

2020 AGM of the RVBIA

Committee Report



Marketing & Promotions

See https://docs.google.com/presentation/d/1ihuK1XxRvM4hfv0iFDqUiul8EILs_Bf1g3CAilfZvG0/edit?usp=sharing

7.6 MARKETING & PROMOTIONS

COVID-19 Response

Window clings, sidewalk decals, direct mail and TTC Shelter



- Planned a series of marketing activities presented at the April Board Meeting (print & signage)
- Digital: Web posts on essential services, special initiatives by members to support the community, staged reopenings were created and promoted on Facebook and Instagram
- Digital: Added a COVID information page for the Public on the website
- Up to date information on businesses: Redeployed our Roncy Rocks intern to supplement staff updates of the Business Directory to reflect changes in operation by regularly scanning Member websites and social media to glean the information
- Updated Google My Business profile; we are now receiving data on views and searches

7.6 MARKETING & PROMOTIONS

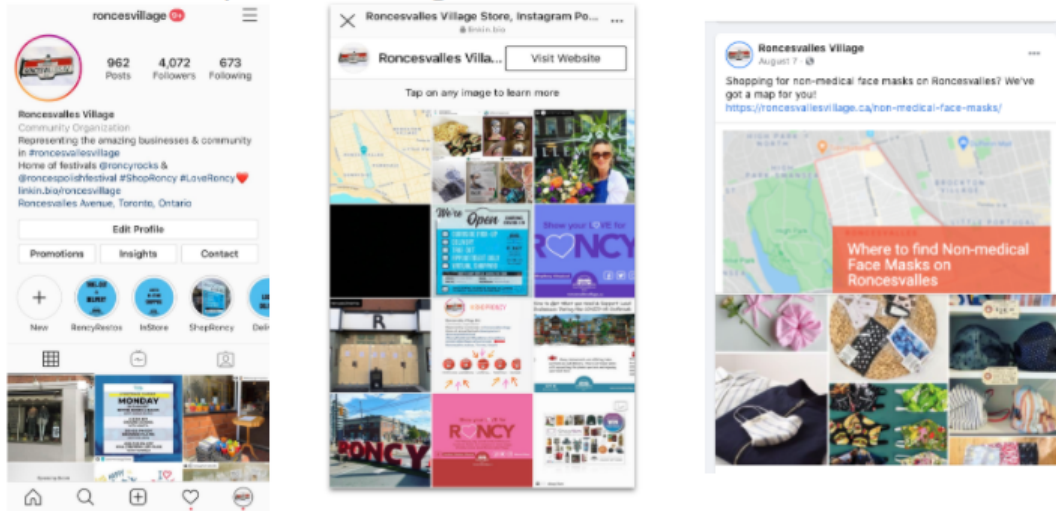
COVID-19 Response



- Produced and arranged distribution of an Open for Business Window Cling for all members
- Produced and distributed a Shop Local postcard that reached 11,400 households in M6R. We are the first organization to take advantage of a Canada Post program which saved over \$1000 (a third of the total cost)
- Created and installed sidewalk decals for physical distancing.

7.6 MARKETING & PROMOTIONS

COVID-19 Response - Instagram & Facebook



Social Media response to COVID 19 Outbreak

- o Monitored our Members Instagram posts closely and shared hundreds of member IG and FB posts via @roncesvillage accounts.
- o From March 1 to June 15th Instagram followers increased by 1700 and continues to increase (42%). Engagement was up 489% compared to the same period in 2019
- o Addition of linkin.bio/roncesvalles enabling us to add specific links on Instagram posts/promotion
- o Facebook has also seen an increase in activity; Engagements (reactions, comments and shares) have doubled and likes are up by more than 220 since March.
- o Digital advertising via Instagram and Facebook to encourage followers and promote RVBIA website business directory.

7.6 MARKETING & PROMOTIONS

2020 Facebook & Instagram



Social Media 2020

- o Instagram October 2019 - 1949 followers.
Instagram November 2020 - 4985 followers. An increase of 3036 or 156%
- o Engagement Addition of linkin.bio/roncesvalles enabling us to add specific links on Instagram posts/promotion
- o Facebook has also seen an increase in activity; Engagements (reactions, comments and shares) have doubled and likes are up by more than 220 since March.
- o Digital advertising via Instagram and Facebook to encourage followers and promote RVBIA website business directory.

7.6 MARKETING & PROMOTIONS



- As mentioned earlier, the postcards were used to drive people to the RVBIA website. Here you can see where we altered the business directory to include an UPDATE section. The purpose being to have a space to give quick clear information to shoppers how to shop on Roncesvalles. As you can see in the examples, we included the date of the update and the kind of shopping a customer could engage in during each stage of the lockdowns.
- Curbside pick up, closure dates, essential services, delivery available and so on. We have continued to update these as the guidelines and rules for businesses have changed.

7.6 MARKETING & PROMOTIONS

Creating a Unified Visual Identity for Roncesvalles

- Goals of informing activities to:
 - Enhance streetscape
 - Increase the reach and consistency of marketing efforts
 - Ultimately drive traffic to the street!



Put out an RFP for Branding and Design Services

- Working with the Local Collective
- Key deliverables:
 - Brand design guidelines for neighbourhood
 - Banner designs for banner hardware project in conjunction with beautification
 - Holiday/shop local campaign that will run Nov-Dec that will run across many mediums



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RONCESVALLES
VILLAGE