

INVEST WHITBY

TOWN OF WHITBY
ECONOMIC DEVELOPMENT



PROJECT OVERVIEW

Invest Whitby is the **Town of Whitby's economic development brand**, focused on attracting **investment, supporting entrepreneurs**, and promoting Whitby as a hub for **business growth and innovation**.

Launching a dedicated LinkedIn page aims to build a strong, professional presence to **engage business owners, investors, site selectors, and key stakeholders**.



GOAL

To establish a **strong and engaging LinkedIn presence** for **Invest Whitby** that attracts and informs business owners, investors, entrepreneurs, and key stakeholders—positioning Whitby as a dynamic hub for **innovation, growth, and investment** through consistent, value-driven, and community-focused content.

INVEST WHITBY

Our goal for the Invest Whitby LinkedIn page



BUILD a strong, recognizable brand that connects with business leaders, investors, and key economic stakeholders



POSITION Whitby as a leading destination for business and investment through consistent, high-impact messaging



SHOWCASE Whitby's unique advantages through engaging content and testimonials



SUPPORT local business growth through targeted resources



PROMOTE the Invest Whitby newsletter as a valuable tool for ongoing insights and opportunities

TARGET AUDIENCE

- Business owners and entrepreneurs
- Investors and site selectors
- Corporate decision-makers and executives
- Economic development professionals
- Industry partners and associations
- Government agencies and policymakers
- Media and business journalists



COMPETITIVE ANALYSIS

| Brand | Logo/Banner | Tagline | About Section | Content Pillars |
|-------------------------|-------------|--|---|---|
| Invest Pickering | Yes | “Where innovation meets livability...” | <ul style="list-style-type: none">◦ Location Advantage◦ Infrastructure◦ Services Offered◦ Growth Sectors | <ul style="list-style-type: none">◦ Business Spotlights◦ Grand Openings◦ Career Roundups◦ Policy & Gov't Updates◦ Events◦ Mayor Engagement |
| Markham Ec. Dev. | Yes | “Canada’s High-Tech Capital & Most Diverse City” | <ul style="list-style-type: none">◦ Talent Pool◦ Head Offices◦ High-Tech Hub◦ Quality Infrastructure | <ul style="list-style-type: none">◦ Major Employers◦ Innovation/Tech Focus◦ Business Growth◦ Cultural Diversity |
| Invest Durham | Yes | No official tagline prominently displayed | <ul style="list-style-type: none">◦ Sector Support◦ Investment Tools◦ Community Collaboration | <ul style="list-style-type: none">◦ Regional Initiatives◦ Business Programs◦ Partner Reposts◦ Sector News◦ Events |
| Invest Ontario | Yes | “Welcome to a Province Built for Business” | <ul style="list-style-type: none">◦ Investment-Ready◦ Sector Strengths◦ Incentives◦ Business Climate | <ul style="list-style-type: none">◦ Investment Incentives◦ Provincial Projects◦ Sector Focus◦ Business Stories |

COMPETITIVE ANALYSIS

OBSERVATIONS

- All brands have unique **logos, professional banners, and taglines.**
- **Industries:** Mostly Government Administration or International Trade.
- About sections include **services, website links, and contact** info.
- Several have **event sections** for easy navigation.
- Frequent **reposting** from regional and partner organizations.
- Main content focuses: **Business success, investment attraction, events, grants, networking, tariff updates.**

COMPETITIVE ANALYSIS

STRENGTHS

- **Engaging captions** with questions (Invest Pickering).
- **Business spotlights** (#MadeInYR, #MarkhamMade).
- **Surveys and community engagement** (Invest Mississauga).
- **Strong brand consistency** in visuals (e.g., Markham).
- Frequent **educational and business resources** shared.
- Promotion of **business networking events**.

COMPETITIVE ANALYSIS

WEAKNESSES

- Heavy **reliance on reposts** (e.g., Invest Pickering).
- **Long, dry captions** reduce engagement (Markham).
- Some pages **mix tourism with business** (Invest Pickering).
- Some **lack originality** in visuals and creativity.
- **Overemphasis on tech** in some cases (Markham).

BRAND IDENTITY

LOGO



BRAND IDENTITY

BANNER



BRAND ELEMENTS

ABOUT SECTION

Invest Whitby | Economic Development

Invest Whitby is the Town of Whitby's dedicated economic development team, committed to helping businesses start, grow, and succeed. We provide tailored support, strategic insights, and a range of services to entrepreneurs, investors, and site selectors looking to capitalize on Whitby's unique advantages.

Why Whitby?

Whitby is strategically situated in the heart of Durham Region, within the Greater Toronto Area. It offers direct access to major highways, rail services, and ports. The community boasts a highly skilled and diverse workforce, along with a thriving innovation ecosystem.

