

2019 FRA PROMOTION AWARD ENTRY

SMALL BUSINESS VIDEO AD PROMOTION CAMPAIGN

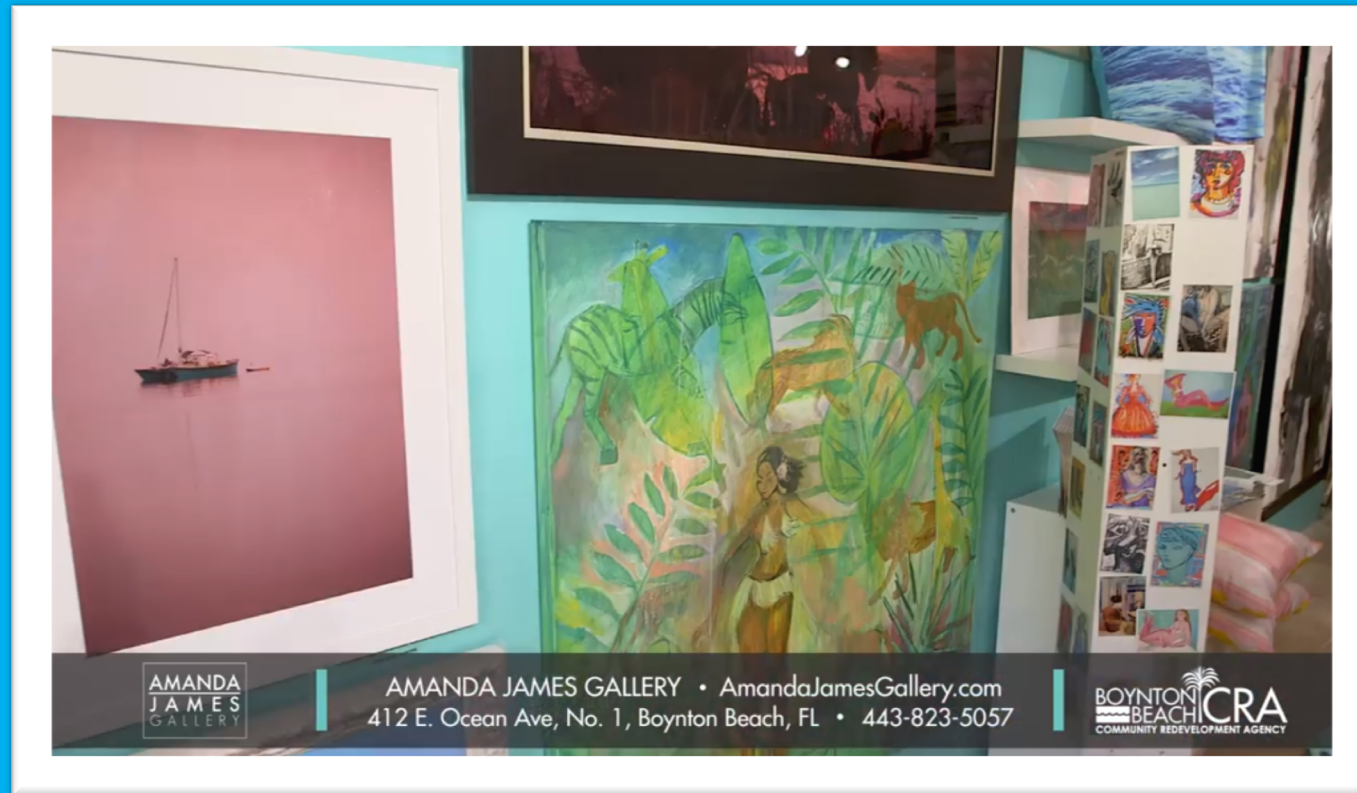
PROGRAM DESCRIPTION

The *Small Business Video Ad Promotion Campaign* works as a catalyst for long-term growth by helping to promote local businesses on social media, which supports the Boynton Beach CRA's broader marketing plan that promotes Downtown Boynton Beach businesses within the CRA District.



