

LunchChat

Connect. Inform. Help.



Marketing Partnerships for the Win!

May 21, 2020

Hosted by Rockford Area Convention & Visitors Bureau

Today's LunchChat Panelists



Lauren V. Davis

Lauren Davis Creative



Jarrod Hennis

CEO, Rockford Art Deli
Founder, Allmade Apparel



Pablo Korona

Director/Producer,
Our City Our Story

Connect. Inform. Help.

UnitedWayRRV.org/covid-19

OR

Text TOGETHER to 40403



Lauren V. Davis

- Marketing partnership presentation
- Social media amidst re-opening

5 High Engagement Social Media Prompts for your business as you transition back to opening

[Instagram.com/ldaviscreative](https://www.instagram.com/ldaviscreative)

Social media is like a
water cooler...

News + Connections



And sometimes a little
crap-talk 😐 😐 😐

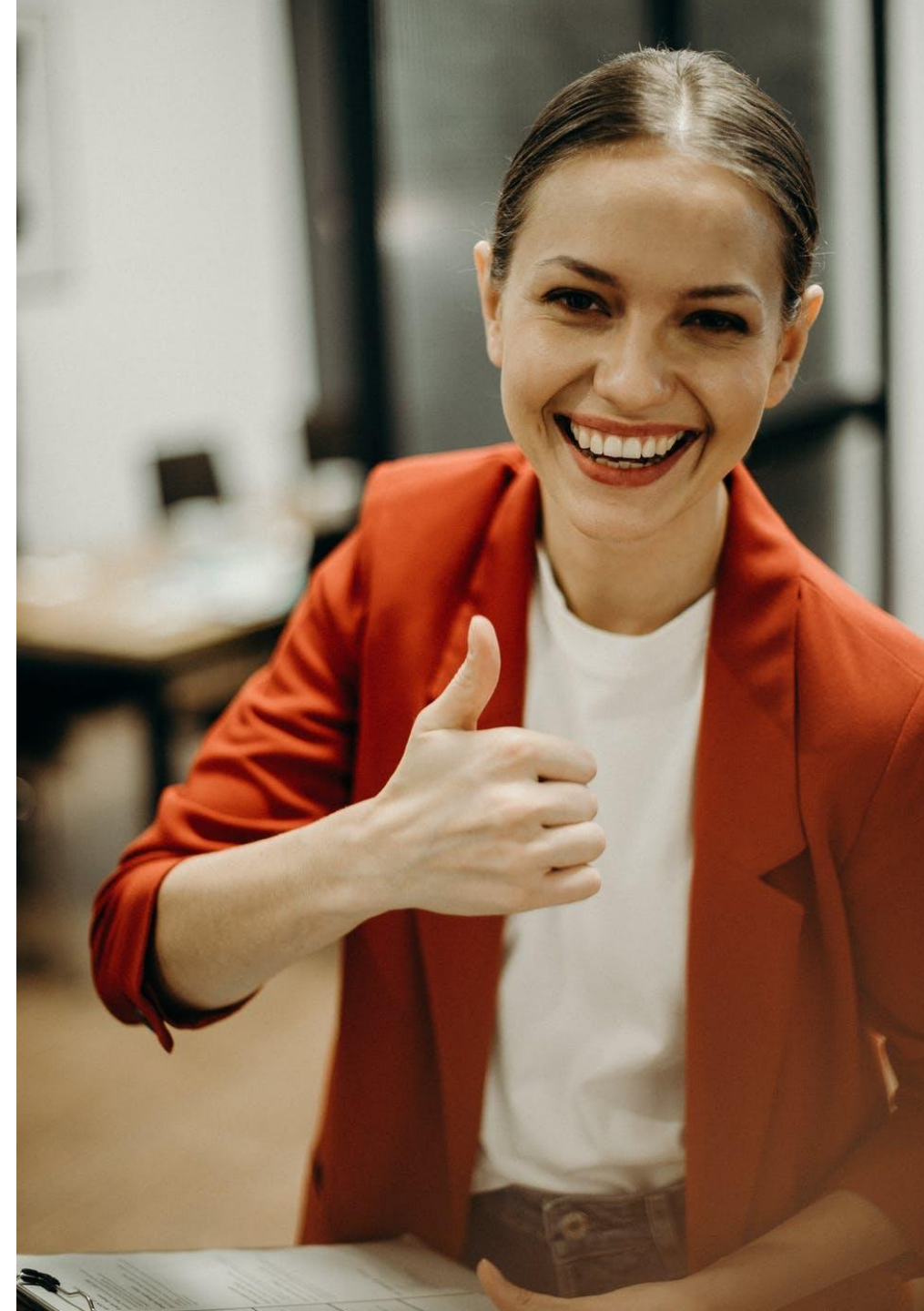


Social Media is like
standing in the
middle of a crowded
room and shouting
I LOVE PIZZA



And another person
shouting back...

“I LIKE THAT”



But really...

Sometimes we feel like...
social media is overwhelming.

“How can I post at a time like this?”

5 High Engagement Social Media Post Prompts for your business at *a time like this*

1. Your Story Your Why (An intro)

Example:



emilyhendersonpho • Following ...
