



Management Programs / Creative Partnerships

Boynton Beach Community Redevelopment Agency

2017 Roy F. Kenzie Awards

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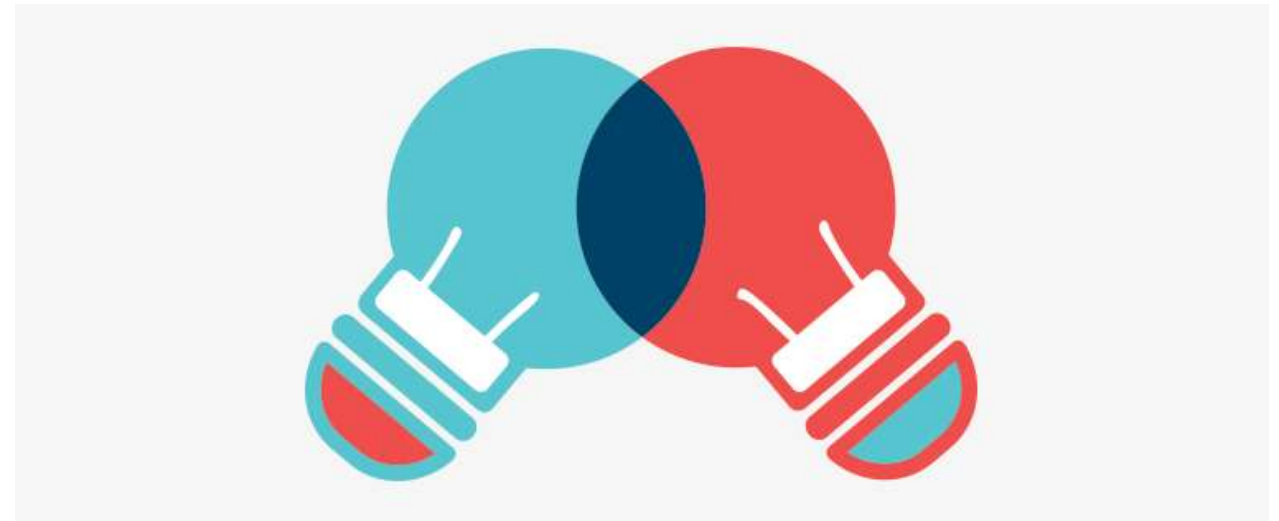
Working with Partners like CareerSource for intern recruitment and job placement of a Social Media Consultant





Innovation

- Helping small businesses earn more consumer attention “getting the word out” by developing a professional online identity using search engine optimization marketing to build an online audience
- Helping small businesses determine their business goals and building ROI into the media strategy
- Directing the small business to make informed decisions about paid advertising
- Creating digital campaigns that are ideal for each business



<Primary Goals and Objectives>



Weekly or Bi-weekly Meetings/Updates

- *Whats Working / Not Working*
- *New Promotions*
- *Business News*
- *Via Phone/Skype/In Person*



Providing Feedback (Business & CRA)

- *Analytics*
- *Customer Reviews*
- *Site Traffic*
- *Sales Percentages/Metrics*



Problem Solving

Effective Social Media marketing is a common issue found with small businesses.

Finding the time to build an effective social media platform is what small businesses struggle to do.

Working with a Social Media Consultant will teach small businesses strategies and social media trends to help time management issues.



**YogaFit Studios (Boynton Beach, FL)** added an event.
May 17 at 6:44pm · 🌐

YogaFit Boynton Beach GRAND OPENING PARTY- Save the date!
Help us celebrate our official grand opening! This event is open to the public and our current members.

Free Yoga Class Demos Special New Member Discounts* Giveaways* Raffle Prizes* Wellness Vendors* Yoga Apparel*

Schedule Coming Soon!



JUN
17

YogaFit Boynton Beach Grand Opening...
Sat 12 PM · YogaFit Studios (Boynton Beach, FL)...
Health · Wellness

★ Interested

Cross promotion using videos from Movies in the Park Video Ad Campaign
to post on social media ~ Please Watch



Getting the word out...on social media



Data Collecting for Tracking Results



The Boynton Beach CRA Social Media Outreach Program

Helping small businesses in the CRA district reach their goals through social media marketing by increasing community awareness about their business and growing relationships with a target audience to help drive higher levels of profitability.

