

Strategic Marketing Update Niagara Economic Development

Presented by Katie Desharnais

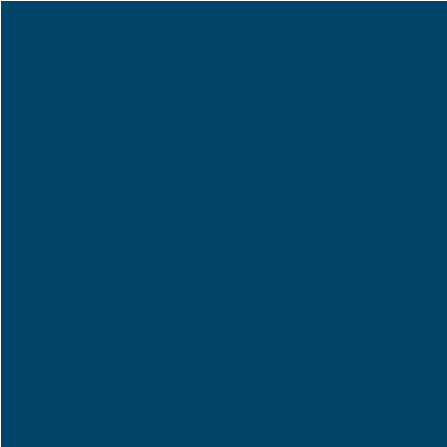
Wednesday, May 8, 2024

Introduction

The marketing initiatives presented here contributes to Niagara Region's Economic Development mandate, aiming to position and promote Niagara as an ideal destination for businesses, fostering growth and transforming the region into a global community.

This report outlines the primary activities and achievements of the Strategic Marketing team within Niagara Economic Development during Q1 2024.

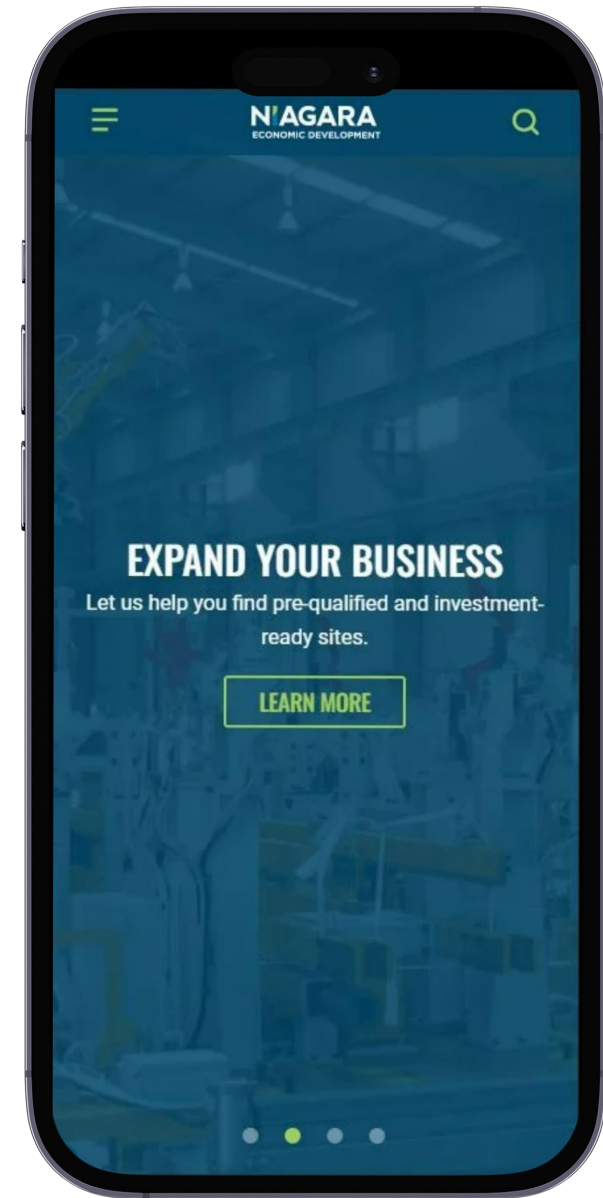
Our goal is to establish Niagara as a premier location for business expansion. The report includes summarized activities, statistical data, and planned initiatives for 2024.



Key Achievements and Activities

Website Performance:

- **NiagaraCanada.ca** serves as a resource for businesses, offering comprehensive insights into investment and attraction opportunities in the region.
- Managed by the Economic Development team, this specialized platform provides a direct link for businesses to explore Niagara's diverse business opportunities.
- **Increase in Web Traffic:**
 - Page visits increased by +2,931 in Q1 compared to the previous year.
 - Page views increased by +3,256.
 - Unique visitors increased by +2,685.
- **Driving Factors:**
 - Search engine optimization efforts contributed to over 8,000 visits.
 - Direct traffic and social media are also significant sources.



