

# INTERiSE 2025

## STRATEGIC MARKETING CAMPAIGNS

These campaigns are designed to align with our overarching goals, emphasizing thought leadership, targeted storytelling, and focused audience engagement while leveraging our strengths and brand voice.

### CELEBRATING 20 YEARS OF INTERiSE

#### OBJECTIVE

Highlight Interise's achievements and growth over two decades while deepening engagement with stakeholders and supporters.

#### TACTICS

- Digital Storytelling Series: Share quarterly stories of impact featuring small business owners, board members, and program alumni.
- ~~Event Series: Feature alumni success stories, regional economic data, and procurement achievements at all Interise events.~~
- Social Media Activation: Use hashtags like #Interise20Years and interactive polls to boost awareness.
- Public Relations Push: Pitch stories to local and national media about Interise's milestones and successes.
- ~~Legacy Video Campaign: Produce a short film showcasing Interise's journey and vision for the future.~~

#### SUB-CAMPAIGNS

- InteriseConnect: Building a Thriving Network
- Thriving Together: Celebrating 10 Years in Virginia

# INTERISE 2025

## STRATEGIC MARKETING CAMPAIGNS

### UNLOCKING GROWTH OPPORTUNITIES FOR ESTABLISHED SMALL BUSINESSES

#### OBJECTIVE

Drive thought leadership on access to capital and highlight successes in Interise's network, and elevate Interise as a thought leader in industry/trade-specific procurement, especially for emerging/high growth industries, while driving engagement from partners and funders.

#### TACTICS

- Thought Leadership: Publish blogs and articles on capital access challenges and solutions, along with procurement's role in small business growth.
- ~~Webinar Series: Host quarterly webinars on innovative financing solutions, featuring procurement experts, alumni success stories, and partner insights.~~
- ~~Infographic: Create data-rich visuals highlighting economic outcomes of Interise's access-to-capital and procurement efforts.~~
- PR Push: Pitch media stories about alumni who achieved significant growth through capital access or procurement.
- Case Studies: Share impactful procurement success stories across newsletters and social platforms.
- ~~Partner Toolkit: Provide partners with templated content and materials to amplify procurement-related outcomes.~~
- Social Activation: Develop a #ProcurementPower campaign to spark discussions on LinkedIn and InteriseConnect.

#### SUB-CAMPAIGN

- OceanWind Spotlight

# INTERISE 2025

## STRATEGIC MARKETING CAMPAIGNS

### SHOWCASING INTERISE'S IMPACT: INCLUSIVE ECONOMIES IN ACTION

#### OBJECTIVE

Highlight the journeys and achievements of small businesses across Interise's network to build Interise's brand as a driver of inclusive economic growth.

#### TACTICS

- ~~Interactive Annual Report: Develop a dynamic online report featuring key metrics, stories, and alumni testimonials.~~
- Social Campaign: Launch a #InclusiveEconomy series highlighting data and real-world examples of Interise's outcomes.
- ~~Video Series: Create short, shareable videos featuring alumni and partners discussing their impact on local economies, and "A Day in the Life" mini-documentaries spotlighting program participants.~~
- ~~Event Highlights: Promote Interise's unique model at conferences and industry events, tying it to thought leadership.~~
- Email Campaign: Distribute targeted updates showcasing the economic impact of MWBEs supported by Interise.
- Photo Essays: Feature businesses on Instagram, using high quality images and storytelling
- ~~Solvett 2026 Tie-In: Use this campaign to support the Q4 Solvett launch, showcasing Interise's role in driving inclusive economic growth.~~

#### SUB-CAMPAIGN

- Small Business Spotlight Campaign