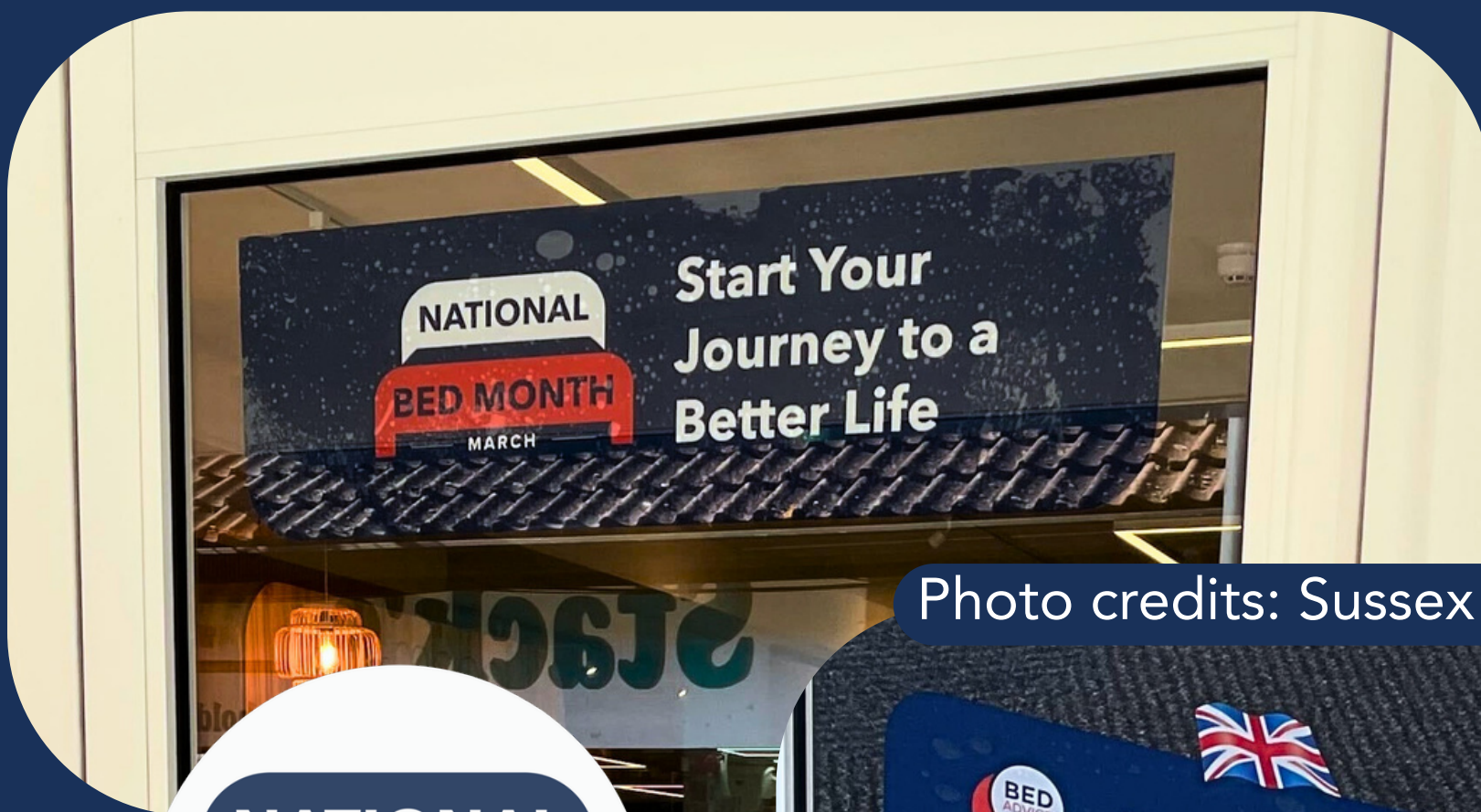


Photo credits: Sussex Beds





Partner with local community groups or health professionals and offer to host a talk on the importance of a good bed for a good night's sleep, and share the signs they may need to replace theirs.





Or, host a relaxed coffee morning or another interactive event for your customers with an **in-store competition** to showcase your latest products.





