

TIPS ON HOW TO USE THE MARKETING MATERIALS TO

SUPPORT BLACK-OWNED BUSINESSES

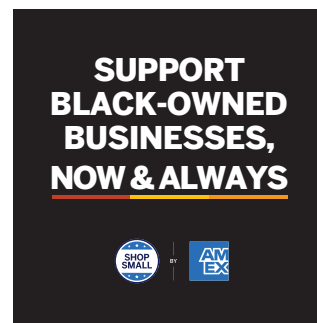
WEBSITE BANNERS AND BADGE

Place these digital assets on your website to let customers know you're either a Black-owned business or you're standing with the Black community.



SOCIAL POSTS

You can promote your Black-owned business or showcase that you stand with the Black community using these social posts on Facebook, Twitter, Instagram, and LinkedIn.



PRINTABLE POSTER

Proudly display this ready-to-print poster in your window to spread the message that shopping at Black-owned businesses and showing your support for the movement can make a big impact in your community.

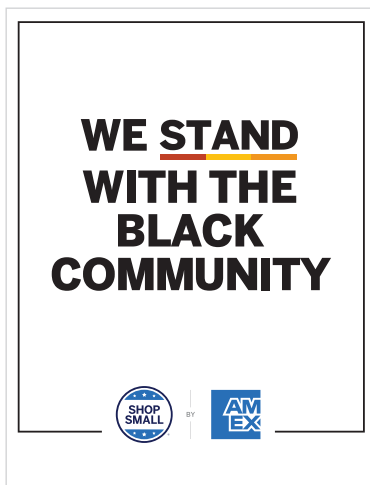
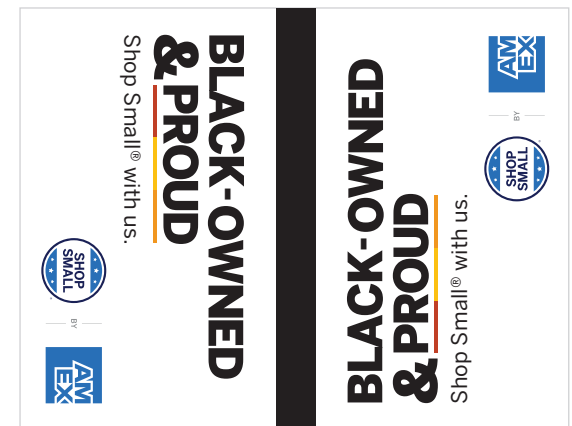


TABLE TENT

Display the table tent in a prominent location so customers see it when they enter.



REMEMBER TO USE HASHTAGS

Don't forget to use hashtags when they apply – they're a great way to join the conversations that are going on in your community.

#BlackOwnedBusiness #ShopSmallWithUs