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BIA Name:

White Rock BIA

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Contact:

Alex Nixon

Q3

Email:

alex@whiterockbia.com

Q4

Project Title:

Amplify Our Community

Q5**Marketing**

Category:

Q6

Project Description:

A social media and print media campaign to support businesses in our community, using our channels, social media influencers, and our local paper.

Q7

Audience:

Metro Vancouver in general, the peninsula in particular (especially early on in the lockdown). We microtargeted our audiences for our social media campaign based on the business we were promoting.

Q8

Implementation:

When COVID-19 hit our community, we knew that we would have to pivot from our planned slate of events. White Rock is a tourist community that relies on customers from outside our borders to support our members.

What we weren't expecting was the level of stress, fear, and anger in our community. After we ran an ad on Facebook encouraging people (pre-lockdown) to enjoy restaurants that attracted a ton of vitriol, we also knew we had to change our messaging.

We started with a personal post from the ED (<https://tinyurl.com/y4luo5m6>) to change the conversation and unite our community. We used this tone successfully in future posts to support our members' businesses by communicating how they are still serving our community and amplifying their efforts.

Our social media channels were particularly important for our members who don't have their own social media channels, or whose social media channels are underdeveloped. A good example of this is for the White Rock Supermarket- we ran a campaign for them that resulted in over 33 000 impressions and 5400 engagements, with a 16.4% engagement rate.

We supplemented this campaign by working with three local social media influencers/channels- The Beer Rater, South Rock Buzz, and Megan Keane Media. They promoted businesses appropriate to their audience with effective posts, encouraging their followers to see White Rock businesses in a new light.

Finally, we worked with the Peace Arch News early on in the lockdown to run several full-page ads to highlight what businesses were open and how people could access them safely. We knew that inter-community travel was severely limited, making intra-community customers extremely important. The Peace Arch News, well-read in our community, was an important avenue to reach customers on the peninsula.

Q9

Results:

Over 1.298 million impressions and over 103 000 engagements on Facebook for White Rock BIA posts- with an impressive 8% engagement rate. Our Instagram posts had an impressive 8.8% engagement rate. We saw a 12% growth in Facebook likes and a 37% growth in Instagram followers in 5.5 months. This audience growth fuelled additional impressions and ensured that our members' messages were getting out to even more people.

Our social media influencer partners- South Rock Buzz, The Beer Rater, and Megan Keane Media- saw an astonishing 16% engagement rate on average for their posts. Moreover, their authenticity made their messaging stronger than ours, and they reached targeted audiences that act on their recommendations.

Overall, we have been very fortunate in White Rock- we've lost only 2% of our businesses, compared to the 12% average in the Metro Vancouver area (statistics taken from <https://vancouversun.com/news/covid-19-thousands-of-b-c-businesses-close-as-disease-takes-toll>). The businesses themselves deserve the majority of the credit for surviving so far, along with the support from federal, provincial, and municipal government. We were very happy to support our members during this time by amplifying our community.

Q10

Cost:

\$16 000 over 5.5 months