Key Achievements and Activities

Website Performance:

NIAGARACANADA.CA

Foreign Interest by Country



Digital Marketing Campaigns Overview

Geo-Fence Event Campaign Update

- Ongoing Geo-Fence Event Campaign targets four prominent events.
- Virtual boundaries were established to gather micro-targeting information for up to 30 days post-event.
- Custom ads tailored to attendee interests and preferences.
- **Results** from the first event, Business Facilities LiveXChange:
 - March 17-19, South Carolina.
 - 53,174 impressions, 71 clicks, and 0.13% click-through rate.
- **Upcoming events:**
 - The Battery Show in Novi, Michigan
 - International Economic Forum of the Americas in Toronto, ON
 - APMA Canada Automotive Summit, Vaughan, ON



Digital Marketing Campaigns Overview

Programmatic Campaign

- Utilization of programmatic campaign leveraging automated technology for media buying.
- Strategic display of digital ads on prominent websites like Wall Street Journal, CNN, BBC News, and The New York Times.

How we target:

- Persona Targeting: Tailoring ads based on firmographic, demographic information.
- Behavioral (Keyword) Targeting: Identifying prospects searching for related content.
- Site Retargeting: Displaying ads to users who have previously visited our website.



The screenshot shows the top portion of the Wall Street Journal website. At the top center is the masthead "THE WALL STREET JOURNAL." in a large, black, serif font. To the right of the masthead are two buttons: "Subscribe" in a blue box and "Sign In" in a white box with a blue border. Below the masthead is a navigation bar with links for "English Edition", "Print Edition", "Video", "Audio", "Latest Headlines", and "More". Below that is a secondary navigation bar with links for "Latest", "World", "Business", "U.S.", "Politics", "Economy", "Tech", "Finance", "Opinion", "Arts & Culture", "Lifestyle", "Real Estate", "Personal Finance", "Health", "Style", "Sports", and a search icon. The main content area features a large banner for "NIAGARA CANADA" with the text "YOUR NEXT BUSINESS ADDRESS" and a green button that says "SEE THE BENEFITS". The banner image shows a scenic view of a waterfall and surrounding landscape.

Digital Marketing Campaigns Overview

Programmatic Campaign

Campaign Components:

Programmatic Display

- Targeting C-Suite level executives and industries such as Manufacturing, Agriculture, and Marine
- Achieved 469,714 impressions with a click-through rate (CTR) of 0.10%

Paid Search

- Focused campaigns on specific keywords related to target industries
- Achieved 16,382 impressions with a notable CTR of 11.94% and 157 conversions

Paid Social (LinkedIn)

- Engaging businesses, particularly in Manufacturing and Agriculture sectors
- Achieved 19,102 impressions with a CTR of 1.37%

Greater Toronto Area and Ontario Campaign Overview

Strategic Aim: Leveraging opportunities in the GTA and Ontario markets to position Niagara as a premier destination for business.

Campaign Components and Impact

- Full-Page Ad in CANADA Travel & Lifestyle Magazine (March 2024):
- Distributed to 100,000 readers via 50,000 printed copies to paid subscribers of the Globe & Mail and National Post across Ontario.

Exhibition Place Digital Billboards:

- Garnered 60,000 impressions with two unique 6-second static commercials on the Gardiner Expressway Eastbound and Toronto Person Airport for 1 week.
- Achieved 100,000 impressions on an 18' x 60' screen on the 401 highway near the airport for 1 week.

Impact: Notable increase in web traffic was observed during the campaign, with 2,576 additional visitors, representing a significant year-over-year increase of 1,155.





