



# Feb 25 Newsletter

## Digital Highlights

Our online presence has boomed over the past 90 days – here's a snapshot of our digital success:

### INSTAGRAM:

# 110k

Total views, with 43% coming from non-followers – a strong indicator of growing reach.

# 24.5k

Accounts reached (up 237%) with profile activity rising by 158%.

Top posts include the **Halifax Starlight Parade** (8,094 views) and "**What's On in Halifax**" over half term (5,773 views).

**Feed posts** are leading the way, supported by **Reels** (22.5% of views) and **Stories** (18.6%). We're looking to boost video content even further.

### FACEBOOK:

# 656k

Total views and 121.3K reach (up 98.8%), with 8.3K interactions (up 155.9%).

# 500

New followers in 90 days.

### INTERESTED IN CAPITALISING ON OUR DIGITAL PLATFORM?

Get in touch with Aesha to explore marketing opportunities and elevate your business's online presence.

[marketing@halifaxbid.co.uk](mailto:marketing@halifaxbid.co.uk)



## Shopfront Improvement Scheme

All levy-paying businesses can now apply for up to £500 to refresh your shopfront and signage.

With our match funding, you could get 50% of the cost covered – for example, on a £500 project, you'd only need to contribute £250.

Click or scan the code below for more information.



[READ MORE](#)



## Free Digital Advertising

### At The Hub

We've recently installed digital screens at the Discover Halifax Hub, offering businesses free advertising even outside opening hours. Your content can be scheduled by the hour to hit your target audience at the best times.

#### CONTENT SPECS:

Aspect Ratio: 9:16 (vertical)

Resolution: At least 1920px x 1080px

Formats: Videos (MP4, AVI, MPG) and Images (JPEG, PNG)

## Monthly Drop-In Sessions

### At the Discover Halifax Hub

Join us for casual drop-in sessions at the Discover Halifax Hub in the Woolshops (across from Specsavers) from 12:30 – 2pm.

The first session is on 31st March, offering a general overview of the year and ways for businesses to get involved, along with a representative from Calderdale Council. No booking is required – just pop in for a coffee and a chat.

We'll continue these on the last Monday of each month until November, with topics updated as the year unfolds.

## Shop In Halifax Gift Card Program

### Sign up today!

Did you know that as a levy-paying business you can join our Shop In Halifax gift card program completely free?

Encourage local shopping and boost your footfall while tapping into over £10,000 of unspent money in Halifax Gift Cards.

It's simple, effective, and with zero fees – why not get involved? Contact our team to sign up or learn more.

## Event Match Funding

### Deadline Extended!

Great news – the deadline for our Event Match Funding application has been extended until 9am on 1st March.

This extra weekend gives you more time to secure up to £1,000 for your collaborative event.

Find all the details on our website:



**READ MORE**

## Keep in Touch

Stay in the loop by filling in our quick contact form. For any queries, reach out to our team directly.

For any questions or further information, please don't hesitate to get in touch.

#### CONTACT:



**FILL OUT THE CONTACT FORM OR CONTACT A TEAM MEMBER DIRECTLY**

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