

Economic Development Campaigns and Marketing Update

January 25, 2022

Economic Development Campaigns and Marketing Update

Agenda

- Overview
- Summer in Sturgeon Campaign
- Investment Attraction Campaign
- 2022 Plans
- Q & A

Summer in Sturgeon Campaign

Working collaboratively with Corporate Communications, Family and Community Support Services, and Agriculture Services, this Economic Development Services led campaign and had three main goals:

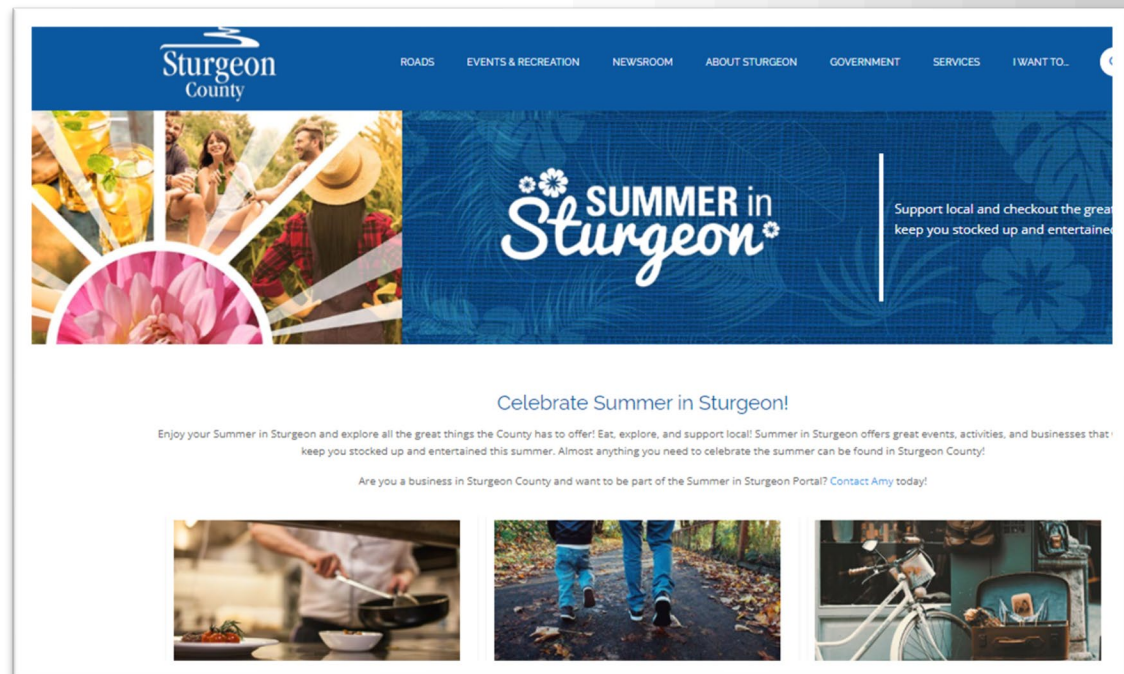
- Increase awareness and activity for shopping local in Sturgeon County and buying Farm Fresh
- Position Sturgeon County as a hub for tourism, outdoor activity and agricultural experiences
- Simplify the process for consumers seeking or shopping at Sturgeon County businesses and amplify their web presence



Summer in Sturgeon Campaign

The Website Included:

- Parks, Trails & Recreation
- Shop the Summer Online Marketplace
- Self-Guided Driving Tour/Map
- Producer Partnerships
- Summer in Sturgeon Picnic Box
- Golf Opportunities



Summer in Sturgeon Campaign

Marketing and Promotion Activities:

- E-Newsletters
- Facebook posts/ads
- T8N Online Magazine
- Eventbrite
- Instagram posts/ads
- Website
- Signage



Summer in Sturgeon Campaign: Activation

Experiencing Local Food

To promote local producers and encourage exploring the county, Summer in Sturgeon picnic boxes were created by another local company, Celebrations Flare Catering! Local producers included in the Picnic Boxes:

- Manawan Farms
- Lakeside Farmstead Cheese
- 2BK Vegetable Farms
- Gold Forest Grains
- Prairie Gardens
- Calahoo Meats
- Gramma Bee's Honey



Summer in Sturgeon Campaign: Collaborative Marketing



2BK Vegetable Farm

August 17, 2021 · 🌐

Available by preorder 🍷 link below, pick up will be wednesday at the farm!



