

OBIAA 2024



EXPERT TIPS & TRICKS TO BRING OUT

Your Inner Marketing Champion



Meet the Team

DOWNTOWN ST. CATHARINES CHAMPIONS



Kat Dodge

St. Catharines
Downtown Association
@downtownstcatharines



Katie MacCabe

Entrepreneur &
Marketing Specialist
@wanderingspirits_



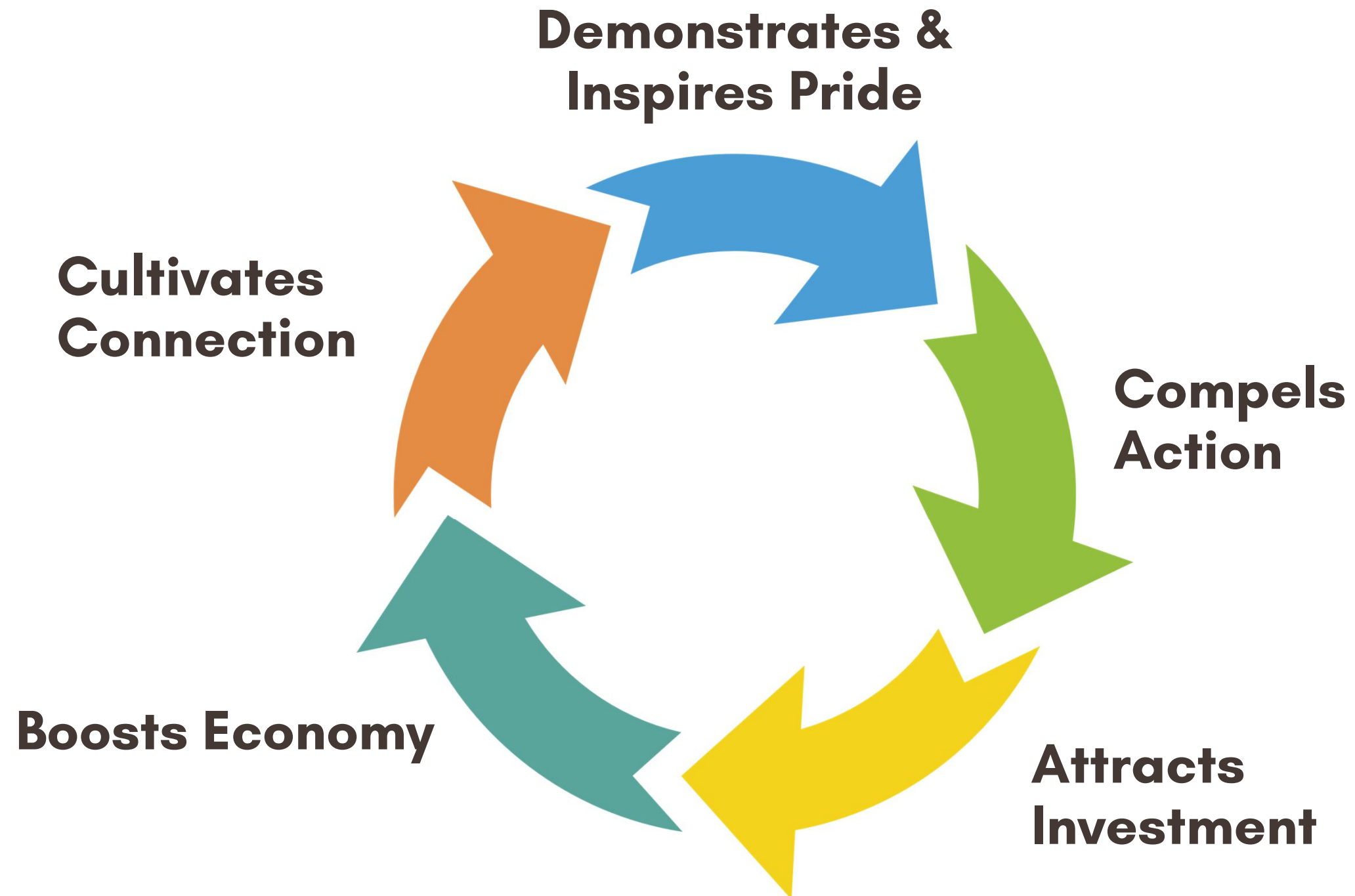
Tamara Jensen

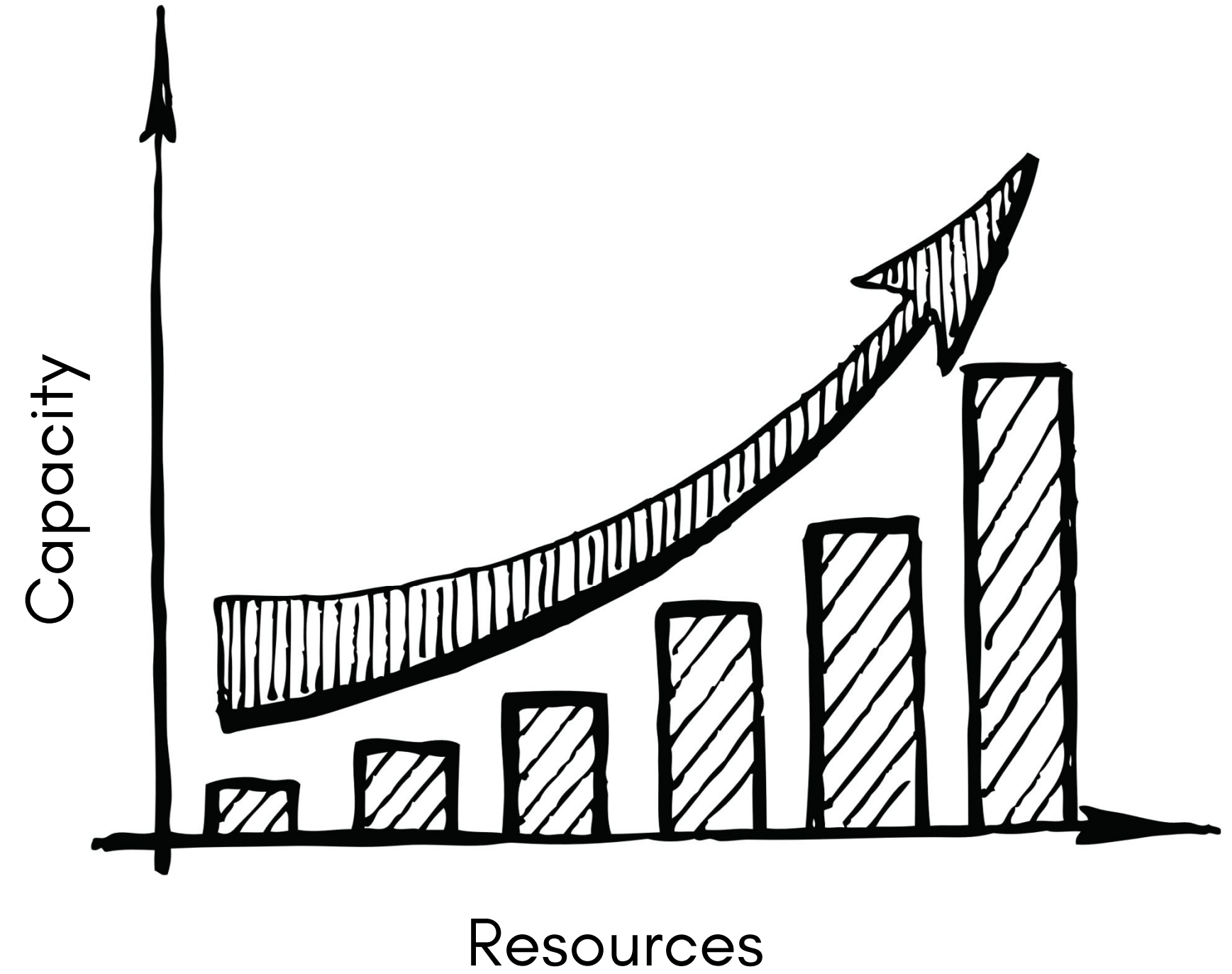
Entrepreneur &
Brand Strategist
@wander_tam



Submit your questions!

Why is Marketing Important?







Agenda

How to Create Your Marketing Strategy

Best Practices in Content Marketing & Engagement

Optimization & Resource Management

Q&A and Resources



How to Create Your Marketing Strategy



Why your BIA needs a strategy



Goal-Driven

Measurable

Resource Planning

Accountability

Knowledge Sharing & Succession

Begin with Audit & Analysis

“We have staff that could help with marketing materials but they need guidance to create usable materials.”

“We are sending members weekly emails but not everyone is reading them, and even those that are forget some of the content.”



“There are a lot of things taking up my time for the next 3 months and I have been ignoring social media, I’ve been noticing our growth has stopped.”

“Our E-newsletters have been working well to engage with public, what if we could reach more people?”

Setting SMART Goals & KPIs



Specific

Measurable

Actionable

Realistic

Time-bound

Setting SMART Goals & KPIs

Specific



Within 3 months, we will provide staff with Brand Guidelines to create effective marketing materials.

Measurable



We will grow our email marketing subscriber list by 10% in 2024 by incentivizing subscriptions

Actionable



We will increase engagement by 10% of active members through outreach.

Realistic



We will develop a 3-month social media content plan with a minimum of 3 posts per week and schedule into calendar by end of next week.

