

GROUPON

NATIONAL BLACK BUSINESS MONTH

Merchant Marketing Toolkit





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

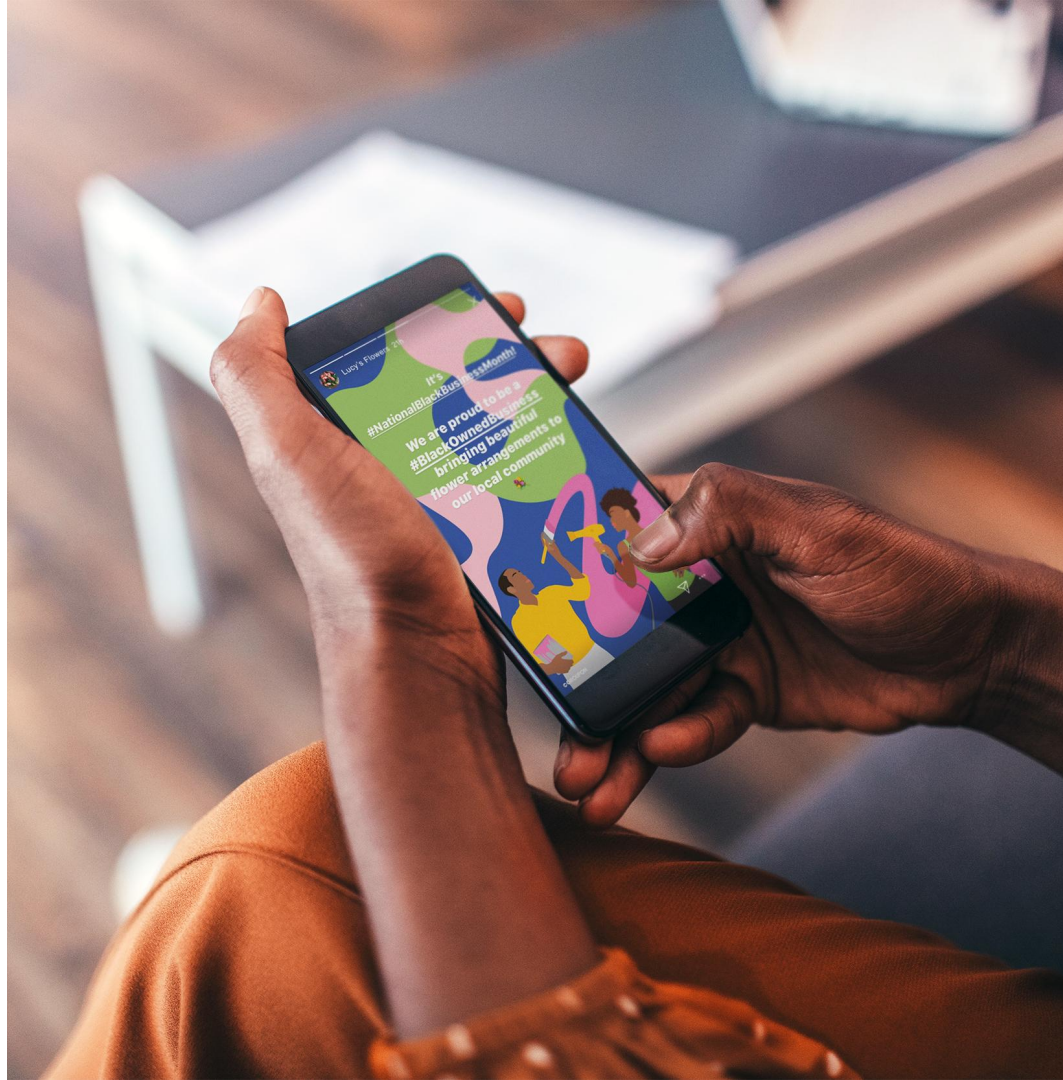
August is National Black Business Month. This year, it comes at a time when many of us are looking for concrete ways to uplift and empower Black people in our communities.

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.

