

## #DIGOEV DIGITAL MARKETING FUND

### WHAT IS IT?

The #DIGOEV Digital Marketing Fund has been created thanks to our generous sponsors- the Beer & BBQ Show and Libro Credit Union. The profits collected from the Beer & BBQ Show and Libro Credit Union will be used towards digital marketing for businesses in the Old East Village. Each applicant qualifies for up to \$100 in digital marketing funds that can be used for Facebook, Instagram, or Twitter. Once the application form has been approved, a staff member from the BIA will contact you to discuss the best options for your business's digital marketing strategy. This initiative is possible due to area sponsors and will be supported by the Old East Village BIA and the Old East Village Economic Development Corporation.



### THE BENEFITS:

Digital marketing is one of the most cost-effective ways to promote your business. It allows you to target a specific audience with affordable digital ads. By targetting a specific audience, you will reach people who are more likely to become customers.

### FACEBOOK BOOSTS:

In simple terms, boosting a Facebook post means you are paying to get your post seen by more people. With a Facebook boost, you are able to reach a much wider audience and choose who you want this audience to be. For example, you can target a specific audience, like 30-35-year-old women. With Facebook boosts, you set your own budget. The minimum is \$1 per day, so you could run a week-long campaign with just \$7. However, the more money you invest, the more people your post will reach. For more information on Facebook boost costs, click [here](#).

## **PROMOTING ON INSTAGRAM:**

Promoting Instagram posts allows businesses to reach a wide audience, with the ability to include direct links to their websites within the post. Without promoting posts, this option is not possible and businesses have to refer to the “link in bio” for customers to be able to link back to their website. Similar to Facebook, you are able to set your own budget for Instagram ads. For more information about how to run Instagram ads, click [here](#).

## **PROMOTED TWEETS:**

Targeted promoted tweets are similar to Facebook Boosts. Businesses are able to target a specific audience. However, with promoted tweets, you will only pay when a user favourite, retweets, follows, clicks, or replies to your promoted tweet. The average cost for a promoted tweet is around \$1.35 per engagement. For more information about how to promote tweets, click [here](#).

## **PROMOTED TWITTER ACCOUNTS:**

Twitter promoted accounts work similarly to promoted tweets, except this time it is for your entire account page. After businesses identify their target audience, Twitter will suggest your page to them to follow through “Who to Follow” and home timelines. The Twitter Promoted Accounts cost is simple, you pay per follower gained. A gained follower costs anywhere between \$2.50- \$4.00. For more information about promoting twitter accounts, click [here](#).