

Communications, Advertising and Marketing Update



Outline



Council Strategic Priorities



2017 goals achieved

- ✓ 4 new websites, on time, on budget
- ✓ Leveraged community partnerships for well rounded schedule of communications
- ✓ Added value, leveraging media, efficient use of resources

2018 – 2019 actions

Council Strategic Priorities



E3.2 Objective: Enhance communications



E4.1 Objective: Best use of technology



1.2 Objective: Better marketing and improved community visibility

Executing the Communications Strategy

Year **1** 2017
Tool development



Transformed **online** presence (4 new websites)

- ✓ Accessible
- ✓ Mobile-responsive
- ✓ Efficient site governance
- ✓ Subscription based communications
- ✓ On demand services
- ✓ Positive impact on brand

Website impact – first 6 months



Decreased 'bounce rate' by 15%
(compelling home page)



Increased new sessions by 7%

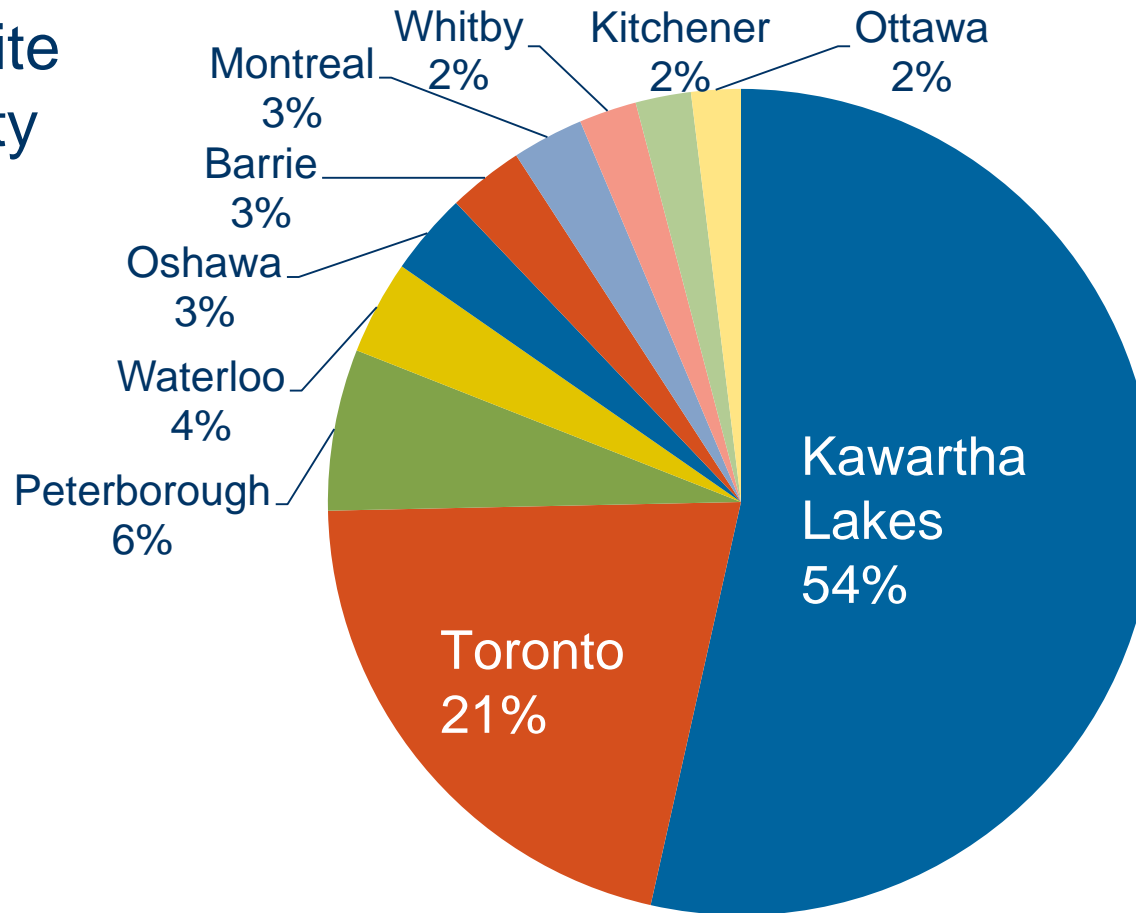
Approximately 650 unique users per day



Source: Google Analytics Aug 1-Jan 31, 2018 over same period previous year

Website impact – first 6 months

Municipal site
Users by city



Source: Google Analytics Aug 1, 2017 – Jan 31, 2018

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“I'd like to mention that this is the most well put together website, especially a Municipal website, that I've ever seen. I'm considering purchasing a property and starting a business near Kirkfield and my preliminary research through your website could not have been easier. Kudos to whoever developed this site.”

