

## **Small Business Week Social Media Campaign Marketing Plan Sample**

### **Overview:**

Small businesses have been getting more recognition in the past couple of years. From advertising Small Business Saturday during Thanksgiving weekend and through the initiative of buying locally people are reminded to support their local businesses. In September 2021, President Biden proclaimed September 12 to September 18 as National Small Business Week in order for Americans to continue supporting them and to have programs and activities to highlight them.

Since COVID-19 hit over a year ago, it has been an initiative to shop locally from small businesses. Already owned businesses were hit dramatically during this time, but it has also had people start their own new small businesses. During Small Business Week we need to make sure that the community is able to see all the possibilities that a small business can offer.

### **Objectives:**

- Support Small Businesses by shopping or joining activities.
- Make sure the community knows about all the small businesses in the area.
- Show off hidden gems in the community that is not being recognized.
- Have activities sponsored by small businesses in order to get the community engaged.

### **Target Audiences/Stakeholders (prioritized):**

- Vienna Community
- Surrounding Areas Communities (Fairfax, Alexandria, Arlington, Oakton, McLean, Falls Church, and Reston)
- Visitors

### **Social Media Message Samples:**

- Hashtags to Use: #shoplocal #smallbusiness #LoveLocal #ViennaVA
- Links to Use: {link}
- Locations to Highlight: Village Green Shopping Center, Church Street, Jades Plaza, Vienna Shopping Center, Vienna Plaza, Cedar Park Shopping Center, Danor Plaza
- Own a business in town? Get recognized during Town of Vienna's Small Business Week, Sept ? - Sept ?. {link} #
- Unique items, Great serves, Amazing deals, Yummy Eats, and a chance to earn a prize! This is what you can find during Town of Vienna's Small Business Week, Sept ? - Sept ?. {link} #

- Make sure to check out website before Small Business Week (Sept ? - Sept ?) to know which businesses to stop in. You can also find our Bingo Card to earn a prize when you shop at these establishments. {link} #
- Play our Virtual Business Scavenger Hunt Game during Small Business Week (Sept ? - Sept ?) in order to win a prize from our small business community. {link} #
- Nominate your favorite Town of Vienna Small Business for our Small Business Awards during Small Business Week (Sept ? - Sept ?). {link} #
- We love hearing about your experiences at our small businesses! Make sure to keep shopping local. Make sure to fill out our survey of your experiences. {link} #

### **Blurb Samples for Newsletters:**

- Small businesses make up a large portion of businesses employing citizens and providing services to the Town of Vienna. Learn how you can show your support during Town of Vienna's Small Business Week (Sept ? - Sept ?). {link}
- Town of Vienna's Small Business Week is coming up and it's a chance to support your community, get some great products and services, while earning a chance at some prizes. Learn more about Small Business Week happening Sept ? - Sept ?. {link}

### **Milestones:**

- Getting 75% of Town of Vienna's Small Businesses involved with Small Business Week
- Having 50% of the patrons fill out the Small Business Survey
- Having 50% of patrons play the Small Business Games

### **Marketing/Communications Strategy:**

The strategy is use the readers of the Town of Vienna's Social Media Accounts, E-Newsletters, and Websites to bring attention of Town of Vienna's Small Business Week.

You want to be able to highlight all the information that people can get on Small Business Week. This could be by setting up a webpage to highlight businesses, have games people can play, surveys and voting for awards, and also to have any information on the week that people may want to know.

We could continue bringing awareness to the small businesses throughout the year by having Small Business Saturday takeovers on social media (where a different business could post about a day in the life of a small business of Vienna) or by highlighting a different business every couple of weeks.

### **Team Roles/Responsibilities:**

- Reach out to all small businesses in the Town of Vienna to see who would like to be involved and highlighted.
- Create a game that the community can play that centers around small businesses (like the Vienna Business Bingo used last year).

- Create a coupon book that stores can have a shopping over in.
- Create a gift basket with donated items from small business for people to win with the games.
- Create Town of Vienna Business Awards
- Create a free Business Learning for Small Businesses to learn growth opportunities.

**Materials List:**

- Facebook, Twitter, Instagram, and LinkedIn Social Media Posts
- E-Newsletter articles and blasts
- Website advertisements

**Timeline for Marketing/Communications Activities:**

- Advertising of this event for a month before the event in order get people geared up.

**Measures for Success:**

- Have a short survey people could fill out throughout the week.

**Background Materials:**

- Town of Vienna past social media posts.
- White House Small Business Week Initiative: <https://www.whitehouse.gov/briefing-room/presidential-actions/2021/09/10/a-proclamation-on-small-business-week-2021/>
- Town of Vienna website