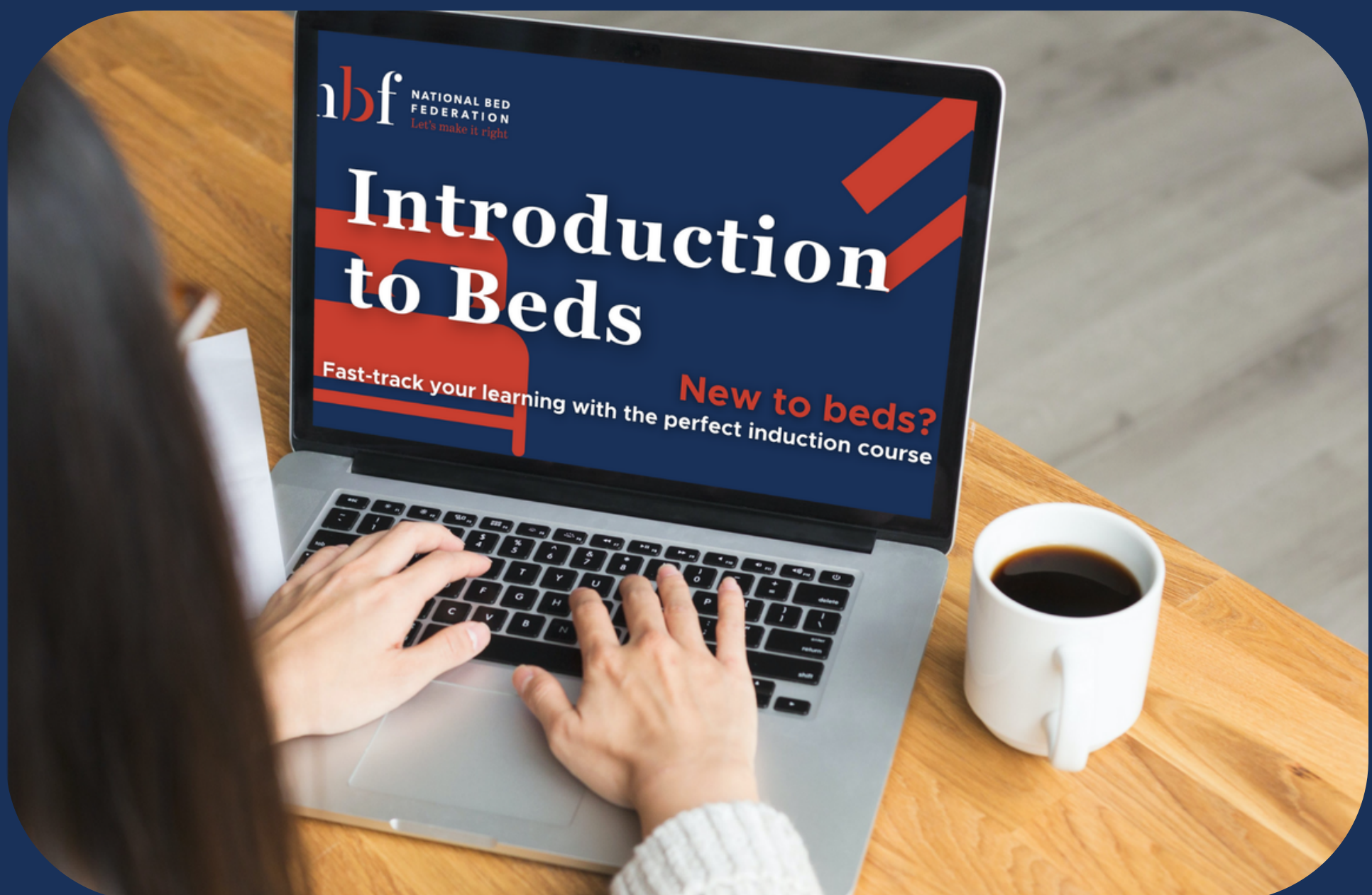
Produce goodie bags containing supplier information, a voucher, an eye mask, earplugs, calming herbal tea, and use our downloadable posters as flyers.





Remember to brush up on your product and industry knowledge with the free **Introduction to Beds** course.

bedfed.org.uk/resources/training/





Download your free
campaign toolkit and find
out more:

bedfed.org.uk