



**Chamber of Commerce**  
KNOX COUNTY

# **NATIONAL SMALL BUSINESS WEEK**

**EXCELLENCE IN INNOVATION AWARD**

# **National Small Business Week**

**During National Small Business Week of 2023, while many Chambers celebrated in traditional ways, we aimed to elevate our social media campaign to new heights. Adopting a novel approach, we spotlighted a distinct “genre” from our membership directory each day.**

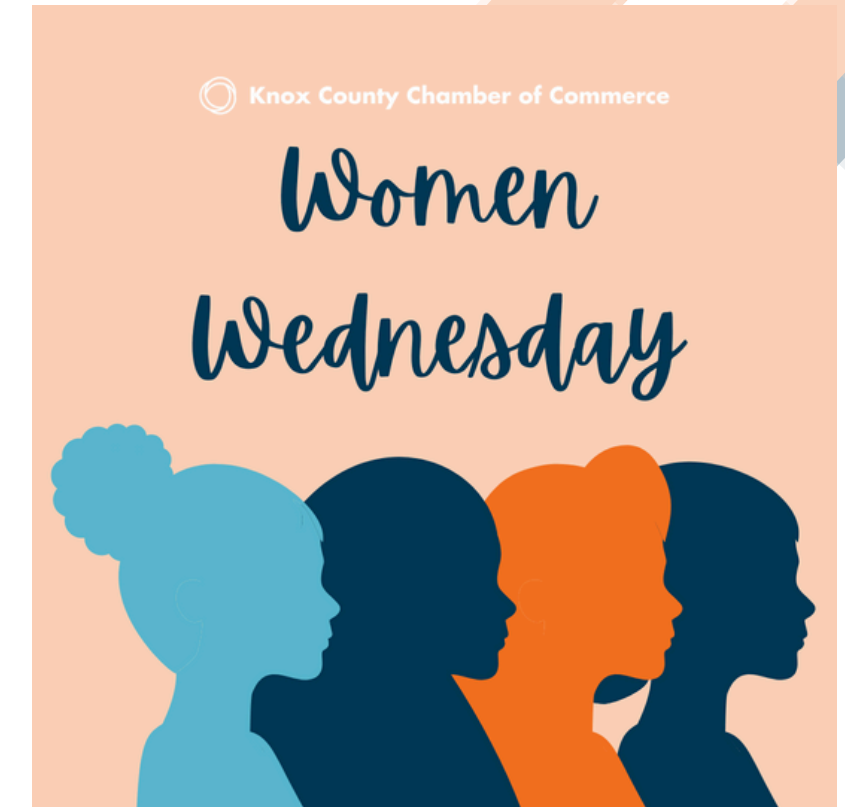
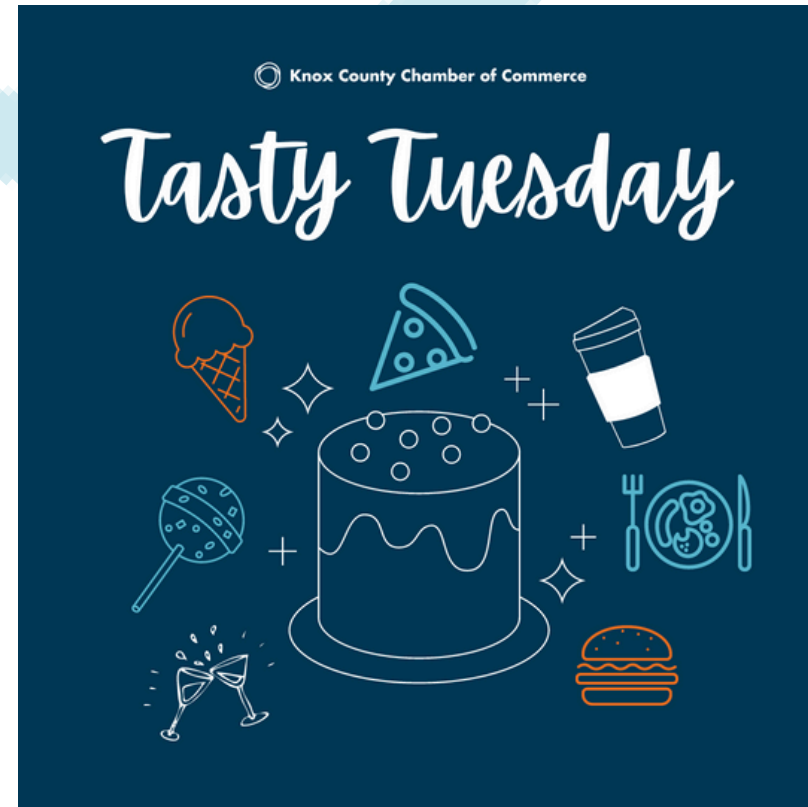
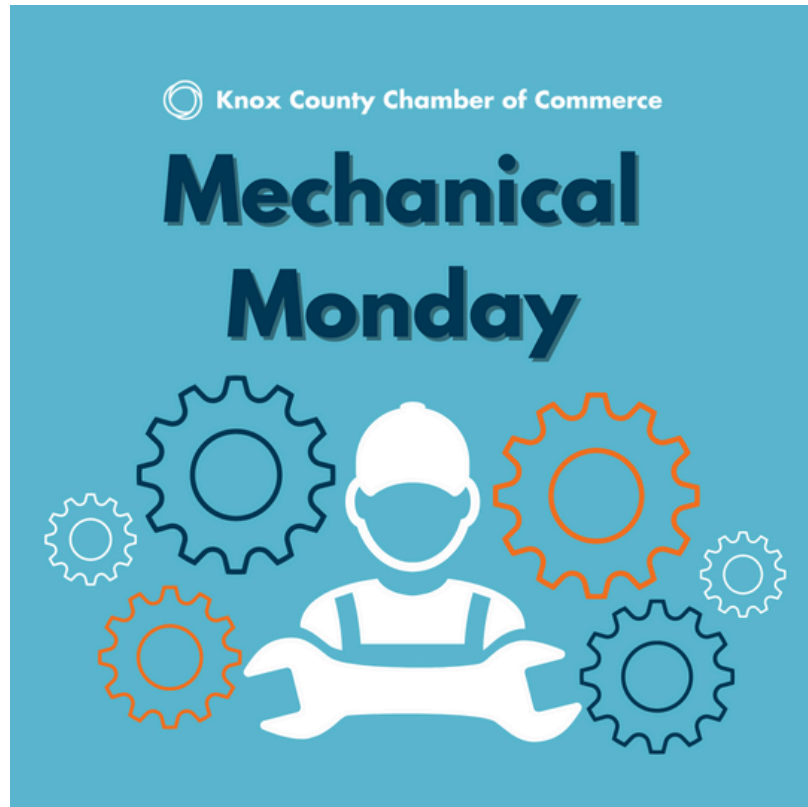
**This strategy not only diversified the businesses and organizations featured, but also encouraged greater participation from both our members and the broader community. As a result, we witnessed a significant increase in member highlights and community engagement, underscoring the effectiveness of our innovative angle.**

