

GROUPON

# NATIONAL BLACK BUSINESS MONTH

Merchant Marketing Toolkit





## **Join Us In Celebrating Black-Owned Businesses During National Black Business Month**

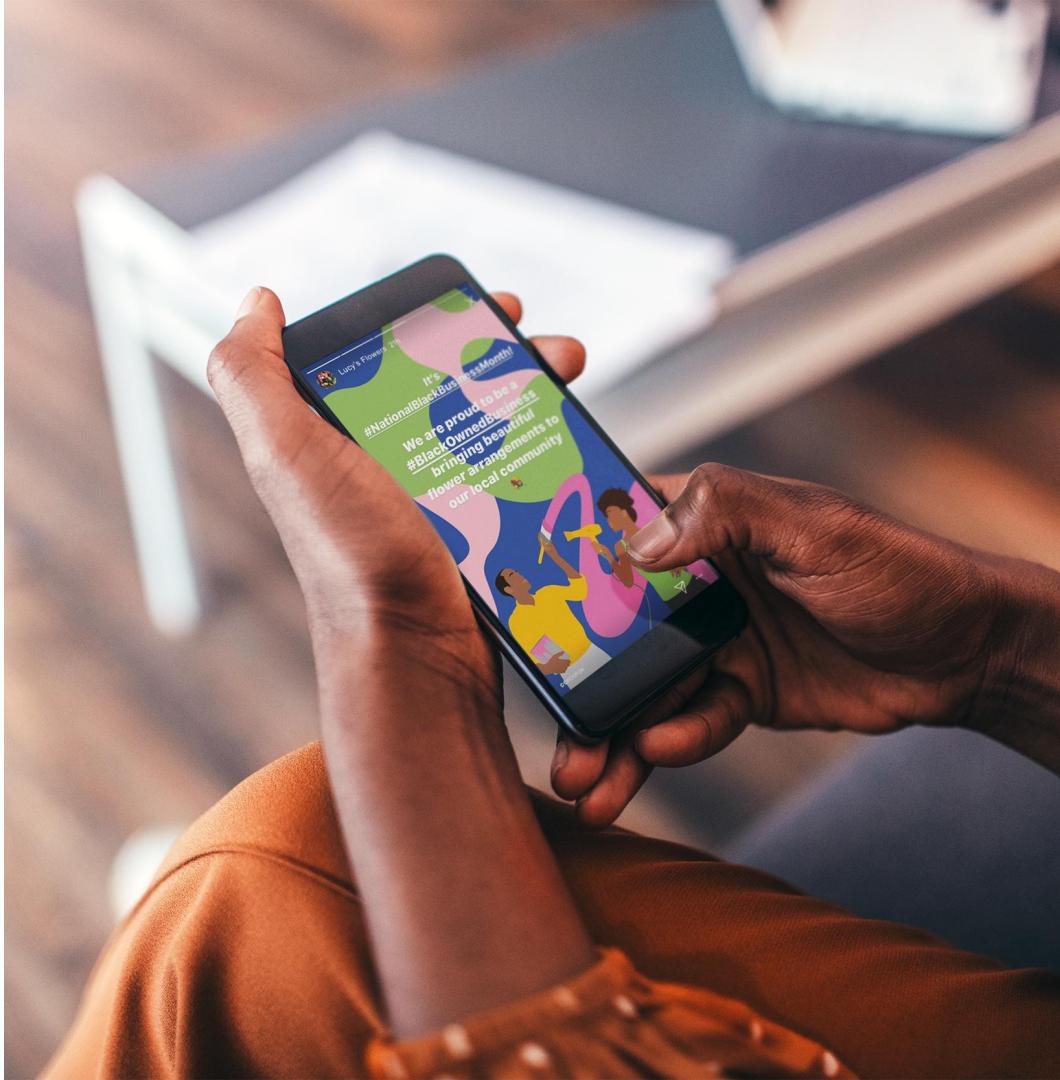
August is National Black Business Month. This year, it comes at a time when many of us are looking for concrete ways to uplift and empower Black people in our communities.

