



Entrant Name:	Ineke Boekhorst, Executive Director
BIA / Organization Name:	Downtown Maple Ridge Business Improvement Association
Title of Entry:	Coupon Book
Category:	Marketing
Timeframe:	April, June, August 2018

Work Plan



Summary:

The DMRBIA area houses a variety of retail stores, businesses, mostly small to medium sized, office buildings, and services, surrounded closely by dense residential neighborhoods. The downtown core area stretches approx 8 blocks, with total property assessment value of well over \$ 450,000,000.

DMRBIA coupon book Program provides a cost effective opportunity for businesses to offer special deals to consumers. Great incentive to encourages residents and visitors to shop local, experience all the goods and services the unique businesses in downtown Maple Ridge have to offer.

Opportunity / Need

The DMRBIA Coupon Book provides an opportunity for smaller businesses to offer their product and/or service to the consumer at an extremely affordable cost.

It was identified by the Marketing and Events Committee that the cost of advertising is just too high for smaller businesses. We do have a local newspaper, but again the cost of just one ad is too high for many merchants.

We looked for a simple and affordable opportunity to accomodate the need to advertise.

The cost of a coupon in the DMRBIA coupon book is \$20, within reach of any of our members and perfect to spotlight for instance a new business with a super special coupon.

We produce 1500 coupon books and 3 publications per year (April, June, Aug.)



Goal / Objectives

1. To offer an affordable and effective marketing tool to our members
2. Encouraging "Shop Local" by offering special deals from our unique downtown businesses
3. Raising awareness, profile and brand of downtown Maple Ridge businesses



Audience

Downtown Maple Ridge primary customer is local. Local residents and many of them work downtown Maple Ridge. Surveys have shown 40% of our customer base works downtown Maple Ridge.



Implementation

We produce 3 publications annually: April, June and August.

First publication is ready before our annual HomeShow (first weekend in May), which attracts approx 20,000 visitors. DMRBIA shares a booth with the City of Maple Ridge, from where we distribute approx 1500 coupon books.



In 2018 we changed the design and size of the coupon, which made the project much more successful. We decreased the size considerably to make it easier to carry with you; it now fits in a wallet. The coupon book holds a total of 24 coupons and is produced in house, to keep the cost down. We designed a “template” making it easy for our members to just drop in their information and email completed coupon to our office. If members are unable to do their own, we create coupon for them (extra \$20 charge) Every coupon has an expiry date; usually coupons are good for 6 weeks from starting distribution date. We negotiated a very good price with the printer(member business) ; coupons are black-and-white. Cover is colour; at the beginning of the season, we print 5000 colour covers(enough for one year) and have one member business advertising on the cover(to recover cost of cover) + printer has a free ad on the cover....again to keep the cost down. Books are assembled/ stapled in house.

Our second and third editions are distributed from assorted locations, such as the Tourist Information Office, City of Maple Ridge, Chamber of Commerce, DMRBIA events, our summer markets and Haney Farmer’s Market. Coupon Book is posted on our website(down loadable) and a link on our facebook This project is increasingly successful, affordable and a very easy way for our members to promote their business!

Budget:

Cost of printing 5000 covers is approx. \$ 450(incl. tax); we recover \$450 from a member business, their business is promoted for a whole year on each coupon book. Usually not very hard to sell that advertising spot!

Cost of printing 1500 coupon books approx. \$400 (incl. tax) + \$6.00/1000 extra long staples. We recover 24 X \$20, which equals \$480. The project pays for itself!



Results

This project has been very successful and we have no problem to fill every coupon book with 24 coupons all 3 publications. Restaurant coupons are usually most successful. Our survey shows us that sometimes return is as high as 100 coupons coming back. We try to advise merchants to offer a great deal (10% off is NOT a good deal). We definitely reached our goal and objectives with this program:

1. Offer an affordable and effective marketing tool to our members – many members want to participate over



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and over again. We do like to change offers/participants, as it makes the coupon book look “fresh” every publication

2. Encouraging “Shop Local” by offering special deals from our unique downtown businesses - only member businesses are included in the Downtown Maple Ridge Coupon Book; definitely “Shop Local”. Participating businesses do report that they have attracted new clients from the coupon books, which is really fantastic! We are also experiencing that consumers are now looking for the coupon books.....asking for them when we are at events, etc.

3. Raising awareness, profile and brand of downtown Maple Ridge businesses - customers trying out new businesses and finding stores, restaurants, services they didn’t know were in our Downtown
Increased traffic on our website and social media, as people are downloading the coupon book constantly.

