

MOST LOVED



SANTA MONICA

INTRODUCING
Most Loved Santa Monica Businesses Contest
February 1 -28, 2018

It is almost time for the 2018 Most Loved Santa Monica Businesses contest! The survey link will go live on Feb. 1, 2018 at 8 a.m. and close on Feb. 28, 2018 at 11:59 pm.

The following guide is meant to help you in participating and give you tools to succeed!

We know how busy you are and have provided a “Social Media Toolkit.” Enclosed you will find:

- [About the Contest](#)
- [How to Win](#) – Asking your customers + employees to vote
- [Promotion/marketing verbiage](#) for website, print, eNewsletters, and social media
- [Hashtags: #buylocalsm #mostlovedsantamonica #MostLovedSM #SantaMonica](#)
- [Sample Posts and Social Media Tips](#)
- [Most Loved Contest Raffle](#)

ABOUT THE CONTEST

This annual Most Loved Santa Monica contest (now in its 5th year) is an initiative of the Buy Local Santa Monica Committee and the SM Daily Press in partnership with our local business improvement districts (Downtown SM, Main St, Montana Ave + Pico Blvd), the SM Chamber, SM Pier Corp., SM Travel + Tourism and the City of Santa Monica. The contest takes place online via Survey Monkey for the entire month of February.

Anyone can vote (and yes, you can vote for your own business b/c we hope that you love yourself too!). Last year we had over 3,500 voters, with participation increasing each year. The contest is promoted via all the partners listed above, by LA Social Karma (our Buy Local SM social media marketing partner)...and by you, hence the reason for this important guide.

Once the contest is closed on Feb. 28th, the results are tabulated with support from SM High School stats students. The winners are announced by the Mayor, City Manager and Santa Monica Business Leader VIPs at the Most Loved SM Businesses Awards Ceremony held at City Hall in early May (date tbc) where the winners will be celebrated and awarded their official City Commendation and 2018 Most Loved Santa Monica Business plaque to proudly display in their business for eternity (☺). The #MostLovedSM Business winners and runners-up are promoted throughout the year via the SMDP’s *Most Loved Santa Monica Publication* (50k copies distributed each year, cherished by locals and visitors alike!), via our Buy Local partners in their various publications and social media and also through the City’s Seascape publication. The 2018 winners and runners up also receive a “2018 Most Loved Santa Monica Business (Winner/Runner-Up)” badge + window decal to use throughout the year. To see previous years’ winners: BuyLocalSM.com/most-loved. ANY SANTA MONICA BUSINESS CAN PARTICIPATE.....IT IS UP TO YOU TO WIN!

HOW DO I WIN?

It’s quite simple - whomever gets the most votes wins! This year, there are 30 #MostLovedSM contest categories (see next page)... so 30 chances to win a coveted #MostLovedSM Business Winner of 2018 award + an additional

60 chances to be a #MostLovedSM Business Runner-Up. Review the list of categories and see what is relevant to your business. Each business is eligible to win up to two (2) categories.

Next Steps....

- 1) Start by asking each customer that visits your business to vote. Reach out to them via all your channels (website, social media, email & good old fashion face-to-face conversation!). People to include: friends, family, employees and associated organizations.
- 2) Send your friends, family and loyal customers to the following URL to complete the survey and enter their vote. (<https://www.surveymonkey.com/r/MostLovedSM2018>) - or they can access the survey from the Buy Local website (www.BuyLocalSM.com) by clicking on the “Most Loved” logo on the homepage.
- 3) During the period of February 1-28, 2018, be sure to **print and display** the Most Loved Santa Monica Poster (or postcard/flyer) in your business window, at your cash register/counter or any location that has high visibility.

**HINT: Something fun and creative your business can do is hand out Valentine’s cards with the link to the survey so your customers remember to vote...for YOU!*

It is also important that you educate your staff about the upcoming Most Loved Santa Monica Contest and your/their participation. Encourage them to actively promote the contest for the month of February – at work, home and play! Staff should be knowledgeable if a customer has any questions. Additionally, they should be mentioning your business’ participation in Most Loved Santa Monica as they interact with customers.

2018 VOTING CATEGORIES (in alphabetical order)

Art Gallery or Gift Shop featuring locally-made products	Auto-Related Business	Bar/Pub	Breakfast/Brunch Spot	Business for Kids
Business for Live Music/Entertainment (incl. Theaters, Comedy Clubs)	Business for Outdoor Enthusiasts (incl. bike, surf shops)	Business for Pets	Business with a Mural	Clothing Boutique featuring sustainable/reused products
Coffee Shop/ Bakery	Farmers Market Farmer	Farmers Market Prepared Food Vendor	Green Certified/Sustainable Business	Grocery Store/ Food Retailer featuring organic + healthy food
Gym/Health/Fitness Studio (incl. Yoga/Pilates/ Dance/Spin)	Happy Hour	Health Care Practice (e.g. Medical/Dental/ Alternative Medicine)	Hotel/Motel for a Staycation	Ice Cream/Frozen Yogurt/ Confectionary Shop
Most Loved Downtown SM/ Third St Promenade Business*	Most Loved Business on Main St*	Most Loved Business on Montana Ave*	Most Loved Business on Pico Blvd*	Most Loved Business on the SM Pier*
Most Loved Locally-Owned/ Independent Business	Non Profit/ Charity/ Community Service Organization	Real Estate Brokerage Firm	Restaurant	Salon/Spa

