



Background

Due to the shift toward online shopping during the COVID-19 pandemic, local businesses had a dramatic decrease in their sales and income. The City of Folsom Communications Office, in partnership with the Folsom Chamber of

Commerce, spearheaded a multifaceted citywide communications and marketing campaign with the goal to encourage the community to shop and dine locally.

Research/Planning

City of Folsom Communications Office staff reached out to the Folsom Chamber of Commerce in late summer of 2020 with the idea of partnering to develop a way to engage the public about the pandemic's impact on local businesses. With a very short timeline, the City of Folsom Communications Director and Communications Office worked with Chamber staff to identify business community needs, campaign goals, and assembled a plan.


Our objectives:

- Survey CAPIO members and research other shop local style campaigns.
- Research and evaluate local business needs and challenges based on qualitative feedback and survey data from the Chamber of Commerce and Folsom business community.
- Research and recommend a budget based on the marketing campaign scope.
- Develop a detailed month-by-month marketing timeline outlining all deliverables and marketing collateral with a goal of reaching 100,000+ on social media and 5,000+ through video channels.
- Coordinate cross-platform marketing between the city and Chamber, outlining which organization takes the lead on aspects of the campaign.

Implementation

Officially launched on October 29, 2020, just in time for the 2020 holiday shopping season, the

"We Support Folsom" campaign utilized internally-developed branding meant to convey a strong sense of love for Folsom residents' hometown.

The branding centered around a red heart with the word "FOLSOM" in bold white letters, taglines of "Spend, Eat, Be, Local", "Put Your Money Where Your Folsom Is" and "We  Folsom," and the hashtag "#WeSupportFolsom."



A We Support Folsom website – www.WeSupportFolsom.com – was designed and developed by Communications Office staff to inform the community about the campaign, infographics on why it's important to shop local, and a form for the community to take a pledge to shop local.

Promotional materials and marketing efforts included:

- Posters and banners
- In-house developed website- wesupportfolsom.com
- Campaign launch video
- Weekly social media posts
- "Pledge to be Loyal to Local" sub-campaign
 - Sticker Giveaway
 - Video
 - Social Posts
 - "I Pledged to Shop Local" social media badge
- "Shopping Local Supports..." sub-campaign
 - Weekly social media posts detailing how shopping locally directly benefits the city

programs that create the high quality of life we maintain in Folsom

- Folsom Heart t-shirt giveaway
- Social media campaign with over 60 cross-posted posts between the city and Chamber of Commerce
- Why shopping local supports city programs and services video
- “Folsom Shopping Network” virtual live shopping event
- Gift card giveaways for sharing on social media
- Shop local by giving local gift cards video and social posts
- Spend Local – Gift Cards video
- Freeway Billboards

Social Comments:

100 percent yes! Please help support our local restaurants! They need us! Even if it's a \$20 gift card. Whatever you can do!

- Katie McCormac

I'm doing all my Christmas shopping in small businesses in Folsom this year!

- Cindy Baker

Budget

The Communications Office contributed a budget of \$5,000 and the Chamber of Commerce contributed a budget of \$5,000. Numerous local businesses contributed towards giveaways including gift cards.

Results and Evaluation

The We Support Folsom campaign successfully met its goal of creating an awareness of the impact of the pandemic on businesses and the benefits of shopping locally in your community. The social media campaign reached over 105,000 on the City of Folsom’s accounts and over 54,000 on the Chamber of Commerce’s accounts. More than 500 posters and banners were hung by chamber ambassadors at local businesses and shopping centers. Almost 300 people signed an online pledge to shop local in Folsom and received an I Heart Folsom sticker. The five videos had a combined 10,000+ views. The freeway signs reached over 300,000 motorists daily. Most importantly, the response from the business community was overwhelmingly positive. The campaign had a true impact on the sentiment towards local businesses with a ground swelling of support. Businesses in the Folsom Historic District reported that mid-2020 through mid-2021 saw an increase in revenue and foot traffic compared to pre-pandemic years.

