



EXPLORE AURORA

PHASE TWO

6 MONTH PLAN
OCTOBER 2020 – MARCH 2021

Presentation

Explore Aurora

To date the Explore Aurora campaign has built #ShopLocal #SupportLocal momentum within the Aurora community and has provided a vehicle for spotlighting local businesses through the ExploreAurora.ca website and social media campaign.

The objective of Phase 2 is to:

- Continue the positive momentum through spotlight social media posts
- Hone the focus of the ExploreAurora.ca website as a consumer marketing site
- Build a communication channel using e-newsletters and digital magazines directed at the Business to Consumer and Business to Business market segments

Phase One Recap:

Explore Aurora Social Media:

- Stats from the final report for the month of August:
 - Facebook:
 - 11,300 Reach
 - 4,300 Engagements
 - 57 new page likes
 - Currently 400 followers
 - Instagram:
 - 16,170 Impressions
 - Profile Visits 222
 - Post Interactions 500
 - Currently 1,305 followers

Explore Aurora Website:

- 200+ businesses listed
- Week of August 21 – 522-page views – 413 unique
- 141 entered through the main landing page
- 22% of users are direct entry
- 63% are from social media
- 11% through organic search
- 33% growth month over month in users

Phase Two Goals:

Focus on Business & Connect with Consumers

- Pivot the **Explore Aurora website** to become an extension of the Explore Aurora print guide and magazine, by:
 - Continuing to offer free listings to all Aurora businesses;
 - Continuing to improve the functionality of the website to make it as user friendly as possible;
 - Removing business supports from the website – delineate the difference between Explore Aurora (Consumers) and ACOC Website (Businesses); and
 - Developing a plan to gather consumer emails, and finding ways to interact with consumers through digital magazines, etc.
- Maintain a **Social Media Marketing Strategy and Implementation Plan** that:
 - Builds on the solid base of community engagement developed through the Explore Aurora campaign;
 - Continues to spotlight local businesses and keeps them front of mind for consumers; and
 - Utilizes Key terms - Explore Aurora; Shop Local; Support Local.

Long-term Goals:

ExploreAurora.ca – Consumer go to for Aurora Information:

- Pivoting the site to be strictly consumer facing will allow for future enhancements that may include sections such as:
 - Special offers
 - Things to do
 - Plan your Weekend
 - Calendar of Local Events
- Providing the capability for businesses to update their listings and add special offers, events, etc. to the various sections.
- Offering a wealth of information about Aurora through blogs, magazines, etc.

Phase Two Program Requirements

- Social Media Development and Management – 3rd party
- Website reconfiguration – 3rd party
- Consumer and business email list development and management – 3rd party

Plan Management - ACOC

- Hire a contract position to manage the upkeep of the website – listings, website upkeep, content development for e-newsletters, magazines, blogs and implementation; as well as, email list maintenance.
- Provide plan objectives and oversee campaign development and implementation for both Watershed Marketing, Addison Marketing Solutions and contract position.

Program Financials

Total Program Costs:	\$34,000
Town Contribution:	
• Social Media development and implementation	\$13,000
• Website redevelopment and email list generation and management	\$9,000
Total Town Contribution	\$22,000*
Chamber Contribution:	
• Plan management – Contract position (Plan management will include the upkeep of listings on the website, the electronic updates to the website once the redevelopment work is done and the development of e-newsletters and magazines for the consumers who sign up for information on the ExploreAurora.ca website.)	\$10,000+
• Magazine software	\$2,000
Total Chamber Contribution	\$12,000+

* The \$22,000 Contribution includes \$10,000 previously provided by the Town for the print version of the Explore Aurora Guide which will go towards the Explore Explore Aurora Website this year.



PARTNERING TO SUPPORT LOCAL BUSINESS