As a Groupon merchant, we'd love for you to get involved. That's why we've put together this helpful toolkit that will allow you to promote, support and celebrate Black-owned businesses, whether it's your own business or other merchants in your community.

## Show Your Support By Using Our Available Marketing Assets

To make it easy for you to celebrate Black-owned businesses during National Black Business Month and beyond, we've created a suite of assets that you can download now:

- **Social Media Images** — Find suggested post text and JPG images for Facebook, Instagram, Twitter and LinkedIn.
- **Printable Signage** — Find several options to print and proudly display at your business.



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## **HOW TO DOWNLOAD** | Social Media Images and Print Signage

In the following pages, we'll review the available marketing assets and provide suggestions on how to use them. To get started, please [download](#) the complete folder of social media images and print signage.

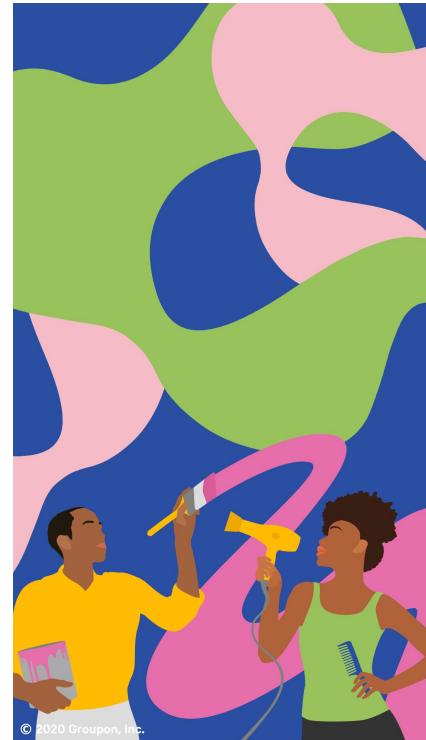
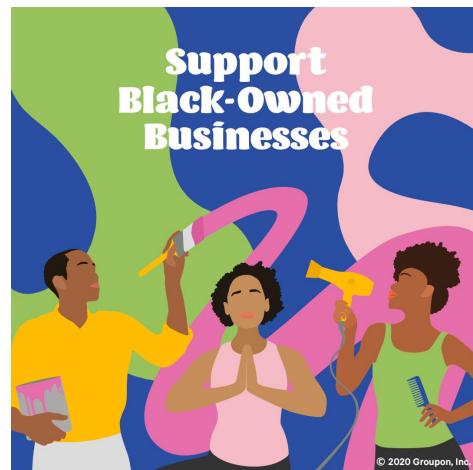
Alternatively, browse the next pages and download individual files as needed.

# **Social Media**

## SOCIAL MEDIA | Introduction

In the *Social Media Images* folder, you will find assets for National Black Business Month and beyond for the following platforms:

- Facebook posts
- Facebook stories
- Instagram posts
- Instagram stories
- Twitter
- LinkedIn



## SOCIAL MEDIA | Facebook Post Images

### National Black Business Month Image

[Download](#) for use in August

Facebook-post\_NBBM.jpg



### General Image

[Download](#) for use anytime

Facebook-post\_general.jpg



## SOCIAL MEDIA | Facebook Post Example



### Image

Select and upload the provided image to Facebook.

### Post Text

Here are some suggestions for your Facebook post. Please feel free to customize your message as it pertains to your business.