Rockford Roasting Company

Hey! I'm Emily with Emily Henderson Photography and EHP Weddings. 💕

I'm a commercial photographer who specializes in working with small businesses on their branding, headshots, and product photography. 📷 Not to brag, but I have the best clients in the world. They're amazing!

Rockford Roasting Company in downtown Rockford, IL is where you can usually find me sipping on tea and editing client photos. My go to drink is an almond milk matcha latte. 💚 What's your favorite coffee shop drink?

I chopped 7 inches off recently, so it was the perfect time to update my



Liked by **skylercdavis** and **94 others**

FEBRUARY 28

Add a comment...

Post

2. Post staff or team appreciation


Examples:




**3.
Something
that describes
the customer
to themselves**

Example:


I miss telling my friends I'm On my way
and still being home

**Idaviscreative**
Lauren Davis Creative


**jacobleebradt** So many things make sense now. 😂

5w 1 like Reply





Hide replies


**Idaviscreative**
[@jacobleebradt](#) bahaha I should have blocked you from this.

5w Reply

**jacobleebradt**
[@Idaviscreative](#) too late! Your secret's out!!

5w 1 like Reply



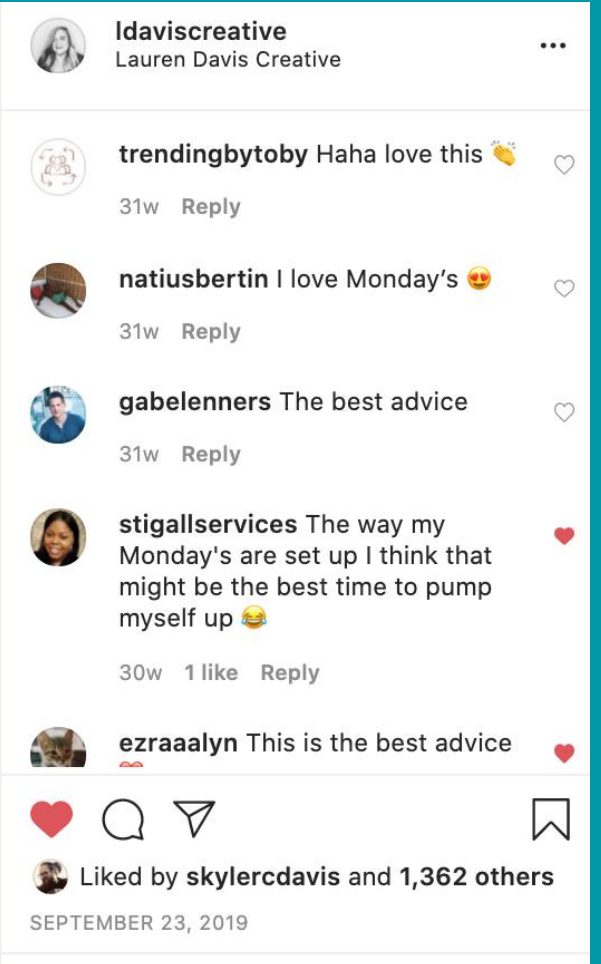
 Liked by [skylercdavis](#) and 272 others

