

2017/18 Marketing Report

Preston BIA
Annual General Meeting
April 10, 2018

Terry Tyo
Claira Calderone
Cristha Sinden

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

[BUSINESS DIRECTORY](#) | [EVENTS](#) | [THINGS TO DO](#) | [FROM THE STREETS](#) | [ABOUT PRESTON STREET](#)



Meet me on Preston!
LIVE COMEDY [Click here](#)

Check out what's happening in Little Italy

[FIND EVENTS](#)



PRESTON BIA PRESENTS DISCOSKATE DJ SKATE NIGHTS
FEB 09 - FEB 10
Experience skating fun under the starry sky at Preston Street's ultimate winter wonderland disco...



REGISTRATION IS NOW OPEN FOR WINTER ART CLASSES!
JAN 15 - FEB 12
Orange Art Gallery magically turns into Orange Art School on Monday afternoons and evenings and...



3 FOR \$35 AT DIVINO!
DEC 05 - FEB 28
What a great way to break up the work week by coming on Tuesday and or Wednesday at Divino and...

Website

prestonstreet.com

- Animated banners →
- Legacy Content →
- Info pages →
- Directory →



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 !

#PeopleOnPreston

101

THINGS TO DO



1. Home/Event Page
2. Presdelicious (3:03)
3. Events
4. People on Preston Profiles
5. 101 Things To Do
6. Italian Festival
7. Business Directory (6:04)
8. From the Streets
9. 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!

2018
EVENT
LISTINGS

MEET ME ON PRESTON!

Winterlude Festival 2018:
Start your festivities on Preston Street
Feb 2nd - 19th

There's no better place to meet up with family and friends for Winterlude than on Preston Street, steps from the Rideau Canal. With activities planned at Dow's Lake, Preston Street is a perfect meeting place to celebrate winter in Ottawa.

Ice Dragon Boat Festival
Feb. 10, 8 a.m., Dow's Lake

The world's largest ice dragon boat festival is returning to the nation's capital for its second year. This event will once again be a Winterlude highlight. This outdoor event has no site admission fee and is open to the public. For more details, go to www.icedragonboat.ca.

Something for everyone in February

Landscape Art Show until Feb. 29
Featuring work by Alex Rice Malley, Catherine Hays-Pelton, and Grant Morton-Santos Gallery, 187 Preston.

Shakespeare's Ontario February 2 to 10
The annual tragic tale of race, love, jealousy, and betrayal. Suitable for ages 13 and up. The Gladstone Theatre, 918 Gladstone Ave.

Carnegie del Barolo February 20th
A traditional Italian event for the whole family with food and surprises for kids from 0-12. St. Anthony's Italian Club on February 20th from 2:00 - 6:00 pm.

Hugoboss Fridays
Tearing T-shirt magic show featuring Michael Bossuini, Friday's @ 8:30PM
The Prescott, 379 Preston St.

Comedy, Theatre, Jazz, Country, Pop, Soul
Go to prestonstreet.com for complete listings of your favourite live venues including Giggles, The Prescott, Heart and Crown, Absolute Comedy and more.

At the museums in February

GreenWorks Exhibition
Features rare and never-before-seen artwork and interactive displays from GreenWorks' much-loved animated classics. Museum of History, 300 Laurier, Gatineau.

She Who Tells A Story and From the Cold War to Today
Two new exhibits on now at the War Museum, 1 Very Place.

Canada Agriculture and Food Museum
Experience life on the farm. Meet the animals, make cheese. Enjoy the outdoor skating rink all throughout February. Hours: 9 a.m. - 4 p.m., Wednesday to Sunday 905 Prince of Wales Dr.

Visit prestonstreet.com for more details.
To have your event listed, contact us at prestonbiainfo@gmail.com

DISCO SKATE
DJ Skate Nights

Preston BIA Presents:
Disco Skate
DJ Skate Nights

Whether you're skating or spectating, you'll be sure to enjoy this all ages throwback event. Show off your disco fever with costumes, themed era wigs, glow sticks and other accessories while kicking up your shoes, or take a rest in our boy hole seating area.

Highlights include: outdoor ice skating, a live DJ, disco lights, projection art, giant tree of light, interactive light tunnel, photo booth and live pop entertainers. Admission is free. Donation of new, warm socks for socks for the Homeless project are highly encouraged. A limited number of children's skates are available on loan from the Plant Recreation Centre. Appropriate winter attire recommended.

February 9th & 16th @ 7:00PM - 11:00PM
Ploofie Park (Somerset Ave./Preston St.)

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 Facebook

- 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



Meet me on Preston!



#PeopleOnPreston



101 THINGS TO DO





- 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