

JULY 2021 MAIN STREET BIA



ORGANIC SCOREBOARD

FACEBOOK

TOTAL POSTS	20
TOTAL REACH	11,597
ENGAGEMENTS	395
TOTAL LINK CLICKS	07

INSTAGRAM

REACH	25,021
PROFILE VISITS	1557
LIKES	211



CAMPAIGN OBJECTIVES

INTERDEPENDENCY
CONSISTENT PRESENCE
WEB PRESENCE
BIA PROFILE TO MEMBERS



REMARKS:

With consistent sharing of posts, we continually grow a fanbase but need to increase the participation from all BIA Members.

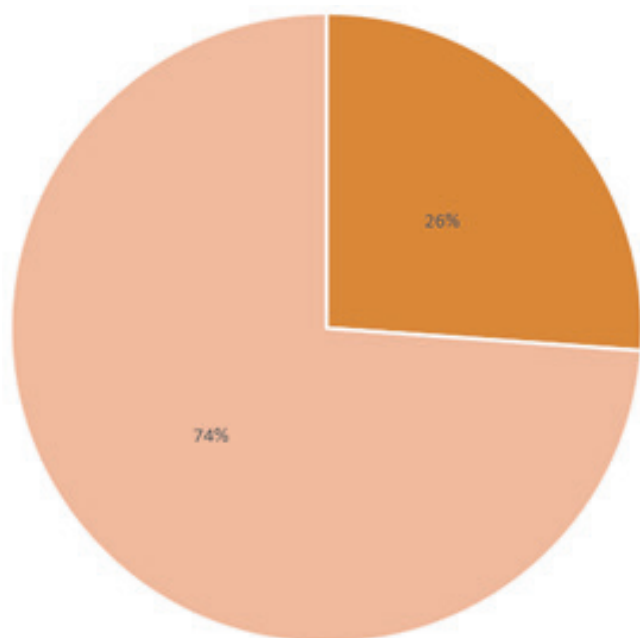


RECOMMENDATIONS

1. Need to Focus on the lower end of the Members list, encourage simple ways ALL members can gain traction online
2. Introduce a FREE Webinar Series on social media to educate "intimidated" members
3. Create Micro Videos & tasks to encouraging an increase their social media presence
4. Introduce the Monthly BIA Newsletter helping to share insights, highlights & progress



PAID CAMPAIGN RESULTS



26% of Members are frequent "posters" (8+ a month)

74% of Members are infrequent "posters"

The Hair Company Academy	July 5th
Metropolis Coffee Bar	July 5th
Cardinal Press	July 5th
Maids Cottage	July 6th
Nutmeg	July 6th
The George on Main	July 6th
Hungry Brew Hops	July 8th
Goblets and Goblins	July 9th
Main Street Tattoo	July 9th
Ground Burger Bar	July 13th
Nutmeg	July 14th
Hempen Fine Jewellers	July 14th
Kith Events	July 14th
Metropolis Coffee Bar	July 19th
Goblets and Goblins	July 26th
Nutmeg Bakeshop	July 26th
Ground Burger Bar	July 27th
Metropolis Coffee Bar	July 27th
Event Market	July 28th
Nutmeg Bakeshop	July 30th
The Hair Company Academy	July 30th

Ad Name	Reach	Impressions	Link Clicks	Video Plays
 NATUROPATH	3,332	5,448	119	4,485
 BRAD JONES	5,548	9,958	360	8,377
>  Results from 2 ads ⓘ	7,500 People	15,406 Total	479 Total	12,862 Total



UPCOMING SCHEDULED PROFILES

** order based off 1st responses*

Newmarket Naturopathic
Knappett Jewellers
Kith Gift Shop
Metropolis Mercantile & Café
NOMI
Optical on Main Street
Sparkle Hair Extension Bar
Boyd Insurance
Peter Geibel Real Estate (Main St Realty)
Stiver Vale
Sushi Jun
Fresh Tea Shop
Olde Village Free House
Coco's Nail Spa
Econo Pizza & Wings
Carmichael Hair Design & Day Spa
Changes For You
Goulash House
Goblets & Goblins
Ground Burger Bar
Joia On Main
Complete Touch Beauty Bar
BikeSports
Canada T
Still in Style Resale Boutique
Baker's Crush
Bene Bene Waffle & Ice Cream
Chip & Malt
Good Vibes on Main

