

How It Works

The *Difference* is Downtown

This marketing initiative has one goal-To help the businesses in downtown Spartanburg succeed. The main emphasis is on promoting downtown businesses through consistent and creative social media posts with a unifying theme...The *Difference* is Downtown!

✓ SIGN UP

Calling us at 267-357-0504, or email us at thedifferenceisdowntown@gmail.com. The cost is only \$149.00 per year and you become part of "The *Difference* is Downtown" marketing campaign.

✓ WE COME TO YOU

We come out and take photos of your business, get more information and get to know you.

✓ CONSISTENT SOCIAL MEDIA POSTS

10-15 times per month, across various pages, targeting the Spartanburg and the surrounding areas.

✓ BUSINESS SPOTLIGHT SOCIAL MEDIA POSTS

We will be highlighting individual participating businesses in our posts.

✓ FREE LISTING ON WEB SITE WWW.THEDIFFERENCEISDOWNTOWN.COM

Every business gets a FREE LISTING on the web site which includes address and phone number, a brief description, and a link that shows their location on a map of downtown Spartanburg.

✓ WEB SITE LINKS, FIND OUT MORE BUTTON, & BUSINESS HIGHLIGHTS

Add links to their web site, their email, and they can also add a "Find Out More" button. This button can be a link to their web site, their specials, or any other link you may want, even a personalized page.

✓ WEB SITE PROMOTION/MARKETING

We will be constantly promoting the web site so we can build traffic and market share.

✓ BUILDING PARTNERSHIPS

We will be working to build partnerships and relationships with others who can help us meet our goal.

✓ JOIN US!

We are working towards one goal-to help the businesses in downtown Spartanburg increase exposure, foot traffic and sales. Join us and sign up today!

The *Difference* is Downtown!

S P A R T A N B U R G , S O U T H C A R O L I N A

267-357-0504 • thedifferenceisdowntown@gmail.com • www.thedifferenceisdowntown.com

We are not affiliated with any state, county, or local organization.
We are here for one reason-to help the businesses in downtown Spartanburg succeed.