

An Investment Attraction Campaign for the Township of Rideau Lakes



Final Report



Introduction

Following the recent development of a new brand, website and marketing plan, the Township is seeking to increase awareness of recent economic investments in its Villages and Hamlets. The goal is to attract complementary businesses, as well as support the retention and expansion of existing local companies and organizations.

The objective of this project is to create an innovative, dynamic, and holistic awareness campaign that supports the Township's economic development strategy and runs for 1 - 2 years.

The campaign will build upon the strengths and opportunities that exist within the Township, including its growing reputation as both a tourism destination with a world-class waterway system, and an amenity-rich community with a strong heritage and cultural makeup that attracts a skilled worked force.



Key Action Steps of the Investment Attraction Campaign

1. Investment readiness
2. Campaign goals and performance metrics
3. Target audiences
4. Key messaging
5. Creative direction/theme(s)
6. Distribution channels
7. Content development – Tools/elements
8. Schedule/Timeframe
9. Implementation plan
10. Budget



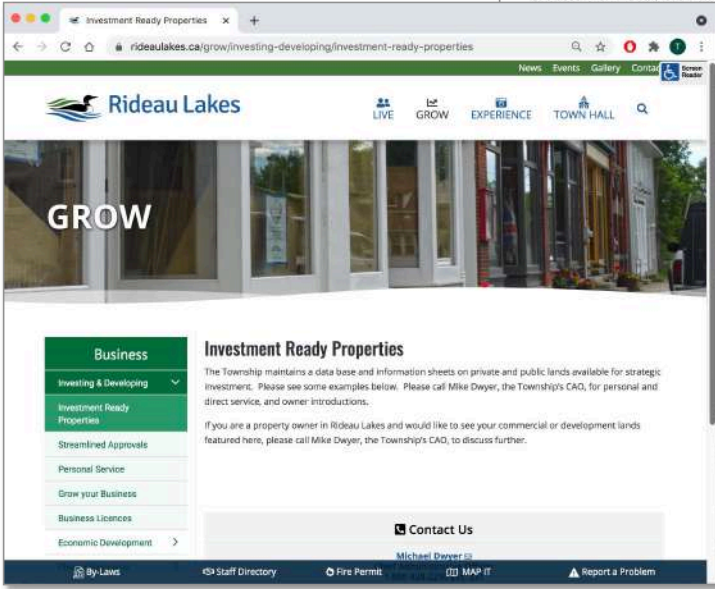
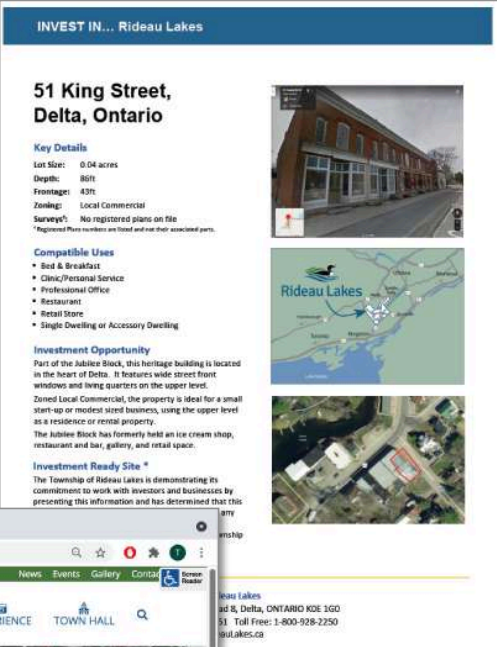
1. Investment readiness – things to do before launch:

