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Q1

BIA Name:

Fleetwood BIA

Q2

Contact:

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Q3

Email:

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Q4

Project Title:

Open4Business in Fleetwood

Q5

Category:

Marketing

Q6

Project Description:

Drive local customers to the businesses that were open during Phase 1 and Phase 2.

Q7

Audience:

Fleetwood residents, businesses, and their employees.

Q8

Implementation:

On March 12, 2020, the Fleetwood BIA issued a directive to its business members that the COVID 19 Pandemic could have a direct impact to all businesses and to expect business closures and staff lay-offs and other challenges if the government issues an Emergency Order or State of Emergency.

In preparation for the emergency order, which was put in place on March 18, 2020, the Fleetwood BIA took the proactive step to create partnerships with all business entities in Surrey to share information and act as a single voice for our respective membership. This group included the four (4) Surrey BIAs, Surrey Board of Trade and the Cloverdale and White Rock Chambers of Commerce.

During the next two weeks of March, businesses voluntarily and/or were mandated to close their businesses. Of the 353 businesses in Fleetwood, about half the businesses closed immediately, in what most people thought, would be a “couple of weeks” response to the pandemic.

Throughout March, we issued a number of newsletters to the membership to provide much needed information and access to resources for the businesses that was clear, concise, and accurate and could be accessible in a timely manner.

In March, the BIA Board of Directors also made the difficult decisions to postpone and/or cancel all spring marketing campaigns and program initiatives and use those funds to support a new “Open4Business in Fleetwood” campaign. This campaign would see our team modify the Fleetwood Deals APP, changing how it would be used and changing how we marketed the App.

April’s Phase 1 - Open4Business campaign saw the Fleetwood BIA partner with Surrey’s media friends - PulseFM and the NOW Leader - to provide advertisements and interviews that showcased Fleetwood businesses and created new touch points for our open for business members to access customers.

The Fleetwood BIA activated its social media platforms and invested in a direct mail campaign that saw 10,000 Fleetwood residences and businesses receive an invite to download the Fleetwood Deals App and shop local to support these businesses.

With social distancing, businesses began to change their business model and created guidelines that allowed for them to stay open, as an essential business and throughout April, businesses that were essential but had voluntarily closed started to open back up to their customers. By May 1, 80% of Fleetwood business were open most with restrictions and as phase began later in May, 95% of businesses were open.

With phase 2 opening, we increased the campaign to include more radio, social media and print ad coverage to support the phase 2 businesses.

Q9

Results:

Prior to the Open4Business campaign and COVID 19 the pandemic the social media page views were 439 for the entire month of March. After the campaign began, April's page views increased to 2048 in the first two weeks of April and was a whopping 9000 page views during Phase 2 of the Open4Business campaign.

Fleetwood Deals App had 280 downloads prior to COVID 19 and our Open4Business campaign. The PulseFM radio campaign started April 10, 2020 and the Direct Mail piece was the week of April 20, 2020. With the paid ads / restaurant contests, the direct mail piece and the PulseFM podcast and interviews there were 577 NEW app downloads bringing the overall total to 982 as of June 2020.

Performance allows us to see how people engage the Fleetwood BIA posts and what they do with the posts. Some “share”, others “like” or “love” and some comment or “react”. When we added the contest component for users to “win a dinner in a restaurant they had not tried before by liking and sharing our post” engagement skyrocketed from a few hundred ad reaches to 4228 for the first campaign. Engagement hit 6398 in the second campaign and after the fourth campaign the reach for the entire campaign hit 20,228.

Q10

Cost:

$25,000