



Social Media Outreach Program for Mom & Pops

SMOP

This free program is designed to help small businesses:

- Navigate and understand the various platforms of social media as a marketing tool
- Develop their professional online identity
- Assist in developing engaging content
- Allow for collaboration opportunities to increase advertising reach



Brand Awareness

SMOP assists businesses in building their online brand through awareness campaigns

Reviews

Identity

Engagement



Product Sales

Online ads and promotions directly lead to product sales for businesses

Solinda Waxing Oasis

- 30% increase in new customers from social media promotion
- Weekly sales increase of approx. \$1,050
- Returning customers generated from targeted ads and promotions



Healing Heart, Inc.

- 18% increase in phone inquiries & appointments
- Average of 80 appointments a week
- Approx. sales \$5,700

Events

Promotion of events leads to attendance and sales

Infusions Café

- Sold out 3 monthly pop-up dinners
- Total attendance: 90
- Total sales: \$3,200



Boardwalk Italian Ice & Creamery

- Sold out of hot dogs, sausages, and buns in 2 days
- At least 70 customers
- Made approximately \$500 in just sandwiches



Engagement

SMOP spurs engagement on social media platforms to increase referrals for local businesses



Kelsey Leigh Floyd Mar Lynn Craig Bilawsky if you haven't been; GO! It will remind you of home so quick and the ice cream and Italian ice flavors and creations are all amazing!

Like · Reply · Message · 2 · December 17, 2017 at 3:10am

Like · Reply · Message · 1 · December 20, 2017 at 11:59am

1 Reply



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Debbie Lopez Justine Jalbert this the place you have been talking about? Yum...Thinking after Christmas date. Lol

Like · Reply · Message · December 18, 2017 at 7:23am



Debbie Lopez Justine Jalbert this the place you have been talking about? Yum...Thinking after Christmas date. Lol

Like · Reply · Message · December 18, 2017 at 7:23am



Jessica Bayer Leisha Gernstadt have you guys been here yet?

Like · Reply · Message · December 17, 2017 at 2:08pm

1 Reply



Bobby G Prince Jr. Awesome water ice

Like · Reply · Message · December 18, 2017 at 10:40am

Write a comment...



The Boardwalk Italian Ice & Creamery - Boynton Beach

Published by Joseph Hurtuk III (?) · December 16, 2017 at 2:59pm

Funnel cakes fried Oreos Zeppoli's and lots of other good stuff at the boardwalk Italian ice and creamery come on down and get you some

Customer Retention

SMOP brings awareness to the community of the goods and services available within proximity of their homes, encouraging people to patronize locally owned businesses

THANK YOU! One year ago today I was able to open Infusions Cafe. It was a dream come true. Thank you to everyone who has supported my dream, because of you I am able to celebrate my ONE YEAR ANNIVERSARY today! Thank you! We are open for lunch come celebrate with me 11am-2:30pm. Hope to see you!



Paula Melley, Bradley Clement and 32 others · Chronological · 4 Shares

Nicki Calicchio Congratulations Dena!!
Like · Reply · Message · 1 · December 14, 2017 at 10:19am

John C Lanza YAY!!! Congratulations!!! So proud of you!
Like · Reply · Message · 1 · December 14, 2017 at 10:30am

Christine Gattuso Congratulations Dena! Your food always looks amazing—wish You were nearby so I could try some. Looking forward to you post next year on your second anniversary!

Linda Makransky Himmelbaum Congratulations Dena Balka!!! 🎉. You and your staff are awesome. The food is delicious.
Like · Reply · Message · 1 · December 14, 2017 at 12:28pm

Like · Reply · Message · 1 · December 14, 2017 at 4:02pm

Debby Coles-Dobay Congratulations!
Like · Reply · Message · 1 · December 14, 2017 at 5:49pm

Brittney Red Hollerback Congratulations 🎉🎉🎉

Jane York Congrats, Dena! Your Michigan friends will see you soon. Can't wait to enjoy your masterful infusions again!!
Like · Reply · Message · December 15, 2017 at 10:57am

Jane York Congrats, Dena! Your Michigan friends will see you soon. Can't wait to enjoy your masterful infusions again!!
Like · Reply · Message · December 15, 2017 at 10:57am

Amy Robinson Congratulations Dena! I know you work very hard and deserve
Like · Reply · Message · December 17, 2017 at 9:46am

Emily Rowlands Quiche please! We can put a candle it in to celebrate your anniversary! 😊
Like · Reply · Message · December 17, 2017 at 9:46am

