



Connecting Business, Community, and Opportunity: SLEP Monthly Newsletter

Category 3 - Single Publication

SARNIA-LAMBTON ECONOMIC PARTNERSHIP

Connecting Business, Community, and Opportunity: SLEP Monthly Newsletter

Abstract

In July 2024, the Sarnia-Lambton Economic Partnership (SLEP) launched a revitalized monthly newsletter as part of a broader strategy to increase awareness, engagement, and impact across the region. Prior to this initiative, SLEP's last scheduled and structured newsletter efforts concluded in December 2021. While the organization has long served as the area's lead economic development agency, past communications were inconsistent and lacked strategic focus. Despite brand recognition, there was no sustained effort to regularly engage stakeholders or tell Sarnia-Lambton's evolving economic story.

The relaunch was a deliberate initiative tied to our strategic plan, which includes the goal of developing a strong brand and story to attract investment, talent, and population, while leveraging our position to advocate on key regional issues. This followed an internal branding exercise that clearly defined our core audiences: potential investors, existing businesses, entrepreneurs and startups, and the broader community. The newsletter became a key communications tool, designed to serve these groups with timely, relevant, and actionable content. It also includes stories and updates from key stakeholders across Sarnia-Lambton's economic development ecosystem, such as local municipalities, regional, provincial and federal partners, offering readers a more complete picture of the region's momentum.

The results have been both measurable and meaningful. Between July 1, 2024 and July 3, 2025, we sent 17 newsletters and achieved:

- Open Rate: 32.5%
- Click Rate: 6%
- Click-to-Open Rate (CTOR): 18.7%

According to [Campaign Monitor's Email Marketing Benchmarks](#), the average open rate for Government & Politics emails is 19.4%, the average click rate is 2.8%, and the average CTOR is 14.3%. Our results significantly exceed these benchmarks, showing that our content is not only reaching our audience but also resonating with them and driving meaningful engagement.

Beyond email metrics, the newsletter's impact is reflected in increased participation across a range of our initiatives. For example, our Annual General Meeting in June, promoted primarily through the newsletter, saw 106 registrations, up from 71 the year before. Applications to our Summer Company Program also rose sharply, with 34 Expressions of Interest submitted this year, compared to just 11 last year. These outcomes highlight how the newsletter has become a timely and trusted channel for communicating opportunities across the business ecosystem.

While each newsletter is distributed mainly via Campaign Monitor to our subscriber list, it is also posted publicly on the Sarnia-Lambton Economic Partnership website and promoted through SLEP's social media channels as part of our integrated marketing strategy. From January 1 to July 3, 2025, we gained 250 new subscribers, surpassing the 225 gained throughout all of 2024. This reinforces our audience's preference for receiving direct, timely updates in their inbox.

These improvements stem from a focused, intentional approach. We developed a monthly content calendar aligned with local events, business milestones, and funding opportunities. The layout was optimized for mobile viewing, with clear calls to action and consistent performance monitoring. Each issue delivers a curated mix of economic development updates, investment opportunities, business resources, success stories, and regional news from partners, positioning SLEP as both a trusted source and a collaborative leader.

The newsletter's sustainability lies not just in its digital format, but in its value as a long-term communications tool. Created entirely in-house, it is cost-effective, adaptable, and aligned with our community-first mindset, connecting people to opportunities, celebrating local progress, and advancing inclusive, region-wide growth.

About the SLEP Monthly Newsletter

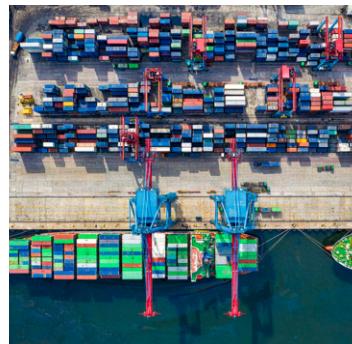
The Sarnia-Lambton Economic Partnership (SLEP) Newsletter is produced and distributed monthly using Campaign Monitor. It is developed entirely in-house by the Marketing and Communications Manager, in close collaboration with the SLEP team of Economic Development Officers, partner organizations, and other stakeholders. This cross-functional approach ensures that the content is always current, strategic, and relevant to our diverse audience, including investors, local businesses, entrepreneurs, and community stakeholders.

Each edition is carefully curated to feature key updates, regional success stories, funding opportunities, business resources, and upcoming events that align with SLEP's strategic priorities. The newsletter is designed for clarity, engagement, and accessibility, with optimized formatting for both desktop and mobile devices.

While the primary distribution method is direct-to-inbox for subscribers, all editions are also published publicly on the Sarnia-Lambton Economic Partnership website: www.sarnialambton.on.ca/newsletters.

This ensures broad accessibility and transparency and provides a searchable archive for new visitors and stakeholders who may not yet be on the mailing list. Despite the availability of online access, subscription growth continues to rise, demonstrating that recipients find value in receiving timely content delivered directly to their inboxes.

