

Snap and Shop South Grey 2024 Report

Prepared by:
South Grey Chamber of Commerce

A promotional banner for the "LOCAL SNAP & SHOP SOUTH GREY" event, held from July 29 to September 8, 2024. The banner features a sunburst background and lists 11 participating businesses. The South Grey Chamber of Commerce logo is in the top right corner, and a green checkmark icon is next to the "PARTICIPATING BUSINESSES" text.

LOCAL SNAP & SHOP SOUTH GREY
JULY 29 - SEPTEMBER 8, 2024

PARTICIPATING BUSINESSES ✓

- SYDENHAM** Sewing & Alterations
- PJ knicker bickers**
- KICKIN' BACK** ALPACA RANGERS
- LOCAL COLOUR**
- Grey Bruce Design Shop**
- Pebbles** FAMILY BUFFET
- Top Of The Rock**
- HOME MILL POND DECOR**
- Garage 13**
- neustadt** SPRINGS BREWERY
- Fleisherton & Distric** FARMERS MARKET

Event: Snap and Shop South Grey

Date: July 29th, 2024 - September 8th, 2024

Location: South Grey Communities

Hosted By: South Grey Chamber of Commerce

Campaign Summary

The 2024 Snap & Shop South Grey was a summer marketing campaign designed to encourage residents and visitors to explore and support local businesses in South Grey. Participants were invited to visit participating shops and snap a photo of their experience to share on social media tagging both the business and the South Grey Chamber of Commerce. Each post gave them an entry into weekly prize draws, with more posts equating to more chances to win. Prize packages were donated by local participating chamber businesses.

The initiative not only increased foot traffic and online visibility for local businesses and the Chamber but also created an engaging and fun way for the community to showcase their support. The campaign wrapped up with a grand prize draw in the first week of September.

Campaign Goals

- Promote local chamber participating businesses
- Promote shopping local in South Grey communities
- Increase foot traffic for participating businesses
- Increase social media traffic and awareness for participating businesses
- Increase social media traffic and awareness for the South Grey Chamber of Commerce

Campaign Elements

South Grey Snap and Shop Elements:

- Businesses confirmed participation and donated a prize \$50 or more (Product or service)
- Individuals entered weekly prize draws by shopping at local participating chamber businesses and sharing a photo to Facebook or Instagram tagging both the business they shopped at and the South Grey Chamber of Commerce.
- Draws were done weekly with individuals who entered by sharing a photo.
- Winners were contacted on the social media platform they shared their post on.

Example of Participating Posts:



Participating Chamber Businesses

- Sydenham Sewing & Alterations
- PJ Knickerbockers
- Kickin' Back Alpaca Ranch
- Local Colour
- Grey Bruce Design Shop
- Pebbles Family Buffet
- Top O' The Rock
- Mill Pond Home Decor
- Garage 13
- Neustadt Springs Brewery
- Flesherton and District Farmers Market

Promotion of Campaign

- The Snap & Shop was promoted with Facebook and Instagram posts from the Chamber and participating chamber businesses. The chamber encouraged participating

businesses to promote that they are participating in the Snap & Shop online and in person.

- Media kits were distributed to participating businesses ahead of time with their logo and the Snap & Shop branding.
- Posts were shared to local community groups on Facebook to promote the campaign.
- Ad dollars were put behind social media posts to better promote the campaign.
- Window posters and email blasts also informed individuals about the Snap and Shop.

Web Traffic and Social Media Analytics

Web Traffic:

- A special 'Snap & Shop South Grey' page was created on the **South Grey Chamber of Commerce website**. This page provided information about how the campaign worked, list of local chamber participating businesses, rules and prize draw information.
- This page had a total of **215 unique visitors** between July 28th, 2024 and September 8th, 2024.

Social Media:

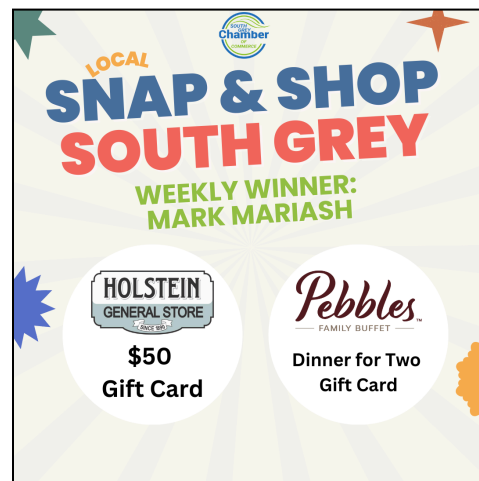
- Posts were shared by the South Grey Chamber of Commerce as well as shared to local community groups.
- There were Meta Ads between Facebook and Instagram.
- Posts ranged from **450-2758** on Facebook and Instagram.

Participation Insights

Winners and Prizes:

- In total there were **5 different winners** across the 6 weeks the campaign ran for. In week 5 there were no participating individuals.
- Winners won two donated items from participating businesses. Winners were residents or visitors of South Grey and were contacted on the social platform they posted on.
- Prizes were donated by participating chamber businesses. Prizes needed to be a product or service over \$50 in value from their business.
- **2024 Prizes Included:**
 - Gift Cards
 - Samples of product and service
 - Gift bundle of products

Examples of prize packages:



Notes for a Successful 2025 Snap & Shop

Considerations for 2025 campaign include:

- Longer preparation for businesses to accept the invitation to participate in the Snap and Shop.
- Receiving all prize donations before the campaign started to better promote what you could win from participating businesses.
- More ad \$ spend to better promote the campaign.
- Promote prizes more on social media by sharing what they are and how they can be won. This was done during the 2024 event but limited due to many prizes coming in during the event duration.
- Provide better printed posters to promote the campaign (Bigger and better quality)
 - Deliver more posters to businesses and put them in community areas around South Grey.
- Have the campaign presented and talked about during a Chamber After Five Mixer Event to get participating confirmation in person of participation. This will also demonstrate more chamber events and keep members active in the community.
- Provide a better campaign promotion form for participating businesses on how to best leverage the campaign to work for them. Examples are:
 - Media kit posting instructions and captions for businesses
 - Where to hang posters and checkout decals for businesses
 - How to talk about the campaign to customers in person and online
 - The most successful businesses verbally promoted the campaign
 - The most successful businesses constantly posted about the campaign