APRIL 12

Add a comment... [Post](#)

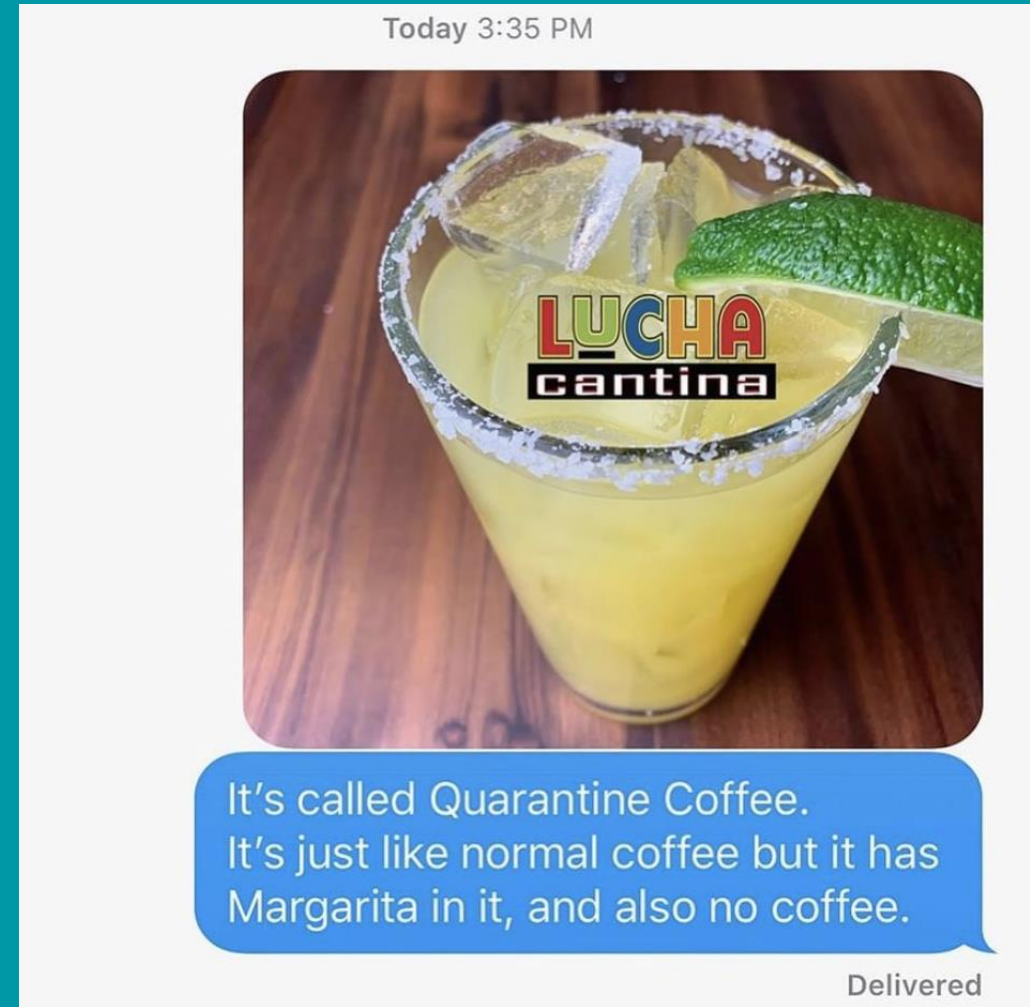
