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For immediate release

**BeResponsive Media named finalist for
Halifax Chamber 2021 Small Business of the Year**
Local marketing company on a mission to keep small businesses from wasting marketing dollars

HALIFAX — Halifax-based BeResponsive Media is a small digital marketing agency with a big difference. The Halifax Chamber of Commerce has announced BeResponsive as a finalist for the 2021 Small Business of the Year Award.

Three years ago, BeResponsive Media set out to bridge a complex gap in the market. “Our clients wanted to know: Is my digital marketing working?” explains co-founder David Tonen. “Today, we have unique digital tools that allow us to collect and analyze data throughout a campaign to prove what’s working and what’s not. If something’s not working, we fix it. This new strategic innovation has transformed our business and positioned us as a leader in digital marketing in Atlantic Canada. It also helps us ensure other small businesses will be all they can be, and we love that.”

Like most agencies, BeResponsive Media helps clients with traditional and digital marketing projects. Unlike most agencies, every tool they create and every project they manage is digitally centred. Each campaign leverages customized, state-of-the-art digital components that collect meaningful, specific data. This data tells the BeResponsive team how well a client’s marketing is working, so no money is wasted.

“We’ve realized over 50% growth in revenue and developed our proprietary Digital360 and BeResponsive Digital System that set us apart from our competition,” adds co-founder Garth Holmes. “The COVID-19 crisis has turned the economy and small businesses in particular upside down. Without the strong foundation we built through this critical business transformation, we’re not sure how we would have survived the impacts of the pandemic. We’re just happy we’re here to help other businesses do the same.”

Both partners are proud of the business they’ve built, the team they’ve assembled, and the opportunities to give back to the community through their work with charitable organizations and non-profits. Their goal is to scale their unique digital marketing system across Canada.

“It’s an honour to have our innovation and hard work recognized,” says Tonen. “We can’t wait to celebrate with our fellow nominees Cyclesmith, Solid State Pharma Inc., The Rounds, and RHAD Architects.”

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