1.1. Refresh/update website (this point similar to Digital Strategy)

- Add updated photos in several key areas
- Update text on several pages

1.2. Purchase www.InvestRideauLakes.ca

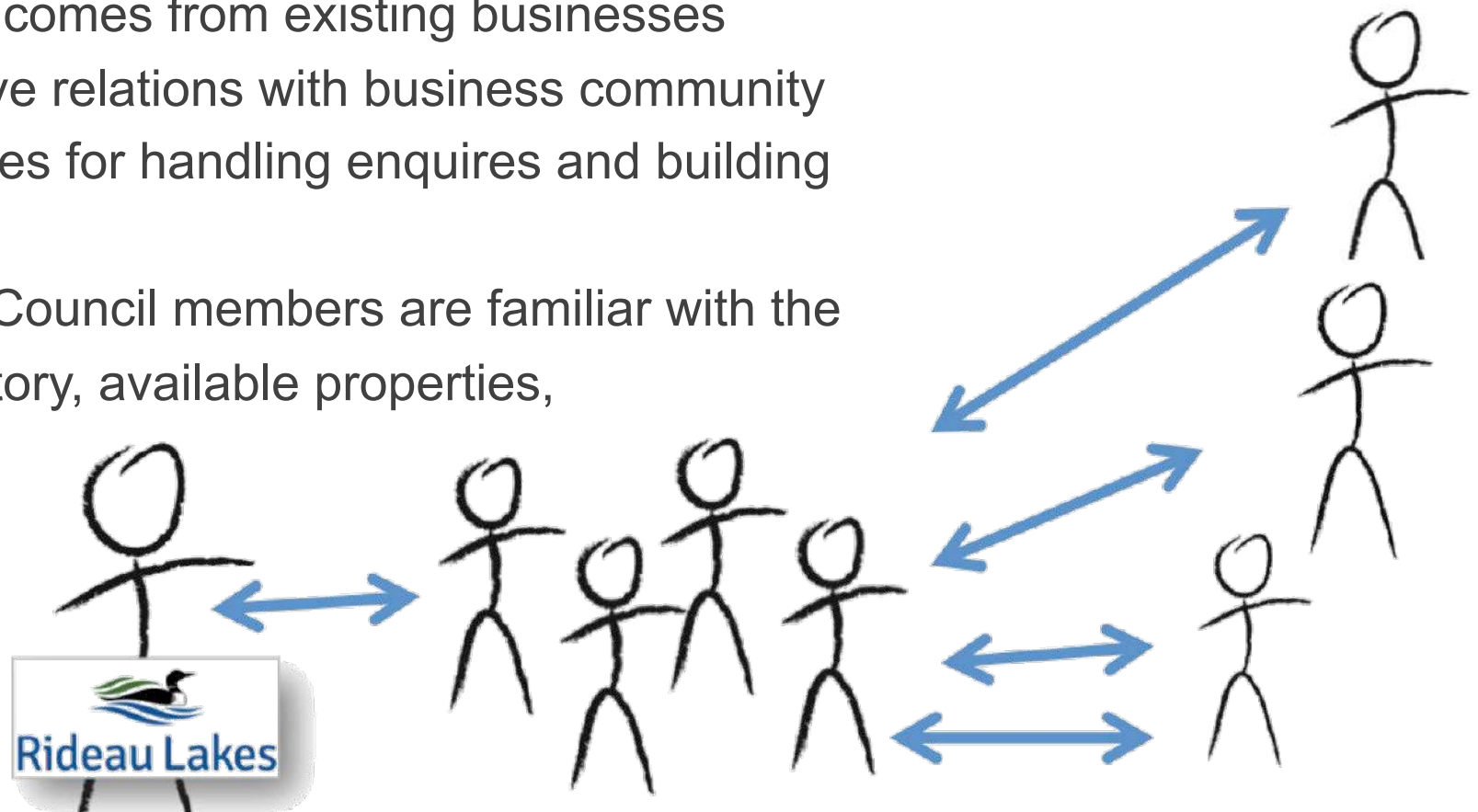
- Have it point to Rideau Lakes Advantage page
- This becomes landing page for InvestRideauLakes.ca and investment attraction campaign
- Update content to reflect ‘Invest’ messaging.



