



Growers SPLASH! campaign

Thriving communities are built by the many!

Guide to the Good GROWERS are organizations that build economic, local, social and green strengths through the services and supports they offer the ecosystem.

GROWERS build community resilience! But often the community does not know the depth of what's being offered, if it's relevant to them, or how to get involved.

Guide to the Good created the **GROWERS SPLASH!** campaign to share, celebrate and promote the strengths and services of **GROWERS**.

SPLASH campaigns! inform, inspire, educate, and position the value of **GROWER** to the community, with special emphasis on cross-over audience. It supplements, complements, and fortifies the **GROWERS'** marketing work.

Growers SPLASH are customizable, but generally includes:

- Original, shareable content published on the Guide to the Good platform and AMPLIFIED
 - Empowering, keyword searchable original stories/video and photos positioning **Grower** contributions
- Outreach & Promotion
 - Hero image and link to **Grower** Story on Guide to the Good home page (two stints of five days each, twice per annum including)
 - Live Stream or Podcast
 - Social media promo posts
 - Feature in g2g newsletter / shoutout in g2g livestreams
 - Targeted Market Outreach / Campaigns Plans and Support for Two Target Audiences
- As well as the benefits of **Guide to the Good ChangeMaker membership!**

Interested? Let's Talk - kim@guidetothegood.ca

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