



# LOVE ALWAYS POMPANO BEACH

POMPANO BEACH COMMUNITY REDEVELOPMENT AGENCY  
FRA AWARDS 2021 – CATEGORY: PROMOTION





# Love Always, Pompano Beach

## Description

Love Always, Pompano Beach is an all-encompassing marketing campaign featuring local businesses located within Pompano Beach CRA districts, as a way to promote and drive foot traffic to those business suffering losses as a result of the pandemic.

## Objective

- To ensure Pompano Beach CRA businesses continue to survive during COVID-19 closures.
- Increasing awareness and driving residents and visitor traffic to businesses located in the Pompano Beach CRA.



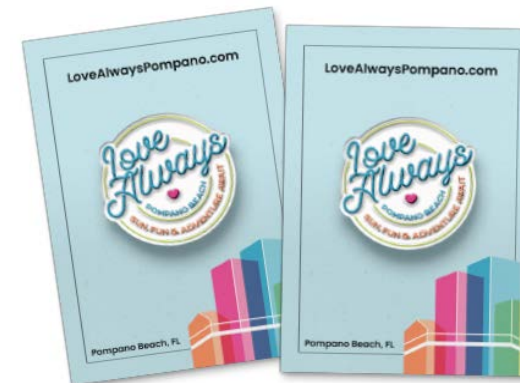
Love Always Stickers and Coasters  
( 5,000 coasters and 1,500 stickers distributed)



Love Always, Pompano Beach Tote Bags  
(900 distributed)



Love Always, Pompano Beach Storefront Decals (60 distributed)



Love Always, Pompano Beach Pins  
(610 distributed)





# Love Always, Pompano Beach Subcampaigns



RESTAURANT INITIATIVE  
**Sunset Sips**



RETAILER FOCUS  
**Shop Pompano**



LOCAL ATTRACTIONS INITIATIVE  
**Play Pompano**

The campaign has three sub campaigns:

- **Sunset Sips:** Showcasing promotions from local restaurants, beverage and dining specials, food pairings, tasting menus and takeout specials. These offers were available Monday-Thursday from 3-8 pm.
- **Shop Pompano:** Featuring retailer's specials, discounts, gift with purchase/ services offerings and loyalty cards.
- **Play Pompano:** Featuring activities from family-friendly outdoor adventures to relaxing spa experience – including special discounts, membership packages, visitor promotions and free classes.

# Marketing Collateral and Digital Assets

150 printed and distributed at the Green Market and Pompano Beach Visitor Center



Brochure



Flyers



Rack cards

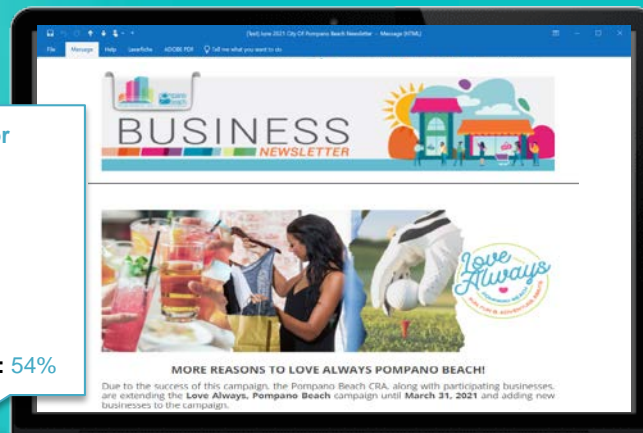
60 were distributed, one for each of the participating businesses