1. Investment readiness – things to do before launch:

1.3. Remember that most new investment starts from within

- Most new investment has inside connections.
- 80% of new investment comes from existing businesses
- Ensure open and positive relations with business community
- Ensure smooth processes for handling enquires and building permits, etc.
- Make sure all staff and Council members are familiar with the website: business directory, available properties, reasons to locate, etc.



2. Campaign goals and performance metrics

- The overall goal of the campaign is to increase awareness of recent economic investments in Township Villages and Hamlets in order to attract complementary businesses, as well as support the retention and expansion of existing local companies and organizations.
- The purpose of this project is to create an innovative, dynamic, and holistic awareness campaign that supports the Township's economic development strategy, and runs for 1-2 years.
- The campaign will build upon the strengths and opportunities that exist within the Township, including its growing reputation as both a tourism destination with a world-class waterway system, and an amenity-rich community with a strong heritage and cultural makeup that attracts a skilled worked force.
- Response tracking will be achieved in a combination of ways:
 - Social media hits and clicks
 - Landing page visits
 - Web traffic measurement overall
 - Number of enquiries made directly to Township office



3. Target Audiences

Campaign to be aimed at the following target groups:

- **Businesses:** those that provide 'experiences', that fill and provide needed services in villages and those that create employment.
- **Investors:** those with a track record of success in similar markets looking for new growth areas, those interested in new experience opportunities and those interested in job growth
- **Influencers:** County and regional partners, associations and funding agencies. Local associations, business and cultural.
- **Visitors:** those passing through, looking for a new place to call home and run their business.

A detailed schedule and plan will ensure that each audience will receive its share of message outreach.



4. Key Messaging

Based on research and interviews from current businesses, the three top reasons to invest in Rideau Lakes are:

1. QUALITY OF LIFE

- Natural beauty, water – rural lifestyle, quaint hamlets
- Sense of community, become involved
- Expanding infrastructure – Local amenities, broadband to villages

2. AFFORDABLE

- Affordable land, buildings and housing
- Reasonable taxes

3. LOCATION

- Between Ottawa & Kingston
- Close to US border, short hop to Toronto/Montreal
- Rideau Waterway, UNESCO World Heritage Site

“Rideau Lakes has a growing reputation as both a tourism destination with a world-class waterway system, and an amenity-rich community with a strong heritage and cultural makeup that attracts a skilled worked force.”
(from the RFP)

“Rideau Lakes is the new Muskoka or Kawarthas (or PEC).”
(various testimonies)



5. Creative Direction & Theme

- Investment attraction best done by telling stories
- Photography and use of brand colours
- Featuring local businesses who have done it.
- Their testimonies deliver the message, and becomes the headlines for attraction
- Let the current businesses tell the story of how Rideau Lakes is a great place to invest

WENDY'S COUNTRY MARKET



Wendy Banks (left) owner of Wendy's Country Market

"Rideau Lakes is a special kind of place..."



Discover the Rideau Lakes Advantage



*Hamed Elobsky,
Portland Pharmasave*

"In a small town, you can build a personal relationship with the people... You know them by name."



Rideau Lakes
InvestRideauLakes.ca



6. Distribution Channels

The Campaign will have the greatest success with an integrated, multi-channel approach.

- Website – InvestRideauLakes.ca
- Social media posts
- Print media: ads/articles
- Print collateral (see section 7)
- Direct marketing
- Networking
- Familiarization (Fam) Tour
- Video
- Sponsored content
- E-Newsletter



