

MAY 2021



ORGANIC SCOREBOARD

FACEBOOK

Total Posts	36
Total Reach	22,445
Engagements	530
Total Link Clicks	1126

INSTAGRAM

Reach	38,373
Profile Visits	292
Likes	2710

NOTABLE SHOUT OUTS

- New Businesses thanking BIA for shares and reaching more people.
- Condo baby sold out of food on Day 1 after our shares.
- Goblets & Goblins lots of new engagement

BIA CAMPAIGN GOALS

Interdependency:

- ✓ Witnessing multiple shares by engaged BIA members

Consistent Presence:

- ✓ With 36+ posts reaching 22,445

Web Traffic:

- ✓ 3756 to Gift Certificate Page (aggregate since beginning)
- ✓ \$2750 earned in Gift Certs

BIA Profile to Members:

- ✓ Received several emails of gratitude thanking us for the efforts of all the ideas and communication.

Member Education:

- ✓ We arranged to use 13 local BIA member's businesses for an upcoming Augmented Reality Historical Main St project (lots of PR potential)
- ✓ When asked in the survey, 68% of members said they would enjoy FREE business webinars if offered

FEATURED BUSINESSES & FREQUENCY

Cachet Supper Club	1
Cardinal Press	1
Chip Malt	2
Condo Baby Shop	4
Craft Beer Festival	1
Fresh Tea Shop	1
Ghost Taco	1
Goblets and Goblins	3
round Burger Bar	1
Happy Pride Month – Yorkpride.ca	1
HBH	2
Hempen Fine Jewellers	1
Kith	2
Maids Cottage	1
Metropolis Coffee Bar	2
Nutmeg Bakeshop	3
Old Village Free house	3
Sparkle Extension Bar	1
The George on Main	4
Unwind Yarn House	1

*NOTE DOES NOT INCLUDE, POSTS OTHER BIA
ACCESS MEMBERS MADE (I.E. GOOD VIBES)

BIA SOCIAL MEDIA RESULTS

A Look @ This Month's Growth

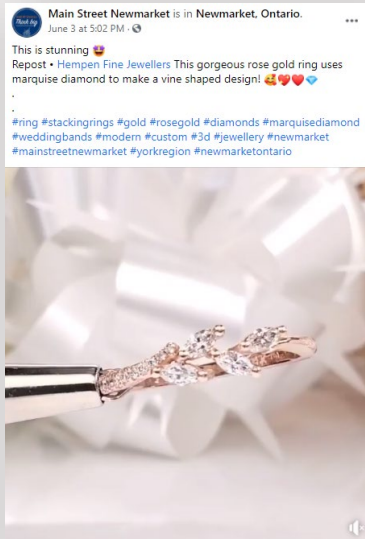
Facebook Likes	Increase in Likes
4156	28

Facebook Follows	Increase in Follows	Instagram	Increase in Follows
4799	671	3772	200

PAID SOCIAL MEDIA

- Lockdown persisted.
- We delayed the May spend to be pushed until June 11th > = \$200 spend June
- 4 Individual Business profiles set up for weekly posts.

BIA MEMBERS SURVEY



How long have you been a member?

less than 1 year	5.13%
1 to 5 years	38.46%
5-10 years	28.21%
10+ years	28.21%

Do you fully understand what your BIA does?

yes	53%
no	12.30%
5-11 think so , but not 100%	33.30%

Do you feel you get value being a BIA member?

yes	56.40%
no	15.38%
less than I used to	12.82%
not sure what value they offer	15.38%

Do you feel that the BIA properly promotes you?

yes	38.46%
no	30.77%
sometimes, not frequently	30.77%

Do you feel you get timely responses?

yes	84.60%
no	15.38%

Do you have any feedback/insight to share that would be helpful to you or all BIA members?

yes	33.33%
no	66.60%

Do you feel that the support is inclusive to the diversity in membership?

yes	71.70%
no	28.21%

Do you feel that the BIA's offerings accurately reflects the diversity of our community?

agree	51.00%
somewhat agree	23.00%
somewhat disagree	12.82%
disagree	12.82%

Would you want FREE webinars on: social media, marketing, brand, your website, community reach etc?

yes	67.57%
no	32.43%

45% COMPLETION & 39 RESPONDANTS