Below are links to selected sample newsletters that demonstrate the range and quality of our outreach (kindly click on each photo or date):



[July 2025](#)

[June 2025](#)

[May 2025](#)

[April 2025](#)



[March 2025](#)

[February 2025](#)

[January 2025](#)

[December 2024](#)

Campaign Analytics Summary - Report Screenshot from Campaign Monitor

Campaign performance

1 Jul 2024—3 Jul 2025

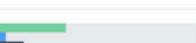
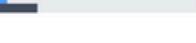
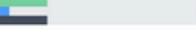
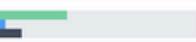
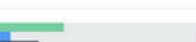
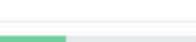
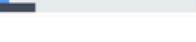
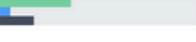
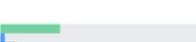
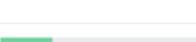
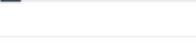
Export

Summary

Comparing to prior 368 days

Campaigns sent	Emails sent	Delivery rate
17	48,556	97.9% + 6.3%
Open rate	Click rate	Unsubscribe rate
32.5% + 3.2%	6% + 3.3%	0.3% - 0.3%
15,426 opened	2,856 clicks	144 Unsubscribed
		Bounce rate
		2.1% - 6.3%
		1,042 bounced

Detailed performance

Campaign	Date Sent	Emails Delivered	Open Rate	Click Rate	CTOR	
July 2025 Newsletter	Wed 02 Jul 2025	3,003	29.8% 896	17.1% 515	57.5% 515	
Now Open: SWODE & ROD Program	Thu 26 Jun 2025	3,021	34.2% 1,033	4.2% 126	12.2% 126	
SLEP 2025 AGM	Thu 05 Jun 2025	3,035	34.3% 1,041	4.6% 139	13.4% 139	
Newcomer Hub June Newsletter 2025	Mon 02 Jun 2025	56	71.4% 40	16.1% 9	22.5% 9	
June 2025 Newsletter	Mon 02 Jun 2025	3,040	25.8% 783	5.2% 158	20.2% 158	
May 2025 Newsletter	Thu 01 May 2025	3,036	25.1% 762	6.3% 191	25.1% 191	
Sarnia-Lambton Business Forum on Tariff Impacts	Wed 16 Apr 2025	3,039	34.9% 1,060	4.3% 131	12.4% 131	
April 2025 Newsletter	Wed 02 Apr 2025	3,040	33.3% 1,011	6.9% 209	20.7% 209	
March 2025 Newsletter	Mon 03 Mar 2025	2,924	34.3% 1,004	6.7% 197	19.6% 197	
February 2025 Newsletter	Tue 04 Feb 2025	2,947	32.2% 949	6.2% 182	19.2% 182	
January 2025 Newsletter	Mon 06 Jan 2025	2,918	36.8% 1,075	6.8% 198	18.4% 198	
December 2024 Newsletter	Tue 03 Dec 2024	2,913	27.7% 808	2.2% 63	7.8% 63	
November 2024	Tue 05 Nov 2024	2,838	29.6% 839	2.2% 62	7.4% 62	
October 2024 Newsletter	Tue 01 Oct 2024	2,911	25.8% 750	2.6% 76	10.1% 76	
September 2024 Newsletter	Tue 03 Sep 2024	2,928	35.1% 1,029	5.6% 164	15.9% 164	
August 2024 Newsletter	Thu 01 Aug 2024	2,936	37.4% 1,098	3.1% 92	8.4% 92	
July 2024 Newsletter	Mon 08 Jul 2024	2,929	42.6% 1,248	11.7% 344	27.6% 344	

Subscription Summary

Lists

1 Jul 2024 — 3 Jul 2025

Updated 5 hours ago

Subscribers over time

Showing data for SLEP Newsletter Subscribers sent to during your selected time period

SLEP Newsletter Subscribers



As of July 3, 2025:

- **Total Number of Monthly Newsletter Subscribers: 3,035**
- **January 1, 2024, to December 31, 2024 No. of New Subscribers: 225**
- **January 1, 2025 to July 3, 2025 No. of New Subscribers: 250**

Starting July 2024, we implemented a monthly email list clean-up process to remove invalid, inactive, or bounced email addresses. This ensures the accuracy of our subscriber count and improves overall engagement and deliverability. As a result, fluctuations in subscriber numbers reflect ongoing efforts to maintain a high-quality mailing list.

Testimonial from Former President & CEO of Lambton College

From: Judith Morris <Judy.Morris@lambtoncollege.ca>

Sent: Thursday, May 1, 2025 9:45 AM

To: Matthew Slotwinski <Matthew@sarnialambton.on.ca>

Subject: Fw: SLEP May Newsletter

Hi; I wanted to commend you and the staff of SLEP for the work you are doing to drive innovation and economic development in Sarnia Lambton, and to share my compliments with your marketing manager who is doing an amazing job of highlighting this work.

The graphics and short descriptions of opportunities and accomplishments pulls the reader in and offers valuable insights into the areas of growth for entrepreneurs and industry.

I was impressed.

Judy

Get [Outlook for iOS](#)

Welcome to SLEP's June newsletter. Dive into our latest initiatives, essential business resources, and upcoming events!

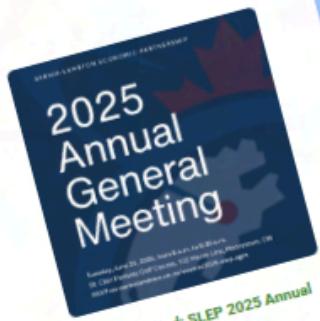


No images? [Click here](#)



SLEP June Newsletter

Welcome to the June 2025 edition of the Sarnia-Lambton Economic Partnership newsletter! Learn more about our latest initiatives, essential business resources, and upcoming events!



You Are Invited: SLEP 2025 Annual General Meeting

Join us on Tuesday, June 24, for the Sarnia-Lambton Economic Partnership's Annual General Meeting, taking place from 8:00 a.m. to 9:30 a.m. at the Parkway Bar & Grill, St. Clair Parkway Golf Course,



Ontario Is Sarnia-Lambton

The Sarnia-Lambton Economic Partnership is proud to be featured in the Ontario Is campaign, an initiative showcasing the communities and industries driving Ontario's economy forward.