Conner Saunders, Pickering

Economic Development

[Home](#) / [Business & Growth](#) / [Economic Development](#)

A A A   Share

Latest News: Renewed investment in our roads

[View All News...](#) II



[Community Profile](#)

[How We Can Help](#)

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Website impact – first 6 months

Use of online services August 1, 2017 - Jan 31, 2018

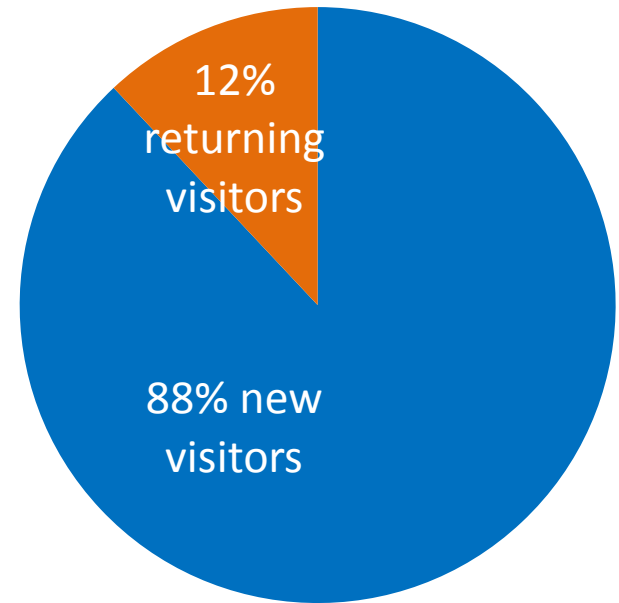
Subscriptions	News and alerts	2110
	Calendar and other pages (career opportunities, land sales, available lands, tax sales)	2250
	Pingstreet mobile app	412
Inquiries and service requests	Report an issue	422
Purchases	Dog tags (20% of all purchases are online)	73

