



Chamber of Commerce
KNOX COUNTY

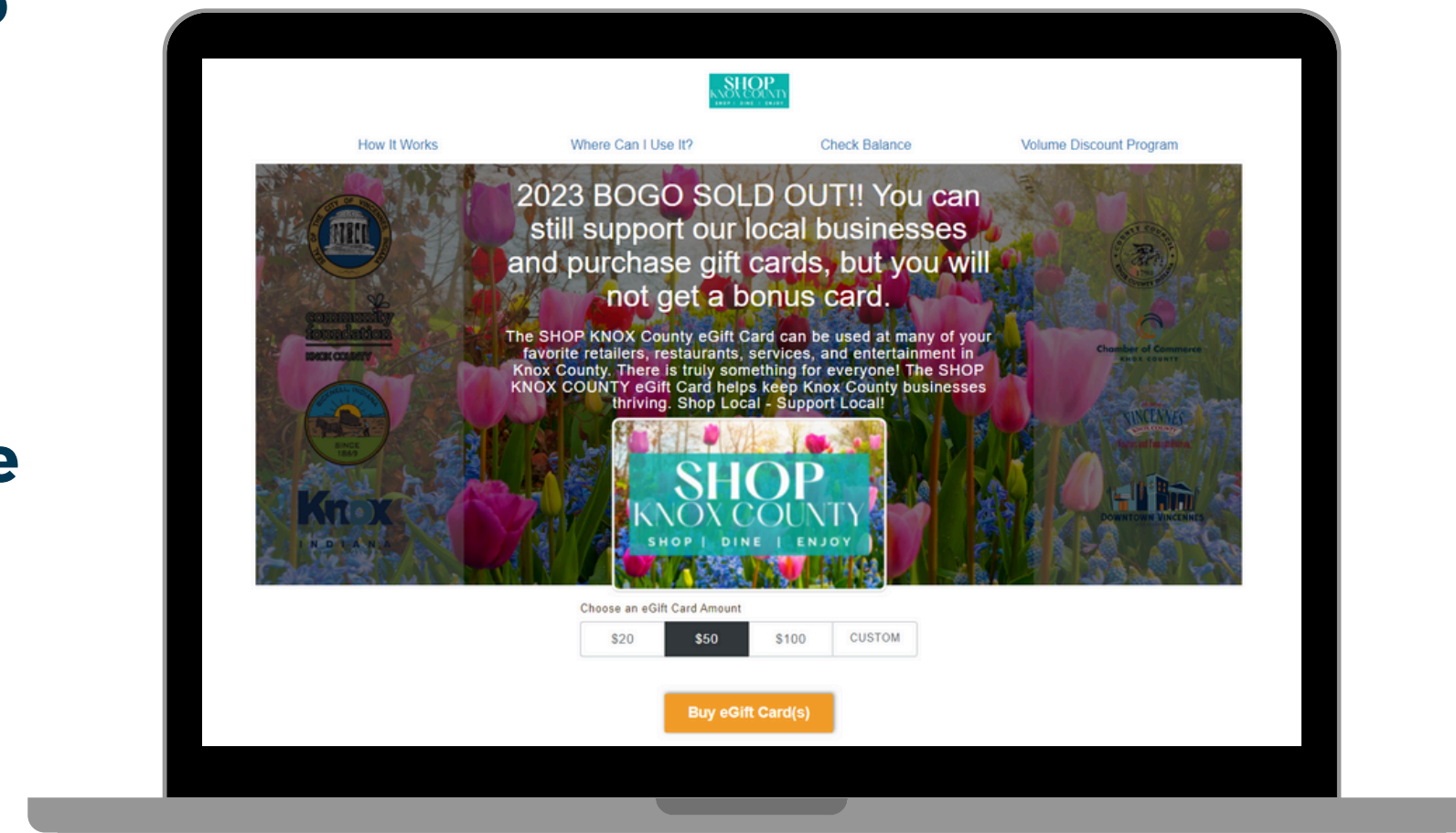
SHOP KNOX COUNTY EGIFT CARD BOGO PROGRAM

EXCELLENCE IN INNOVATION AWARD

Shop Knox County eGift Card BOGO Program

The Shop Knox County eGift Card stands as a testament to our commitment to local businesses. This digital gift card is not only a convenient way to shop, but also a rewarding experience for both purchasers and recipients. By visiting www.knoxcountychamber.com, residents can effortlessly support their neighborhood businesses while enjoying the benefits of a versatile and thoughtful gifting option.