## Neighborhood Ambassador Newsletter

Open rate: 36%  
Click rate: 4%

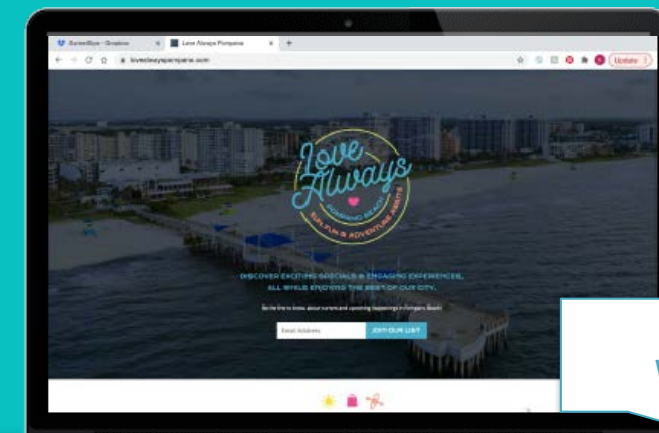
## CRA Business Newsletter promoting the campaign

Open rate: 13.7%  
Clickthrough rate: 1%  
Click rate of campaign website: 54%



CRA Business Newsletter featuring the campaign

900 printed and distributed at the Green Market, Pompano Beach Visitor Center and at participating businesses