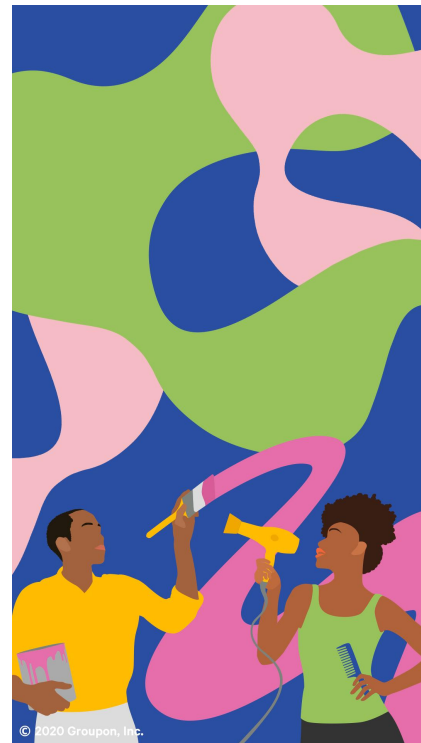
Alternatively, browse the next pages and download individual files as needed.

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

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.

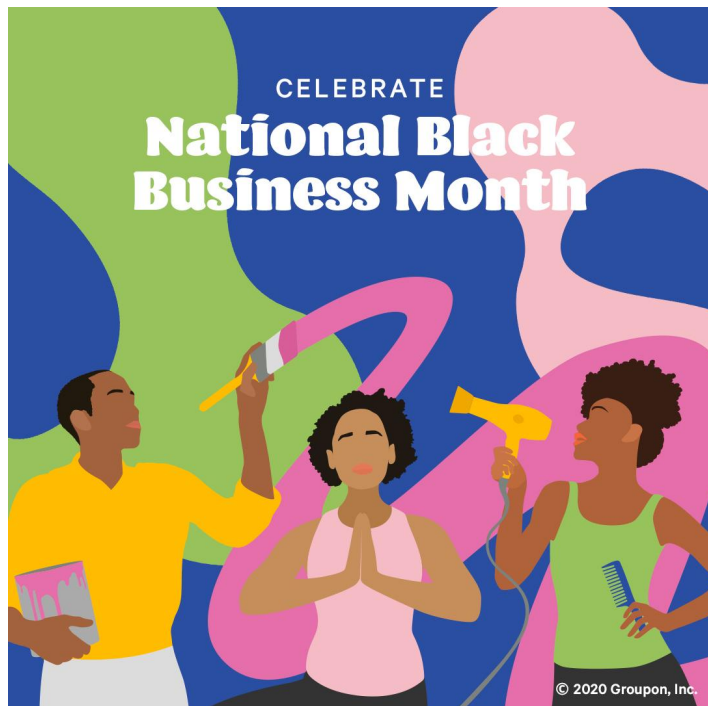
Pro Tip: Use hashtags to make your content more discoverable. Other successful hashtags include: #SupportBlackBusiness | #SmallBusiness

