

Business Promotional Toolkit



Let's get started.

You now have access to dozens of creative formats to help you promote your new California Green Business Certification! This Business Promotional Toolkit will give you access to FREE tips and best practices for each channel.

Includes:

- Example copy for each channel
- Hashtags for Instagram and Twitter
- Best practices by channel
- And, more!



Message Library

We built these ads with you in mind first.

Our goal is to save you time and energy, that's why we tried to make this easy. You have the option to download the file as is or customize it to fit your specific business needs. It's your choice.



Facebook

Announce your new certification on Facebook!

Simply download the graphic and upload the file into your Facebook Business Manager account or directly to your news feed.

Be sure to tag the California Green Business Network by mentioning them [@greenbusinessca](https://www.facebook.com/greenbusinessca)

Best Practices:

- Keep copy short and simple
- Add a personal touch
- Boost the post by adding \$5+ and increase reach as needed

Example copy:



The image shows a Facebook post from the page 'Ecology Action'. The post is dated 'Published by Lumen5 [?] · May 31 · 🌐'. The main text of the post reads: 'We are 100% committed to protecting our community and our environment. Thank you, [California Green Business Network](#)'. Below the text is a large image featuring a sunset over a body of water with purple flowers in the foreground. Overlaid on the image is the text: 'We are leading the way on corporate responsibility and sustainability.' and 'Proud to be a Certified California Green Business'. In the bottom right corner of the image is a green logo that says 'GREEN CALIFORNIA GREEN BUSINESS NETWORK'. Below the image, the post has a section titled 'Sustainability Programs' with the subtitle 'Pioneering Organic Company's Continued Innovation' and the website 'GREENBUSINESSCA.ORG'. There is a 'Learn More' button to the right of the website. At the bottom of the post, it shows '20' likes, '562 Comments', and '311 Shares'. Below the engagement metrics are buttons for 'Like', 'Comment', and 'Share'.

Ecology Action
Published by Lumen5 [?] · May 31 · 🌐

We are 100% committed to protecting our community and our environment. Thank you, [California Green Business Network](#)

We are leading the way on corporate responsibility and sustainability.
Proud to be a Certified California Green Business

GREEN
CALIFORNIA
GREEN BUSINESS
NETWORK

Sustainability Programs
Pioneering Organic Company's Continued Innovation
GREENBUSINESSCA.ORG

20 562 Comments 311 Shares

Like Comment Share

Instagram

Announce your new certification on Instagram!

Simply download the graphic and upload the file into your Facebook Business Manager account or directly to your news feed.

Be sure to tag the California Green Business Network by mentioning them [@greenbusinessca](#)

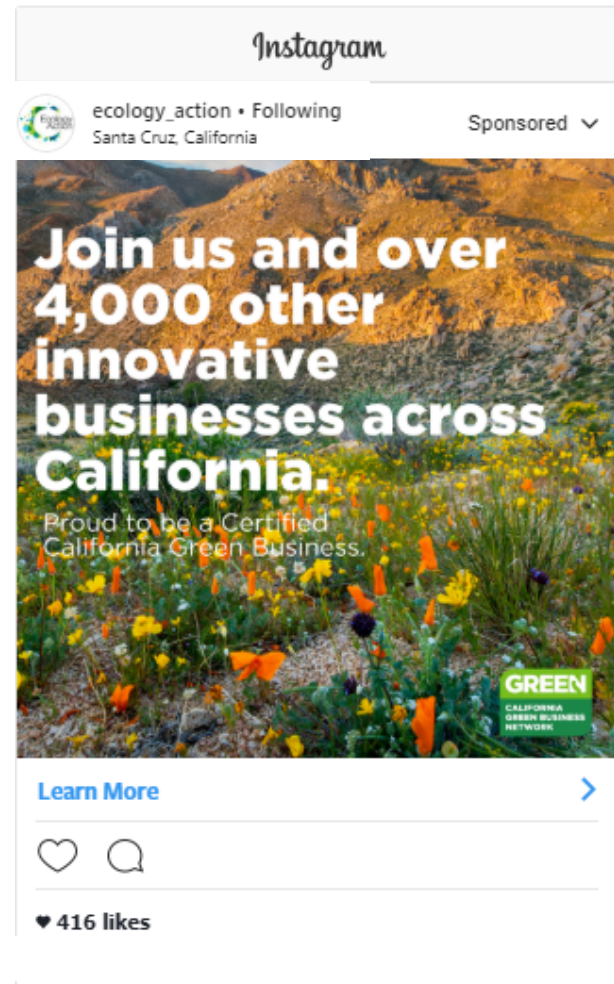
Best Practices:

- Tell your story of why you decided to join the network
- Add a personal touch
- Use relevant hashtags (#) to your business
- Track reach and engagement through your Business Manager Account or directly in your Post Insights

Suggested Hashtags:

#greenbusiness #greencompany #green
#sustainablebusiness #sustainability #consciousliving
#greenliving #gogreen #californiagreenbusiness
#environmentalprotection

Example copy:



Twitter

Post a message in 140 characters or less. You can include a link to a blog post or website if you have a longer message to convey.