#### During August

- August is #NationalBlackBusinessMonth. Join us in celebrating Black-owned businesses all month long.
- I'm proud to be a #BlackOwnedBusiness. Please show your support during #NationalBlackBusinessMonth by checking out my deal on Groupon. [include link to deal]

#### Beyond August

- When you support a #BlackOwnedBusiness, you help local communities thrive.
- I'm proud to be a #BlackOwnedBusiness. Please show your support by checking out my deal on Groupon. [include link to deal]

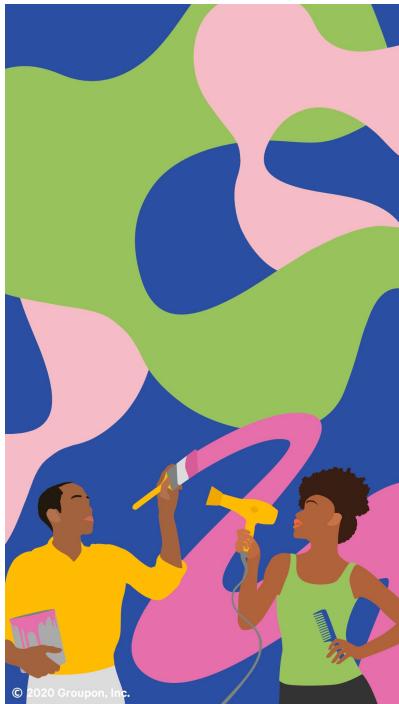
**Pro Tip:** Use hashtags to make your content more discoverable. Other successful hashtags include: #SupportBlackBusiness | #SmallBusiness

## SOCIAL MEDIA | Facebook Stories Image

### General Image

[Download](#) for use anytime

Facebook-story\_general.jpg



## SOCIAL MEDIA | Facebook Stories Example



### Image

Select and upload the provided image to Facebook Stories.

### Story Text

For Facebook Stories, we have provided an image to use as a backdrop for your messaging so you can customize it for your needs. Because Facebook Stories are only visible for a few seconds, we suggest keeping your messages short and scannable.

#### During August

- Proud to be a #BlackOwnedBusiness
- Celebrating #NationalBlackBusinessMonth. Are you?
- Check out my Groupon deal during #NationalBlackBusinessMonth.

#### Beyond August

- Proudly supporting Black-owned businesses.
- Check out this great deal on Groupon for my #BlackOwnedBusiness.

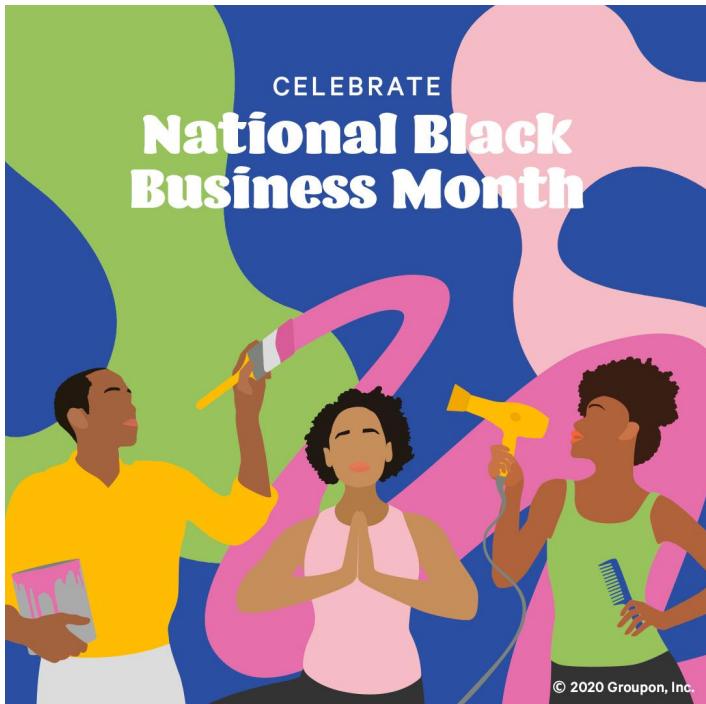
**Pro Tip:** Use hashtags to make your content more discoverable. Other successful hashtags include: #SupportBlackBusiness | #SmallBusiness

