



## Shop Floyd VA

### On-line Shopping Campaign - Fall & Holiday 2020

*Part of Floyd County's public safety initiative with CARES funds to support safe shopping*

- \$155,000 campaign running October - December 2020
- Coordinated through the Tourism Office
- ShopFloydVA.com goes live October 1 with major marketing campaign through holidays
- All Floyd County businesses with e-commerce capacity can be included (on-line check out with shipping and/or curbside pick up)
- Businesses without e-commerce are eligible for free technical support to help create e-commerce platforms (limited participants)
- Includes incentive discounts on purchases for customers paid for by program
- ShopFloydVA.com site will continue after 2020

#### **Shop Floyd VA – Participating Business Information:**

- ShopFloydVA.com will be a simple site – linked to VisitFloydVA.com site
- Website will list Floyd businesses by category; each business with photo and links to businesses website/e-commerce pages
- To participate, a business must have e-commerce platform (on-line check out) with shipping and/or curbside pick up
- Businesses can participate with gift certificates or gift cards (service, lodging other businesses)
- Site will include category for Virtual events – entertainment, educational workshops (music, farm, wellness classes) with promotions usable toward supporting virtual events

#### **First Promotion / 1<sup>st</sup> Promo code, October 1 through November 9**

- Promo limited to #100 participating businesses. Sign up early.
- \$10 off purchases of \$30 or more with limited one per person per business
- Each participating business can have up to #100 discount uses through first promo October 1 through November 9. (\$1,000 value per business)
- Businesses with websites, Etsy, Facebook or Instagram can accept a ShopFloyd promo code on their sites. (Promo code provided after sign up)
- Promo code can apply to gift cards and gift certificates
- Discounts will be in reimbursement format with businesses submitting receipts or merchant report of ShopFloyd promo code
- When promo maximum is met, business will continue to be listed on ShopFloydVA but Promo icon will be removed by businesses' listing

#### **Promotion #2 - Holiday promotion campaign will run mid-November through Christmas**

- Holiday promotion details will be determined early November