

shop local

promotional services

Business Impact for Destinations

CDA Creative Digital Agency is a full-service marketing agency that provides affordable and effective services to support economic development by boosting sales tax & TOT revenues for DMOs, TBIDs, CVBs, and local Chambers of Commerce.

We don't waste your time with fluffy marketing that doesn't move the needle. That's why the Mobile Marketing Association ranked us as a top agency on their Global Business Impact Index.

CREATIVE DIGITAL AGENCY



Experts in Digital Incentives

Our leadership has more than two decades of expertise successfully launching local and national digital incentives programs for clients including Korean Air, Ace Hardware, Chiquita, and Pepsi.



**Travel & Tourism
Experience**



**Award-Winning
Strategy & Creative**



**Creators and
Storytellers by Trade**



**Reporting & Analytics
Specific to Destination**



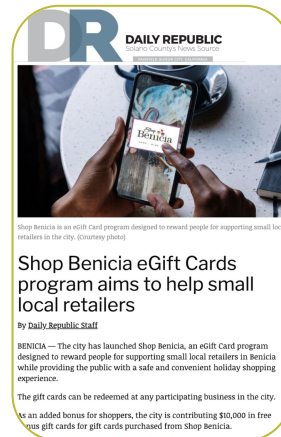
how we help

An Extension of Your Team

Yiftee is a powerful tool for generating new sales tax revenue and keeping local dollars in the community, but it takes special expertise and time to implement to its maximum potential – two things the average overworked city or chamber employee may not have.

CDA has the experience, established processes, and a proven track record for ensuring Yiftee shop local programs deliver an ongoing, active stream of revenue.

yiftee gives you the tools
we handle the execution



CREATIVE
DIGITAL
AGENCY

services

launch

Make a major impact when your Shop Local program goes to market

- Strategic Planning & Budget
- Branding & Promotional Materials
- Merchant Onboarding & Communications
- Web Presence
- Campaign Development

grow

Reactivate a stalled program, or scale to boost revenue

- Reactivation Campaign
- PR, Email, & Marketing
- Social Media Promotion
- Hyperlocal Advertising
- Merchant Incentives
- Pitch Deck for Sponsors

create

Produce custom, eye-catching materials to engage merchants and shoppers, alike

- Printable Fliers & Digital Graphics
- Educational Webinars & Merchant Training Materials
- Videos Highlighting Local Businesses
- Social Media Content

manage

We'll keep your program top-of-mind for years to come, while taking day-to-day administration off your plate

- Always-On Social Media Promotion
- New Merchant Onboarding
- Yiftee Platform Administration
- Reporting & Optimization

preferred partner



partial client list



VALLEY FORGE
& MONTGOMERY COUNTY, PA

VISIT
SAVANNAH
EST. 1733

VOYU

visit
Barcelona



westport



Benicia
A GREAT DAY BY THE BAY

SATC

City of
SAUSALITO



results

+65%

YOY restaurant and
hotel recovery

+\$122k

revenue from one
Shop Local program

16x

monthly \$ from gift
card sales after CDA
brought on



**We appreciate CDA being able to adapt so quickly,
mitigating the pandemic's hit to revenue for the city.**

TERI DAVENA

Economic Development Specialist, City of Benicia