**The Most Loved geographic area categories are sponsored by the BIDs. Hopefully in future years, we’ll see more merchants association/BIDs created in our other commercial corridors (e.g. OP Blvd, Lincoln Blvd) so we can expand the categories!*

SUGGESTED SOCIAL MEDIA VERBIAGE

Facebook *(recommended to post with photo or Most Loved Santa Monica logo):*

- Most Loved 2018 has begun! Head over to [Buylocalsm.com](http://www.buylocalsm.com) to help us win #MostLovedSM [INSERT CATEGORIES] this year! It only takes a few moments, but we'll feel your love all year! @Buylocalsm #buylocalsm #mostlovedsantamonica #MostLovedSM

More info at: <http://www.buylocalsantamonica.com>

- Let the world know how much you love us by voting for us as your #MostLovedSM [INSERT CATEGORIES] in this annual contest. It only takes a few moments! @Buylocalsm #buylocalsm #mostlovedsantamonica. VOTE HERE: [CATEGORIES] [www.Buy Local Santa Monica](http://www.BuyLocalSantaMonica.com)

Twitter:

- Show the love by voting 4 us as [INSERT CATEGORIES] in the SM's Most Loved contest. Vote at buylocalsantamonica.com! #MostLovedSM #buylocalsm #santamonica
- Make us your treasured SM [INSERT CATEGORIES], vote 4 us in the SM's Most Loved contest. buylocalsantamonica.com #mostlovedsantamonica #MostLovedSM

Instagram *(to post with photo of your Business with the Most Loved Santa Monica content):*

- Roses are red Violets are blue, WE know you love us, now show the world you do! Vote for us as [INSERT CATEGORIES] in the SM's Most Loved contest. Vote now www.buylocalsantamonica.com @Buylocalsm #buylocalsm #mostlovedsantamonica #MostLovedSM #SantaMonica
- Send a little love our way this month by heading to the @buylocalsm site and voting for us as your Most Loved [INSERT CATEGORIES] It's quick and easy. @Buylocalsm #santamonica, #MostLovedSM

Most Loved Santa Monica Hashtags to Use on your Posts:

#buylocalsm
#mostlovedsantamonica
#MostLovedSM
#SantaMonica

Buy Local Santa Monica Social Handles –Follow us, like us + tag us!

Facebook: [@buylocalsantamonica](https://www.facebook.com/buylocalsantamonica)

Twitter: [@buylocalsm](https://twitter.com/buylocalsm)

Instagram: [@buylocalsm](https://www.instagram.com/buylocalsm)

In addition, here are our **#MostLovedSM Partner Social Handles** - you can also use these in your posts to tag/include your BID, the Chamber, City etc.

FACEBOOK	TWITTER	INSTAGRAM
@buylocalsantamonica	@buylocalsm	@buylocalsm
@visitsantamonica	@gosantamonica	@seesantamonica
@smchamber	@santamonicabiz	@smchamber
@santamonicadailynews	@smdailynews	@smdailynews
@santamonicapier	@santamonicapier	@santamonicapier
@SantaMonicaFarmersMarkets	@smfms	@smfms

@DowntownSantaMonica	@DTSantaMonica	@downtownsantamonica
@mainstreetsm	@MainTweetSM	@mainstreetsm
@picoimprovementorganization	@PicoBlvdSM	@picosantamonica
@MontanaAveSantaMonica	@montanaave	@montanaavesm
@cityofsantamonica	@santamonicacity	@cityofsantamonica

Website Verbiage

Verbiage to use on website along with Most Loved Santa Monica logo:

- [INSERT NAME OF BUSINESS] is excited to be a part of this year's Most Loved Santa Monica Businesses Contest taking place February 1-28, 2018! So vote for [BUSINESS NAME] in the following [CATEGORIES]. Click here to Vote
(link to buylocalsantamonica.com)

Verbiage to use in eNewsletter:

- Start 2018 with love! By Voting for [INSERT NAME OF BUSINESS NAME], as your Most Loved [INSERT CATEGORIES] in Santa Monica! Vote here buylocalsantamonica.com

OR

- We invite you to cast your vote for - [INSERT NAME OF BUSINESS NAME] as your Most Loved Santa Monica Business in the follow categories. [INSERT CATEGORIES & URL LINK TO SURVEY] Vote here buylocalsantamonica.com

Graphics: Download the Most Loved Santa Monica – Vote Now graphics here (logos, web banner, poster, postcards): www.buylocalsantamonica.com/logos/most-loved-santa-monica-contest-logos-images/

RAFFLE:

For businesses who would like to participate in a larger way, the Buy Local Santa Monica Committee is looking for prize donation for the Most Loved contest raffle. Once the contest ends, people who voted are entered into the chance to win a raffle prize donated by a local business (e.g. a gift certificate or some swag/merchandise; total prize value recommended at \$10-\$20). The raffle offers the participating businesses the opportunity for greater exposure during the Most Loved SM contest and at its conclusion. These are customers you want....people who LOVE to support Santa Monica businesses! Participating businesses will be listed on the Most Loved SM webpage and in the Most Loved 2018 Guide. Please email us a JPEG/PDF of your gift certificate or send to us below.

QUESTIONS/CONTACT US:

Buy Local Santa Monica Committee
1901 Main St, Suite E, Santa Monica CA 90405
E: BuyLocalSM@smgov.net or call Jennifer Taylor, Buy Local SM Committee Chair at 310-458-8906

GOOD LUCK!