Time-bound

Understanding Your Audiences

	INTERNAL			EXTERNAL (< 5 KM)	
	MEMBERS	COUNCIL	PARTNERS	RESIDENTS	EVENT PARTNERS
KEY CONCERNS	Success and growth of their own businesses; initiatives that drive growth	Development and prosperity of the BIA; Initiatives that align with city policies, contribute to economic growth, enhance QOL	Collaborating effectively to achieve shared goals related to community development, education, and cultural enrichment	Convenience, accessibility, and the availability of goods and services; safety and responsiveness; events, promotions, and developments that enhance their daily lives and make the area more attractive	Opportunities to collaborate on community gatherings, cultural celebrations, and recreational activities
INFORMATION SOURCES	Direct communications and networking	Official channels (reports, presentations, meetings)	Direct communication with BIA representatives, partnership meetings, and collaboration platforms	Community bulletin boards, online neighbourhood groups, and signage within the BIA; friends and family	Websites, social media platforms, media coverage, local event listings, and promotional materials distributed within the BIA
ENGAGEMENT	Promotions, events, and advertising opportunities; Success stories	Data-driven content that demonstrates the positive impact of BIA initiatives on the local economy and community	Opportunities for collaboration, sponsorship, and joint programming; shared marketing exposure, access to new audiences, and opportunities for community outreach and impact	Discounts, promotions, and special offers from local businesses; updates on community events, street festivals, and cultural activities	Visually appealing content, such as event posters, flyers, and teaser videos, as well as interactive elements, such as contests and giveaways