Simply download the graphic and upload the file into your Twitter account or Social Media Management dashboard of choice.

Best Practices:

- Keep it short. A concise Tweet makes an impact.
- Use visuals in your Tweets. (include a image from the library)
- Incorporate relevant hashtags.
- Ask questions and run polls.
- Curate and connect with Retweets and replies.

Suggested Hashtags:

#greenbusiness #greencompany #green
#sustainablebusiness #sustainability #consciousliving
#greenliving #gogreen #californiagreenbusiness
#environmentalprotection

Example copy:

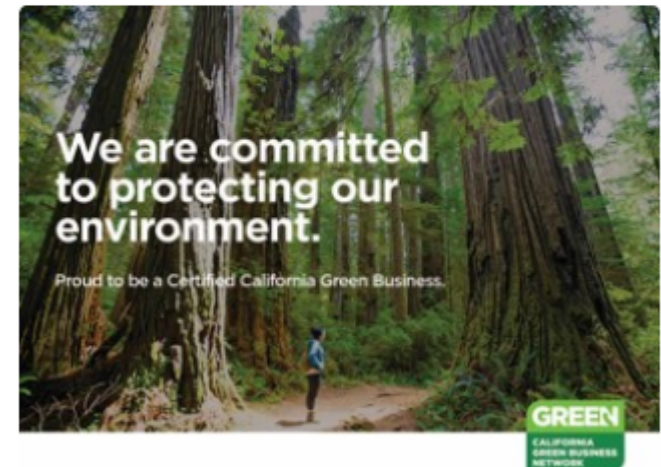


Ecology Action

@YourHandleHere

We love our #santacruz community and environment. That's why we chose to become a certified #californiagreenbusiness

11:29 AM - 1 Aug 2018



LinkedIn

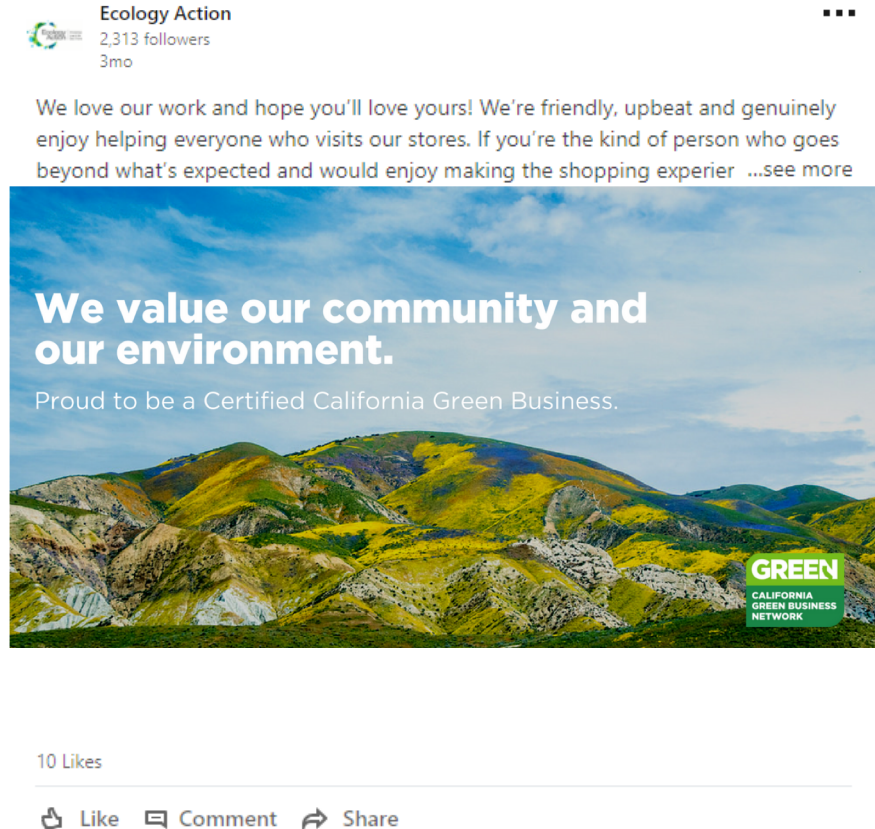
Announce your new certification to your LinkedIn network!

Simply download the graphic and upload the file into your LinkedIn Post.

This is a standard LinkedIn image size (same as your Facebook image)

Best Practices:

- Keep copy short and simple
- Add a personal touch
- Write a blog post about your new certification and environmental values and link the post to the page



