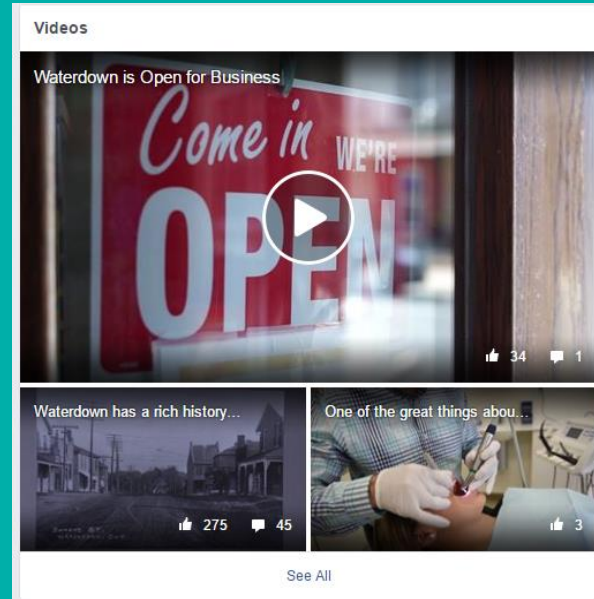




Telling Our Story & Growing Followers

**Waterdown Business Improvement Area
Social Media Video Campaign**





Telling Our Story & Growing Followers

Challenges:

- Trading Area - lots of residential development & rapidly growing population
- Young, digital savvy families moving into town
- Lack of knowledge – What is the BIA?
- Lack of digital presence for our BIA

= **Awareness building opportunity**



Telling Our Story & Growing Followers

Strategy:

- Create dynamic video content that gives people a reason to like and interact with our channels.
- Provide something viewers can't get anywhere else
- Share and promote what our area has to offer
- Use our business network to increase our audience



**Telling Our
Story &
Growing
Followers**

Starting Point Facebook Reach



	Total Post Reach	Post Engagements	Page Likes
January – September 2016 (9 months)	7,220 people	72	151 likes (116 new likes)

Telling Our Story & Growing Followers

The Campaign

The Waterdown BIA partnered with Greening Marketing Inc. to produce a video series to tell the unique stories of the Waterdown Village.

Budget: \$12,000
12 videos @ \$1,000/video



WATERDOWN
VILLAGE



Telling Our Story & Growing Followers

Video footage collected over several months

48 BIA member businesses featured

Community events and assets highlighted (Ribfest, ArtsFest, StreetFest, Santa Parade, Farmers' Market, etc.)

History video features popular high school teacher – helped us engage with community youth

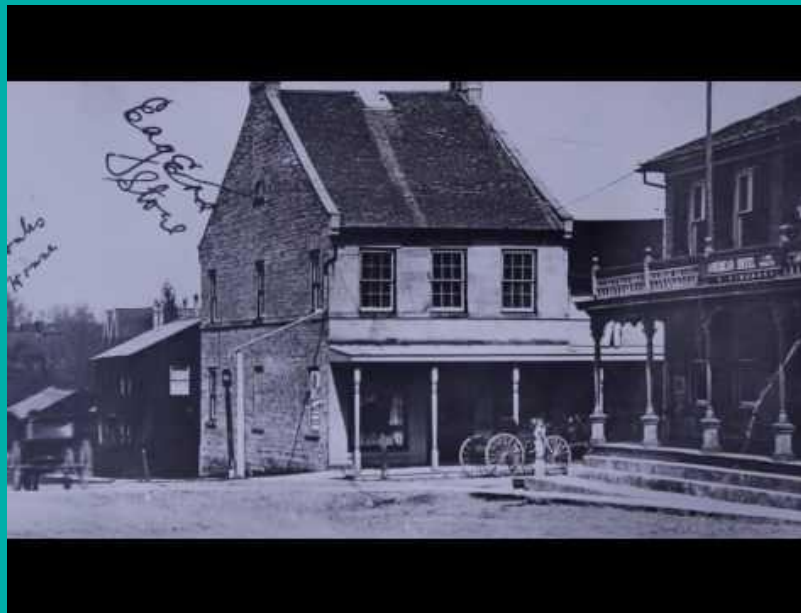




Telling Our Story & Growing Followers

12 Videos produced:

- What is the Waterdown BIA?
- **History of the Village of Waterdown**
- Explore Beautiful Waterdown – Bruce Trail
- **Explore our Restaurants**
- Pamper Yourself in Waterdown
- **Festivals and events**
- Shopping in Waterdown
- **Waterdown Services**
- Professional Services in Waterdown
- **Activities**
- A Night in Waterdown (Entertainment)
- **Highlight Reel**



Videos posted to Facebook approx. every 2 weeks, starting in the Fall





Telling Our Story & Growing Followers

Results (After 8 of 12 videos posted) Facebook Reach



	Total Post Reach	Post Engagements	Page Likes
January – September 2016 (9 months)	7,220 people	72	151 likes (116 new likes)
October 1 – December 20, 2016 (2.6 months)	206,972 people	2,381	574 likes (423 new likes)
Total video views = 93,898			

- History video has the most impressive organic performance
- It has been shared 496 times – accounting for 35 – 40% of total video results



Telling Our Story & Growing Followers

Results (After 8 of 12 videos posted) Twitter



	Impressions	Engagements
January – March 2016	807	8
April 2016	1,105	14
May 2016	922	30
June 2016	953	12
July – September 2016	424	7
October 2016	2,075	44
November, 2016	1,781	71
Up to December 20, 2016	1,946	64



Telling Our Story & Growing Followers

Results (After 8 of 12 videos posted) You Tube



Total video views = 696
70% of views from Twitter
21% of views from You Tube recommendations
9% of views were from the direct link, a Google search of other sources



Telling Our Story & Growing Followers

Campaign Highlights

Within 2.5 months, we:

- Increased our Facebook likes by 380%
- Increased our Facebook reach by 2,900%
- Moved from 0 views, a complete lack of visual storytelling or dynamic video marketing, to almost 95,000 views
- Through organic and paid media strategy, increased our total social media reach by 1,800%
- We now have a library of archived content we can provide to individual businesses to help them promote themselves, as well as footage to produce a presentation reel
- The campaign kick-started our digital engagement – we continue to grow our content and followers!