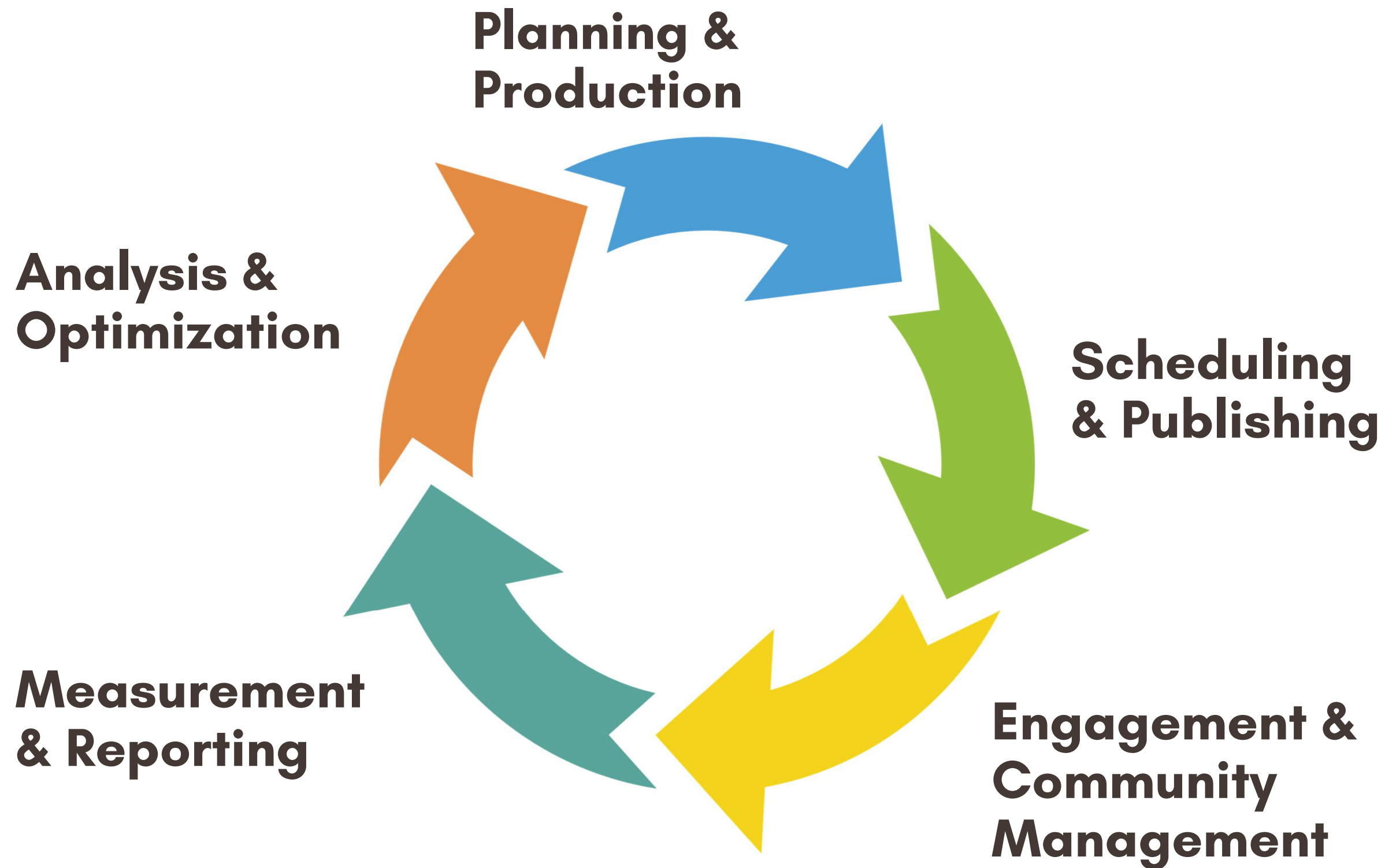


BEST PRACTICES IN

Content Marketing & Engagement



Content Marketing Workflow



Your BIA's Brand Persona & Voice



Persona

Who is your BIA as a person? Describe them in terms of Style, Behaviour, and Communication

How does your BIA speak?

What kind of language does your BIA use and not use? What is the tone and purpose of your voice?

Rules and Guardrails

What are the policy-driven rules your BIA must follow?

Where Should Your BIA Speak?

Which channels are suitable for your BIA based on its persona and voice? What should your BIA speak about?

Content Pillars and Storytelling

The image displays a Trello workspace titled "Social Media Content Calendar" with a Kanban board and a calendar view for April 2024.