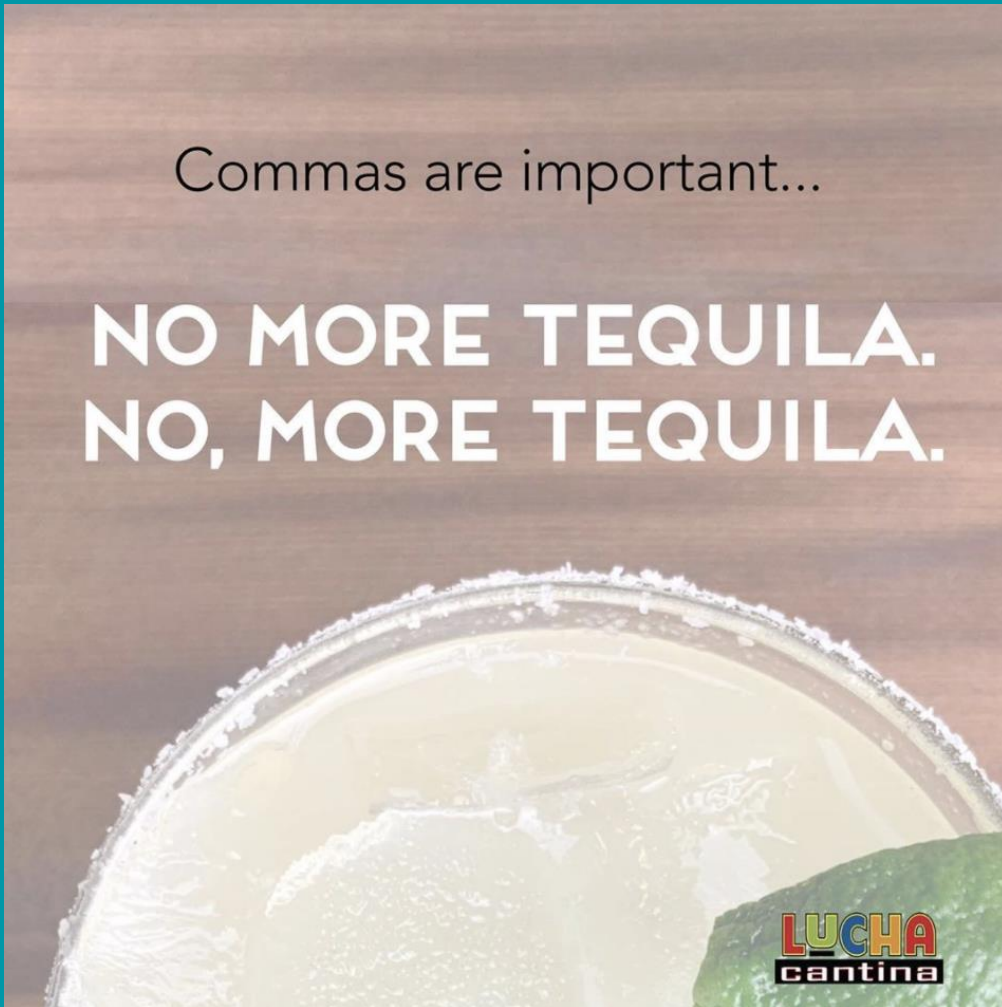
Example:

