

MARKETING REPORT – FIRST 7 WEEKENDS OF DOWNTOWN STREET CLOSURES – Updated 08/11/20

SOCIAL MEDIA MARKETING

Paid ad spending is being targeted to people living within a 15 to 25 km radius of Downtown St. Catharines, age 18 to 65+, interests: dining out, shopping, nightlife, farmers markets, restaurants.

Weekend of June 26 to 28, 2020

Platform	Date	Organic or Paid	People Reached	Engagements
Facebook	June 24	Organic	10,918	1,333
Facebook	June 25 – 28	Paid Targeted	15,540	2,493
Instagram	June 24 – 28	Paid Targeted	4,902	371
		Overall Ad Spend \$40	Total 31,360	Total 4,197

Weekend of July 3 to 5, 2020

Platform	Date	Organic or Paid	People Reached	Engagements
Facebook	July 2 – 5	Paid Targeted	7,325	1,305
Facebook	July 3	Share of paid ad	236	12
Instagram	July 2 – 5	Paid Targeted	4,307	217
Instagram	July 3	Share of paid ad	1,090	24
		Overall Ad Spend \$40	Total 12,958	Total 1,558

Weekend of July 10 to 12, 2020

Platform	Date	Organic or Paid	People Reached	Engagements
Facebook	July 9 – 12	Paid Targeted	6,101	730
Facebook	July 10	Organic	385	4
Facebook	July 12	Share of organic	246	5
Instagram	July 9 – 12	Paid Targeted	5,159	243
		Overall Ad Spend \$40	Total 11,891	Total 982

Weekend of July 17 to 19, 2020

Platform	Date	Organic or Paid	People Reached	Engagements
Facebook	July 15	Organic	682	84
Facebook	July 16 – 19	Paid Targeted	8,724	1,079
Facebook	July 17	Organic	461	20
Instagram	July 16 – 19	Paid Targeted	3,860	180
		Overall Ad Spend \$50	Total 13,727	Total 1,363

Weekend of July 24 to 26, 2020

Platform	Date	Organic or Paid	People Reached	Engagements
Facebook	July 23 – 26	Paid Targeted	6,554	681
Facebook	July 24	Organic	466	9
Facebook Instagram	Campaign began July 24	Tourism STC Visit Niagara campaign	Administered through TourismSTC +	
Instagram	July 23	Paid Targeted	6,608	240
		Overall Ad Spend \$41	Total 13,628+	Total 930+

Weekend of July 31 to Aug. 2, 2020

Platform	Date	Organic or Paid	People Reached	Engagements
Facebook Instagram	July 30 – Aug. 2	Paid Targeted	8,383	902
Facebook	July 31	Organic	1,126	129
Facebook	August 1	Organic	5,394	813
Facebook Instagram	Campaign began July 24	Tourism STC Visit Niagara campaign	Administered through TourismSTC	
		Overall Ad Spend \$50	Total 14,903+	Total 1,844+

Weekend of Aug. 7 to Aug. 9, 2020

Platform	Date	Organic or Paid	People Reached	Engagements
Facebook Instagram	Aug. 6 – Aug. 9	Paid Targeted	15,572	2,871
Facebook	August 8	Organic	1,264	94
Facebook	August 9	Organic	1,948	212
Facebook	August 9	Organic	1,953	376
Facebook Instagram	Campaign began July 24	Tourism STC Visit Niagara campaign	Administered through TourismSTC	
		Overall Ad Spend \$50	Total 20,737+	Total 3,553+

We have also been making other daily posts on our social media accounts, as well as sharing posts made by a variety of Downtown BIA members. We are continuing to market that downtown is open for business, regularly featuring retail businesses as well as our restaurants and other businesses. Instagram stories are receiving from 200 to 500 views.

INCREASE IN SOCIAL MEDIA ACCOUNT FOLLOWERS

We have seen an increase in the number of followers we have on our social media accounts since late February (pre-COVID).

Facebook 4,737 followers (late February) increased to 5,266 (at August 10, 2020) up 11.2%

Twitter 5,152 followers (late February) increased to 5,216 (at August 10, 2020) up 1.2%

Instagram 4,250 followers (late February) increased to 5,816 (at August 10, 2020) up 36.8%

INCREASE IN CONSUMER DATABASE (NEWSLETTER) SIGN-UPS

New Consumer Database sign-ups since launch of new website (June, 2019 est. 5,750)

Approximately +900 or 15.6%

Current Consumer Database = 6,638

OTHER MARKETING FOR WEEKEND ROAD CLOSURES AND ADVERTISING PATIOS IN GENERAL

We have been making daily updates to the information on our website about what businesses are open, their hours, who has patio seating, etc. as well as information about the weekend street closures. All of our marketing efforts are including links to our website to drive traffic there.

In addition to social media marketing and website updates, we also received attention from press coverage from print articles in St. Catharines Standard, Niagara This Week, and exposure on local radio 610 and 105.7, and features on CHCH-TV and YourTV Cogeco. An updated radio spot advertising the weekend road closure and outdoor patios began running on local radio 610 and 105.7 on July 17.

Additionally, we have sent out newsletters by email to our database, with details about the road closure and inviting people to come downtown to enjoy the patios and shop at our retailers.

June 25 sent to 6,729 subscribers (34.27% open rate)

July 9 sent to 6,850 subscribers (31.22% open rate)

July 17 sent to 6,834 subscribers (35.42% open rate)

July 24 sent to 6,831 subscribers (35.52% open rate)

July 30 sent to 6,836 subscribers (28.79% open rate)