



Presented by:

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Funded by the Mass Office of Travel & Tourism.

A campaign for retailers, restaurants, entertainment venues, recreation and arts & culture.

Website Walkthrough

- ✓ Map - tags
- ✓ #Shop978 Pledge
- ✓ Deal
- ✓ Hashtag #Shop978
- ✓ Help Us Promote

Share #Shop978

- ✓ Ask your fans and followers to:
 - Go to the map to pin you and share the map on Facebook and/or Twitter
 - Post photos of your food, products, etc. and use #Shop978
- ✓ Business with the most shares each week will receive a #Shop978 trophy and get additional Social Media promotion
- ✓ GLCC will host giveaways for people who take the pledge and use #Shop978 (you are welcome to do the same!)

#Shop978 Tip

- ✓ Provide gift cards to the Greater Lowell Chamber to use as giveaways and receive additional website, social media and email exposure!

Help Us Promote

- ✓ Add (and customize) promotional pieces to your website, social media, signature line, emails, etc.
- ✓ Add #Shop978 to your email signature

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Help our Small Businesses Community this Summer - Visit [#Shop978!](#)

- ★ Discover businesses throughout Greater Lowell
- ★ Take the [#Shop978](#) Pledge
- ★ Create a Top 6 Map with your favorite local businesses
- ★ Unlock some amazing deals

** Canva is an easy to use tool for marketing and graphics.*

Promote Other #Shop978 Businesses

- ✓ Share #Shop978 posts
- ✓ Tag others in your posts
- ✓ Collaborate on deals & promotions (Father's Day, Date Nights, Back to School) – and let us know so we can share!

FYI

- ✓ There's a #Shop978 Facebook page and the Greater Lowell Chamber will also be sharing on our Facebook page
- ✓ You can also find #Shop978 on the Chamber's Instagram, Twitter and Danielle's LinkedIn (all the social icons on the #Shop978 website link to these)
- ✓ Send us pics of your products so we can use them when posting about #Shop978

#Shop978 Tool Box

Graphics:

- ✓ WordSwag
- ✓ Canva
- ✓ Prisma
- ✓ PhotoFunia
- ✓ Poster My Wall

#Shop978 Tool Box

Videos:

- ✓ iMovie
- ✓ Vimeo
- ✓ Videoleap
- ✓ PowToon

Thank you!



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