Website impact – first 6 months

Tourism site

↑ 20% increase in page views

average of 95
unique users per day

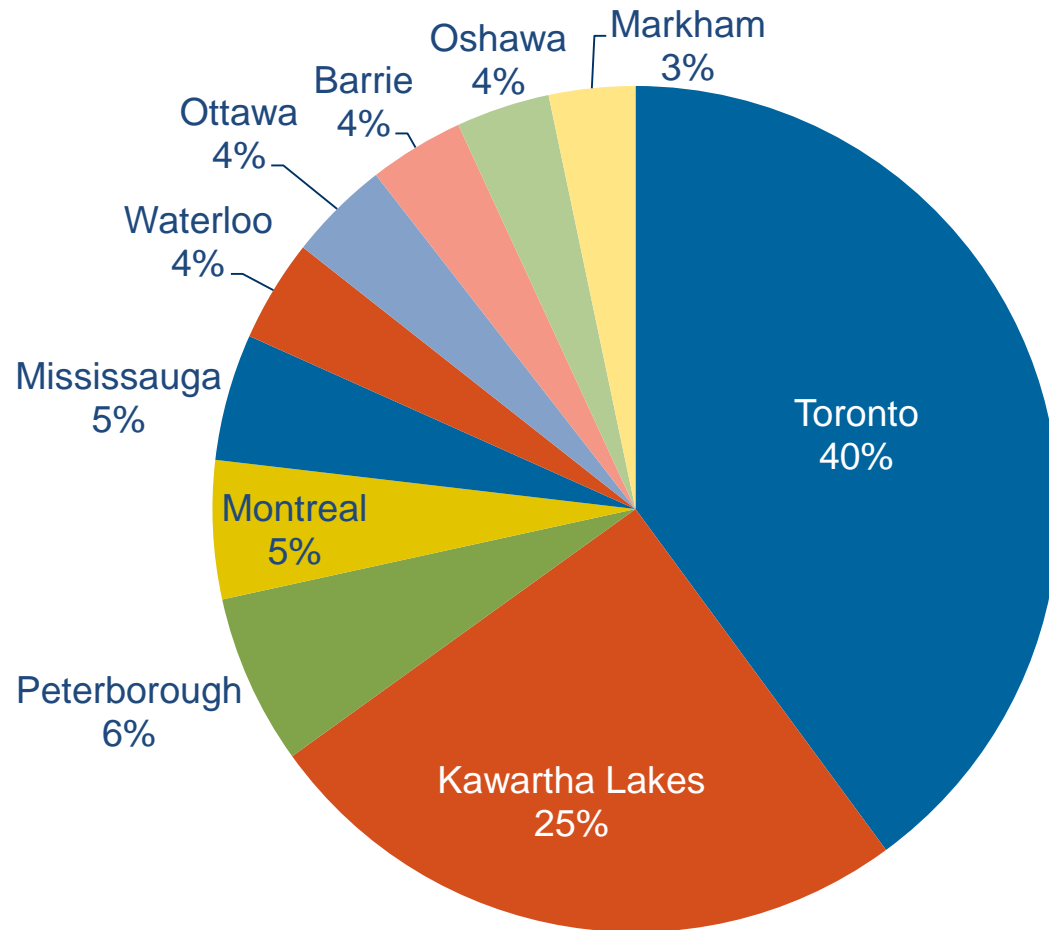


Source: Google Analytics Aug 1, 2017 - Jan 31, 2018 over same period previous year

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Website impact – first 6 months

Tourism site
Users by city



Source: Google Analytics Aug 1-Jan 31, 2018

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Websites – Next steps



- Continue enhancing the sites based on user feedback and analytics
- Build subscribers and Pingstreet mobile app users
- Promote calendar use among community groups
- Focus on keeping content fresh and relevant
- Accessibility training – ensuring all documents are accessible

Online communications – social media

- Increased **reach** and **engagement** each month
- Refers 30% of municipal website traffic

 421,933 Impressions	 5,153 Engagements	 1,712 Link Clicks
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Source: Sprout Social Jan 1-31, 2018, Facebook and Twitter

Executing the Communications Strategy



Enhanced **offline** presence at the community level

- ✓ Monthly newspaper columns in Kawartha Lakes This Week and The Promoter
- ✓ 4 printed publications in 50 locations
- ✓ Unpaid transit advertising
- ✓ Unpaid media exposure on radio, television and print

2018 Actions

Year **2** 2018

Refining and expanding the tool kit



- Continue to enhance website and user engagement
- E-newsletter platform
- Advertising strategy
- Brand inventory
- Social media engagement
- Elections communications