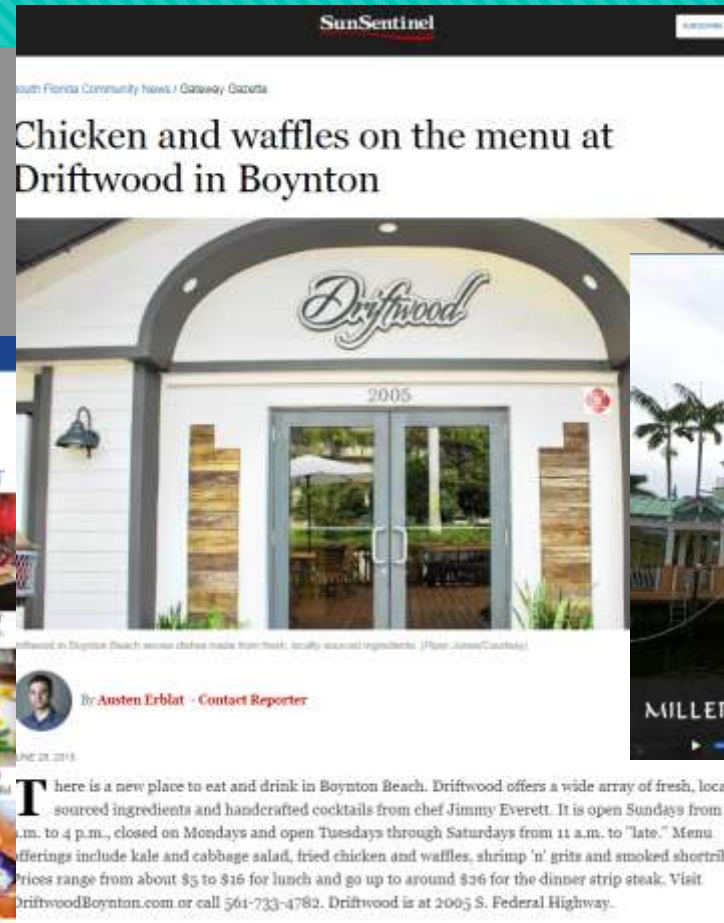
Community

SMOP for Mom & Pops encourages businesses to cross promote and interact with one another



Media

SMOP helps businesses communicate through different forms of media for increased exposure



*View video in attached documents

Press Coverage of Program and Testimonials

SunSentinel

Boynton Beach incubator and commissary cooking up new food businesses

A Boynton Beach food incubator and a nearby commissary kitchen have been cooking up new food businesses for the community. One of them even went on to appear — and win money — on TV's "Shark Tank."

It all began in 2008 with the opening of the Secret Garden Cafe and Incubator, a shared kitchen and culinary training center at 410 E. Boynton Beach Blvd. In a commercial kitchen, Hour Cucina, opened around the corner at 411 S. Federal Highway. Investors Les Albert and Steve Eisen backed her venture, seeing the potential of the commissary, Levin said.

Out of these two organizations came several businesses: La Petite Bakery and Delicious Town Biscotti and Baked Goods, both in Boynton Beach; Andre Gourmet Sauce Co. in West Palm Beach; and Sassy Palate of Delray Beach, which makes spreads, sauces and vinegar, according to the incubator program's executive director, Sherry Johnson.

The Secret Garden incubator helps budding food businesses understand the federal, state and local requirements to make food for public consumption.

"Our job is to help get them licensed," said Johnson, adding that understanding the process of getting an occupational license from both the city and county can be baffling.

Just around the corner from Secret Garden is Hour Cucina, a commissary started by Susan Levin. She started off baking at the Secret Garden then opened her own business, Delicious Town Biscotti and Baked Goods, in Boynton Beach. She decided to open her commercial kitchen for use by other entrepreneurs and chefs.

Levin, 64, had recently divorced and was looking to make extra money by selling biscotti at the green market. The Secret Garden helped her learn the ropes and today Delicious Town has standing orders from coffee shops including The Seed in Boca Raton, Gizzi's Coffee in Delray Beach, and SwitchBox Coffee Roasters in Oakland Park.

Her biscotti is "crunchy on the outside, but you can bite through it and not need dental work," Levin said. Flavors include almond and chocolate chip and almond berry swirl, a cross between biscotti and rugelach, she said.

Boynton CRA helps businesses through social media program

Based on the business-building success of a pilot Social Media Outreach program started for small businesses last year, the Boynton Beach Community Redevelopment Agency has expanded its free program teaching local businesses how to cross-promote with other businesses.

"We believe this is the first program of its kind to be offered by a CRA in the state," said CRA assistant director Tiny Shutt.

The big push now she said is to assess and categorize the 38 old and new participants in the program according to their social media skills and needs.

Beginner, intermediate and advanced categories so far have been created to identify participants' social media skills.

"We are seeing people actually getting results," Shutt said. "From different indicators we see additions made to memberships, classes offered, sales growth or even engagements."

Since many businesses have a social media following already that gives them a way to communicate with their customers, she said the CRA's program will show the businesses how to strategically utilize social media tools to develop or support their brand, monitor customer feedback and cross-promote their goods and services.

Credit for the idea that led to starting the program is a "team effort," Shutt said.

The initial idea came from CRA development services manager Theresa Utterback. Bonnie Nicklisen helped with developing the guidelines, CRA executive director Mike Simon provided oversight and the CRA Board funded support for the entire program, she said.

"The one beneficial insight we have gained from the course and put into practice is that live video is really the way to go when you want to build an audience," said Amanda Johnson, who co-owns the Amanda James Boutique Art Gallery at 412 E. Ocean Ave. with her husband James.

"Social media is ideal for small business like us because advertising is so expensive and unaffordable," she said.

For their first project last year, the pair designed a Saks Fifth Avenue display window at the Gardens Mall stocking it with their custom wall art, wearable art, handmade photos, ceramics, boutique items and other objects and used daily live video to attract an audience of 4,000 on Facebook.

"Sales were brisk and continued even two weeks after the live event ended. We were still receiving phone calls from people commenting on the display and that translated into sales," Johnson said.



*View video in attached documents