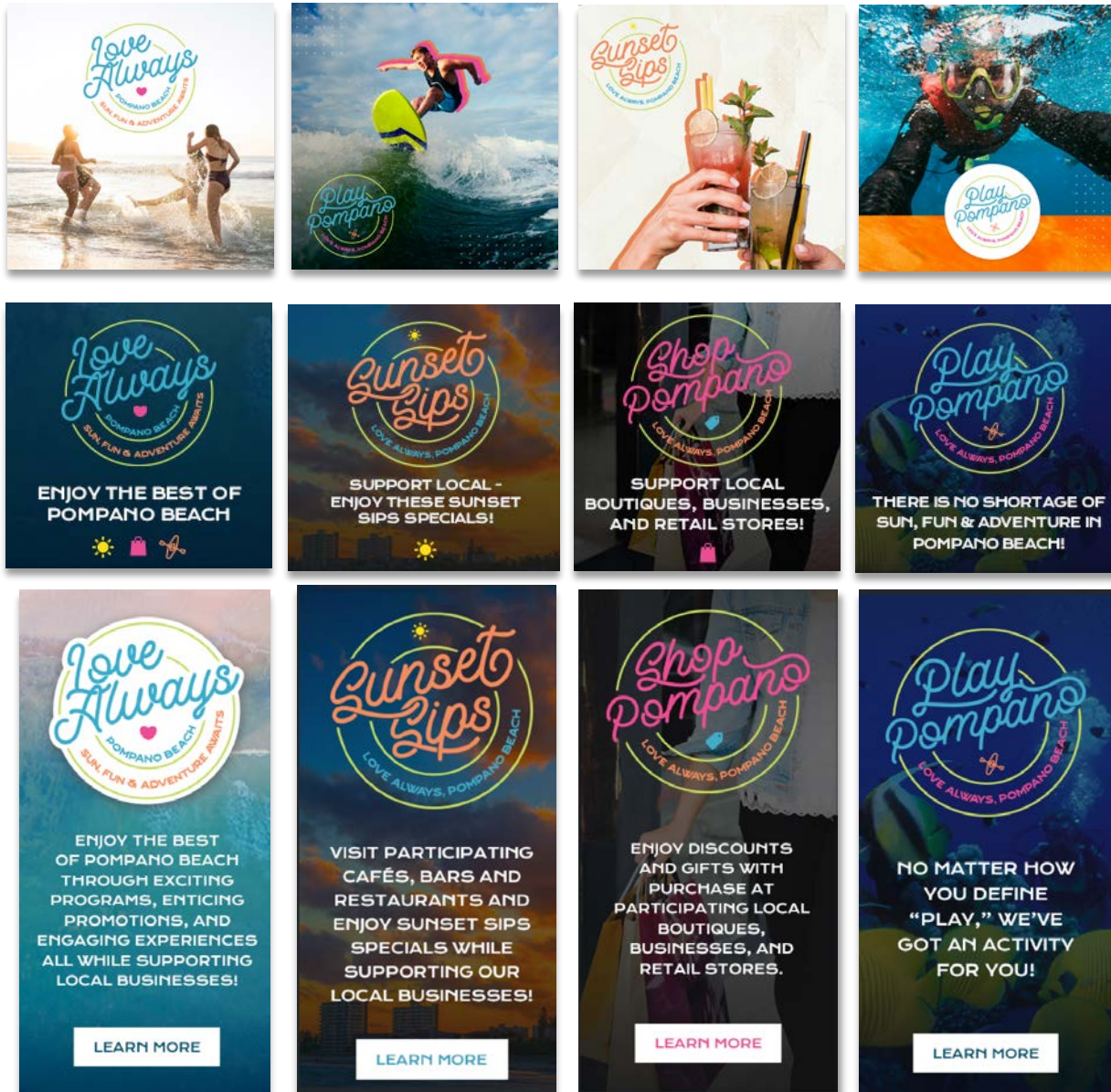


Love Always, Pompano Beach Website

See page 11 for Website analytics

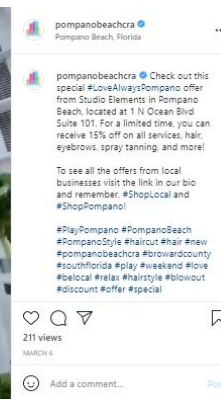
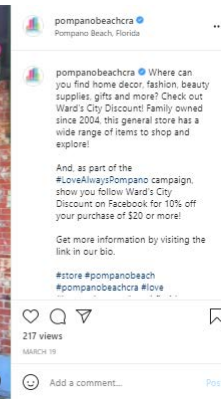
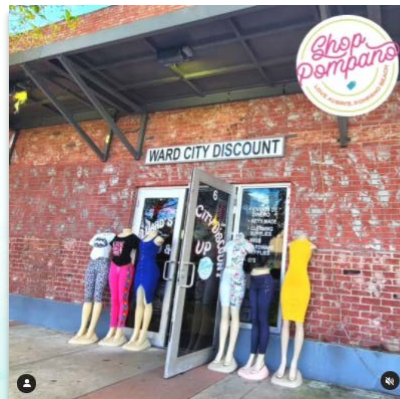
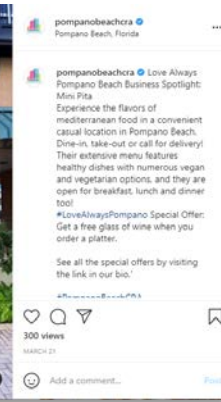
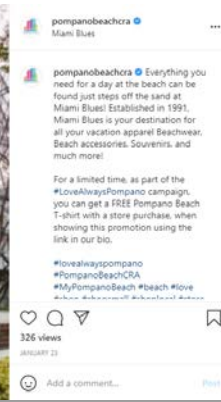


# Digital Advertising and Social Media Assets





# Social Media Campaign – Participating Businesses’ Social Media Highlight (Instagram)





# Social Media Campaign – Participating Businesses’

## Social Media Highlight (Facebook)

**Pompano Beach CRA** · Published by Jacquie Nunez · March 19 ·

Experience the flavors of mediterranean food in a convenient casual location in Pompano Beach. Dine-in, take-out or call for delivery! Their extensive menu features healthy dishes with numerous vegan and vegetarian options, and they are open for breakfast, lunch and dinner too!

**#LoveAlwaysPompano Special Offer:** Get a free glass of wine when you order a platter.

See all the special offers here:  
<https://www.lovealwayspompano.com/sunset-sips>



0:00 / 0:09

580 People Reached      44 Engagements

Boost Post

7      2 Comments

**Pompano Beach CRA** · Published by Terra Spero · March 17 ·

Where can you find home decor, fashion, beauty supplies, gifts and more? Check out **Ward's City Discount**! Family owned since 2004, this general store has a wide range of items to shop and explore! And, as part of the **#LoveAlwaysPompano** campaign, show you follow Ward's City Discount on Facebook for 10% off your purchase of \$20 or more!