Hungry Brew Hops
Hop Bop Noodle Shop
Lil' Brew Hops
British Fine Foods
Cachet Supper Club
Café Hessed
Cardinal Press Espresso Bar
The George on Main
Made in Mexico
The Maids' Cottage
Nutmeg Bakeshop
Otaru Sushi
Soup-PA
4 Seasons Chinese Food
Lemon Lime Design
Continental Hair Center
The Hair Company
La Palma Hair Salon
Blooming Wellies
A Sense of Touch
Brad Jones Karate Do
PinPoint Health
Market Square Massage Therapy
Robin's IDA
Hempen Jewellers
Main Ideas Studio
Georgette Dunn Permanent Makeup
Fourth Dimension Comics
Neon Flamingo
Unwind Yarn House

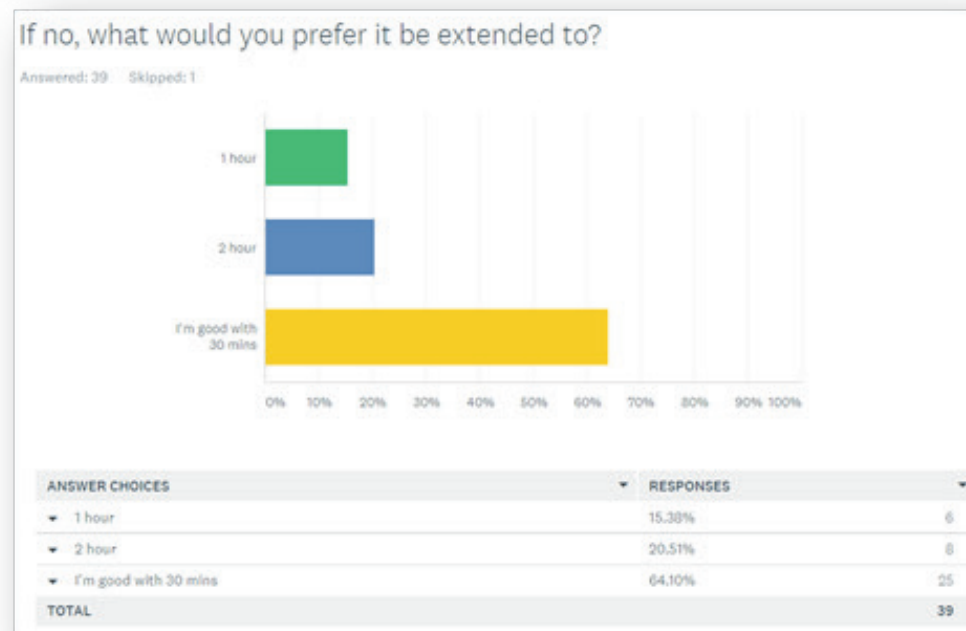
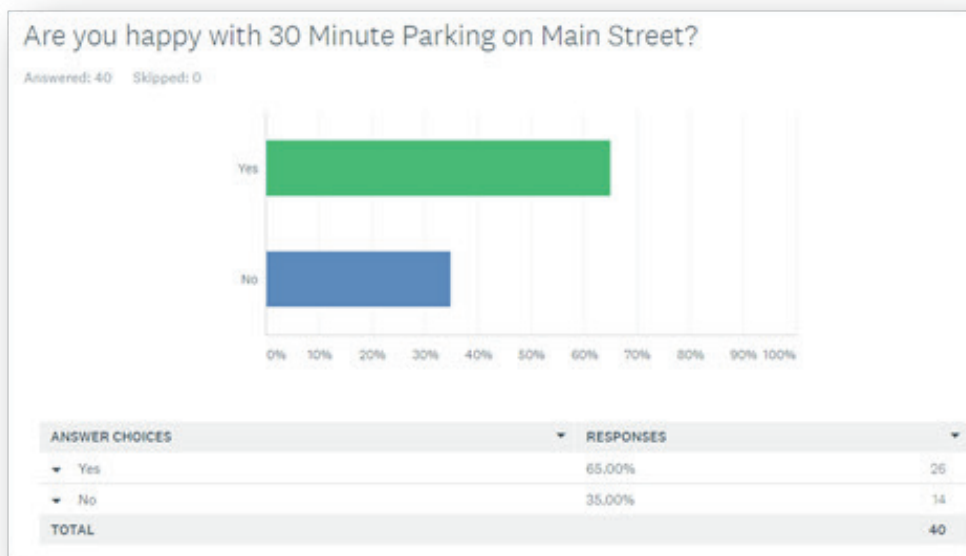
Timothy Sreet Barbershop Inc.
Studio FIVE Hair
Blue Sky Accounting
Buckley Insurance
CDC Insurance Services Ltd.
Cummins Financial
DiRosa Real Estate Team
Eves
Fair Chance Learning
Keith Burling Investments
Main Street Realty
Marc Advertising
AAA Psychology Service
RC Design
Ready Set Read
Red Leaf Student Programs
Roadhouse and Rose
Shirtliff Hinds Law
St. Andrews Presbyterian Church
Studio Forma Interior Design
Tek Support - GONE COVID
Times Square Convenience Store
Webster Benefits
Wyse Meter Solutions
Main Street Tattoo
Europa Travel
Your Image Hair Salon
Old Flame



