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BIA Name:

Downtown Penticton Association

Q2

Contact:

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Q3

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Q4

Project Title:

Online Marketplace

Q5

Category:

Marketing

Q6

Project Description:

Due to COVID-19, the downtown non-essential businesses were ordered to close to reduce the spread of the virus for the safety of the community. As part of the recovery, we jumped into action during the unexpected closure, and from our dining room tables, created the Online Marketplace.
The virtual marketplace is an additional way for existing customers and new shoppers to link to businesses while also highlighting any online store and/or alternative means of delivering products and services. The goal is to help promote the downtown businesses to increase their online sales.
Shoppers can easily navigate the online marketplace. The tool allows customers to search for any participating business by name or according to its business category.

Q7

Audience:

Primary: Shoppers in Penticton and surrounding areas who prefer shopping local and may not be aware of the growing number of businesses that now offer online shopping options and are ready and committed to meet their consumer needs.
Secondary: Downtown businesses of all kinds, not just retail, who are seeking a free and accessible way to let customers know they are still operating and can meet their needs using their online or alternative business options (virtual services, virtual consultation, pick-up/delivery, etc.).

Q8

Implementation:

The overall strategy of the Online Marketplace was directed towards marketing and promoting the new program. The program was designed to highlight online shopping at downtown Penticton stores and inform new and existing customers of alternative delivery methods for business products and services.
Objectives and Methods:

- Communication to our members and invite them to participate in the program
  - Emailed and called individual businesses to inform them of the membership program
  - Provided application form with instructions on how to submit the form
- Website
  - Implemented a new plugin on our website
  - Entered data/ submission forms our participating downtown businesses
  - Confirmed bios, images, network information before applying to the website
- Marketing
  - Facebook ads
  - Radio ads
  - Graphic designs
  - Social media content
  - Social media promotional graphics
  - Created a Facebook campaign
  - Weekly e-blast
  - Digital banner & display ads on Castanet Penticton homepage
  - Media coverage – news articles

Please find links included below to our e-blast and media coverage.

E-blast:
http://campaign.r20.constantcontact.com/render?ca=bf3f5a70-b202-40c4-a630-a622cc7d5f4b&preview=true&m=1102467033485&id=preview

Media Coverage:
https://www.castanet.net/news/Penticton/296693/Downtown-Penticton-Association-launches-virtual-marketplace

http://www.pentictonherald.ca/news/article_795ef686-78ff-11ea-9d89-8b2f179643bc.html

https://www.pentictonwesternnews.com/news/online-marketplace-for-downtown-penticton-businesses-an-opportunity-to-support-local/

https://www.iheartradio.ca/ez-rock/ez-rock-penticton/news/new-online-marketplace-for-downtown-businesses-coming-friday-1.11677425

Q9

Results:

Online Marketplace was a great program to connect customers and businesses through online platforms. The marketplace kept their audience up to date on store hours, operations, services and goods. Businesses adapted to the client’s needs, generated positive online ventures, offered private shopping experiences, curb pick-up, and promoted to shop and support locally.

Q10

Cost:

Our local Castanet News offered in-kind digital ads, as they wanted to help people in their community during the unprecedented times.
Facebook Ads/ Campaign: $30.00 Radio Ads: $500.00 Total: $530.00