



Buy Local Berkeley Program Accomplishments 2013

COMMUNICATIONS

- Over the course of the year our monthly consumer newsletter created 70,000 impressions (5,905 x 12 newsletters)
- Grew our Facebook audience over the year by 10% from 820 to 913 people.
- Created over 237,000 impressions on Facebook over the course of the last year and promoted posts by Local Leader members for additional reach.
- Developed tracking system for promotion of members through website and social media.

MEMBERSHIP

- Grew our number of paid members by 50% from 73 members in 2013 to 109 paid members in 2014
- These paid members were 80% Local Listers at \$50 per membership and 20% Local Leader at \$200 per membership.
- This increase in revenue has resulted in Buy Local Berkeley self-funding 1/3 of its operating budget from non-city sources.
- Entered partnership with West Berkeley Design Loop for group membership resulting in 21 new members.
- Developed Social Media workshop series for members and Berkeley businesses on to provide training on various social media and the Localon website platform. The first workshop had 22 attendees who were also solicited for membership in BLB.

ADVERTISING

- Placed monthly web ads with media partner Berkeleyside for a reach of over 1 million impressions, and on the East Bay Express website for a reach of over 2 million impression. The ads featured 2 different members each on a monthly basis in a rotating BLB-branded ad.
- Placed BLB ad in the Chinook Book printed edition of 45,000 books, and funded placement of BLB logo on 29 member ads for a reach of over 1.3 million impressions.
- Developed resource material for the Chinook mobile app and promoted holiday coupon pack with 3,395 downloads.

- Promoted use of BLB logo by members businesses and associations in their ads and social media.

HOLIDAY CAMPAIGN

- Received over 8 million total impressions across all print, radio, web and social media platforms during the 3 month campaign.
- Chinook Book's mobile campaign resulted in an additional 3 million impressions.
- Grew total economic impact from 2012 to 2013 by 62% from \$46,502 in 2012 to \$75,227 in 2013.
- Increased participation 46% in 2013, with 35 new businesses in addition to the 75 returning businesses, and increased number of offers from these businesses by 9% from last year to 121 coupon offers.
- 40% more coupon packs were distributed and 65% more were redeemed in 2013.

COMMUNITY OUTREACH

- Outreached to consumers through social media, newsletters and tabling at Farmers Markets throughout the year.
- Gained 259 new email registrations at BLB booths at Solano Stroll, Sunday Streets, Snow Day in Berkeley, and the Holiday Tree Lighting events.

2014-2015 Strategy

Goals: Improve benefits and experience for current members through promotion and training events; maintain and increase viewership on website and social media; increase reach of consumer and merchant newsletters; maintain and develop beneficial relationships with partners.

Projects:

Merchant Outreach/Membership Services

- Develop/disseminate package for new and existing business members including door slick, posters, postcards, email signup sheet and counter sign
- Maintain regular contact with businesses through newsletter and email, soliciting content and photos for promotional use
- Track promotions of businesses through website, social media, newsletters, etc. and report back to them on regular basis, and at annual renewal time
- Promote memberships and Association partnerships (such as WBDL) with presentations at Association meetings, BBDN, etc.

Consumer Outreach

- Table at public events throughout year, including during Holidays to promote BLB and gather emails for newsletter and Facebook friends

-Develop and implement Holiday Marketing Campaign to consumers to promote local holiday shopping

Social Media

- Solicit post content and/or develop posts about members on our Facebook, Twitter, and website
- Organize Social Media Workshops with Localon for members and business community at large to teach social marketing and further memberships
- Create a Tips Template for Posting structure, vocabulary, use of photos, etc. for members
- Use Facebook promotion of posts (\$5 for our \$50 members and \$10 for our \$200 members) to increase reach

Website

- Update website with events, announcements weekly
- Solicit and/develop content for featured members section on monthly basis (promote featured member on Facebook and Twitter)
- Develop and promote Tools Section of site to members
- Maintain archive of e-newsletters under Tools Section for reference

Newsletters

- Publish 1 Merchant and 1 Consumer newsletter per month with consistent formats
- Enact changes to format of newsletters to include featured members from website and ads, member deals, upcoming events, business tips (social media, why shop local, etc.)
- Increase newsletter sign-ups through events and promotion on ads

Advertising

- Develop web ads with media partners Berkleyside and the East Bay Express, featuring 2 different members on a monthly basis, along with a general BLB message with links to the BLB website.

Holiday Campaign

- Maintain relationship with Chinook Book for Holiday Shopping mobile app and increase participation working through merchant associations
- Continue with citywide holiday marketing efforts including BART station ads, outreach at community events and Farmers Markets, banners, posters, and postcards to promote shopping local for the holidays.

Partners:

Local On

West Berkeley Design Loop

Visit Berkeley

Berkeley Chamber of Commerce

Chinook Book

Business Associations

Steering Committee Members: Lars Skjerping, Mark McLeod, Heather Hensley, Shifra de Benedictis-Kessner, Joel Cohen, Diane Rames

Contract Manager: Jennifer Cogley