You ARE good enough.
(Actually, you're
probably over-qualified
but, let's start the week
off humble.)



**4.
Something
funny that
relates back to
your business**

Examples:



**5.
Help them do
something at home.
Tips/Tutorials**

Example:



Health First Wellness Center

Published by Lauren Davis [?] · March 31 · 🌐

How many words do you think Dr. Rob can use in this video to describe your glutes? Yes...He says "BuhDonkaDonk..." Just watch!! haha In all seriousness, here is a great video using a couple of our favorite tools for surviving the quarantine and keeping your body mobilized, moving the way it should, improving circulation. Plus a cute guest appearance by Emma. ❤️

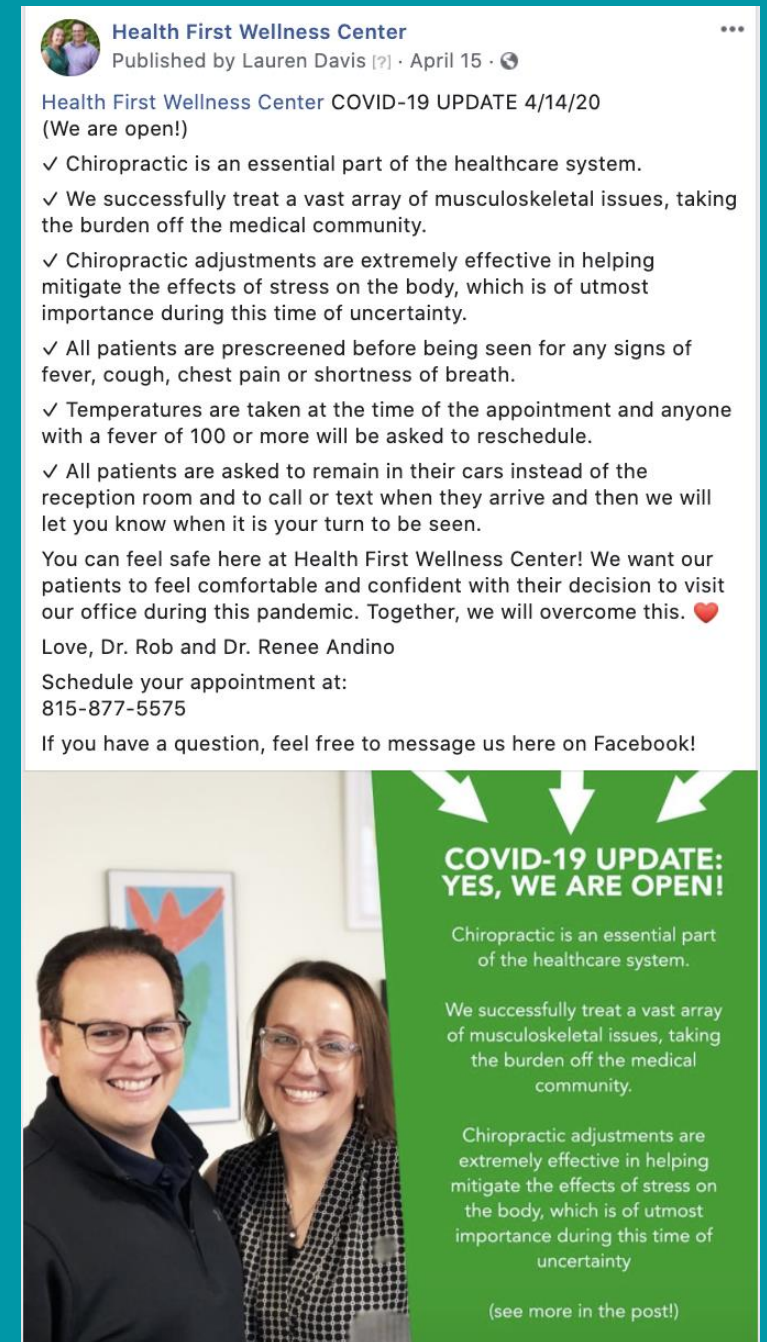
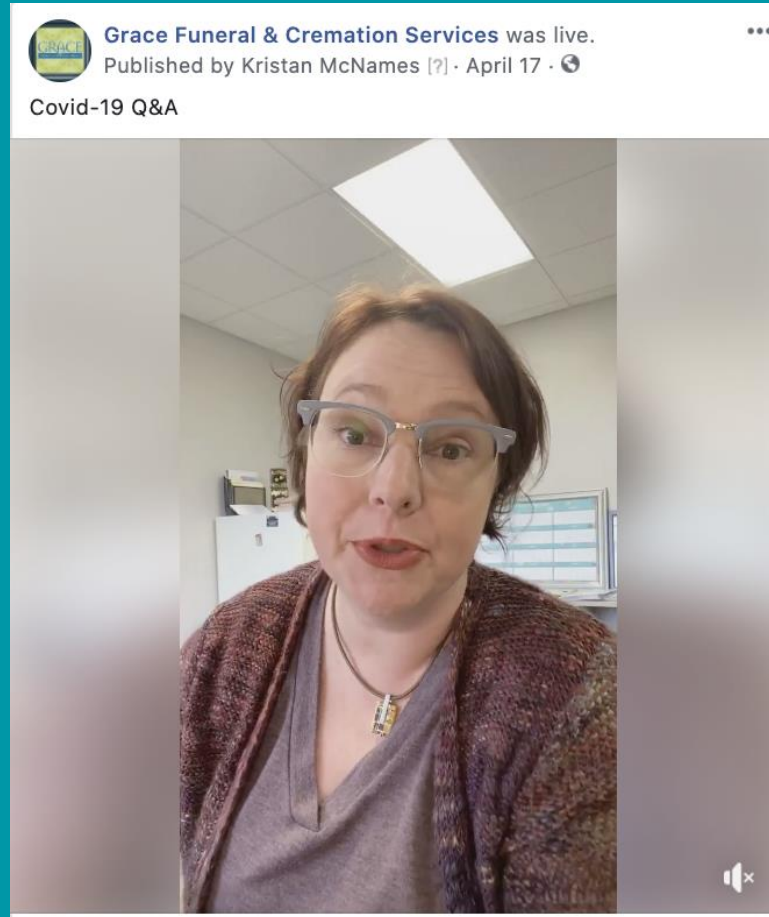
We are still making appointments as an essential business and taking above and beyond precautions to keep our patien... [See More](#)