However, we wanted to elevate this initiative during the holiday season by introducing a **Buy One Get One offer**, aimed at amplifying spending within our community.





Community Collaboration

Our success is a result of a strong collaboration with esteemed Community Partners.

With the support of entities like the City of Vincennes, Knox County Council, Knox County Community Foundation, and others, we were able to introduce the Shop Knox County eGift Card BOGO Program. This initiative was made possible through the collective efforts that raised **\$95,000 to fund the BOGO offer.**

BOGO Success Story

The response to our BOGO program exceeded expectations. Within a mere **2.5 hours**, we sold out of bonus dollars, guaranteeing **\$190,000** to flow back into our local businesses.

However, our community's enthusiasm did not stop there. Over **\$205,000** worth of gift cards were purchased during this time, displaying a resounding commitment to supporting our local economy. It is worth noting that every cent of revenue generated goes directly back into bolstering our community.

2.5 Hours

Amount of Time it Took to Sell Out

\$205,000

eGift Cards Purchased
(Launch Day)



eGift Cards
Purchased



Community
Shops



Funds Go Back
Into Our Community

Supporting Local Businesses

Our dedication extends beyond the BOGO offer. Though the promotion concluded, eGift cards remain available year-round. Over the past year, the Shop Knox County eGift Card injected nearly **\$250,000** into participating businesses, underscoring its profound impact on the local economy.



Marketing

On December 1st, we officially launched our eGift Card Program, primarily leveraging Facebook as our marketing platform. The response from the community was overwhelmingly positive, with a significant influx of feedback flooding in. This served not only as an opportunity to celebrate the launch but also as a valuable tool for troubleshooting any issues that arose, ensuring a seamless experience for all users.

Additionally, Facebook provided a rapid communication channel through which we could promptly disseminate updates, keeping our community informed every step of the way.

4.4K

Impressions

4K

Reach

162

Reactions/Likes, comme...

SHOP KNOX COUNTY eGIFT CARD BOGO OPPORTUNITY IS LIVE!!

GIFT LOCAL THIS HOLIDAY SEASON! 🌲🎁🌲

Buy a SHOP KNOX COUNTY eGift card and receive one of the same value free!

🌲 Just in time for the Holidays!

🌲 Double your buying power and support local.

(Offer available while supplies last - some restrictions apply.)

Purchase eGift Cards Here and to see list of participating businesses:

<https://app.yiftee.com/gift.../knox-county--in-vincennes...>

➡ If you are a Knox County business and would like to be added to the program, give the Knox County Chamber a call today. 812-882-6440.

Thanks to the City of Vincennes, City of Bicknell, Knox County Community Foundation, Knox County Indiana Economic Development, Knox County Council, Knox County Chamber of Commerce, Vincennes Knox County Visitors and Tourism Bureau, Downtown Vincennes Association.



APP.YIFTEE.COM

Keep Local Dollars Local

Celebrate friends, reward employees and appreciate clients while building Community. Share your love of local businesses with...



Marketing Plan

Following the drop date, we rolled out a comprehensive marketing strategy aimed at driving community engagement and utilization of the eGift Cards and BOGO offers. This plan strategically integrates targeted posts around popular holidays and peak spending seasons, maximizing visibility and incentivizing consumer participation.

Additionally, we maintain a steady stream of general reminders throughout the year, consistently encouraging patrons to support our local participating businesses. By aligning our messaging with key moments and continuously reinforcing the value of shopping locally, we aim to foster sustained patronage and bolster economic vitality within our community.



More Than Money

Supporting local establishments embodies more than financial aid; it preserves Knox County's unique character and fosters a sustainable economic ecosystem.

This program embodies our motto:

**Strong Business -
Strong Community**

We fortified our collective success by forging connections between community partners, businesses, and residents.

**More Than
Money**





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THANK YOU FOR YOUR CONSIDERATION

Please contact me if you have any questions:

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