## SOCIAL MEDIA | Instagram Post Images

### National Black Business Month Image

[Download](#) for use in August

Instagram-post\_NBBM.jpg



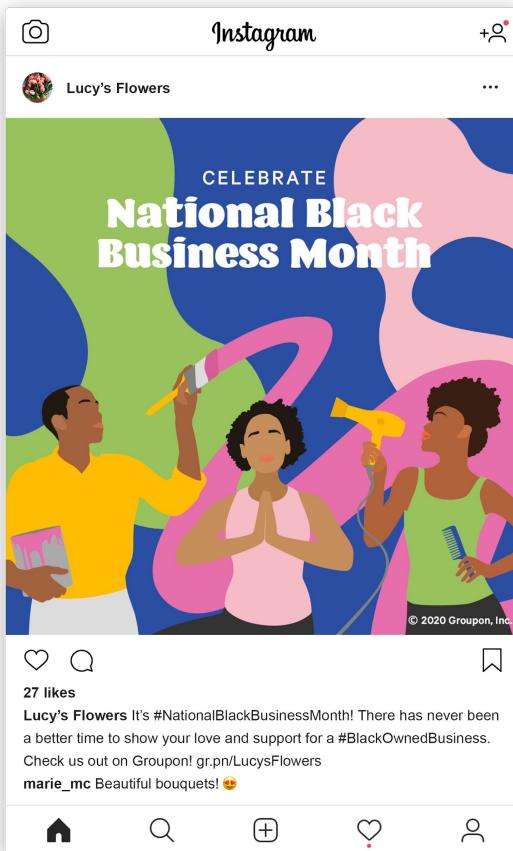
### General Image

[Download](#) for use anytime

Instagram-post\_general.jpg



## SOCIAL MEDIA | Instagram Post Example



### Image

Select and upload the provided image to Instagram.

### Post Text

Here are some suggestions for your Instagram post. Please feel free to customize your message as it pertains to your business.

#### During August

- Show your love for a #BlackOwnedBusiness during #NationalBlackBusinessMonth.
- It's #NationalBlackBusinessMonth. Show your love for my #BlackOwnedBusiness by checking out my deal on Groupon. [include link to deal]

#### Beyond August

- When you support a #BlackOwnedBusiness, you help local communities thrive.
- I'm proud to be a #BlackOwnedBusiness. Check out my deal on Groupon. [include link to deal]

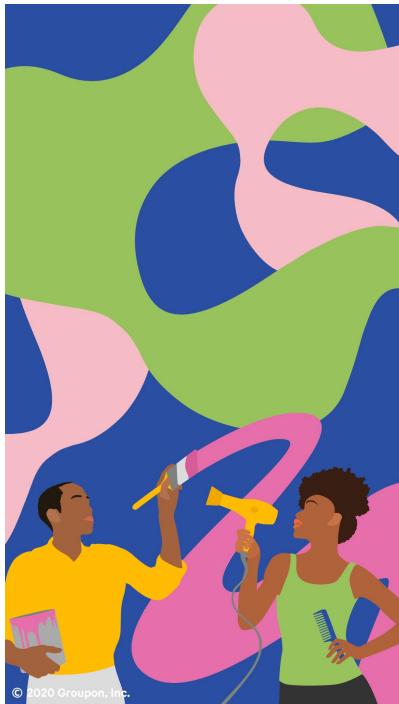
**Pro Tip:** Use hashtags to make your content more discoverable. Other successful hashtags include: #SupportBlackBusiness | #SmallBusiness

## SOCIAL MEDIA | Instagram Stories Image

### General Image

[Download](#) for use anytime

Instagram-story\_general.jpg



## SOCIAL MEDIA | Instagram Stories Example



### Image

Select and upload the provided image to Instagram Stories.

### Story Text

For Instagram Stories, we have provided an image to use as a backdrop for your messaging so you can customize it for your needs. Because Instagram Stories are only visible for a few seconds, we suggest keeping your messages short and scannable.

#### During August

- Who's celebrating a #BlackOwnedBusiness this month?
- It's #NationalBlackBusinessMonth. We're proud to be a #BlackOwnedBusiness bringing [your service] to our local community.

#### Beyond August

- Proudly supporting Black-owned businesses
- I'm a #BlackOwnedBusiness and proud of it. Check out my deal on Groupon.

