ShopBlackCT.com

Background
ShopBlackCT.com launched in the summer of 2020 and is a volunteer initiative and not-for-profit website that provides advocacy, awareness, and support for over 1,200 black-owned businesses across Connecticut.

Objective
The ultimate goal of ShopBlackCT.com’s promotion is to build awareness of the initiative among black-owned businesses and Connecticut residents, while growing web and social traffic.

Strategy
The plan was anchored on Digital Bulletin assets in high-traffic areas across Connecticut, including some of the state’s largest cities such as Hartford, New Haven, and Bridgeport, which provided tremendous scale. With a digital focus, it allowed for relevant messaging through the holiday season and the ability to pivot messaging easily.

Plan Details
Market: New Haven, CT
Flight Dates: Monthly starting in November 2020
OOH Formats: Digital Bulletins
Impressions: 32 Million
Budget: under $10,000

Results
65 percent of all participating businesses in just one month learned about ShopBlackCT through OOH. ShopBlackCT.com saw 41 percent growth in “submit a business” conversions and a 45 percent growth in Instagram followers.