

- **Is your business ready to take on more customers?**
- **Are you looking for new ways to promote your business?**
- **Do you need help telling your story and getting your message out there?**

Then **Oxford Evolved – For the Love of Local** may be the place to start.

This program is championed by the Ontario Chamber of Commerce and launched by the Tillsonburg District Chamber of Commerce with the support of the Chambers of Commerce and BIAs throughout Oxford County and other Community Partners. Through it, we hope to improve the overall ease at which the community can access information on the opportunities available to “support local”.

**Oxford Evolved** extends across all 8 municipalities of the county and offers a unique collaborative program through social media & multi-dimensional promotional campaigns to bring awareness to the community (and beyond) about the valuable businesses within our borders.

This opportunity is not only exclusive to brick-and-mortar or location-specific businesses, but will also include service providers and home-based businesses, freelancers and creative entrepreneurs.

## **So, how does it work?**

We are looking for businesses who are interested in getting their message out to a wider audience at **no cost to them**. By including your business, you may also have the opportunity for advanced marketing assistance and inclusion in a full-production video highlighting the small business ‘hidden gems’ throughout Oxford County.

The campaign is two-pronged: First we find interested businesses and then we reach out to consumers throughout Oxford County and ask them to share their ‘reviews’ of you and your business on our social media sites; search for businesses they might not have heard of; or recommend businesses who are not on our site.

Customers who write reviews and make recommendations will have the opportunity to win prizes (Oxford Evolved promotional items) and be an active part of this Shop Local campaign.

We know that 86% of people will read reviews and make buying decisions based on those reviews.

## **Don't you want to be a part of that?**

### **What We Need From You:**

All we need to start is for you to reply to our email ([oxfordevolved@gmail.com](mailto:oxfordevolved@gmail.com)) and tell us you are interested in participating. Our staff will follow up with you to create your posting and get you on your way. Once you are on the site, we will provide you with additional marketing materials you can share with your customers to help promote you!!!

Easy – right? So, let's start the journey together!

Sincerely,



Suzanne Renken, CEO  
Tillsonburg District Chamber of Commerce