2019 Actions

Year **3** 2019

Looking to the future of our tools

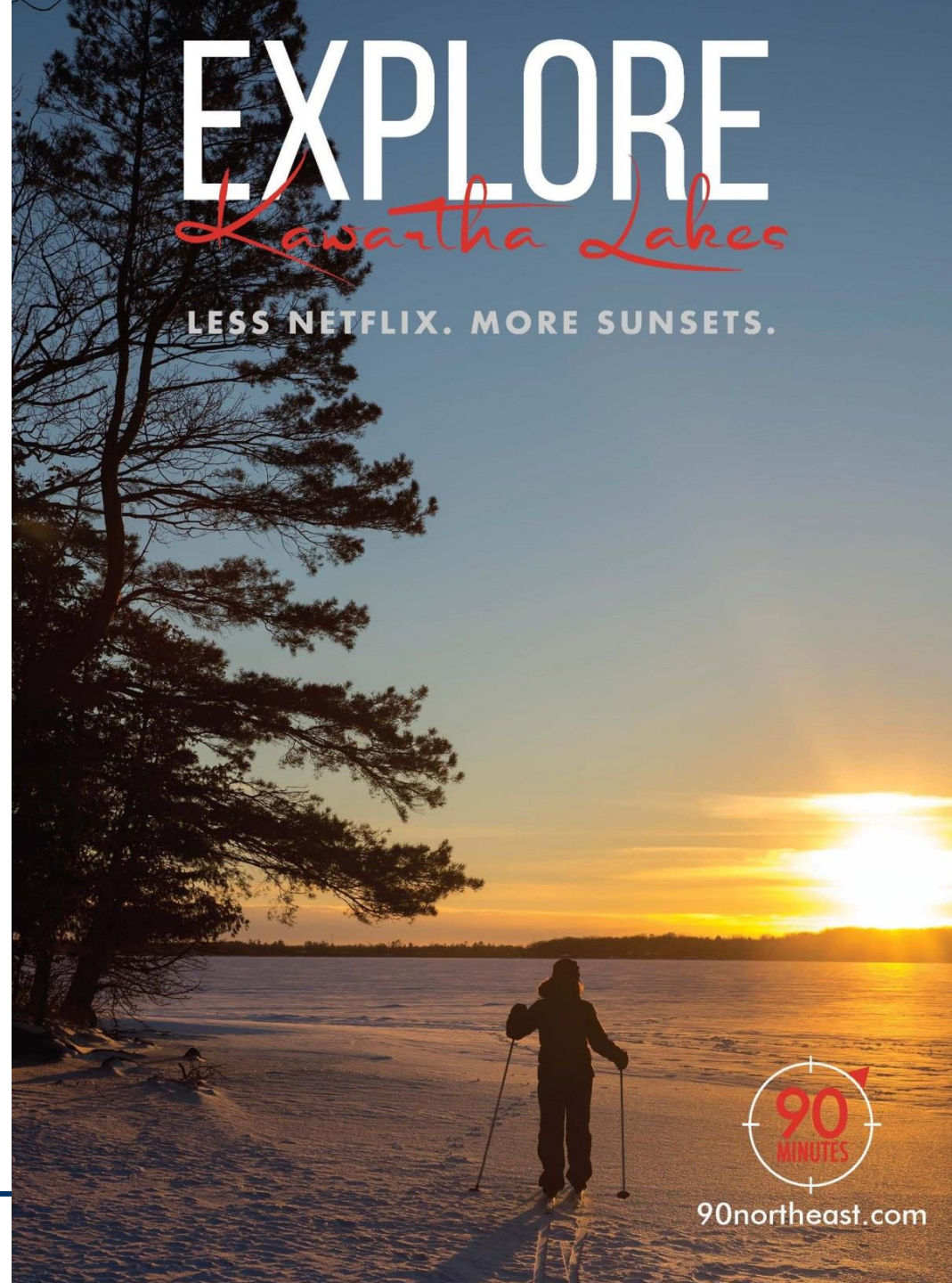


Branding study

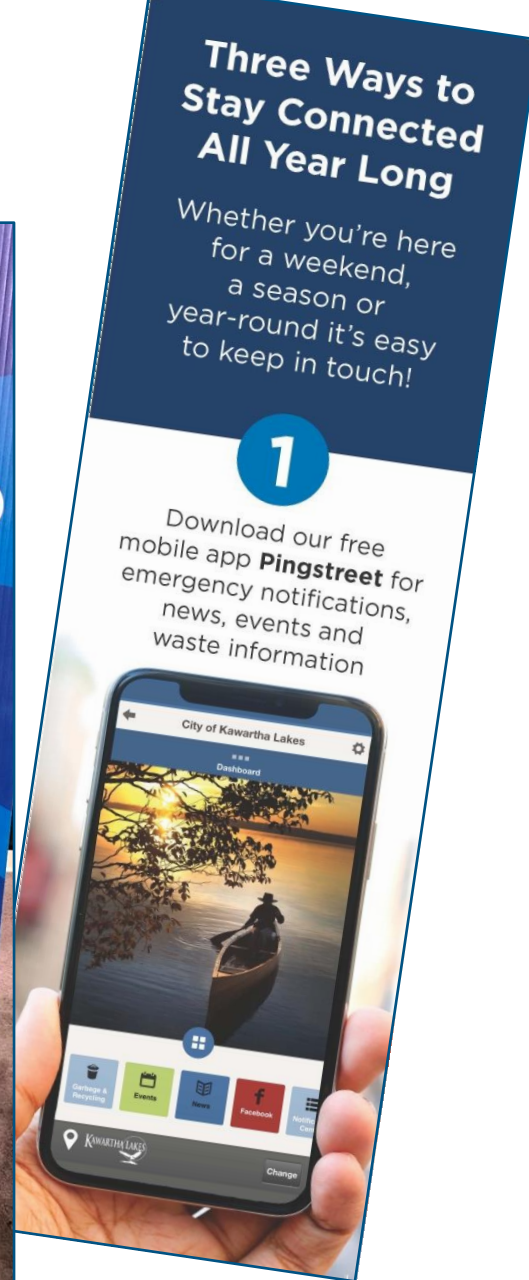
- ✓ Preliminary data collection
- ✓ Brand inventory
- ✓ Online branding
- ✓ Campaign testing

Branding in action

Slide 16



Branding in action



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Summary



Council Strategic Priorities

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2018 – 2019 actions

- Refine and expand tools
- Brand building



Thank you!

Communications: Definition

The strategic **management of relationships** between an organization and its diverse stakeholders through a variety of methods to foster mutual understanding, achieve goals and serve the public interest.