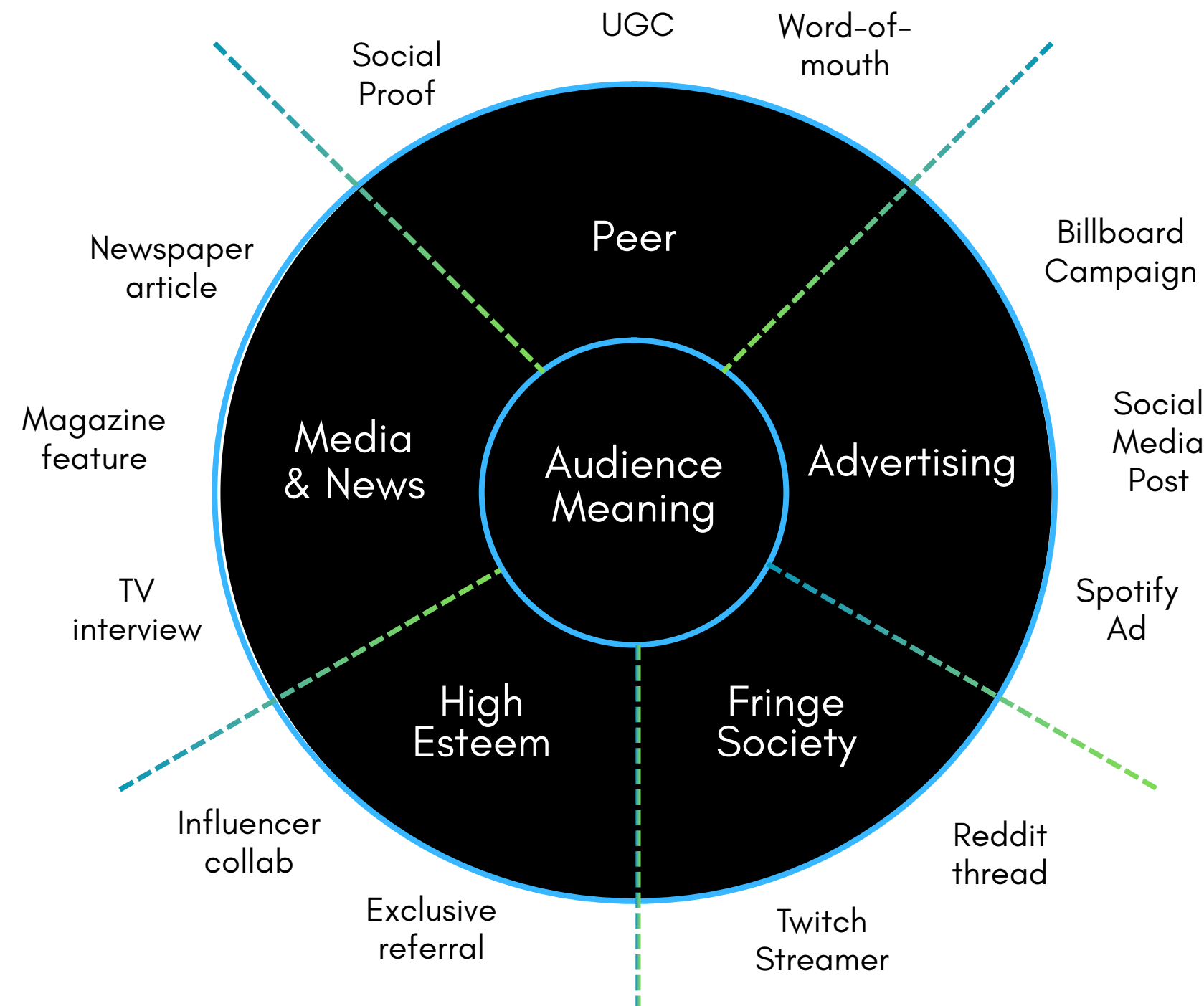
Kanban Board Columns:

- RESOURCES (2 cards):**
 - #14 Template Social Post (2 months ago)
 - #16 Hashtags (2 months ago)
- Ideas (7 cards):**
 - #28 Events & Campaigns (2 months ago)
 - #26 DYK (12 days ago)
 - #37 Business Features (2 months ago)
 - #29 Candids (2 months ago)
 - #32 Special Days/Novelty Days (2 months ago)
 - #35 Hidden Gems (2 months ago)
 - #33 STORIES (2 months ago)
- Posts (25 cards):**
 - #43 BIA Graphic Update - Every Tuesday (a month ago)
 - #115 Film Day (18 minutes ago)
 - #73 weekend review (17 minutes ago)
 - #116 record store day (18 minutes ago)
 - #83 Go Green / Earth Day (18 minutes ago)
 - #80 Business Feature (18 minutes ago)
 - #106 Go Green Filler (18 minutes ago)
- REVIEW (1 card):**
 - #98 Market Days (23 minutes ago)
- APPROVED - please schedule (1 card):**
 - DOWNTOWN ST. CATHARINES SPRING CLEANUP (MONDAY APRIL 22)
- APRIL Scheduled (16 cards):**
 - #101 Community Clean UP (23 minutes ago)
 - #86 Someday Books Reel (19 days ago)
 - #71 weekend review (11 days ago)
 - #89 Museum Tour (11 days ago)
 - #83 Go Green / Earth Day
 - #106 Go Green Filler
 - #116 record store day
 - #73 weekend review
 - #29 Candids
 - #32 Special Days/Novelty Days
 - #35 Hidden Gems
 - #33 STORIES
 - #80 Business Feature
 - #83 Go Green / Earth Day
 - #106 Go Green Filler