7. Content & Tool Development

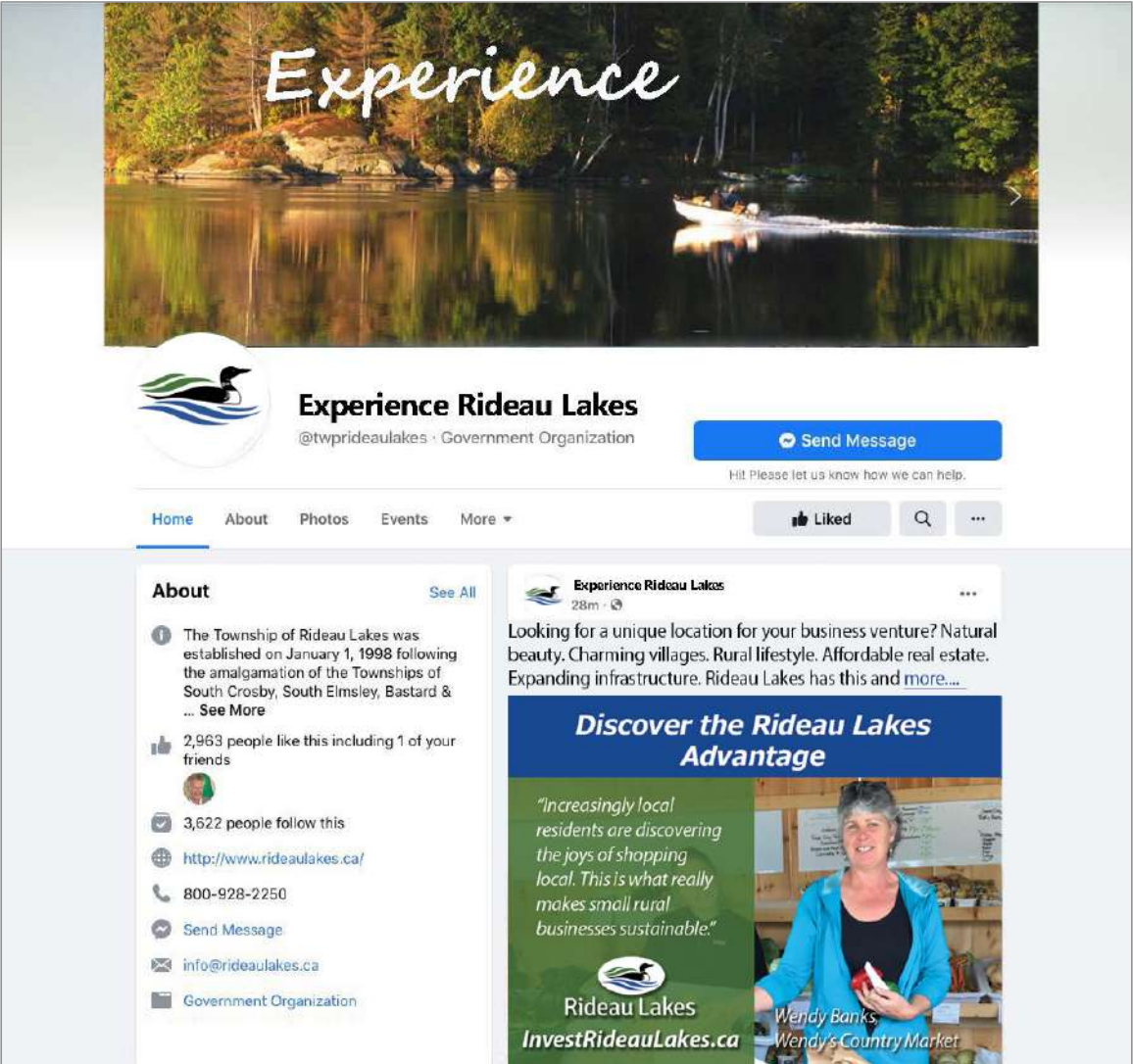
- **Website** – InvestRideauLakes.ca – Success stories and content updates
- **Social media posts**; regular and ongoing (paid and organic)
- **Print media**: ads/articles: paid (sponsored) and unpaid
- **Print collateral**: kit folder (for realtors and newcomers)
 - rack card, property sheets, community profile, quick facts
- **Direct marketing**: direct contact with developers, realtors and influencers
- **Networking**: active participation with business and community groups
 - Signs at key locations – ‘locate your business here’...
 - Displays at local village events
- **Familiarization (Fam) Tour**: Making sure everyone knows what’s here
- **Video**: Gather current videos on website. Plan to create one video per year.
- **E-Newsletter**: include more stories and photos



