



# 2018 BMS Advertising Co-Op Program

*Why worry about your advertising when we can do it for you!*

## **Level 1: The Morris**

\$200 (\$67/month)

### **Offerings ranging from Traditional to Digital:**

- Two (2) Boosted Facebook Posts
- Three (3) Twitter Posts
- Coupon for Downtowner Newsletter
- Logo featured on all Constant Contact emails for the Quarter
- One (1) Slide on the BMS TV
- Feature on Instagram Story
- Slide featured on BMS Website Homepage

## **Level 2: The Cornelia**

\$350 (\$117/month)

### **Offerings ranging from Traditional to Digital:**

- Three (3) Boosted Facebook Posts
- Four (4) Twitter Posts
- One (1) Instagram Sponsored Post
- Logo featured in Three (3) Downtowner Newsletters
- Logo featured on all Constant Contact emails for the Quarter
- Feature on Instagram Story
- One (1) Slide on the BMS TV
- Business name highlighted on BMS Info Kiosk
- Logo on Parking Guide
- Logo on any First Friday Flyers that Quarter
- One (1) Blog Post in Boonton Bites, our new blog highlighting aspects of our Small Town!
- Slide featured on BMS Website Homepage

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*Introductory Offer for our New Ambassador Program!*

## **Ambassador Program**

INTRODUCTORY RATE OF: \$275 (\$92/month)

**What is a Brand Ambassador:** A Brand Ambassador is a person who is assigned to endorse or promote your company's products or services through their Social Media Accounts whether that be Facebook, Snapchat, Instagram or a Blog. They are essentially an authentic spokesperson for your brand for the designated Quarter.

### **Offerings are Strictly Digital:**

In lieu of specific offerings, the Brand Ambassador will be responsible the content creation for a minimum of eight (8) posts on the platform(s) of their choosing. They are responsible for:

- Creating content about your products/services online including promoting upcoming events, sharing news, and creating and sharing reviews. *(We allow our ambassadors to create the content. Influencer marketing is all about authenticity; today's audiences want natural-sounding recommendations from real people, not blatant advertising. Sponsored content that doesn't match the influencer's tone or language will come across as fake, which can alienate audiences and damage the reputation of both influencer and brand.)*
- The ambassador will, with your help, be able to thoroughly understand your products/services to inform potential customers. The ambassador may be given inside knowledge of the brand to better understand how to serve you!
- They will represent your brand to customers in a positive manner at all times.
- At the end of the term, compile metrics on the posts they've created.

All posts by the Brand Ambassador will be shared through Boonton Main Street's Social Media Channels! If you have social media accounts we hope you will also share the content for more views and brand awareness, but this is not a requirement.

### **Why does using Brand Ambassadors work?**

- In a recent Nielson survey, only 33% of consumers said they trust paid advertisements, but a whopping 92% trust peer recommendations.
- With 74 percent of consumers using social media to make purchase decisions, your offerings are placed where your audience is most-active.

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