2017/18 Marketing Report

Preston BIA **Annual General Meeting** April 10, 2018

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great river media inc.

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5 Marketing Services

- 1. Website
- 2. Social media
- 3. Advertising
- 4. Branding and design
- 5. Events

Website

prestonstreet.com

- Prestonstreet.com: 70,000 plus page views, spending up to 6:00 minutes
- Event listings module: Valuable info for customers and prospects
- Thirty plus events per month
- Mobile friendly
- Most popular page on site is the events module, tens of thousands views

Check out what's happening in Little Italy

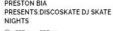
All Dates

RNDEVENTS

THINGS TO DO

FROM THE STREETS





○ FEB 0g - FEB 10

BUSINESS DIRECTORY

EVENTS

Experience skating fun under the starry sky at Preston Street's ultimate winter wonderland disco...



REGISTRATION IS NOW OPEN FOR WINTER ART CLASSES!

O JAN 15 - FEB 12

Orange Art Gallery magically turns into Orange Art School on Monday afternoons and evenings and...



ABOUT PRESTON STREET

3 FOR \$35 AT DIVINO!

(i) DEC 05 - FEB 28

What a great way to break up the work week by coming on Tuesday and or Wednesday at DiVino and... prestonstreet.com

 Animated banners – show the different sides of Preston

Legacy Content

Info pages

Directory





THINGS TO I

FDOM THE STDEET

ABOUT PRESTON STREET



Preston Street's present is as rich as its past.

Share their stories! #PeopleOnPreston

THINGS TO DO ON PRESTON STREET

YOUR GUIDE TO SOME OF THE MOST ENTERTAINING,
ENGAGING AND INSPIRING ACTIVITIES TO ENJOY IN AN

As one of Ottawa's most vibrant urban neighbourhoods, Preston Street and its sumounding area offer a multitude of adventurus options. We'll be sending out new ideas each veel's including live relationment food direct, family activities, shopping, history, exceations and so much more. We'd love to hear your thoughts! If you've fartastice idea of comething you think should be on our list share it with us on our social fartastic idea of comething you think should be on our list share it with us on our social







Website Traffic

prestonstreet.com



- 50,000+ Unique Visitors
- Traffic comes from:
 - 61% Google
 - 18% Direct
 - 13% Referral
 - 9% Social

Web Audience

prestonstreet.com



- 62% female
- 38% male
- 30% 25-34
- 20% 35-44
- 18% 45-55
- 85% new visitors

Top Traffic Pages

prestonstreet.com

- Meet me on Preston!
- Meet me on Preston! 3. Events
- #PeopleOnPreston 4.

- Home/Event Page
- Presdelscious 2. Presdelicious (3:03)

 - People on Preston Profiles
 - 5. 101 Things To Do
 - 6. Italian Festival
 - Business Directory (6:04)
 - From the Streets
 - **Tourism**

Advertising

- Westboro/Wellington (OTrain to Woodroffe)
- Full page print/digital
- Web banners
- Enewsletter
- Social Media

Reach 40,000+ monthly



Advertising

- Downtown+Business+ Technology+High Income
- Full page print/digital
- Web banners
- Enewsletter
- Social Media



Reach 100,000+ monthly

Poster

- Monthly event poster
- Top Things To Do
- For merchants and street posting
- Local market

Please send us your information!



Social Media Twitter

- 12-14 tweets per week
- 250,000 Impressions
- 789 Followers
- #1 social channel for traffic to website
- Audience
 - 50% 25-34
 - 25% 35-44
 - 14% 45-54



Social Media Instagram

- 76,078 Impressions
- 1,195 Followers
- Fastest growing channel
- Audience profile:
 - 62% female 38% male
 - Primary audience 25-34
 - 35-44, 45-54, 18-24



Social Media Facebo

- 10-12 posts per week
- 226,949 impressions
- 41,159 engagement
- 20% (leads all BIA's)
- 1,402 followers



• 28,600 video impressions

Branding + Design





























- 2017 test of concept
- 14 days, 3 course table d'hôte dinner
- menus at three price points
- 20 page digital magazine on site
- Significant media coverage
- 10 restaurants + 500 dinners booked
- Second most visited page on website
- Tens of thousands of views





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Marketing Summary

- 1. Website: attractive and high traffic
- 2. Social media: all key channels engaged
- 3. Advertising: value added 150,000 monthly
- 4. Branding: authentic, unique look and feel
- 5. Events: three new events with strong reach

THANKS!

Any questions?

You can find me at terry@greatriver.ca