Logo and Branding



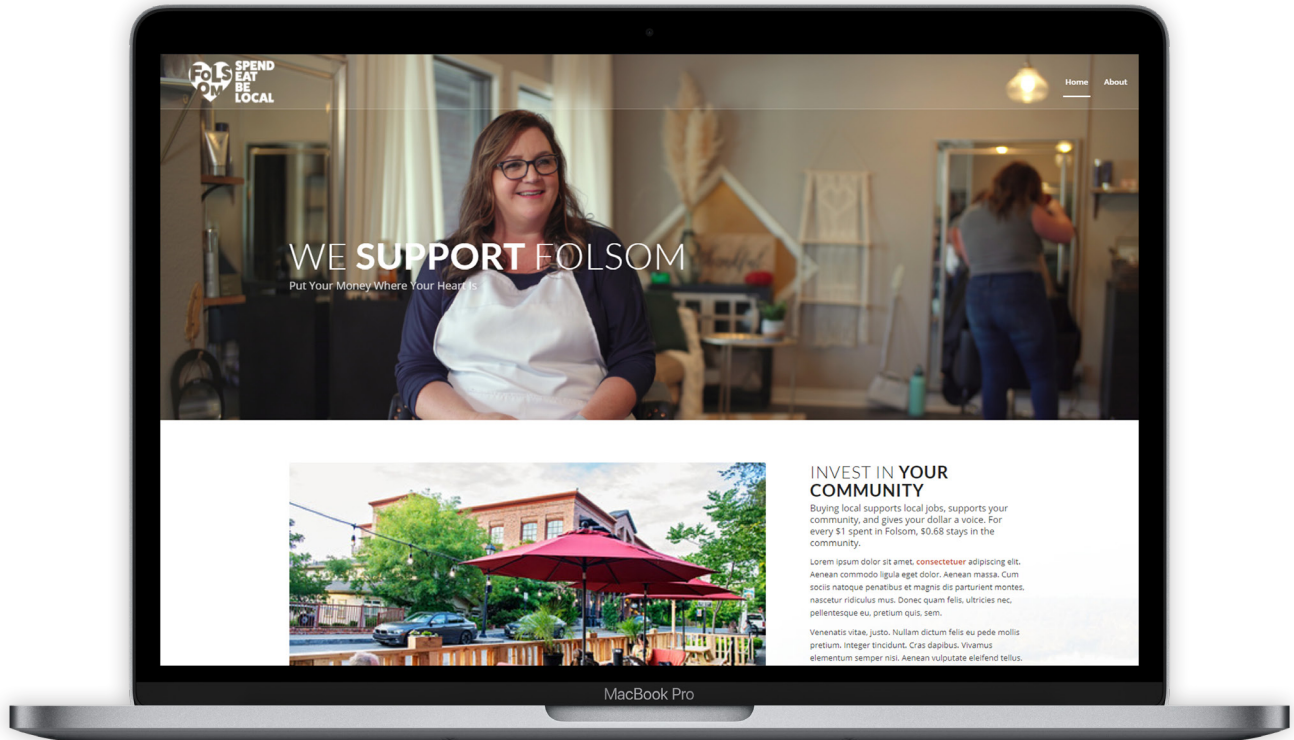
Color Palette



Typography

Fat Frank Heavy

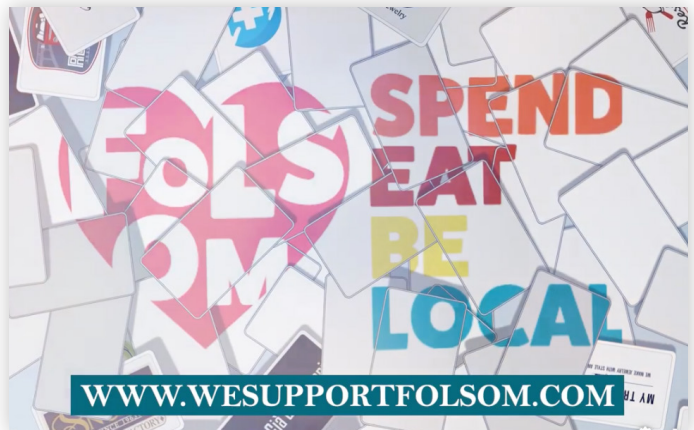
Website



Video Links

- We Support Local Launch - <https://youtu.be/HFKZzQfx8KM>
- Take the Pledge to be Loyal to Local - <https://youtu.be/xsXl4Or8bfc>
- We Shopping Local Supports City Programs - <https://youtu.be/xZoWvdAqVEM>
- Give a Local Gift Card Video 1 - https://fb.watch/dme_wboUj7/
- Give a Local Gift Card Video 2 - <https://fb.watch/dmeWDL7jbQ/>

Video Screenshots



Posters



Banner



Sticker



T-Shirt



Social Media Graphics



Social Media Posts

City of Folsom - Government ✓
November 7, 2020 · 🌐

Never has there been a more important time to support local, and never has showing your support been easier.

Take the pledge to be loyal to local.

When you take the pledge, you'll receive an I Heart Folsom sticker in the mail. You can also update your social media profile with an 'I pledge to SHOP LOCAL' image. Take the pledge at wesupportfolsom.com. ... [See more](#)

Kerri Nabler
Mercy Multiplied

pledge to spend your holiday shopping dollars right here in

👍❤️ 24 1 Share

City of Folsom - Government ✓
December 18, 2020 · 🌐

To share the [#shoplocal](#) love, we're giving away a \$25 gift-card to [Chocolate Fish Coffee Roasters](#) and a custom [#shoplocal](#) Folsom bag. Tag your favorite local coffee shops to buy gift-cards from and tag us or the [Folsom Chamber of Commerce](#) to win! [#wesupportfolsom](#) wesupportfolsom.com

FOLSOM

**SPEND
EAT
BE
LOCAL**

👍❤️ 12 1 Share

Folsom Chamber of Commerce posted a video to playlist **We Support Folsom**.
November 6, 2020 · Folsom · 🌐

Never has there been a more important time to support local, and never has showing your support been easier. [#WeSupportFolsom](#) ❤️

Take the pledge to be loyal to local.

When you take the pledge, you'll receive an I Heart Folsom sticker in the mail. You can also update your social media profile with an 'I pledge to SHOP LOCAL' image. Take the pledge at wesupportfolsom.com.

Love all the appearances from our [#FolsomInsiders](#): [Jim Metzker](#), [Evangeline Scott](#), Jennifer J Lee, [Kerri Naber](#), Sarah Woods, & [Kimberly Morphis](#) — at [Historic Folsom](#).

👍❤️ 31 6 Comments 37 Shares

City of Folsom - Government ✓
November 30, 2020 · 🌐

Invest in Folsom, spend locally, and make your dollars work for our community.

Mayor Sarah Aquino explains why spending your dollars in Folsom supports not only local businesses, but ensures the city gets a larger percentage of sales tax dollars that support essential services like police, parks, and fire.

Take the pledge to spend local this holiday season at wesupportfolsom.com.
[#WeSupportFolsom](#)

SPENDING LOCALLY

\$100

\$1 (SALES TAX)

ONLINE BUSINESS

FOLSOM BUSINESS

CITY OF FOLSOM

👍❤️ 31 4 Comments 6 Shares