BONUS

**Give an update on your
current/new
procedures/practices
today, and each week**

Example:



A few more BONUS ideas

- How you are collaborating with other businesses
- Polls for features or specials when you re-open
- Posts of gratitude for your customers
- Posts of gratitude for healthcare or essential workers touched by your business if applicable (please don't force this)



ldaviscreative

Edit Profile



904 posts

4,144 followers

3,006 following

Lauren Davis - Personal Brands

→ #Podcaster ♥ Business Event Playbook Podcast

→ Personal Branding, Experiential Marketing & Social Media Consultant

www.laurendaviscreative.com/show



CoffeeBe...



My Life



My Podca...



COACHING



SPEAKING



Content T...



In the Me...

Find me on Instagram for more tips

[Instagram.com/ldaviscreative](https://www.instagram.com/ldaviscreative)



Jarrod Hennis

CEO / Rockford Art Deli

Founder / Allmade Apparel

1% for the planet member

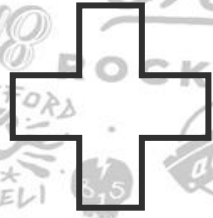
16 Years in the Print Industry

T-shirt Peddler



Marketing Partnership

Partnership marketing is about collaborating with a person or business because they have a relationship with an area of a market that you're interested in selling to.



ROCK
FORD



The deal was pretty simple. Rockford Art Deli sells
Community Pride.

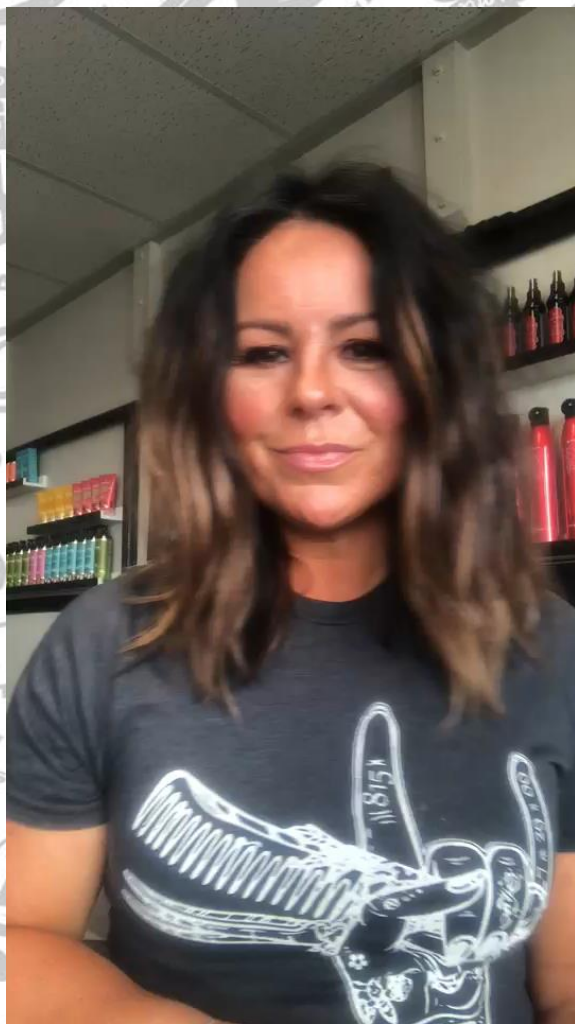
Rockford Businesses needed local help to try and stay afloat.
So what do we do?

