DMZ 2.0 Marketing Campaign Components & Analytics

**The core components of our advertising campaign included:**

*DMZ Apply Now Digital Ads:*

Strategically placed across relevant online platforms, our eye-catching digital ads enticed startups to apply for the DMZ Innisfil program. These ads effectively communicated the benefits of the accelerator, encouraging potential candidates to take the first step towards their entrepreneurial journey.

*DMZ Videos:*

Engaging videos featuring startup founders, articulating their motivations for choosing DMZ Innisfil and how the program positively impacted their businesses through easy to understand and tangible benefits. These videos provided authentic insights, creating an emotional connection and inspiring aspiring entrepreneurs to join the accelerator.

*DMZ Innisfil Graphic Quote Testimonials:*

Compelling visual graphics, featuring headshots of DMZ Innisfil members, accompanied by quotes highlighting the program's impact on their entrepreneurial endeavors. These testimonials added credibility and showcased the success stories emerging from the accelerator, encouraging others to follow suit.

*DMZ Innisfil Emails:*

Thoughtfully crafted email campaigns sent to our targeted list of prospective startups, informing them about the benefits and application process of the DMZ Innisfil program. These personalized emails effectively captured the attention of entrepreneurs and nurtured their interest in joining the accelerator.

*Marketing and Hosting Info Sessions:*

Interactive zoom meetings where anyone interested could participate, learn about the DMZ Innisfil program, and ask questions. These info sessions provided valuable insights, fostering engagement, and encouraging potential startups to explore the opportunities available through the accelerator.

*DMZ All Access:*

A series of community events and workshops accessible to the entire Innisfil community, serving as a networking platform and an introduction to the DMZ Innisfil program. These events have facilitated collaboration, knowledge sharing, and encouraged startups to join the program, fostering a vibrant entrepreneurial ecosystem.

*DMZ Innisfil @ Collision*

We worked with our partners at DMZ Toronto to secure an opporutunity to host a DMZ Innisfil Panel at the Collision Conference in Toronto, where we delved into the intricacies of building startups in Simcoe County. Our panel of industry experts shared invaluable insights, discussing the unique opportunities and challenges within our entrepreneurial ecosystem. The event provided a platform to reach a global audience of entrepreneurs for meaningful discussions, fostering connections and igniting ideas that will further contribute to the growth and success of startups in our Innisfil & the region.

*DMZ Innisfil Showcase @ Friday Harbour*

The DMZ Innisfil Showcase, held at the exquisite Friday Harbour Resort in Innisfil, marked a significant moment of cross-border collaboration. International founders from DMZ converged with our local DMZ Innisfil entrepreneurs, alongside Innisfil’s mayor and council. This event facilitated a rich exchange of ideas, experiences, and perspectives, strengthening the global entrepreneurial network through inclusion of founders from DMZ partners around the world, including China, Egypt, Japan, Vietnam and the Philippines. Against the backdrop of Friday Harbour's beauty, this showcased the potential for innovation and growth within our region, fostering connections and shaping the future of startups in Simcoe County.

*DMZ (Toronto) articles & ads about DMZ Innisfil*

As an extension of the main accelerator, DMZ Innisfil is a vital component of the larger DMZ ecosystem. DMZ’s articles showcasing DMZ Innisfil shed light on the program's evolution, aligning with the Town’s key messages for the DMZ Innisfil program and spotlighting its transformative path and accentuating the remarkable success stories born within its framework. DMZ’s network extends globally into places like Egypt, Japan, India, UAE, and more, raising DMZ Innisfil’s international profile.

*Innisfil + National Post Partnership*

The Town engaged the National Post to create a sponsored series of articles, the first of which shed light on DMZ Innisfil and one of the startup founders in the program. This partnership allowed us to harness the platform of a reputable publication to share our compelling narrative, showcasing the program's impact and the inspiring journey of an entrepreneur within our ecosystem. Through this sponsored story, we have been able to reach a wider audience, effectively communicating the unique value proposition and transformative potential of DMZ Innisfil while highlighting the exceptional stories from it.

*Analytics:*

The DMZ Innisfil 2.0 advertising campaign generated impressive results, with notable analytics including:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Impressions | Reach | Website Visits | Cost Per Click | Total Cost |
| FB/IG | 200,529 | 47,920 | 2,035 | $0.59 | $1200 |
| LI | 28,845 | 2,075 | 161 | $3,59 | $577.82 |

|  |  |  |  |
| --- | --- | --- | --- |
| Email | Sends | Opens | Clicks |
|  | 11284 | 4,345 | 212 |

Founders and entrepreneurs who have attended information sessions: 98

DMZ All Access Attendees: 68

DMZ Companies (mix of startups & local businesses) in Cohorts: 18 Alumni, 13 in Cohort #1, 15 in Cohort #2 = 46 total

**Cohort #1**

Total companies in cohort = 12

Female Founder / co-founder - 4

Visible Minority - 5

Newcomer = 2

Companies with female / diverse / newcomer founders = 7 = 58%

**Cohort #2**

Total Companies in cohort = 15

Female Founder / co-founder - 7

Visible Minority - 7

Newcomer - 4

Companies with female / diverse / newcomer founders = 10 = 66%

In conclusion, the DMZ Innisfil 2.0 advertising campaign has successfully expanded the reach of DMZ Innisfil and positioned the town as an attractive destination for startups, fostering economic development and enhancing the entrepreneurial ecosystem. Through strategic marketing initiatives and compelling digital assets, we have effectively attracted and supported local startups, propelling Innisfil towards a prosperous future.