SOCIAL MEDIA | Instagram Post Images

National Black Business Month Image

[Download](#) for use in August

Instagram-post_NBBM.jpg



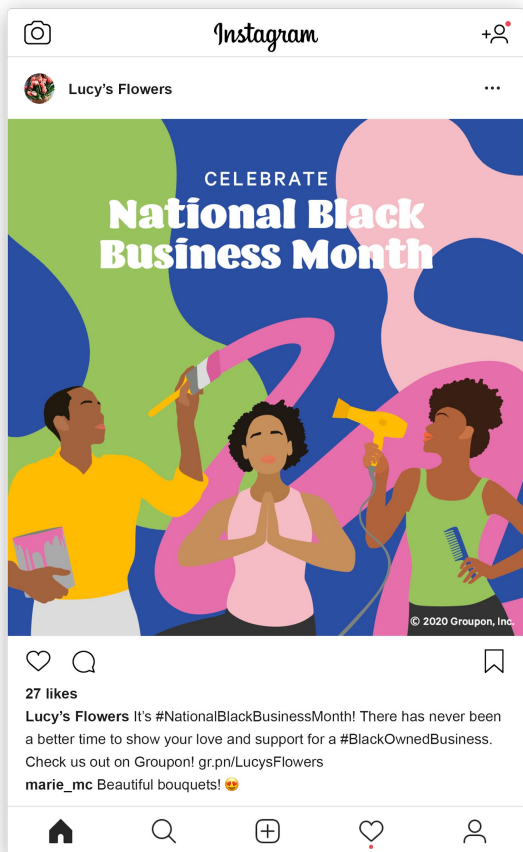
General Image

[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

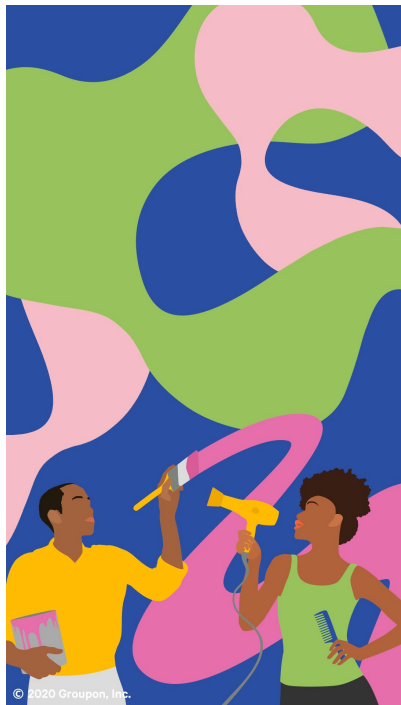
- When you support a #BlackOwnedBusiness, you help local communities thrive.
- I'm proud to be a #BlackOwnedBusiness. Check out my deal on Groupon. [include link to deal]

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.

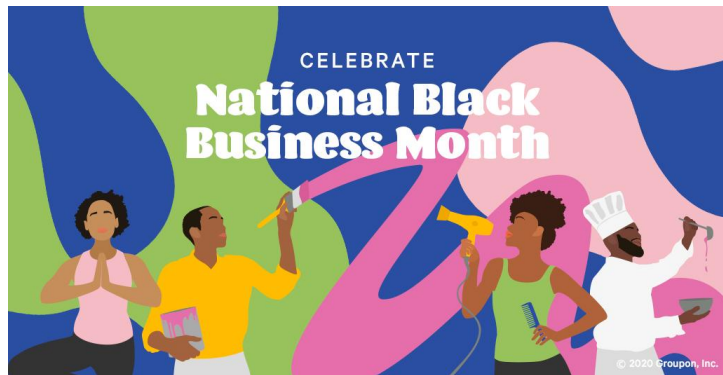
Pro Tip: Use hashtags to make your content more discoverable. Other successful hashtags include: #SupportBlackBusiness | #SmallBusiness

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



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



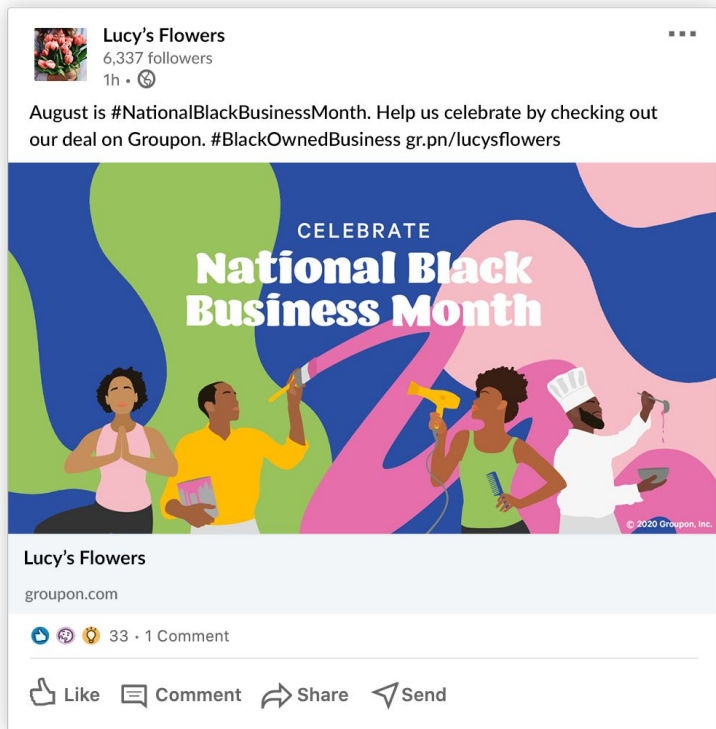
General Image

[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 ½" 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



Together Image

[Download](#) for use anytime

Print-Signage_together.pdf



**Thanks For
Getting Involved!**