7. Content Development – Social media

Create Experience Rideau Lakes Facebook page:

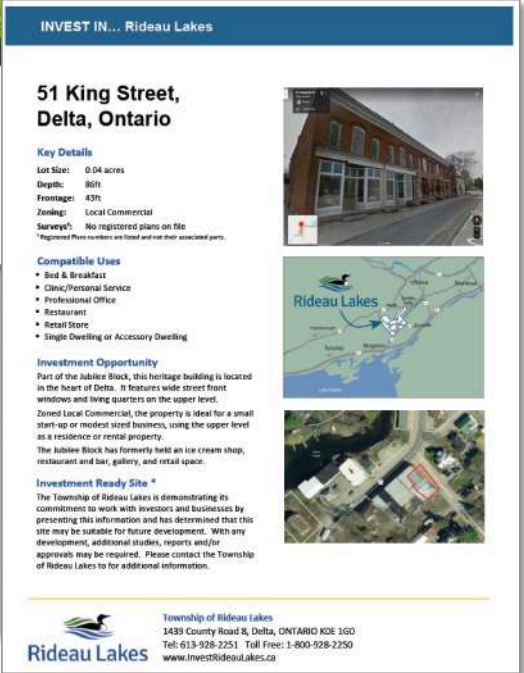
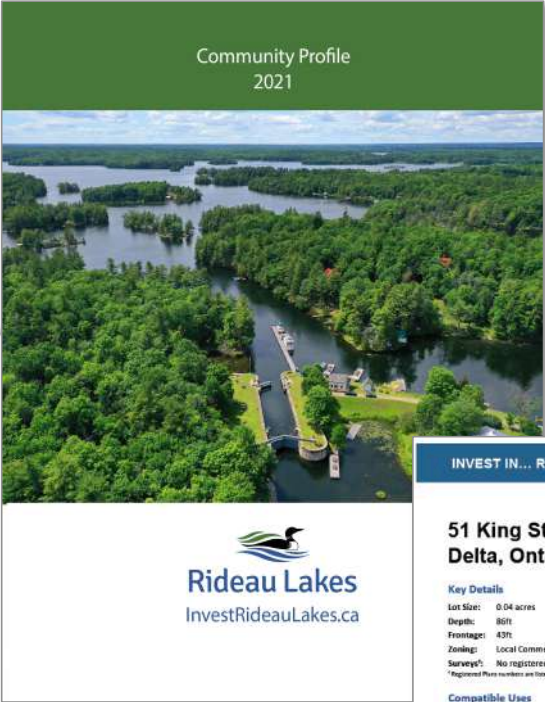
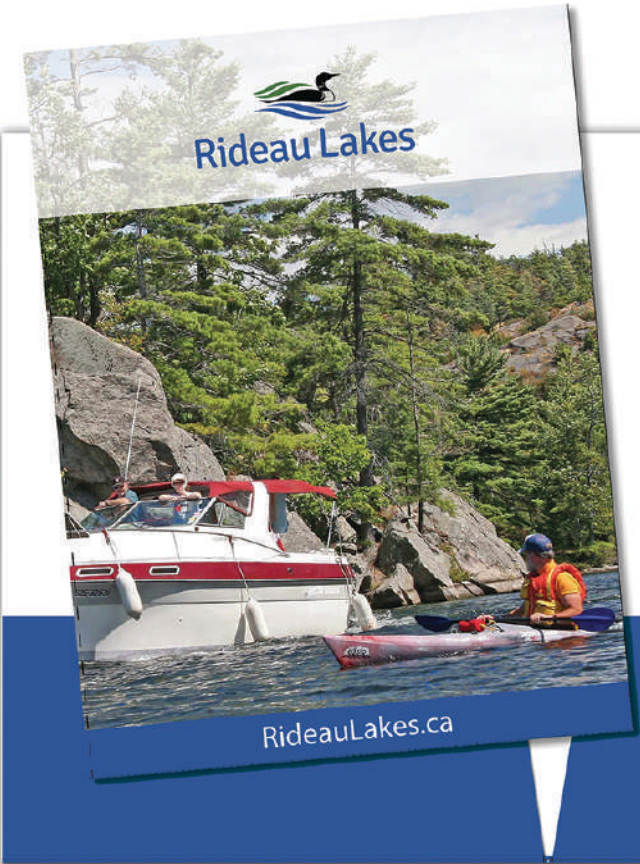
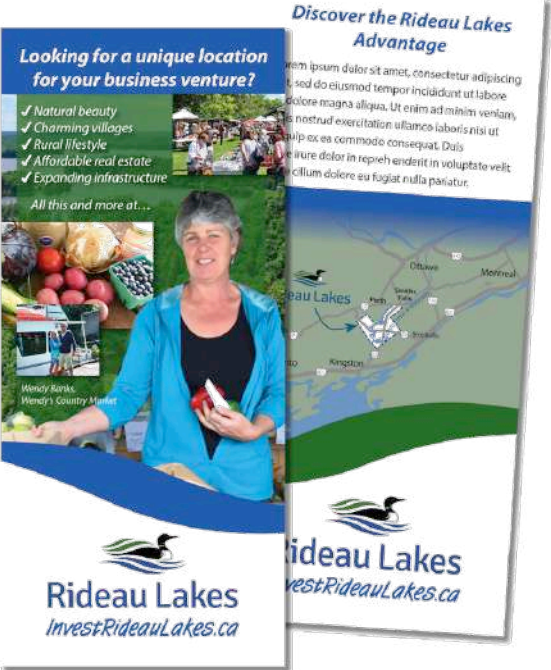
- Photo to represent lifestyle - That changes often (minimum 4 times/ year and vary subject i.e. people with coffee)
- Alternate Rideau Lakes profile icon
- This link can change often and point to website...