COMMUNITY IMPACT

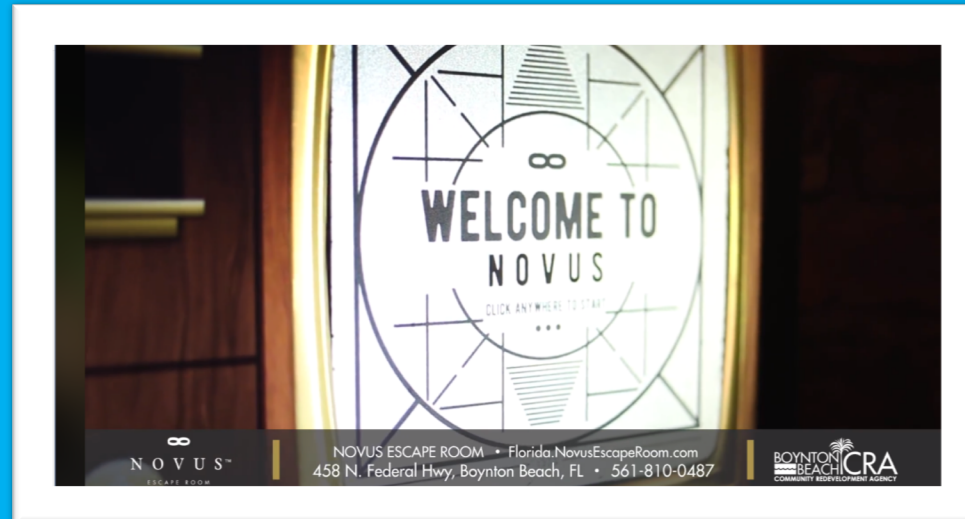
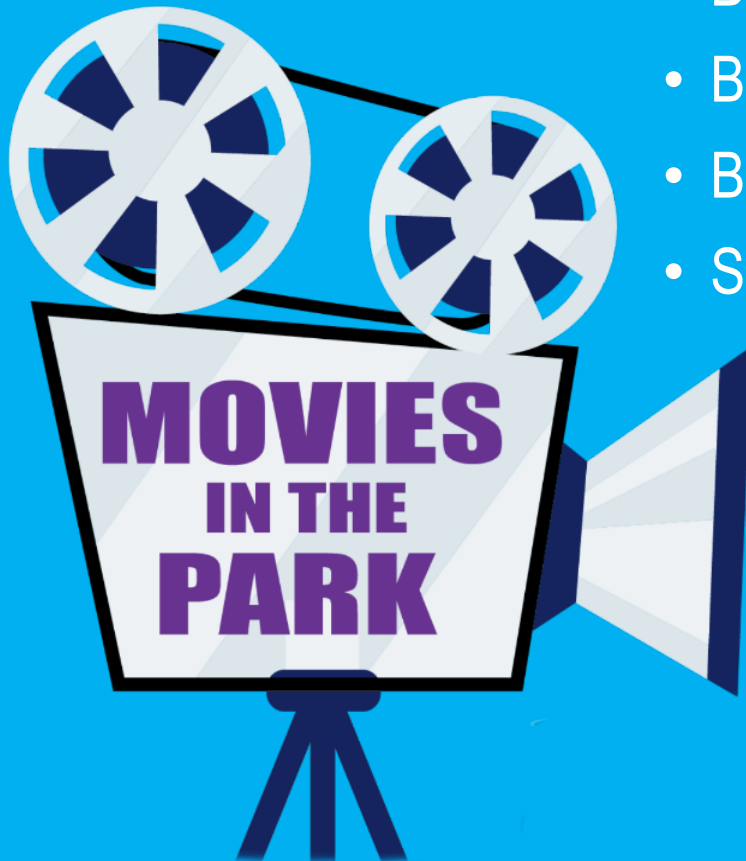
Connecting the small businesses with the community on social media increases public awareness of the downtown businesses, which helps build a positive business community identity and encourages viewers to shop local.



CROSS PROMOTION #HittheBiz

Small Business Videos are also viewed at:


- BBCRA Facebook Page
- BBCRA Board meetings before the meeting
- BBCRA YouTube Page
- BBCRA Newsletter
- Special Events such as Movies in the Park, Rock the Plaza & Pirate Fest




ANALYTICS

Post Details

VideoPostShares



BBAD WHERE ART COMES ALIVE | BOYNTON BEACH ART DISTRICT • BoyntonBeachArtDistrict.com
410 West Industrial Ave, Boynton Beach, FL • 786-521-1199 | BOYNTON BEACH CRA
COMMUNITY REDEVELOPMENT AUTHORITY

**Boynton Beach CRA...**
Have you ever been to the Boynton Beach Art District?

1:59 · Uploaded on 06/05/2019 · View Permalink · Copy Video ID

Performance for Your Post ⓘ

⌚ Minutes Viewed	544 >
🎬 3-Second Video Views	1,500 >
🎬 10-Second Video Views	494 >
📺 Average Video Watch Time	0:07 >
📊 Audience Retention	>
👤 Audience and Engagement	>