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NIAGARA ECONOMIC DEVELOPMENT

NIAGARA ECONOMIC DEVELOPMENT
 1000 COLLEGE AVENUE, SUITE 1000, NIAGARA FALLS, ON L2A 5B1
 905-335-1111 | WWW.NIAGARA.REGION.ON.CA



your next business address

If you're looking to grow your business in one of North America's fastest growing, most dynamic communities, you've come to the right place.

As companies who have done the same will attest to, Niagara is an ideal place to do business, with easy access to a variety of markets by land, sea, rail and air, generous and flexible incentive programs, and world-class research and post-secondary institutions.

Niagara has much to offer not only your business, but your employees too. Care-free commuting, a small-town feel, competitive housing prices and a whole

host of amenities are all hallmarks of the community we are excited to share with you.

Niagara is committed to working together to support our business community. Our 12 municipalities work as one to make sure our businesses have what they need through thick and thin. We believe Niagara is one of the best places in the world to start and grow a business.

Contact with us and find out how you can start your Niagara journey.

Get to know us.

477,941 TOTAL POPULATION
230,000 LABOUR FORCE



Niagara is strategically located on the Canada/U.S. border between the Greater Toronto Area (GTA) and the U.S. Northeast. The economies of both Canada and the United States are connected by the flow of goods, services and people between the two countries through the region. Niagara is situated within 800 kilometres (500 miles) of 130 million people at the heart of one of North America's business trade corridors.

Recognizing the important role that the region plays in facilitating trade, it has been awarded the federal designation of a **Foreign Trade Zone Point**. It has five international border crossings with over one million trucks crossing each year. Transportation includes road, rail, air and marine. **The Welland Canal connects Lake Ontario with Lake Erie** and through the St. Lawrence Seaway, it enables access to markets globally. Niagara District Airport provides a regular cooperative service between the USA and Niagara through **Flt. QGA Airways** and is **within 100 kms of three international airports**. This infrastructure and Niagara's strategic location are key to retaining and attracting future investment.

Niagara is governed by a two-tier municipal structure with responsibilities divided between the Region and **12 local area municipalities (LAMs)**. The municipalities are a mix of urban and rural with distinct and unique characteristics.

Niagara is where innovative businesses grow and community-minded individuals stay, coming together to build a more prosperous future.

*10 Year Strategic Vision Statement - 2016



Niagara Economic Development Magazine

- Debuting in Summer 2024, the Niagara Economic Development Magazine serves as a comprehensive resource showcasing the region's economic landscape.
- Articles authored by an independent journalist cover key sectors such as agricultural innovation and the energy transition to electric vehicles.
- Detailed profiles of each municipality provide insights into Niagara's diverse strength in our communities.
- Providing insights into Niagara's diverse offerings, including essential information on business expansion and investment services.



Upcoming Marketing Initiatives

Snapshot of Upcoming 2024 Marketing Initiatives

International Council of Shopping Centers (ICSC)

- **Collaboration** between the Niagara Economic Development (NED) team and all 12 municipalities to host a coordinated booth at ICSC.
- **Aim:** Showcase investment-ready sites, leveraging commercial investment opportunities from the Greater Toronto Area (GTA).

Nations Dinner Sponsorship at 2024 World Rowing Championships

- Support of Nations Dinner at the 2024 World Rowing Championships, organized by Sport Niagara.
- Scheduled for August 24th, 2024, gathering international dignitaries from participating country delegations.
- This event supports the investment attraction and promotion of the region, underscoring our dedication to fostering regional growth and prosperity, highlighting our commitment to promoting the Active Economy in Niagara.

Prosperous Region

- The report highlights the Strategic Marketing team's dedicated efforts within Niagara Economic Development to position the region as a premier destination for business investment and overall economic growth.
- This effort is essential to stimulate economic growth and enhance prosperity across the region, a key priority outlined by Council.
- These initiatives not only attract new businesses and investments but also generate employment opportunities, facilitate infrastructure development, and ultimately enhance the overall economic prosperity of the region.



QUESTIONS & CONTACT

Katie Desharnais

Strategic Marketing Manager | Economic Development

katie.desharnais@niagraregion.ca