

90-Second Reel Blueprint

To keep the momentum moving like the sample video, Kelly's interviews should be structured as rapid-fire, high-energy conversations interspersed with dynamic B-roll (background footage) of the shop.

The Interview Questions for Kelly

- **The Hook (0:00–0:15):** *Kelly introduces the video outside or right at the entrance.*
 - "Hey everyone, it's Kelly with the Superior BID! Today we are spotlighting one of our local gems. I'm here at [Business Name] with [Owner Name]. Let's go inside!"
- **Question 1: The Origin Story (0:15–0:35):**
 - "Tell us the quick story behind [Business Name]—what made you choose the Superior BID as your home?"
- **Question 2: The Uniqueness Factor (0:35–1:00):** *(This is where we cut heavily to B-roll of products/services)*
 - "If someone is walking through your doors for the very first time, what is the *one* unique item, service, or experience they absolutely cannot miss?"
- **Question 3: The Community Connection (1:00–1:15):**
 - "What do you love most about our Superior community and the customers who walk through that door?"
- **The Call to Action (1:15–1:30):** *Kelly and the owner wrap up together.*
 - "Where can everyone find you online, what are your hours, and when are we seeing you next?"

Expert Tip for Kelly: Remind the business owners *before* recording to keep their answers to 2–3 sentences. If they ramble, the magic of a quick Reel is lost!

Get Featured: Superior BID Small Business Spotlight!

Dear Superior BID Business Owner,

Want **phenomenal marketing exposure** that puts your business directly in front of thousands of local customers?

The Superior Business Improvement District is launching a brand-new, high-energy social media video series hosted by our Executive Director, Kelly Peterson. Inspired by successful community spotlights across the country, we are creating professional, 60-to-90-second Reels designed to highlight exactly what makes *your* shop/store unique.

Why Participate?

- **Reduced Cost to You:** The SBID will cover ½ of the cost, plus handles all filming, editing, and promotion. You only pay \$200 for a \$400 value! Only 10 slots available - so secure your reduced marketing sooner than later.
- **Cross-Promotion:** The video will be shared across the Superior BID channels, and you'll get the collaborative video file to post on your own pages.
- **Showcase Your Best Stuff:** We specifically focus on what makes your store a "must-visit" destination.

How It Works (It's Quick!)

We know you're busy running a business, so we promise to respect your time.

Step	What Happens	Time Commitment
1. The Prep	We send you 3 simple questions so you know exactly what to say.	5 mins
2. The Shoot	Kelly stops by for a quick chat and we grab beautiful footage of your space.	20–30 mins max
3. The Launch	We edit the video into a trendy, fast-paced Reel and tag your business!	0 mins (We do it all!)

Ready to Claim Your Spot?

We have limited production slots available. If you want Kelly and the crew to highlight your business next, reply directly to this email or call the SBID office at (715) 394-3557. If slots are filled and you'd still like to take advantage of this professional marketing opportunity, don't worry, you still can for only \$400 and we will still provide cross-promotion opportunities too.

Let's show everyone why Superior is the place to shop, eat, and explore!