



Chamber of Commerce

KNOX COUNTY

EXCELLENCE AWARD

- Marketing Campaigns

MEMBER OF THE WEEK

We would like to submit our Member of the Week campaign for an Excellence Award in the Marketing category.

In 2019, we started our Member of the Week campaign to bring awareness as to which businesses are members of the Knox County Chamber of Commerce. We randomly select members and promote their business in a creative and engaging way. We utilize social media, bi-weekly newsletters and monthly radio interviews to highlight the selected member. Attached you will find the information sheet we give to the member who is selected, pictures taken during presentation of the certificate, examples of facebook post used throughout the week, and a link to our bi-weekly newsletter promoting the member.

This campaign has helped to bring attention to not only members, but the Chamber. In 2019, we successfully added 50 new members to our Chamber and had a retention rate of over 90%. We feel that this campaign has helped to increase our chamber membership.



The following pages are an example of our Member of the Week campaign for Attic Salt Boutique.





Member of the Week

Congratulations! Your business has been randomly selected as a Chamber Member of the Week! This means that the Chamber wants to highlight some of the amazing things your business is doing through Facebook posts and Newsletter recognition.

What is 'Member of the Week'?

Each week, a new member of the Knox County Chamber of Commerce will be featured as a "thank you" for being a part of our organization. The Chamber Member of the Week is chosen at random by the Chamber staff. The selected business has the option to accept or deny the recognition.

What does my business receive from being 'Member of the Week'?

- A certificate designating your business as the Member of the Week for your specified week.
- A Chamber staff member will come into your business and capture pictures of your business, staff members, and/or products, as well as a picture of staff members with your Member of the Week certificate.
- A total of **5 posts** on the Chamber Facebook page reaching an audience of over 5,000 people.
- These pictures will be posted on Facebook throughout your designated week, highlighting certain aspects of your business and/or staff.
- Your business logo will be placed at the top of our bi-weekly Newsletter, recognizing you as Member of the Week.

What the Chamber needs from you:

- A PNG or JPEG version of your logo.
- Any sort of direction you want to go with your Member of the Week posts. This week is about highlighting your business and what makes you YOU! We appreciate any potential ideas of what you'd like the Chamber to highlight during your designated week. This could be a new feature you're offering, a special you're running, or if an employee is celebrating an anniversary with the company. After all, you know your business best!
- Be creative and most of all, have fun! This is your week, so make the most out of it!
- Your cooperation during this process is very much appreciated! This is a FREE service we are offering to our Members of the Week, and the outcome is priceless.

Cost = \$0

The effect and credibility you'll receive = Priceless

Member of the Week Information Page

SOCIAL MEDIA EXAMPLES



Knox County Chamber Of Commerce
September 30, 2019 · 🌐

Congratulations to this week's Chamber Member of the Week, Attic Salt Boutique! 🎉🎉🎉

Attic Salt Boutique is a locally owned boutique offering trendy, fashionable styles for women size small to 3X!

Thank you for investing in Knox County by being a Chamber member!

Address: 502 Main Street, Vincennes
Phone: (812) 316-0492

#knoxcochamber #memberoftheweek

2,124 People Reached **552** Engagements [Boost Post](#)

👍❤️ Kathy Reigelman, Bobbie Hislip and 122 others 7 Comments 1 Share

👍 Like 💬 Comment ➦ Share ⚙️

2124
People Reached

156
Reactions, Comments & Shares

114	0	31
👍 Like	😮 Wow	❤️ Love
0	0	0
😂 Haha	😞 Sad	😡 Angry
10	1	
Comments	Shares	

396
Post Clicks

239	0	157
Photo Views	Link Clicks	Other Clicks

Negative Feedback

2	0	0
Hide Post	Hide All Posts	Report as Spam
0		
Unlike Page		

Chat (195) 📄 👤 📺 ⚙️

Decorate your home just in time for fall with Attic Salt Boutique! They have a great selection of wall decor, pillows, door mats and so much more! ✨



1,648 People Reached **243** Engagements [Boost Post](#)