Rockford Art Deli uses there reach and marketing impact to
raise money for the local businesses.




#HereForGoodRKFD


- No upfront costs. No inventory.
- Shirt sells for \$25. Each Shirt sale earns \$10 towards your business.
- Raise brand awareness.
- Encourage community involvement.
- High quality, super soft Allmade t-shirt.
- Rockford Art Deli handles all support and customer service.
- The more items you sell, the more money you make.





A true marketing partnership happens when both parties work together.

**Renee Johnson**
April 13 · 🧑‍🤝‍🧑




We finally partnered up with the #HereForGoodRKFD campaign!! Although the wonderful **Emily Manisone** from ROKckford Art Deli informed us as soon as they launched it...We were slow on this because we wanted to make our logo a little edgy but universal!!! If you would like to purchase one here is the link below... we would absolutely LOVE to see you in an Amari shirt!! Thanks for all the continued support during this time!! Thankful for the opportunity to partner with RAD!! Also a shot out to Russell Oltmanns for helping create my vision for this shirt!! 🙌 **Mindy Marner Amari**








ROCKFORDARTDELI.COM
Amari
Help Keep Local Business Here for Good #HereForGoodRKFD Ch...

  69

28 Comments 4 Shares

 Like  Comment  Share

View comments

 Write a comment...    

The background is a dense, repeating pattern of various logos and the number '815'. The logos include 'Rockford Art Deli' in a circular emblem, 'ILLINOIS' in a stylized font, and 'STAY RAD. ALWAYS PROUD.' with a pig icon. The number '815' is also prominently featured in various styles, including a large, bold font and a smaller, stylized font. The overall theme is related to Rockford, Illinois, and the '815' area code.

The Numbers...

Over 400 Stateline small Businesses

9658 T-Shirts Sold in 7 Weeks

\$96,580 raised for Small Businesses

✕ STAY RAD ✕





**Our City,
Our Story.**
ROCKFORD, ILLINOIS

Pablo Korona

Director/Producer

- Work with the resources you have
- User-generated for the win

Our City, Our Story

Pandemic Video & Why

Pablo Korona 5/21/20



MERLE KEENA

1916-2019


Merle + Stella

Married 79+ Years

Over 165 million views.


Tip from a Facebook post.

Videos[See All](#)




Merle and Stella
What a beautiful story!
Power of Positivity ✓
July 3, 2018 · 90M Views

▶ Watched



Merle + Stella
Two years ago we put up a post asking who do you know that has...
Our City, Our Story
February 11 · 6.2M Views

▶ 2:28



You Will Believe in True Love
You will believe in true love
SHOW Happiness Heroes ✓
September 25, 2018 · 69,840,409 Views

▶ 2:19

The need

Capture who we are in this historical moment

The process

- Find transformative moments on Facebook.
- Put a call out for stories.
- Interview people for background.



How to film yourself

Quick and simple suggestions.

- Phone
 - Use adapter and Tripod / Someone else film you
 - Don't use selfie camera.
 - Don't do vertical.
- Sound controlled room.
- Consistent lighting.
- Do multiple takes

How to edit

Quick and simple suggestions.

- iMovie on iPhone
- Hire freelancer on [fiverr.com](https://www.fiverr.com)
- Contact local video production companies / individuals.
(We're all looking for work.)

Our City, Our Story

Contact pablokorona@ourcityourstory.com

Thank you.

Pablo Korona 5/21/20

Q&A

LunchChat

Connect. Inform. Help.



Thursday, May 28 @ 12 noon

www.gorockford.com/lunchchat

Stay Connected!

Facebook: GoRockford

www.gorockford.com

covid19@gorockford.com

Connect. Inform. Help.

UnitedWayRRV.org/covid-19

OR

Text TOGETHER to 40403

Rockford Area Resources

GoRockford.com/ResourceCenter

Information about local sites/attractions/restaurants, and resources for families and small businesses

GoRockford.com/LunchChat

Weekly webinars every Tuesday/Thursday



LunchChat

Connect. Inform. Help.



Thank you!