

# Ken Reimer

**Digital adoption strategist focusing on business success through digital modernization, payments, digital market analytics and enhanced audience reach.**

► **Project Experience: Digital Enhanced Market Research**

For Maritime-based small business, created a market research plan that mined Statistics Canada databases to target marketing efforts toward a focused audience. *Results: Successful marketing campaigns using demographic data including age, household numbers, household income, related to postal codes.*

Created a strategy for customer engagement metrics. Accessed system database to gather customers' online actions. Data was sorted and filtered using Excel, then brought in Tableau, and summarized in infographics. *Results: Customer behaviour patterns were clarified, allowing for future planning.*

A market needs analysis was conducted for a services organization, through an online customer survey instrument. Work involved survey design, looking at hours of service, services most used, and interest in potential new services using SurveyMonkey and Excel. *Results: Services were streamlined, with new hours and new offerings.*

► **Project Experience: Digital Marketing Strategies**

For an events organization, developed a social media marketing strategy to generate registrations for numerous annual events. Used multiple platforms, including Facebook and Instagram advertisements, plus Google Adwords, setting up a tracking process to evaluate campaigns in real-time and make adjustments as needed. *Results: Registration numbers were boosted by 25% for events supported by these campaigns.*

For a summer camp in New Brunswick, developed a digital marketing strategy for summer camp offerings. The strategy focused on segmented messaging, using demographics and keywords for targeted campaigns, and aimed separate campaigns to reach different audiences. Later leveraged local news coverage through social media. *Results: Year 1 results created a strong base for expansion in Year 2 operations.*

## ► Project Experience: Digital Payments

Strategy to convert revenue from traditional cash/cheques to eRevenue stream for NB \$1 million corporation with thousands of annual transactions. Recommended three concurrent streams, automated bank withdrawal, Global IDP debit/credit cards, and eTransfers. *Results: Successful implementation, converting revenue to over 75% through digital options. Operational savings, lower bank fees, and growth in revenue base.*

For recreation-based company, evaluated online payment service options, and recommended and implemented a Paypal setup, tied to registration, implemented with automated emails, registrations and payment acceptance. Implemented on website using PHP. *Results: System saved significant overhead/administration hours, with ease-of-use for customers.*

Evaluation of business back-end and payment system, to support growing barbershop business. The Clover system was already in place, and confirmed as ideal at this stage. *Results: Continued growing and successful operation.*

The needs of a local individual crafter required a simplified strategy for online payment acceptance. *Results: Evaluated payment options, recommended and implemented Square for ease-of-use ability for online and in-person transactions.*

## ► Project Experience: Digital Modernization

Backoffice digital modernization project for Maritime firm in the creative industry, part of board/advisory strategic plan. *Results: Modernized systems and network provided improved work-flow, and remote work capabilities.*

Sales process modernization for Atlantic Canadian organization, from telephone/email based customer orders to streamlined web-based order system with ecommerce back-end. *Results: Increased sales volume, and staff re-directed to higher value tasks.*

## ► Ken Reimer Career Timeline

1990 - current *Digital Adoption Consulting Services*  
2005 – 2022 *Founder/Director of CETL at University of New Brunswick*  
1998 – 2005 *Owner/President of LearnStream Inc.*  
1993 – 1998 *President of FirstClass Systems PDC*

## ► Ken Reimer Education

MBA *University of Calgary*  
MEd *Simon Fraser University*  
BSc, BEd *University of Toronto*

## ► Contact Details

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