7. Content Development

Tools to include:

- Updated Community Profile
- Kit Folder
- Property Sheets
- Rack Card
- Quick Facts
- E-News



8. Implementation Plan: Schedule & Budget

ACTION STEP	PRIORITY
<p>1. Complete Investment Readiness Steps</p> <ul style="list-style-type: none"> - Refresh/update website - Purchase www.InvestRideauLakes.ca - Ensure open and positive relations with business community - Ensure smooth processes for handling enquires and building permits, etc. - Ensure all staff and Council members are familiar with the website: business directory, available properties, reasons to locate, etc. 	<p>HIGH</p>



8. Implementation Plan: Schedule & Budget

ACTION STEP	PRIORITY
<p>2. Implement Digital Content Strategy</p> <p>This is overarching all communications initiatives:</p> <ul style="list-style-type: none"> - Activate and maintain social media channels - Create and maintain digital content calendar - Create social media policy 	<p>HIGH</p>
<p>3. Maintain Creative Direction and Themes</p> <ul style="list-style-type: none"> - Ensure all marketing adheres to brand and message guidelines - Use photos and compelling headlines wherever possible 	<p>HIGH</p>



8. Implementation Plan: Schedule & Budget

ACTION STEP	PRIORITY
4. Develop the Content	HIGH
<ul style="list-style-type: none">- Feature local businesses telling the Rideau Lakes story- Feature news relevant to business	



8. Implementation Plan: Schedule & Budget

ACTION STEP	PRIORITY
<p>5. Use Multiple Distribution Channels</p> <p>In addition the above digital tools (web and social media), the integration of multiple channels will boost results for investment attraction. These include:</p> <ul style="list-style-type: none"> - E-Newsletter - Video - Print media: ads/articles - Direct marketing and Networking - Print collateral - Familiarization Tour - Sponsored content 	<p>HIGH</p> <p>LOW</p>





Thank you!

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