Calendar View (April 2024):

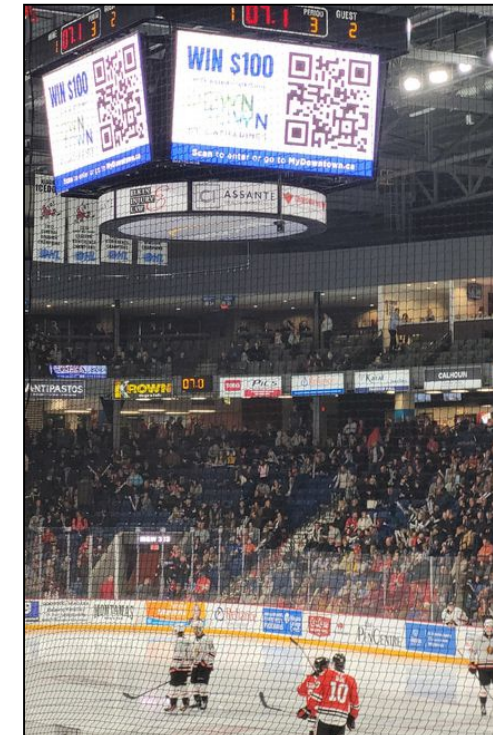
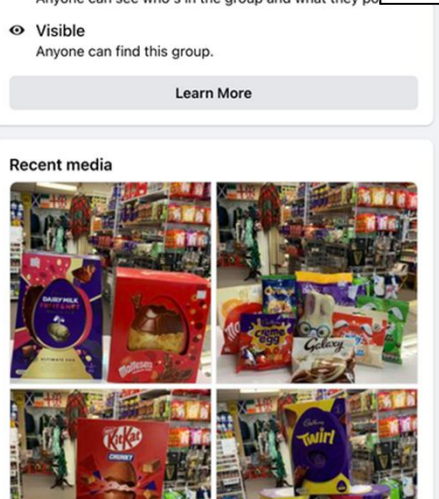
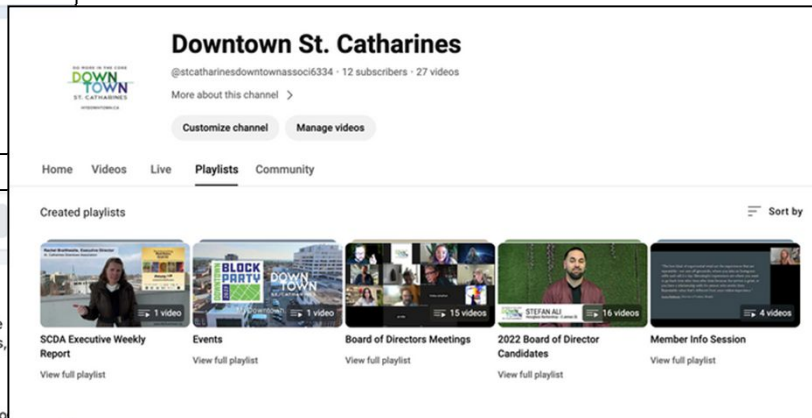
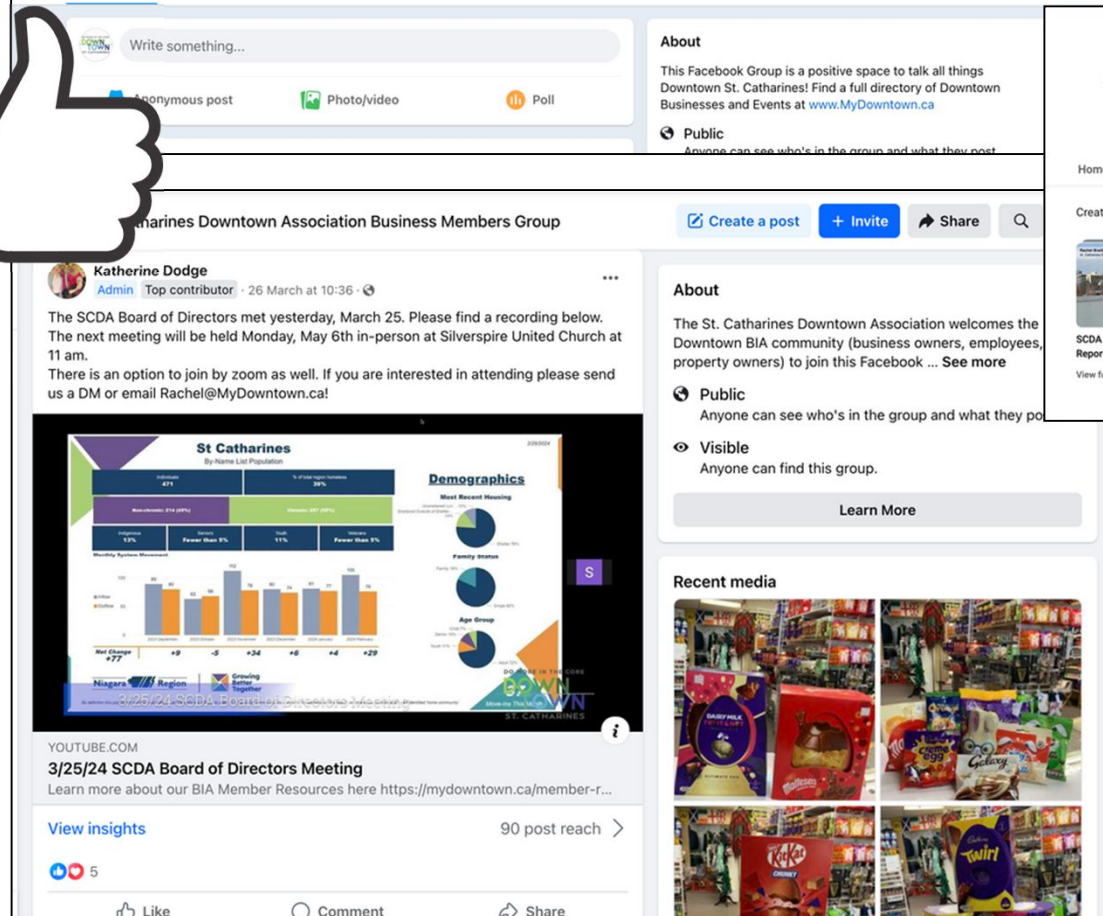
Tue	Wed	Thu	Fri	Sat
2 1 item Someday-Books-Reel	3 2 items Thank-you-to-businesses-for supporting-GOTG Thank-you-Costco-GOTG	4 1 item Community-Clean-UP	5 1 item weekend-review	6 1 item Downtown-Cafe-Highlights
9 1 item BlackBeards Reel	10 1 item Museum-Tour	11 1 item DYK	12 1 item weekend review	13 1 item Downtown Cafe Highlights
16 1 item Crystal Creedence Reel	17 2 items Film Day Market Days	18	19 1 item weekend review	20 2 items record store day Downtown Cafe Highlights
23 1 item Pink Bubblegum Reel	24	25 2 items Business Feature Go Green Filler	26 1 item weekend review	27
28	29 2 items Scavenger Hunt Go Green Filler	Apr 30 1 item Out of the Past Reel	May 1	
		2 1 item Go Green Filler	3	4

