



Why Partner With The Scoop Avon?

Advertising with The Scoop Avon isn't your typical marketing playbook. It's storytelling rooted in real community connection. We don't just post about your business...we share the why behind it, the people behind it, and what makes it special.

As local business owners ourselves, we get it. The long days, the risk, the heart you've poured into building something meaningful. We shop here, we live here, and we're speaking directly to an audience that does the same.

Our followers aren't just scrolling. They are your neighbors, your ideal customers, and a community that genuinely wants to support local.

When you partner with The Scoop Avon, it's not just exposure. It's alignment with a platform that is personally invested in your success.

THE SCOOP AVON EFFECT

Engagement beats exposure. Every time.

We shared the same business announcement as a larger Connecticut account within hours of each other. Here's how the results stacked up in just 3 days.

THE SCOOP AVON	LARGER PLATFORM
♡ · 922 Likes	♡ · 289 Likes
💬 · 64 Comments	💬 · 3 Comments
🔗 · 313 Shares	🔗 · 74 Shares

Engagement drives real results. And that's our lane.

Ready to be the next local favorite?

Email us at thescoopavon@gmail.com



Scoop Spotlight

Single Photo: \$275

Multi Photo: \$375 - 🌟 Most Popular 🌟

A curated feature shared across our social platforms designed to introduce you.

Social Feature Package

Scoop Spotlight Reel: \$749

A professionally produced social feature designed to introduce your business to the community in an authentic, engaging, and highly shareable way.

Includes: 30–45 second professionally filmed reel, professional editing + branded storytelling, collaborative post on The Scoop Avon, Instagram Story share, 3 professional & edited images, community-focused, social-first feel, custom caption + CTA.

Perfect for: New biz, seasonal promos, product launch, events, or brand awareness.

Community Story Package: \$1,395 – 🌟 Most Popular 🌟

A premium and professionally produced, two-part storytelling feature designed to build deeper audience connection and extend the life of your brand exposure.

Includes: Part 1, business feature reel; Part 2, meet the owner/family/team reel; both professionally edited 30–45 second reels; elevated cinematic storytelling approach; 10 professionally edited images; multiple Instagram Story shares; website feature placement; staggered posting strategy for longer audience engagement.

Perfect for: Businesses wanting to showcase not just what they do... but who they are.

Website Banner Advertising

6-month minimum commitment | Auto-recurring | 30- day cancellation notice

Top Placement: \$550/month

Top homepage banner + logo placement on homepage footer, Latest Scoops page, and Featured Business page.

Mid Placement: \$350/month

Mid-page homepage banner + logo on homepage footer and Featured Business page.

Footer Placement: \$250/month

Logo placement on homepage footer and Featured Business page.

Newsletter Feature Article

\$425 – 250 - 500 Words and up to 5 photos

Link to Article Posted on social media
