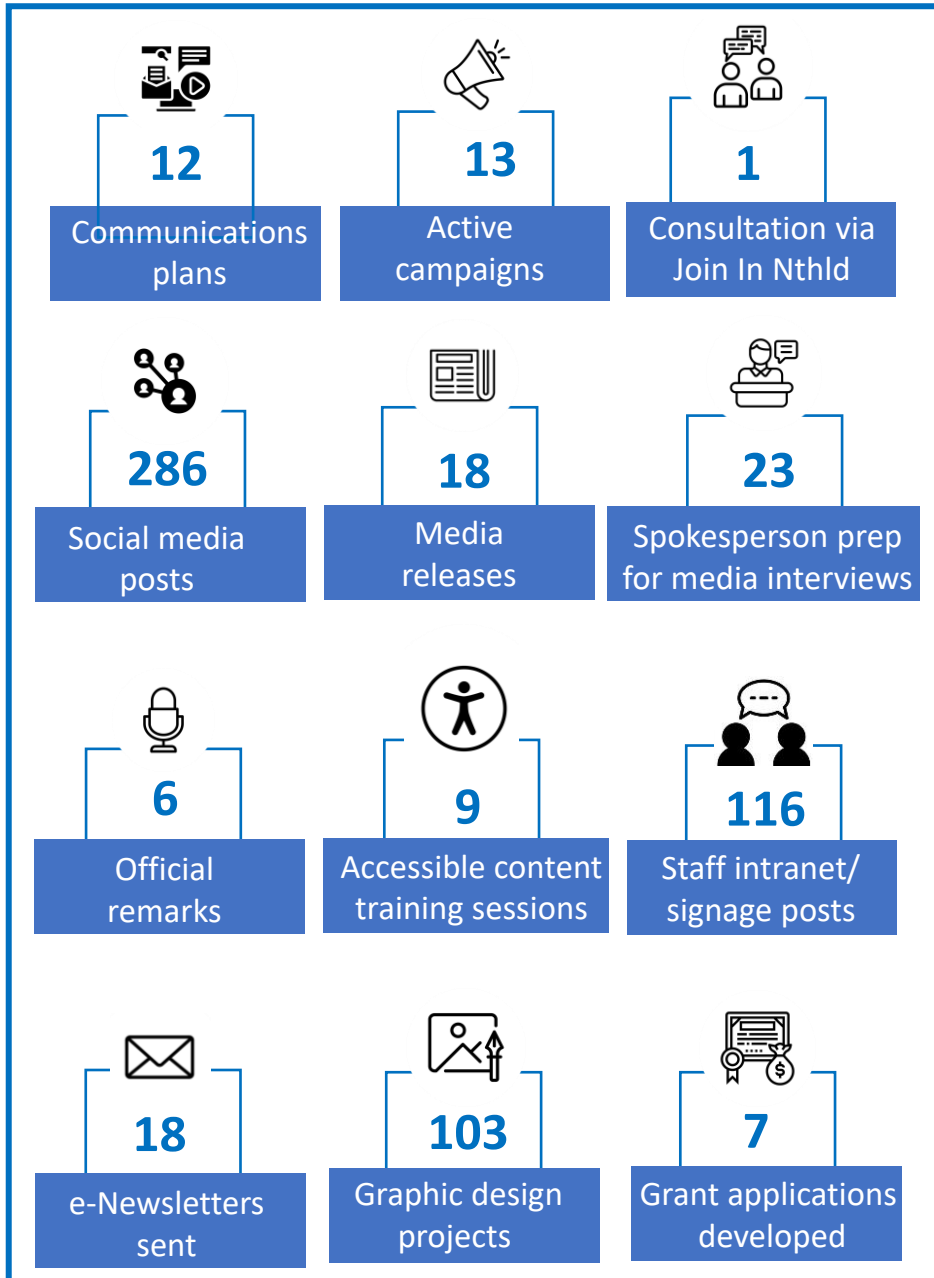




Communications Department 2024 Q1 Update



Inputs



Outputs/Outtakes

Social Media



6.9k followers
0.6% increase
365k total impressions
3.0% av. engagement



2.2k followers
1% increase
21k total impressions
2.08% av. engagement



1.5 k followers
15% increase
35k total impressions
7% av. engagement

Website



77k unique visits
187k total visits
44s av. time

Grants



\$117k Secured
7 With funder
\$4.1M Pending TBC

Performance Dashboard



956 total visits
65 % effectiveness

Media Relations (print/online stories)



142 media stories/mentions
98% direct key message pick-up
96% spokesperson quote
7% positive **87%** neutral **6%** negative

