



Chamber of Commerce
KNOX COUNTY

TRY IT TUESDAY

EXCELLENCE IN INNOVATION AWARD



TRY IT

About The Program



TUESDAYS

 **Knox County Chamber of Commerce**

"Try It Tuesday" is a dynamic monthly engagement initiative designed to foster deeper connections within our membership community. Led by our President, Jamie Neal, this program offers a firsthand glimpse into the daily operations of our member businesses. Each session, captured in a 3-5 minute video, showcases Jamie immersing herself in the business's activities, highlighting their unique processes and offerings. From behind-the-scenes tours to hands-on experiences, every video is tailored to spotlight the distinctiveness of each business.

These engaging videos are then amplified through targeted boosting and promotion across the Chamber's social media platforms, ensuring maximum visibility and impact. "Try It Tuesday" exemplifies our commitment to supporting and promoting our members while providing valuable and entertaining content for our audience.

Campaign Overview

Our "Try It Tuesday" social media campaign offers a captivating glimpse into the inner workings of our Chamber member businesses, inviting the community to partake in their unique processes. This initiative serves as a powerful platform for showcasing the diversity and ingenuity of our members while fostering a sense of connection and involvement within the community.

By shining a spotlight on these behind-the-scenes moments, we not only raise awareness of our Chamber members but also elevate the profile of the Chamber itself. This campaign provides an invaluable opportunity for our audience to engage with and gain insight into the operations of local businesses, strengthening relationships and fostering appreciation for the vibrant tapestry of our community.

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Social Media Analytics

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Average Impressions:

1,340

Average Reach:

1,204

Average Reactions:

30

Unique Opportunity

As a new addition to our repertoire of promotional endeavors, we're thrilled to introduce "Try It Tuesday" as an exciting opportunity for both our Chamber members and the community at large. Members relish the chance to showcase the journey behind their products and services, highlighting the dedication and effort they invest in bringing their offerings to fruition. This not only underscores their commitment but also cultivates a deeper connection between them and the community they serve.

From the Chamber's perspective, "Try It Tuesday" serves as a powerful tool for nurturing individual relationships with our members, offering a personalized viewpoint that resonates with the public. By facilitating these behind-the-scenes experiences, we foster a stronger sense of camaraderie and appreciation within our community while amplifying the visibility and impact of our Chamber members.



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THANK YOU FOR YOUR CONSIDERATION

Please contact me if you have any questions:

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