Get more info here:  
<https://www.lovealwayspompano.com/shop-pompano>



0:00 / 0:09

657 People Reached      20 Engagements

Boost Post

2      1 Share

**Pompano Beach CRA** · Published by Jacquie Nunez · March 13 ·

We've seen the COVID mullet, the COVID color-in-a-bottle, the COVID I-Can-Trim-My-Own-Bangs...I think we can all agree, it's best to leave it to the professionals! And as part of **#LoveAlwaysPompano**, Great Clips has special offers on hair cuts & product!

See all the participating businesses & offers here:  
<https://www.lovealwayspompano.com/play-pompano>



0:01 / 0:12

499 People Reached      23 Engagements

Boost Post

3      2 Comments

Like      Comment      Share



# Costumer Incentives

In order to incentivize spending, those who spent \$75 or more at one or a combination of the participating locations could claim a free branded limited-edition Love Always Pompano Beach Bag by bringing their receipts to the Pompano Beach Visitor Center located in the first floor of the Pier Parking Garage.

To promote the campaign this bag was also distributed for free at the Pompano Beach Green Market with more information about the campaign. During the month of February those who shared the campaign via social media could also claim a free bag at the visitor center.





## Collaboration with the City of Pompano Beach's Green Market event by promoting the campaign to generate awareness of participating CRA Business





# Campaign Activation (November 28 – January 13)



In partnership with a local non-profit organization, C.A.K.E (Community and Kindness for Everyone), the Pompano Beach CRA set up a stand-alone interactive activation Love Always, Kindness Wall at 26° Brewing Co. The wall was 12' x 8' structure with the campaign logo in the center and bubbles surrounding it with the colors of the campaign. Some of the bubbles had written quotes of encouragement and kindness messages. Instructions, sharpies and sanitizing wipes were provided to the restaurant so that customers could write messages on the wall, take a picture and post it on social media using the hashtag #LoveAlwaysPompano to promote the campaign and website.





# Results

## Business Participation and Website Traffic

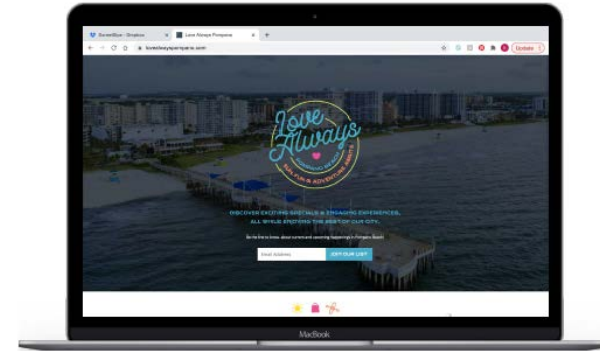
### Business Participation

- 24% of all businesses located within the CRA districts participated in the Love Always, Pompano Beach campaign.
- Participating businesses reported on a survey conducted by the CRA that saw an increase in sales as a result of the campaign.

### Business Growth

- Pompano Beach proudly celebrated the opening of 8 new businesses located in the CRA district during the pandemic with at least 2 more coming soon.

### Website Traffic



**Referral from:**

**Google: 32,117**

**Facebook: 10,498**

**Instagram: 38**

**Point Pubs: 61**

**Pompano Beach Website: 24**



# Results

## Social Media Advertising, Search Engine and Display Marketing

### Social Media Advertising

REAL Time Marketing Group



**Sips:** \$2,272.4  
**Impressions:** 168,749  
**Reach:** 52,257  
**Clicks:** 3,016



**Shopping:** \$2,353.9  
**Impressions:** 297,909  
**Reach:** 105,699  
**Clicks:** 6,354



**Play:** \$2,225.43  
**Impressions:** 193,421  
**Reach:** 81,550  
**Clicks:** 7,930



**Bag Promotion:** \$50  
**Impressions:** 4,807  
**Reach:** 2,255  
**Clicks:** 133

### Search Engine and Display Marketing

WIZARD DIGITAL, DIGITAL MARKETING



**Search Campaign**  
**Impressions:** 22,428  
**Clicks:** 2,002  
**Spend:** \$3,084.72



**Display Campaign**  
**Impressions:** 8,393,349  
**Clicks:** 41,960  
**Spend:** \$9,296.99



**Video Campaign**  
**Impressions:** 32,326  
**Clicks:** 21  
**Spend:** \$439.92



# Results

## PR and Media Coverage



### EDITOR & DATE

AP News included the press release highlighting the “Love Always, Pompano Beach” campaign on November 16