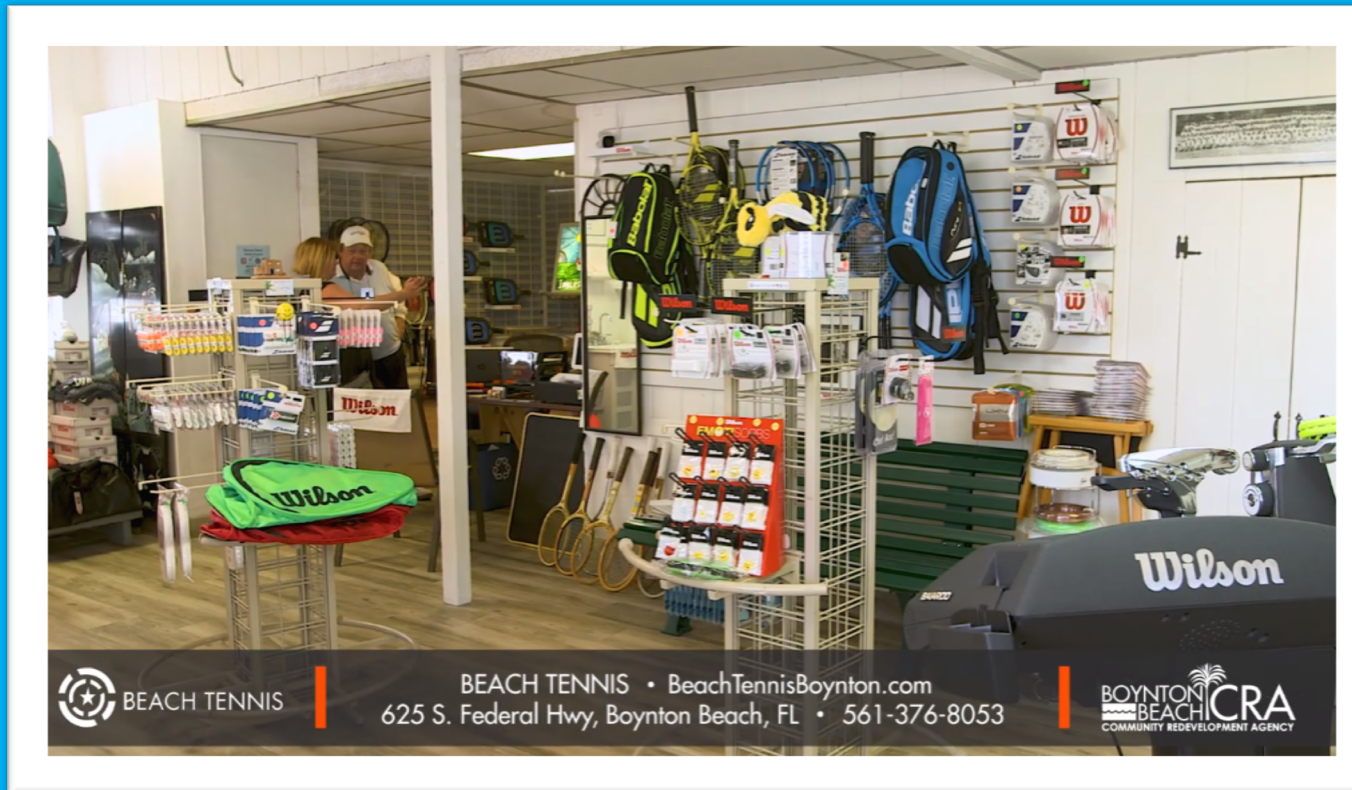
PROBLEM SOLVING

The Small Business Video Ad Promotion Campaign also highlights vacant storefronts for rent to help motivate the audience and drive the audience to action to open a small business by letting them know Boynton Beach is open for business.



APPLICABILITY TO OTHER COMMUNITIES

The *Small Business Video Ad Promotion Campaign* can be replicated in other communities, as limited marketing budgets are common among small businesses. With everyone on social media these days this promotional campaign works for the small business.



BEACH TENNIS

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The brand awareness the videos provide the small business is essential in driving traffic to their location, website and social media pages. Ultimately, this benefits the local economy when tax dollars are spent at these businesses. The BBCRA is committed to funding projects and programs that promote small businesses because we believe they are the foundation to creating a vibrant downtown core.