Email

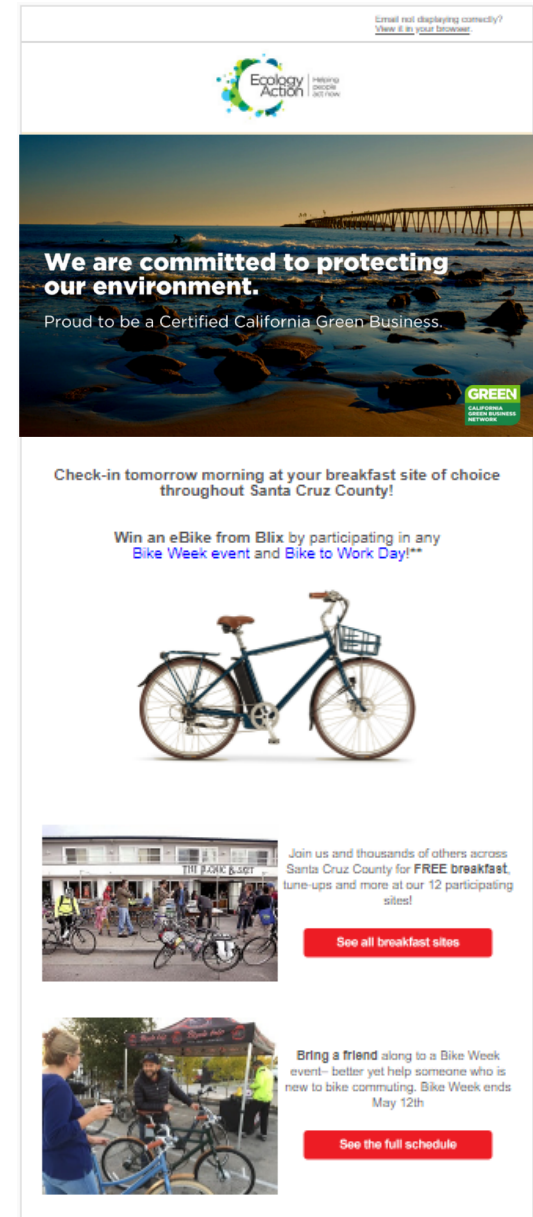
Announce your new certification in your next email newsletter or use it as a permanent footer for all business updates and notifications.

Simply download the graphic and upload the file into your email marketing service.

This is a standard email header size.

Email Signature:

"Proud to be a part of the California Green Business Network"



Check inserts



Recommendation

Show your valuable consumers that you care about protecting your community and the environment.

A passive way to demonstrate added value and increase potential of repeat business in your check insert fold.

Simply download the graphic and send to your local printer.

These are business card size.

Menus

Recommendation

Make your new Green Business Certification front and center on your beer, wine, or full menu list.

The food and beverages will taste better knowing that they are supporting a business that cares.

Simply download the graphic and add it into your menu template.



Counter Sign



Recommendation

This Counter Sign is a simple and versatile way to show off your new certification. We recommend training staff to incorporate it as part of their communication to customers.

Simply download the graphic and send to your local printer.

You can find a custom frame online or go to any local craft store.

Website Pop-Up

www.theperennialsf.com

Ecology Action mail.ecoact.org PowerStation Smartsheet Commentary: Debate CA Green Business N 2016 Benefit Booklet My Elections CAGBN BD_Calendar - Calen Debugger - Facebook Digital Benchmarks



WELCOME

RESERVATIONS

MENUS

VISIT

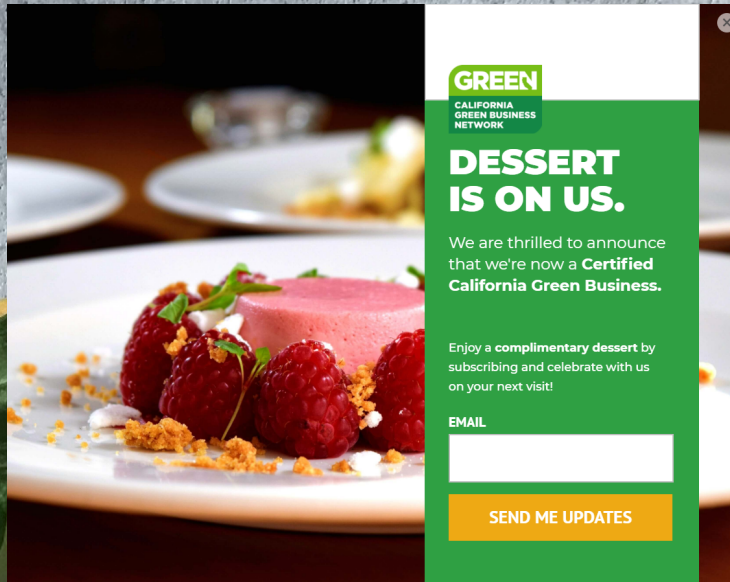
LATEST

PROJECTS

PRESS

EVENTS

TEAM



GREEN
CALIFORNIA
GREEN BUSINESS
NETWORK

DESSERT IS ON US.

We are thrilled to announce that we're now a **Certified California Green Business.**

Enjoy a **complimentary dessert** by subscribing and celebrate with us on your next visit!

EMAIL

SEND ME UPDATES

Logo Placement

We recommend promoting your new Green Business Certification across all customer touchpoints.

Consider including the California Green Business Network Logo on the following:

- Website
- Email signature line
- Counter/check-out signage
- Behind the counter signage
- Check inserts (bill fold example)
- Retail Bag inserts
- Coupons
- Advertising placements
- Include logo on Yelp business review photos
- Add logo to business cards
- Vehicle Wraps
- Professional Service Proposals
- Front window cling

Note: The CAGBN logo cannot be placed on products.

