**Invest Barrie - EDAC Marketing Awards Submission – Other Promotion - Video**

**Monday Minute Videos**

The Small Business Centre of Barrie, Simcoe County & Orillia (a branch of Invest Barrie) provides entrepreneurs with the tools they need to start and grow their business via free one-on-one consultations, workshops, events, youth entrepreneurship programs and recommending professional referrals. In the 2017/18 fiscal year we provided consultations to over 330 business owners and assisted in the opening of 116 new companies and the expansion of a further 38 local businesses.

**Purpose of the project (including anticipated outcomes)**

The Monday minute videos are featured weekly on the Small Business Centre Facebook page. The purpose of the Monday Minute videos is twofold:

1. To magnify the communication of themes and concepts that regularly come up in one-on-one client consultations; and
2. To communicate information that business owners can immediately apply to their businesses and that should have an immediate effect.

**Effectiveness/Meeting Objectives (if known)**

The statistics are showing great results - In just 12 weeks:  
Total page likes have increased by 19.63%.  
Page engagement is 11.12%.  
Average viewership is 45.24%.  
Average video completion rate is 33.73%.

**Challenges & Changes made**

The only real challenge faced has been in distilling the key message down so as to stay within the one minute timeframe.

**Target Audience (demographics)**

Micro-businesses of 1 – 5 people where the majority, if not all, of the day-to-day tasks are completed by the company’s ownership.

**Any specifics as detailed in the particular Awards Categories**   
The videos are also used as a platform to educate the viewer as to the services of the Small Business Centre of Barrie, Simcoe County & Orillia and most videos include mention of the fact that all of our services are completely free along with a mention of how to contact us.

Videos can be viewed at the following link:

<https://www.facebook.com/smallbusinesscentrebarriesimcoecountyorillia/>