Public Consultation – Join In Northumberland



Visits	Informed Visitors
2,500	657

Outcomes

- **310 Division St.:** Informed residents through extensive communications, reaching over 40K people and driving 3.7K project webpage visits, and directly engaged over 130 unique individuals through diverse engagement opportunities, informing recommendations for integration of shelter services at 310 Division St.
- **Solar Eclipse:** Launched a wide-spread community awareness and education campaign on safety preparedness for the eclipse event with 28K+ video views and significant partner referrals generating over 12K website visits.
- **BECN Marketing Campaign:** 6-month marketing campaign generated 48% client inquiry growth (see attached campaign report).
- **EarlyON Family Fun Bingo:** Campaign generated a 20% growth in participation by families compared to 2023.
- **EarlyON March Break Campaign:** Engaging social media campaign promoting local EarlyON March Break programs supported outcome of all registration-based March break programs filled through pre-registration.



Highlights

- **Corporate KPI Performance Dashboard:** Successful public dashboard launch demonstrates County's continued commitment to transparency and accountability.
- **Commemorative Observances, Proclamations and Flags Policy:** Implemented policy to formalize County's recognition of dates of significance
- **Grant-writing practices for international counterparts:** Produced an instructional presentation on best practices for grant writing to be shared with municipal workers in Sri Lanka



Q2 Objectives

- **OAFVC Campaign:** Launch a 6-month campaign to drive increased awareness and bookings among entrepreneurs specializing in food and beverage consumer packaged goods from across Ontario.
- **Communications Master Plan:** Finalize and implement a Communications Master Plan for the County.

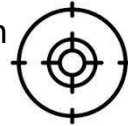
BECN Marketing Campaign

October 2023 – March 2024: Dashboard Report

Context

For over 30 years, the Business and Entrepreneurship Centre Northumberland (BECN) has helped connect local entrepreneurs and small business owners with the knowledge, skills, support and expertise they need to succeed. Over the years, they have served over 16,000 clients in Northumberland, and are an integral support for local small business owners to ensure they grow and thrive.

With the recent introduction of a new look and feel for the BECN brand, this campaign aimed to position the BECN as the leading source for small business support, programming and micro grants in Northumberland, and to promote the wide range of programming and services available to business owners through the centre. This campaign explored new marketing channels and far exceeded all objectives outlined in the plan.



Goals

- Increase overall brand awareness for the BECN with local business networks & the community
- Position the BECN as the leading entrepreneurship centre in Northumberland
- Promote upcoming BECN programs and events

Objectives

- Between October 2023-March 2024, generate a 15% increase in client inquiries compared to same period in 2022
- Achieve various program registration goals throughout the campaign

Audience



- Entrepreneurs looking to launch a business
- Small business owners
- Community members
- Business networks

Budget



- \$10k advertising & promotions

Inputs



Planning

- Strategic brand positioning
- Communications and Marketing plan with 6-month outlook



Public Relations

- 6 media releases
- Collaborations with local business networks
- Testimonials from past clients



Print

- 30 Years in Service Overview Infographic
- BECN Brochure
- BECN retractable banner



Advertising

- Google Search Ads
- 6 Meta ad campaigns
- 30 spotify & radio ads
- 3 print publication ads



Digital

- 6 corporate website homepage banners
- BECN website banners
- 8 generic and program-specific social media campaigns
- E-newsletters

BECN Marketing Plan (October 2023 – March 2024)

Outputs/Outtakes



Digital

- **12k** website visits



Organic Social Media

- Organic social media campaigns achieved **36k** impressions



Media

- **12** media stories/mentions
- **338k** media audience reach
- **85%** positive tone



Advertising

- Meta (Facebook & Instagram) ad campaigns achieved **928k impressions total**
- **52k** impressions from Spotify Ads
- **200k** impressions from digital ads
- **19.8K** impressions from Google Search ads



Key Successes

- **Sold out** BECN's She Owns It Women's Entrepreneurship Conference within 3 weeks of launch
- Exceeded industry benchmark for digital ad click through rates with a **14% CTR** vs industry benchmark of 0.03-0.08%
- 50% growth in number of consultations between 2022 and 2023
- BECN Facebook page increased content interactions by 14% and messages through platform by 241% vs prior 6-month period

Outcomes

- **105%** increase in web traffic vs same period last year
- **280%** increase in reach of BECN Facebook page vs prior 6-month period, **94%** of which was driven by paid Meta ad placements
- **1.23k** clicks from the Google Search Ad
- **1k+** inquiries from entrepreneurs and business owners in 2023
- **61** businesses launched, sustained or expanded during campaign
- **90** applicants for Starter Company programs to support new and existing businesses



Objectives: Results

- Significant impressions achieved: **1.5M**
- Growth in inquiries from 2022 to 2023: **48% growth** vs target 15%
- Growth in businesses started, sustained or expanded through BECN programming from 2022 to 2023: **72%**