



## Downtown Main At – BIA Social Media Strategy

Budget \$500 spend • Flexibility on direct spend to platforms


### GOALS

	<ol style="list-style-type: none"> <li>1. INTERDEPENDENCY &gt; Create an environment where BIA &amp; its members create a self-sustaining social media ecosystem that actively supports one another.</li> <li>2. CREATE CONSISTENT SOCIAL MEDIA PRESENCE &gt; Giving a more significant social media presence to the BIA and member businesses. Creating content cadence providing the community more awareness on BIA objectives throughout the month.</li> <li>3. MAIN STREET WEB TRAFFIC &gt; Drive a noticeable traffic increase to BIA website through social media and digital marketing efforts to continually enhance the domain authority of <a href="https://newmarketmainstreet.ca/">https://newmarketmainstreet.ca/</a>.</li> <li>4. INCREASE BIA PROFILE AMONG ITS MEMBERS &gt; BIA as <i>Champion</i> (VALUE+ reputation) &gt; frequent communication, inclusion, understanding of BIA initiatives &amp; campaigns, sharing of best practices, and enforcing a team atmosphere among members.</li> <li>5. OUTLET FOR BUSINESS EDUCATION &gt; Giving traditional businesses access to portals for education in topics like: building better websites, social media, using video, podcasting, content marketing, PR, creating a Raving Fanbase, better brand, community involvement.</li> </ol>
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### PERSONAS (BEHAVIOURAL REPRESENTATIONS)

	<ol style="list-style-type: none"> <li>1. New Resident</li> <li>2. Existing Resident</li> <li>3. Merchants</li> <li>4. Strategic Partners</li> <li>5. Events</li> <li>6. Store/Merchant Recruitment</li> <li>7. Board Member</li> </ol>
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### MEASURABLES

	<ol style="list-style-type: none"> <li>1. # of Website impressions (Google Analytics)</li> <li>2. # of VIDEO views (monthly reporting sent)</li> <li>3. # of post engagements (monthly reporting sent)</li> <li>4. Merchant Participation (monitoring engagement)</li> <li>5. # of Emails collected (Phase 3)</li> </ol>
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## IMPACT

	<ol style="list-style-type: none"><li>1. More engaged membership</li><li>2. Higher BIA profile &amp; better understand what BIA does for members &amp; the community.</li><li>3. Businesses help one another as a collective unit vs “feeling alone.”</li><li>4. Proactive vs reactive communication keeps BIA aware of potential issues before they happen.</li></ol>
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## IDEATION & EXECUTION

### PHASE 1 (May 2021)

*Assessment & Education – Begin building a self-sufficient social media ecosystem promoting merchants.*

1. Assessment – what BIA businesses have social media pages and how effective are they?
2. Survey – create a simple survey to get feedback from membership giving our measurables a starting point.
3. LIKE/FOLLOW each page and request reciprocation.
4. Daily SHARES of merchant posts to BIA (& snapd) organic audiences. This would include relevant tagging, commenting and encouragement of members to also SHARE.

### PHASE 2 (June 2021)

*Introduce specific posts on what is available downtown (based off business category), as well as specific posts on businesses themselves. Look at monitoring which members with limited resources need support and extra assistance – then provide them solutions.*

1. Individual Profiles (posts begin profiling each business through photos, occasional casual videos\*, interviews, & announcements) \*Note videos are not guaranteed with each member.
2. Categorical Posts (different business groups: Culture & Entertainment, Fitness & Recreation, Food & Drink, Healthy & Beauty, Medical, Professional Services, Shopping & Retail)
3. Introduce Weekly Marketing Webinars > Help the struggling business evolve.

### PHASE 3 (July 2021)

*Contesting Introduced – snapd team will communicate and collect prizes from merchants and begin campaigns encouraging the collection of emails.*

1. Posts on Contest Entry
2. Posts on Contest winners & participating businesses

3. Creation of Newsletter for BIA members(“we’re here for you”)> once a quarter newsletter can include: business tips, education, grant info, COVID support, fellow BIA business specials, encourage feedback, introduce new members/changes of ownership, acknowledge significant past/current events, direct news that impacts Main st (movie filming), commercial leases available, properties for sale, accolades, residential leases

#### PHASE 3 (summer 2021)

##### *EVENT POSTS – TBD No covid-*

1. EVENT POSTS – TBD on COVID (*Music Series, Car Show, Pride, Canada Day, Farmers Market Partnerships, Winterlude, Mayor’s Levee; Historical Main St Augmented Reality, AR Ghost Tours*)
2. Survey Follow Up – look at a follow up survey to get a sense of BIA member feedback on program.

### **ASSETS INCLUDED IN SCOPE OF WORK**

- Graphic design for posts needed for social media team posts (approx. 4 – 10 ads)
- Time/Labour creating Paid for campaigns.
- Up to \$100 of monthly budget allocated to PAID social media marketing.
- Time/Labour on organic posts, likes, follows & shares.
- Time/Labour with initial assessments for BIA member businesses.
- Time/Labour communication with membership on contest prizing for Phase 3.
- Time/Labour communication with membership on BIA Feedback (potential survey monkey).
- Casual videos as needed determined by social media team (interviews, selfie videos etc).
- Monthly reporting on measurables & Getting direction from BIA Marketing Team

### **CONSIDERATIONS FOR FUTURE**

- Increasing budget for monthly videos & graphic design for posts (i.e. \$450 a month for fresh video content)
- Increasing allocation of resources for more efficient communication (create a mail chimp or constant contacts account)