👍❤️ Liz Romani, Mychelle Morgan Whitson and 44 others 1 Comment 2 Shares

👍 Like 💬 Comment ➦ Share 🌐

1648
 People Reached

53
 Reactions, Comments & Shares

44	0	6
👍 Like	😲 Wow	❤️ Love
0	0	0
😂 Haha	😞 Sad	😡 Angry
1	2	
Comments	Shares	

190
 Post Clicks

113	0	77
Photo Views	Link Clicks	Other Clicks

Negative Feedback

1	0	0
Hide Post	Hide All Posts	Report as Spam
0		
Unlike Page		

Calling all sporty girls! Attic Salt Boutique recently started carrying athleisure wear, and look how cute it is!! Work out (or don't) in style! 🏃‍♀️



1,673 People Reached **290** Engagements [Boost Post](#)

👍❤️ Shelby Osborne, Dana Wyant and 26 others 2 Comments 3 Shares

👍 Like 💬 Comment ➦ Share 🌐

1673
 People Reached

34
 Reactions, Comments & Shares

26	0	3
👍 Like	😲 Wow	❤️ Love
0	0	0
😂 Haha	😞 Sad	😡 Angry
2	3	
Comments	Shares	

256
 Post Clicks

192	0	64
Photo Views	Link Clicks	Other Clicks

Negative Feedback

0	0	0
Hide Post	Hide All Posts	Report as Spam
0		
Unlike Page		



Knox County Chamber Of Commerce

October 3, 2019 · 🌐

If you know someone who is pregnant, or need a gift for the little one in your life, head to Attic Salt Boutique to check out their selection of kids toys and accessories! 🧸



1,634
People Reached

141
Engagements

[Boost Post](#)

👍❤️🧸 Liz Romani, Kelly Monroe and 14 others 6 Shares

👍 Like 💬 Comment ➦ Share ⚙️

appears on posts.

1634

People Reached

26

Reactions, Comments & Shares

16	1	3
👍 Like	😲 Wow	❤️ Love
0	0	0
😂 Haha	😞 Sad	😡 Angry
0	6	
Comments	Shares	

115

Post Clicks

70	0	45
Photo Views	Link Clicks	Other Clicks

Negative Feedback

0	0	0
Hide Post	Hide All Posts	Report as Spam
0		
Unlike Page		



Knox County Chamber Of Commerce

October 4, 2019 · 🌐

FALLing head over heels for Attic Salt Boutique's autumn items! Vests, sweaters, booties and more! 🍂👖🧣



1,166
People Reached

152
Engagements

[Boost Post](#)

👍❤️🧸 Jessica Saucerman, Tracy Owens-Sparks and 24 others

👍 Like 💬 Comment ➦ Share ⚙️

1166

People Reached

26

Reactions, Comments & Shares

23	0	3
👍 Like	😲 Wow	❤️ Love
0	0	0
😂 Haha	😞 Sad	😡 Angry
0	0	
Comments	Shares	

126

Post Clicks

98	0	28
Photo Views	Link Clicks	Other Clicks

Negative Feedback

0	0	0
Hide Post	Hide All Posts	Report as Spam
0		
Unlike Page		



Chamber of Commerce
KNOX COUNTY

upcoming events | member news

CHAMBER NEWS

MEMBERS OF THE WEEK!

Stay tuned each week to see who will be featured as our Member of the Week! These are chosen at random, and will be announced weekly on Facebook, and mentioned in our bi-weekly newsletter.

Congratulations to two of this month's Members of the Week:



Oaktown IN 812-881-6468 trphotography1@gmail.com

TRPhotography have over 30 years experience in Portraiture, Children's Pictures, Commercial/Business, Product, and Landscape photography.



Established in 2017, Attic Salt Boutique continues to offer unique and trendy fashionable styles for women in our community!

BI-MONTHLY NEWSLETTER

Members of the Week are highlighted in the newsletter.

<https://conta.cc/30pzh6R>



Chamber of Commerce

KNOX COUNTY

Thank you for your consideration.
Please contact me if you have any
questions.

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Commerce
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