Sturgeon County

August 9, 2021 · 🌐

We've got a sneak peek of the #SummerInSturgeon Picnic Boxes! There are still some left for pre-order. These boxes are full of delicious meats, cheeses, honey &... [See more](#)



Jennifer Tardif Schaaf

I just have to say I love that you are a local business supporting local businesses! Very classy 😊

Like · Reply · 21w



Author

2BK Vegetable Farm

Jennifer Tardif Schaaf when everyone works together, the community as a whole benefits!

Like · Reply · 20w



Lynn Elbrey Buchsdruecker

Great idea 😊

Like · Reply · 21w



Denise Tremblay

Callie Tucker don't these ones look great!!!!

Like · Reply · 21w



Callie Tucker

Denise Tremblay so good

Like · Reply · 21w

Summer in Sturgeon Campaign

Campaign Marketing Reach

Social Media:

- 590+ engagements on social media
- 7,900+ impressions on social media
- 125,000 views through T8N Online Magazine

Website (www.sturgeoncounty.ca/summer)

3,265 Website Landing Page views

- 971 Picnic Boxes page views
- 622 Producer Partnerships page views
- 455 Shop the Summer page views
- 231 Golf Sturgeon page views
- 87 Driving Map page views
- 53 Parks, Trails and Recreation views

Summer in Sturgeon Campaign

Learnings

- Positively received and great collaborative marketing experience!
- Encourage outdoor experiences and exploration

Next Steps

- Build on the momentum for 2022 and continue to connect consumers to local businesses and shopping
- Working with Corporate Communications on the website re-brand and building new business directory that can be incorporated into the Summer in Sturgeon Campaign
- Report back on results and upcoming campaigns

Investment Attraction Campaign

- Sturgeon County Investment Video Series previously brought to Council on June 22, 2021
- Now incorporated into an online Investment Attraction campaign
- Campaign features local agribusinesses (successful Champions) including Faba Canada, G3 Canada and Legal Alfalfa



FABA CANADA



G3



LEGAL ALFALFA

Investment Attraction Campaign

Online marketing campaign focusing on generating inbound Investment Attraction leads. This is a very targeted effort using "Programmatic Marketing", focusing first on the Value-Added Agriculture sector.

Programmatic Marketing uses tailored messaging and an automated, real-time bidding process to serve ads across multiple ad exchanges to a specific set of users based on their behaviours, interests, and demographics

Investor Journey Includes:

- Online Paid Ads / Infographics
- Form / Data collection
- "Nurture" Emails



Investment Attraction Campaign

Leads Generation Funnel – Prospects Journey

START OF AWARENESS CAMPAIGN

Programmatic Efforts

Traffic
(Paid Ads)

Conversion
(Initial Form Fill)

Prospect lead will now receive marketing materials from EcDev Team

START OF NURTURE CAMPAIGN

Email #1

(Basic info about AB and SC)
Attach YouTube video and Infographic

Email #2

(Introduce SC EcDev Rep)
Include SC Map with highlights

Email #3

(Consideration Stage)

Include Site Selector and Case Study and form fill

Email #4

(Final Attempt)
Personalized Invite

Set up a
Virtual
Call with
the EcDev
Team Rep
for the
first
meeting



Investment Attraction Campaign

Progress Report

- Currently have 5 prospects (individuals in target industry of value-added agribusiness) in the lead generation funnel
- All have now opted-in to receiving our marketing materials
- Sub-industries include food processing, milling, processing, etc
- Click Through Rates (CTR) for our ads are at **0.30%**, performing much higher than industry average of **0.06%**.
- Ads with most impressions and click-throughs located in:
 - Florida, California, Illinois, Texas, Pennsylvania, Michigan

Investment Attraction Campaign

Progress Report

Categories:

As of Jan 10, 2022, impressions and clicks can be attributed to websites in the following categories:

- Education
- News and Magazine (Reuters)
- Law, Government and Politics
- Business (Forbes, Entrepreneur.com)
- Real Estate
- Technology and Computing (Techradar)
- Science
- Personal Finance

Investment Attraction Campaign

Next Steps

- Continue with the Programmatic Agribusiness campaign and potentially add other target industries:
 - Energy Value Chain
 - Renewable Energy incl. Hydrogen
 - Advanced Manufacturing
 - Aviation, Aerospace and Defence
 - Transportation and Logistics
- Report back on results and upcoming campaigns

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Thank you!

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