**Pro Tip:** Use hashtags to make your content more discoverable. Other successful hashtags include: #SupportBlackBusiness | #SmallBusiness

## SOCIAL MEDIA | Twitter Images

### National Black Business Month Image

[Download](#) for use in August

Twitter\_NBBM.jpg



### General Image

[Download](#) for use anytime

Twitter\_general.jpg



## SOCIAL MEDIA | Twitter Example



Lucy's Flowers  
@lucysflowers

Follow

Show your love for a #BlackOwnedBusiness during #NationalBlackBusinessMonth.  
gr.pn/lucysflowers

CELEBRATE  
**National Black Business Month**

© 2020 Groupon, Inc.

1:14 PM - 26 Feb 2019

1 Retweet 11 Likes

1 11 11

1 1 11 11

This image shows a Twitter post from the account @lucysflowers. The post features a graphic for National Black Business Month. The graphic is a vibrant, abstract design with green, blue, and pink organic shapes. Overlaid on the graphic are four illustrations of Black individuals: a woman in a pink tank top, a man in a yellow shirt, a woman in a green tank top, and a man in a white chef's uniform. The text 'CELEBRATE National Black Business Month' is prominently displayed in the center. The post includes the hashtags #BlackOwnedBusiness and #NationalBlackBusinessMonth, along with a link to a Groupon deal. The timestamp is 1:14 PM - 26 Feb 2019, and the post has received 1 retweet and 11 likes.

### Image

Select and upload the provided image to Twitter.

### Post Text

Here are some suggestions for your Twitter post. Please feel free to customize your message as it pertains to your business.

#### During August

- Show your love for a #BlackOwnedBusiness during #NationalBlackBusinessMonth. [include link to deal if applicable]
- I'm proud to be a #BlackOwnedBusiness. Please show your support during #NationalBlackBusinessMonth by checking out my deal on Groupon. [include link to deal]

#### Beyond August

- When you support a #BlackOwnedBusiness, you help local communities thrive.
- I'm proud to be a #BlackOwnedBusiness. Check out my deal on Groupon. [include link to deal]

**Pro Tip:** Use hashtags to make your content more discoverable. Other successful hashtags include: #SupportBlackBusiness | #SmallBusiness

## SOCIAL MEDIA | LinkedIn Images

### National Black Business Month Image

[Download](#) for use in August

LinkedIn\_NBBM.jpg



### General Image

[Download](#) for use anytime

LinkedIn\_general.jpg



## SOCIAL MEDIA | LinkedIn Example



### Image

Select and upload the provided image to LinkedIn.

### Post Text

Here are some suggestions for your LinkedIn post. Please feel free to customize your message as it pertains to your business.

#### During August

- Celebrate a #BlackOwnedBusiness and help local communities thrive during #NationalBlackBusinessMonth in August.
- There's never been a better time to show your support for a #BlackOwnedBusiness.
- August is #NationalBlackBusinessMonth. Help us celebrate by checking out our deal on Groupon. #BlackOwnedBusiness [Include link to deal]

#### Beyond August

- When you support a #BlackOwnedBusiness, you help local communities thrive.
- I'm proud to be a #BlackOwnedBusiness. Help show your support by checking out my deal on Groupon. [Include link to deal]

**Pro Tip:** Use hashtags to make your content more discoverable. Other successful hashtags include: #SupportBlackBusiness | #SmallBusiness

# Print Signage

## PRINT SIGNAGE | Printable PDF

In the *Signage* folder, you will find several 8 1/2" x 11" printable assets that you can easily print and display in your business.



## PRINT SIGNAGE | Printable PDF

### National Black Business Month Image

[Download](#) for use in August

Print-Signage\_NBBM.pdf



### General Image

[Download](#) for use anytime

Print-Signage\_general.pdf



## PRINT SIGNAGE | Printable PDF

### Together Image

[Download](#) for use anytime

Print-Signage\_together.pdf



**Thanks For  
Getting Involved!**