### QUOTE

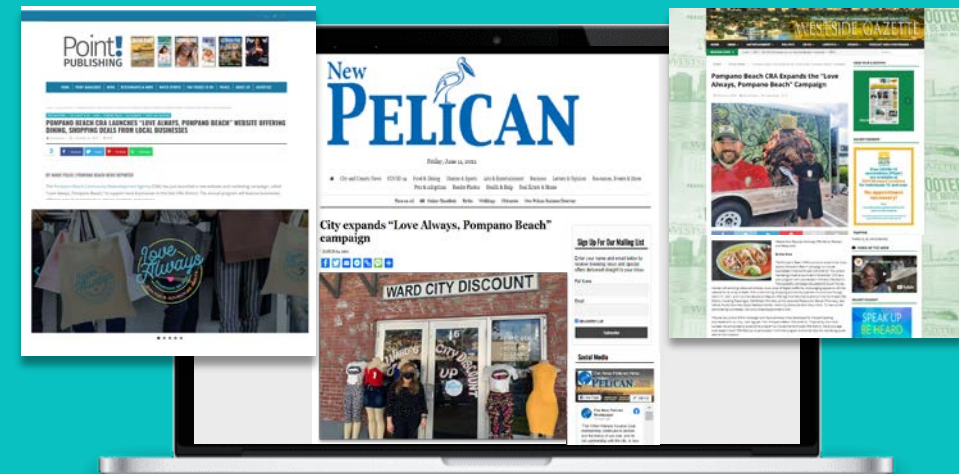
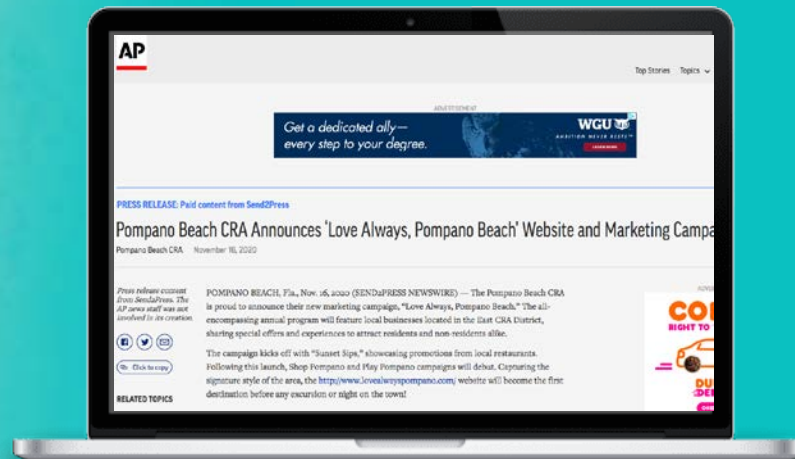
“The Pompano Beach CRA is proud to announce their new marketing campaign, “Love Always, Pompano Beach.”



### CIRCULATION & IMPRSSIONS

AP News has 20,516,880 unique visitors per month.

Outlet	Impressions
<a href="#">AP</a>	20,516,880
<a href="#">Massachusetts Newswire</a>	1,170
<a href="#">Big Mouth Girlz</a>	3,023
<a href="#">The Florida Redevelopment Association</a>	2,070
<a href="#">Market Screener</a>	1,135,320
<a href="#">Chronicle Tribune</a>	42,018
<a href="#">The Daily Advance</a>	35,370
<a href="#">Point Publishing</a>	88,360
<a href="#">Florida Newswire</a>	1,920
<a href="#">California Newswire</a>	2,316
<a href="#">Send 2 Press Newswire</a>	13,950
<a href="#">News Break</a>	28,675,248
<a href="#">New Pelican</a>	65,000
<a href="#">Westside Gazette</a>	30,000
<b>TOTAL</b>	<b>50,612,645</b>







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