# Campaign Overview

**Our National Small Business social media campaign aimed to shine a spotlight on our local small businesses while simultaneously raising awareness of the Chamber's role in supporting them.**

**What set this campaign apart was its emphasis on community engagement, giving people a platform to express their appreciation and support for the small businesses they frequent in their daily lives.**

**By showcasing the diverse array of small businesses in our area, we sought to underscore their vital role in both the local economy and the fabric of our community. This campaign was not just about promoting businesses but also about fostering a deeper connection between residents and the small businesses that enrich our lives.**



**NATIONAL SMALL BUSINESS WEEK GIVEAWAY**

🔗 Mechanical Monday 🔗

In honor of [#NationalSmallBusinessWeek](#), we will be dedicating each day this week to a different "genre" of small business.

Let's highlight those amazing local small businesses! (For example; vehicle repair shops, tire shops, welders, electronics repair shops, and MUCH MORE!)

Comment and tag below your favorite 🔗 Mechanical 🔗 small business that helps YOU, to be entered into our daily giveaway!

There will be ONE winner per Facebook/Instagram post. There will be a daily drawing to win a Shop Knox County gift card!

👉👉👉!!! WE WILL NOT SEND YOU A MESSAGE TO OPEN A LINK!!!

We will announce the winner on Facebook tomorrow. 👉👉👉

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**NATIONAL SMALL BUSINESS WEEK GIVEAWAY**

🍰 Tasty Tuesday 🍰

In honor of [#NationalSmallBusinessWeek](#), we will be dedicating each day this week to a different "genre" of small business.

Let's highlight those amazing local small businesses! (For example; ice cream shops, pizza places, cafes, beverages, and MUCH MORE!)

Comment and tag below your favorite 🍰 Tasty 🍰 small business that YOU love, to be entered into our daily giveaway!

There will be ONE winner per Facebook/Instagram post. There will be a daily drawing to win a Shop Knox County gift card!

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**NATIONAL SMALL BUSINESS WEEK GIVEAWAY**

👩 Women Wednesday 👩

In honor of [#NationalSmallBusinessWeek](#), we will be dedicating each day this week to a different "genre" of small business.

Let's highlight those amazing local small businesses!

Comment and tag below your favorite 👩 WOMEN-OWNED 👩 small business that inspires you, to be entered into our daily giveaway!

There will be ONE winner per Facebook/Instagram post. There will be a daily drawing to win a Shop Knox County gift card!

