



MILESTONES

of Business Involved: **55/85**
That Sold Gift Certificates: **40**
Revenue Generated: **\$1825**
Total Gift Certificates Sold: **46**
Length of Campaign: **2 WEEKS**
of BIA members as purchasers: **2**

GREATEST HITS (PAID SOCIAL):
2975 TOTAL CLICKS TO WEBSITE
64,010 TOTAL VIDEO PLAYS
116,656 TOTAL IMPRESSIONS

BREAKDOWN (CAMPAIGN #1)
2 VIDEOS
REACH 31,607
\$421.49 AD SPEND
64,010 VIDEO PLAYS
2,039 CLICKS TO WEBSITE
73,044 IMPRESSIONS

BREAKDOWN (CAMPAIGN #2)
2 IMAGES
REACH 21,862
\$247.02 AD SPEND
936 CLICKS TO WEBSITE
43,612 IMPRESSIONS

ORGANIC (FREE) SOCIAL STATS
6306 REACH
249 LIKES & COMMENTS
211 POST CLICKS

DOWNTOWN NEWMARKET BIA

PROJECT: **Gift Certificate Program**

DATES: Feb 15 – March 1st 2021

OBJECTIVES:

- ✓ 1. To successfully help pivot 40 traditionally marketed businesses to use online services to generate revenue.
- ✓ 2. To create an online-accessible revenue generating tool to be used through COVID lockdown.
- ✓ 3. To create a fast, flexible and FREE system for a small business' customers to access online purchases/support (AS Gift Certificate Program).
- ✓ 4. Expose the goods & services in the Downtown core (Newmarket Main St) to a greater audience through various digital platforms adding to existing customer base.
- ✓ 5. Cultivate brand likability & empathy for BIA small business using this program as a catalyst.
- ✓ 6. Show BIA member businesses that its BIA is using innovative strategy to provide them added value.

OBSTACLES & SOLUTIONS:

- % of BIA Business unable to use online Gift Cards (i.e. Funeral Home, Tax Accountant)
> *to remain inclusive - all Main St businesses were included in social media promotion regardless of Gift Certificate Program involvement*
- Traditionally minded businesses needed education before implementation.
> 1 on 1 calls & personal visits were needed but much insight was gathered helping for more efficient future campaigns.
- Lockdown Lifted: with community allowed to "go out again" the immediate need for safe purchase of Gift Certificates potentially lessened.
> The campaign was turned into a "Pay it Forward" campaign vs "support Main St Business" campaign.