



**Fleetwood**  
Business Improvement Association

x GET<sup>in</sup>theLOOP

“The Fleetwood BIA has used the GetintheLoop platform since our soft launch in the summer of 2021. Our first goal was to identify small businesses that lacked or did not have any online and social media presence and provide support to assist them with engaging current customers and attracting new customers.

Since our official launch in October, we have onboarded over 80 small businesses with the intention of having 125 small businesses on the platform.

We support the businesses [with GetintheLoop] by offering industry or seasonal-specific campaigns where engagement comes in the shape of contests, scavenger hunts, and time-sensitive deals. We complement the campaigns with traditional print and radio ads, sometimes with direct mail, and through our own social media channels.

Because we are the primary stakeholder in Surrey, our investments have seen the app's downloads consistently grow monthly by about 1,000 to 1,200 new downloads per month. When we started there were less than 2,500 downloads and a small number of Surrey businesses on the platform, and now there are 12,000 downloads and over 80 Fleetwood businesses on the platform with more added each month.

Our [BIA] members, who use the tools we provide and deliver amazing offers, have seen an increase in customer visits and in revenue growth.

One small business has seen monthly revenue increases he had not seen since 2017 and has at least 30 new families that live local and shop in person.”

**Dean Barbour**  
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**Fleetwood Business Improvement Association**  
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