👉👉👉!!! WE WILL NOT SEND YOU A MESSAGE TO OPEN A LINK!!!

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## NATIONAL SMALL BUSINESS WEEK GIVEAWAY

✨ Treat Yo' Self Thursday ✨

In honor of [#NationalSmallBusinessWeek](#), we will be dedicating each day this week to a different "genre" of small business.

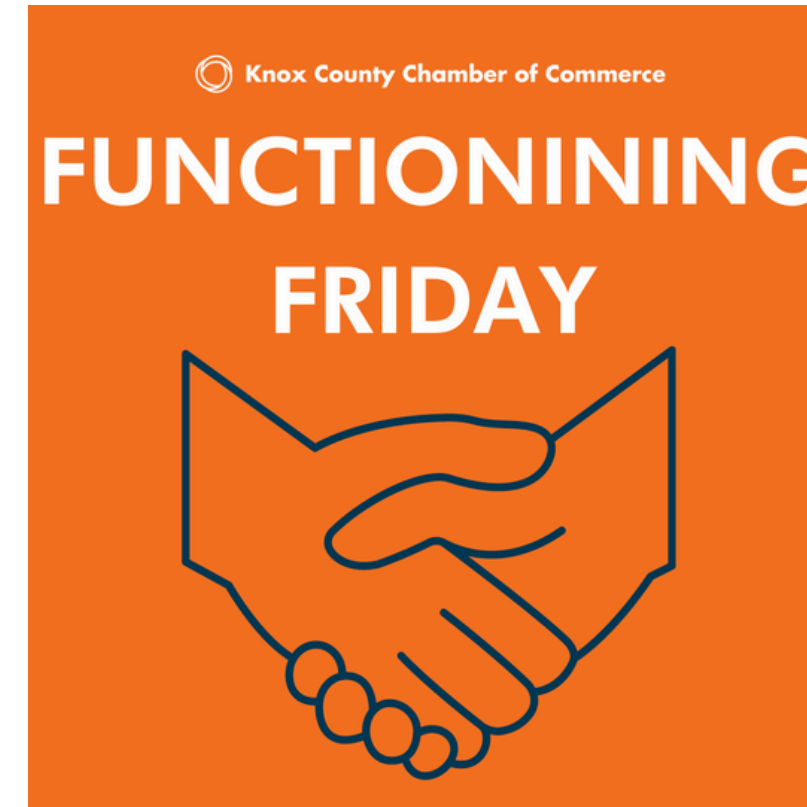
Let's highlight those amazing local small businesses! (For example; gyms, salons, spas, clothing stores, boutiques, photographers, and MUCH MORE!)

Comment and tag below your favorite small business that helps you ✨TREAT YO' SELF ✨ (our @parksandrecreation fans know 😊), to be entered into our daily giveaway!

There will be ONE winner per Facebook/Instagram post. There will be daily drawing to win a Shop Knox County gift card!

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## NATIONAL SMALL BUSINESS WEEK GIVEAWAY

💰 Functioning Friday 💰

In honor of [#NationalSmallBusinessWeek](#), we will be dedicating each day this week to a different "genre" of small business.

Let's highlight those amazing local small businesses! (For example; business that make YOUR life easier!)

Comment and tag below your favorite 💰 FUNCTIONING 💰 small business that make YOUR life easier, and help you get through the day, week, and year to be entered into our daily giveaway!

There will be ONE winner per Facebook/Instagram post. There will be a daily drawing to win a Shop Knox County gift card!

👉👉👉!!! WE WILL NOT SEND YOU A MESSAGE TO OPEN A LINK!!!  
We will announce the winner on Facebook tomorrow. 👉👉👉

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# Social Media Analytics

## Facebook

Average Impressions:

3,660

Average Reach:

2,940

Average  
Reactions/Likes/Shares  
/Comments:

141

## Instagram

Average Impressions:

138

Average Reach:

129

## Social Media Analytics

# Examples

## Social Media Analytics

Martha Bill

Gracie's restaurant at the Fort Sackville project! They help globally and give back to our community

Sharon

Raben Tire & Auto Service keeps my car running great!

Michelle

Goodness we have so many! Charlie's Caramel & Candy Shop Attic Salt Boutique Mads and Abby Boutique Jenna's Bakehouse Fords the Art of Photography

Kamber

Caseandra Irvine with The Ascended Photography because she makes everyone feel beautiful with her photography  
Fossmeyer's Bakery, Jenna's Bakehouse & Kali's Bake Adventures for all the sweets I crave  
Attic Salt Boutique for cute clothing  
there are so many 🥰

💎 Top fan

Emily

Peafections! Jenna's, all the Bobes, Procopios, and more!  
There are so many great places in town!



**Chamber of Commerce**  
KNOX COUNTY

# THANK YOU FOR YOUR CONSIDERATION

Please contact me if you have any questions:

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