

A year-round awareness campaign that moves beyond just retail and making cash registers ring has been launched by the Carroll County Chamber of Commerce. “#ThinkCarrollFirst” is a campaign to remind Carroll County consumers that just about everything they desire – from cars to cardiac care to cultural events – can be found locally.

The concept of #ThinkCarrollFirst is for businesses to replace the word “Think” with words that describe their work – dine, learn, explore, play, chose, etc. Utilizing the campaign logo, users are encouraged to make the campaign fun, engaging and interesting.

Businesses can obtain a chalkboard preprinted with the #ThinkCarrollFirst logo, insert the word they chose to describe their activity, and take a photo of employees with the chalkboard. They then post to their own website, Facebook, Instagram, etc. Print and broadcast media ads are placed regularly through the Chamber and a colorized Facebook template features business topics for each month. The campaign utilizes communication tools that appeal to all generations – social media, websites, print and broadcast advertising, door clings, posters, etc.

Launch events were held in three communities across Carroll County, co-hosted by Main Street programs. Launch kits (t-shirts, door clings, cell phone wallet and instructions) are available and the Chamber’s website at www.carroll-ga.org has a link to the #ThinkCarrollFirst landing page.

For more information, call Donna Lackey, Chamber Senior Vice President, at 678-890-2332 or email donna@carroll-ga.org.