Choosing Your Channels



Adapted from For the Culture, Collins, 2023.

Choosing Your Channels



9,618 Subscribers



DO MORE IN THE CORE
DOWN TOWN
ST. CATHARINES

Scheduling & Publishing Content





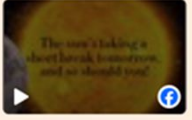
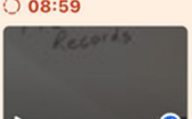
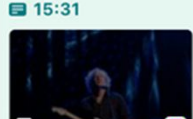
Planner

Plan your marketing calendar by creating, scheduling and managing your content.

WeekMonthToday

April 2024

Co

Sun 7	Mon 8	Tues 9	Wed 10	Thurs 11	Fri 12	Sat 13
10:00  584	09:45  Archived	08:57  Archived	10:50  Archived	13:01  197296	15:31  7	
10:00  92	09:45  Archived	08:59  Archived	10:50  Archived	13:02  20415116	15:31  441	
	09:47  Archived	08:59  Archived	12:05  Archived			
	09:47  Archived	09:01  Archived	12:05  Archived			

Buffer

PublishingAnalyticsEngagementStart Page

Apps

Create

Calendar

Channels

downtownstcatharines1

Downtown St. Catharin...1

dt_stcatharines0

St. Catharines Downto...1

St. Catharines Downto...0

downtownstcatharines0

New Channel

Manage TagsNew

Manage Channels

QueueSentApprovalsDraftsShop GridSettings

Today APRIL 14America/TorontoDayWeekMonthNew Post

9:17 PM

Tomorrow APRIL 15

9:45 AM

12:54 PM

You created this on April 9th

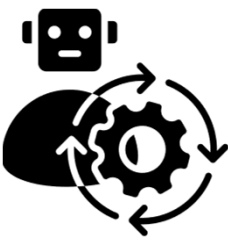
We want to feature your favourite Downtown hidden gems! Let us know below - every comment will be put in for a chance to win a \$25 Downtown Gift Card! One of our favourite hidden gems is The Write Bookshop! Filled to the brim with literature, this is every book lover's dream. #MyDowntown #LoveSTC #HiddenGem

Post scheduled for April 15th at 2:30 PM (EDT).DeleteEditShare Now

5:32 PM

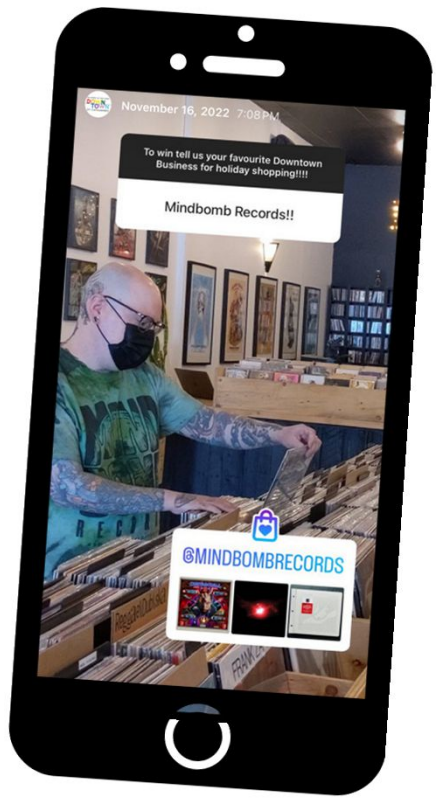
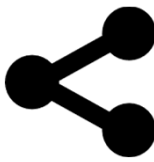


Engagement Best Practices



Thank you for reaching out to Downtown St. Catharines! Our social media is monitored Monday - Friday 9am - 4:30pm. Someone will reply to you as soon as possible!

