

BUY LOCAL BRASELTON

Marketing program provided by the Town of Braselton

Buy Local Braselton (BLB) is devoted to promoting and supporting the local businesses that create and maintain the distinctive character, unique community, and economic strength of Braselton.

How to connect and make the most of the program



ENGAGE & NETWORK

1

Join the closed Facebook GROUP Buy Local Braselton Businesses

This is Your Private Group page, a place to share info and ideas with other Braselton businesses.



2

Give us your BEST Email Address



A great way to stay informed is by checking that Inbox! Look for information about meetings, events, and opportunities to promote your business.

LET'S CELEBRATE YOUR BUSINESS



1

Share your good news



We can help with ribbon cutting photo ops, anniversary celebration announcements, and spreading the news about your industry honors and awards.



MARKET YOUR BUSINESS

1

Extend Your Reach - Get Posted on @buylocalbraselton

- Like @BuyLocalBraselton
- Follow (we'll follow you back)
- Comment on BLB Posts - as your business
- Share posts
- Tag @BuyLocalBraselton when you post
- Reply to comments when we post about your business
- Send us your sales, events, hiring announcements, promos, and business news to post.



Email or Msg your photos and copy to Amy – apinnell@braselton.net

2

Identify as a Braselton Business

- Tell your customers they're doing business in Braselton.
- Use the logo and #buylocalbraselton #braseltonga
- Display the BLB window cling and welcome mat.
- Promote Buy Local Events.



3

Check your listing on ExploreBraselton.com

Not listed on our "Things to Do" page?
Contact Nikki Perry at nperry@braselton.net for assistance.



Questions, Comments or Suggestions? Contact the Buy Local Team!



Amy Pinnell, *Community Development Director*
apinnell@braselton.net or 706-684-0369

Jessica Payne, *Community Development Assistant*
jpayne@braselton.net or 706-684-0369

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B Connected. B Involved. B Local. B Braselton!