PARKING SURVEY RESULTS

(July 8-14, 2021):

In order to gather insights into BIA Membership opinion on time limits for parking, the BIA executed a brief survey. The results favored the current model of 30-minute parking limits. Approximately half the members took part showing excellent participation.





MONTHLY E-NEWSLETTER

THIS MONTH'S HIGHLIGHTS FOR *historic Main Street*



SOCIAL MEDIA UPDATES

The Main St Social Media recognition is growing! Here are a couple of stats from the month of June you'll be happy to know:

- Your BIA reached 36,522 people on Facebook on your behalf in the month of June pushing people to engage with your business!
- They reached 64,162 people for you on Instagram!!!!
- There was a 44% post increase overall shared from your pages to a bigger audience > (huge shout out to the many businesses that posts such great content in June: Chip & Malt, Ghost Taco, Goblets and Goblins, Good Vibes on Main, Ground Burger Bar, Kith Flower Shop, Maids Cottage, Metropolis, Nutmeg Bakeshop, & The George on Main)
- 755 new follows to the BIA page on Facebook
- 358 new follows to the Instagram Page!

For those still a little shy in the social media department and feel they are missing out, we'll be hosting a FREE webinar on some simple tips and tricks. Many of you requested this in the last survey so if you are interested in attending please send me an email and I'll add you to the guest list.



GIFT CERTIFICATE PROGRAM

During the hard months of COVID we were able to create a FREE system for Gift Certificates and sold approx:

- A Program was created by your BIA to pivot quickly with no cost to BIA Members
- Nearly 100 Gift Certificates were sold
- Approx. \$3000 of Revenue generated by Gift Certificates digitally through social media promo



SOCIAL MEDIA TIPS OF THE MONTH

1. Try **PULL MARKETING DAILY** > Spend 10 minutes a day for 1 week on PULL Marketing. That is, LIKE, COMMENT, & SHARE other people's posts. Validate their posts and build a Raving Fanbase easily (and cheaply). By doing so when you post your content, you'll be more likely to get reciprocation.
2. **ASK A QUESTION** > Post a simple question & image that triggers multiple short answers. Watch how many people take part! (i.e. "What's your favourite cocktail?", "How would you caption this photo?", "Name a Main St Business you have never been in!")



SOCIAL MEDIA TASK OF THE MONTH

Choose 3 BIA businesses you don't follow now and make an effort to like and share their posts for 10 days!

WHY?

By creating a monthly e-newsletter we give the membership opportunity to share in:

- Member success stories
- Upcoming Events
- Regulations
- Announcements
- Survey Results
- New Members
- Social Media Tips
- Social Media Tasks
- Upcoming Offers