

# Chamber Social Spotlight

# BEHIND THE BIZ

Grimsby



Building visibility for your business can be fun and natural! And we've got just the way to support you. We are launching a NEW Chamber Social Spotlight: Behind the Biz series featuring Grimsby Chamber-only members.

## Here's the deal:

We'll drop by your business for a casual visit, snap a few photos, film a short reel, and highlight your business across our Instagram and Facebook. In collaboration with you, your business will appear in multiple places in a couple different formats. Woohoo!

There is the option to set a drop-in date for other Chamber members and community members to stop by your business, say hi, grab a selfie (and maybe even a refreshment or service from your business). Chamber and community members will be encouraged to share and tag so we can reshare and continue to spread the word and boost your reach!

## What you'll get:

- A custom Reel featuring your business, filmed on-site
- A collaborative post shared on both our accounts (approx. 1,900+ engaged followers)
- Cross-promotion with other chamber/community member content and a spot in our Chamber e-newsletter
- Digital assets you can share on your own pages
- Community engagement and organic content that feels real, not overly produced
- Reel + Instagram story coverage leading up to and of your Chamber Drop-In Day (if you choose this option)

*Let's make something that feels real, local, and reflective of your business.*

## We take care of...

- On-site visit coordination
- Filming, editing and posting the Reel
- Graphic creation, post-writing and script writing (if needed for Drop-In Day promo)
- Instagram/Facebook story engagement
- Coordinating a Drop-in Day (if you choose this)



Behind The Biz Social Feature

\$100



Behind The Biz Social Feature + Drop-In Day

\$150



BUNDLE 3 features over 6 months

\$250