



Innovative Campaigns Retained as SCORE Fort Worth's Marketing Agency for 2025

FOR IMMEDIATE RELEASE

Fort Worth, TX - In a bold step toward championing diversity and amplifying local small businesses, SCORE Fort Worth has officially retained **Innovative Campaigns**, a Black woman-owned marketing agency, as their premier marketing partner for 2025. This partnership underscores SCORE's ongoing commitment to fostering an inclusive small business ecosystem that serves the diverse communities of Fort Worth and beyond.

Led by CEO Nia Dillon, Innovative Campaigns brings a wealth of experience in strategic branding and event marketing. *"Our mission is to cultivate a thriving community of diverse businesses while aligning with SCORE Fort Worth's vision to empower entrepreneurs and drive small business success. Together, we're focused on growth, enhancing representation, and creating an impact within the local small business ecosystem."* Dillon shared.

SCORE Fort Worth, a part of the national SCORE network, has been a cornerstone of business mentorship and education in the area. With this new partnership, the organization aims to:

- Increase workshop attendance through targeted and impactful marketing strategies.
- Attract a broader pool of expert business mentors to guide the next generation of entrepreneurs.
- Secure meaningful event sponsorships to support its programming and resources.

Innovative Campaigns will spearhead initiatives to elevate SCORE Fort Worth's visibility and engagement through cutting-edge marketing campaigns and community-driven outreach. By leveraging digital advertising, event planning expertise, and storytelling, the agency seeks to inspire local businesses to tap into the resources offered by SCORE.

This collaboration is not just about marketing—it's about creating lasting opportunities for small businesses, mentors, and sponsors to thrive together in a dynamic and inclusive environment.

For more information about SCORE Fort Worth and Innovative Campaigns, visit:

- [SCORE Fort Worth](#)
- [Innovative Campaigns](#)

About SCORE Fort Worth: *SCORE Fort Worth is dedicated to helping small businesses get off the ground, grow, and achieve their goals through education and mentorship. As a resource partner of the U.S. Small Business Administration (SBA), SCORE provides no-cost business mentoring and workshops.*

About Innovative Campaigns: *Innovative Campaigns is a full-service marketing and public relations agency specializing in branding, event marketing, and strategic communications.*

Focused on fostering diverse and inclusive growth, the agency prides itself on building impactful campaigns that drive measurable success.

MEDIA CONTACTS

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