Head to www.MyDowntown.ca for a list of Downtown Businesses, Events, and Updates!



BIA MEMBER RESOUR... > BIA MEMBER RESOURCES

Type People Modified

Folders

SCDA LOGO FIL... PRESS RELEAS... Member Recom... GIFT CARDS EVENT DOCUM... ARCHIVE 2024 Events

... > 2024 Events > Black History Month

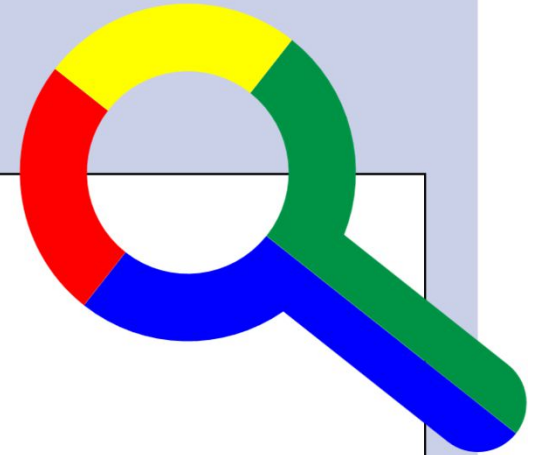
Type People Modified

Folders

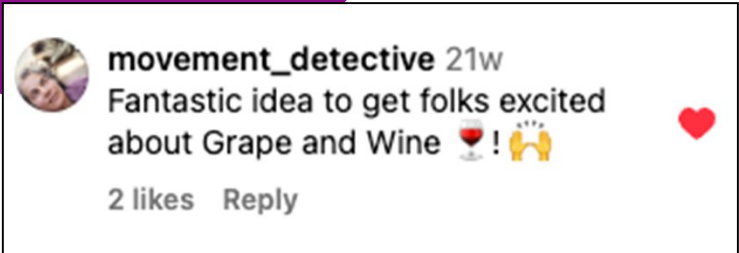
POSTERS Logos

Files

Social media co... City Hall Exhibit... City Hall Art Ex... BHM2024 Grap...



Connecting IRL & Digital



Spread Your Love in Downtown!

Valentine's Day
in Downtown St. Catharines

With over 70 restaurants, dozens of eclectic shops, beauty salons, entertainment venues and more - Downtown St. Catharines is the best place to treat yourself and others to an amazing day.

If you can't decide - [CHECK OUT OUR RECOMMENDATION HERE!](#)



4th Annual Valentine's Day Brunch
The District Tapes + Bar
Saturday & Sunday, February 10 & 11

[Learn more](#)



Valentine's Chocolates & Sweets
Dispatch
Order before February 10, pick up February 13

[Learn more](#)



Shop Small Valentine's Crawl
Across 12 Downtown Businesses
February 10 | 10-5PM

[Learn more](#)



Valentine's Day Doughnut
Beechwood Doughnuts
Pre-order until sold out

St. Catharines Downtown Association | Customize | 5 | 0 | + New | Edit Page

DOWN TOWN | Insights | SEO | Purge SG Cache | What The File | Howdy, KatSCDA | MENU

Black History Month Events & Activities

On-going - [LoveSTC Self-guided Black History Tour](#)

February 1-10th - [The Spirit of Mali Exhibition with Steve Viés as part of Festiv'Ebène 2023](#)

February 1st - [Freedom! The Spirit and Legacy of Black Music](#)

February 2nd - [Into the Black-verse Book Club](#) presented by Future Black Female

February 3rd - [Belly](#)

February 4th - [Salem Chapel Open House - Tubman Tours](#)

February 5th - [The Guy from Niagara](#)

February 7th - [Discovering Niagara's Freedom Trail](#)

February 9th - [The Original Wailers Featuring Al Anders](#)

February 9th - [St. Omer](#)

February 10th - [Wakaliwood Double Feature - Who Killed the Black Girl](#)

February 11th - [Sorry to Bother You](#)

February 11th - [St. Omer](#)

February 18th - [Harriet Tubman: When I Crossed The River](#)

February 19th - [BHM Niagara IceDogs Game with former captain special jersey](#)

February 19th - [In Our Mothers' Garden](#) in partnership with Future Black Female

February 20th - [Cirque Kalabante - Afrique en Cirque](#)

February 21st - [The Arts - An Expression of Resistance and Healing](#)

February 22nd - [Black Girl Improv with Future Black Female & Suitcase in Point Theatre Company](#)

February 23rd - [Mardi Gras Mambo with The Dirty Dozen Brass Band + Nathan Williams & The Zydeco Cha Chas](#)

February 23rd - [Into the Black-verse Book Club](#) presented by Future Black Female



Measurement & Reporting

Awareness

Reach

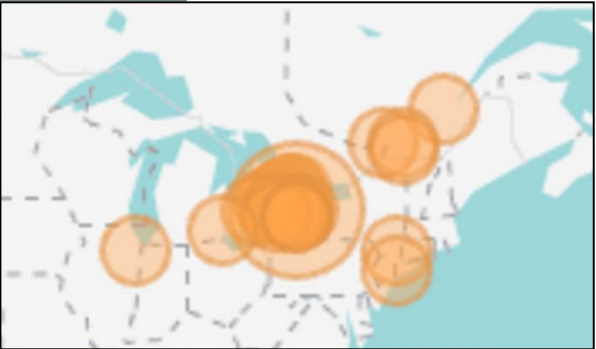
Engagement

Conversion

Loyalty



JUN 24		Holi Festival of Colour Downtown St. Catharines Saturday, June 24, 2023 at 2:00 PM EDT		1069 / 1500
JUL 16		Downtown Dental Centre Holi Festival of Colour Downtown Promenade Saturday, July 16, 2022 at 3:00 PM EDT		303 / 450



Survey

Analysis & Optimization



Website	Niagara IceDogs Gifts	1232 Scans	
No folder	qrco.de/beNUKe	Details →	
Sep 22, 2023	docs.google.com		
Website	Halloween teaser poster	88 Scans	
No folder	qrco.de/beNTDw	Details →	
Sep 22, 2023	mydowntown.ca		
Website	Join our Instagram Brock	31 Scans	
No folder	qrco.de/beLBZC	Details →	
Sep 12, 2023	www.instagram.com		
Website	Halloween video	2 Scans	
No folder	qrco.de/beK9dt	Details →	
Sep 11, 2023	www.instagram.com		



Stories summary

 downtownstcatharines

Stories

374 ↗ 20%

Impressions

73,744 ↘ 16%

Reach

96,132 ↗ 10%

Replies

92 ↗ 26%

Exits

5,218 ↗ 4%

Engagement Rate

0.10% ↗ 14%

Stories with most reach

 downtownstcatharines

Reach
453

Completion Rate
83.62%

Feb 5, 04:45

Reach
441

Completion Rate
85.49%

Feb 3, 08:27

Reach
404

Completion Rate
94.80%

Feb 24, 03:29

Reach
401

Completion Rate
84.69%

Feb 18, 04:14

Reach
389

Completion Rate
92.29%

Feb 18, 08:51

Impressions
73,744

Average Reach
257

Completion Rate
71.68%

Exits
5,218



My alerts (4)	
downtown st. catharines	
niagara region	
rachel braithwaite	
st. catharines	



BEST PRACTICES IN

Resource Management



Resource Management – People



Resource Management – Budget

1. Maximize content and focus on consistency over frequency
2. Establish thought leadership
3. Leverage partnerships & networks
4. Lean into your (or your team's) superpower



Resource Management – Budget

Solo / Team Superpower	TikTok / IG	Youtube	Blog / Newsletter / LinkedIn	Reddit	Media	People / Events
Doing the work	X	X	X	X	X	X
Written storytelling			X	X	X	X
Storytelling on camera	X	X	X	X	X	X
Instructing and demonstrating	X	X	X	X	X	X
Collaborating with others	X	X	X	X	X	X
None of the above – leave me alone!					X	X

Non-negotiables: Optimize your website and build a mailing list

Streamlining Your Workflow



Planning & Production

Content Calendars – Google Sheets, Later.com
Content Ideas – Answer the Public, ChatGPT, Audience Polls, High performing content
Accessibility – AccessiBe
Brand Assets & Templates – Canva
Asset Design & Delivery – Canva, CapCut
AI tools – ChatGPT, Canva, Goblin.tools, Quillbot

Scheduling & Publishing

Social – Later.com, Meta Business Suite, Hootsuite
Email – Mailchimp, other email platforms

Engagement & Community Management

Link Aggregators – Linkin.bio, Linktree
Social Listening – Google Alerts, Sprout Social (\$)
Contests & Chat Automation – Manychat, CommentPicker.com, Wheel of Names

Measurement & Reporting

Organic – Meta Business Suite, Later.com, Google Analytics, Platform Insights
Paid – Platform Ad Accounts, Looker Studio

Analysis & Optimization

Analysis – Later.com, Platform Insights
Optimization – Canva, CapCut, Later.com
SEO – Yoast, Semrush

Production Tools & Hardware

Tools – Final Cut Pro, CapCut, Canva
Hardware – Wireless mic, Lav mic, Ring Light, Gimble, Tripod

Project Management & Accountability

Task Management – ClickUp, Asana, Trello, Clockify



Thank You!

QUESTIONS?



Kat Dodge

kat@mydowntown.ca
@downtownstcatharines



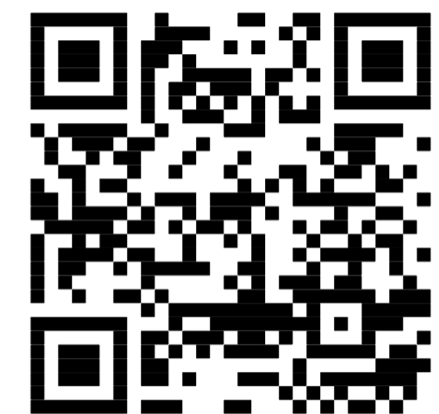
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Submit your questions!