Businesses benefit from competitive costs, modern infrastructure, and a supportive municipal government. Our residents enjoy a vibrant quality of life, with access to top-rated schools, healthcare services, and a variety of recreational amenities.

Our Services:

- Site selection and investment facilitation
- Business expansion and retention support
- Market research and economic data
- Funding and incentive guidance
- Networking and partnership opportunities

Stay Connected:

Subscribe to our monthly newsletter for the latest economic development news and opportunities in Whitby! [\[Link to Newsletter Sign-Up\]](#)

Contact us:

[905-430-4312](tel:905-430-4312)

invest@whitby.ca

Learn more:

whitby.ca/invest

Industry:

Government Administration



Invest Whitby

Government Administration · Whitby, Ontario · 263 followers · 501-1K employees



Karol works here

Message

Following



Home

About

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Jobs

People

Overview

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People also viewed



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STRATEGY

CONTENT PILLARS

CONTENT PILLARS



**BUSINESS
SUCCESS**



**INVESTMENT
READINESS**



**RESOURCES
& SUPPORT**



**WORKFORCE
& TALENT
PIPELINE**

STRATEGY

CONTENT PILLARS

BUSINESS SUCCESS

Showcase local business achievements, expansions, and testimonials.

- Business testimonial reels (30–60 sec clips)
- Written business testimonial posts
- Business spotlights (success stories, local impact)
- Grand opening announcements
- Anniversary celebration posts
- Business achievements (awards, certifications, milestones)
- Video spotlights (interviews, virtual tours)
- Recommendations section (LinkedIn business reviews)

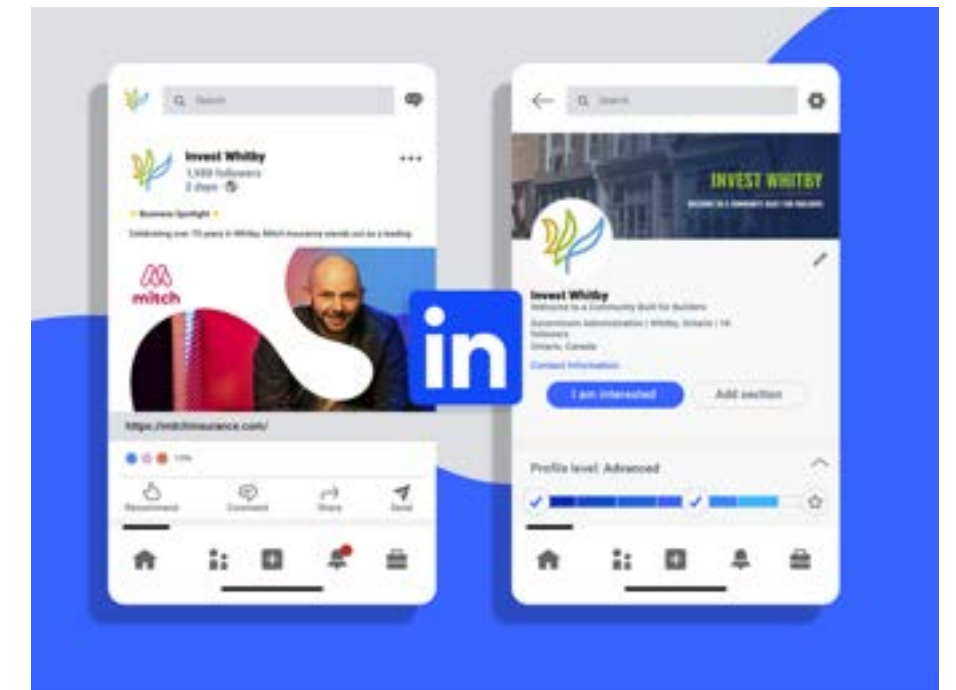
EXAMPLE

Business Spotlight

*Celebrating over 70 years in Whitby, **Mitch Insurance** stands out as a leading Ontario brokerage and one of Canada's Top Growing Companies. Their journey shows how Whitby's talented workforce and supportive community drive real business success.*

Link: why-whitby.aspx#Mitch-Insurance

**#BusinessSuccess #InvestWhitby #WhitbyProud
#LocalLeaders**



STRATEGY

CONTENT PILLARS

INVESTMENT READINESS

Highlight Whitby's economic strengths, opportunities, and market data. Highlight the key reasons why businesses should choose Whitby as their base of operations.

- *Invest Whitby introductory video (2–3 mins, featured post)*
- *"Why Whitby" posts highlighting strategic location, talent, and business advantages*
- *Infographics featuring economic stats, sector growth, and demographics*
- *Investment spotlight posts*
- *Data-driven content and economic trends*
- *Testimonials emphasizing Whitby as the best choice for business investment*

EXAMPLE

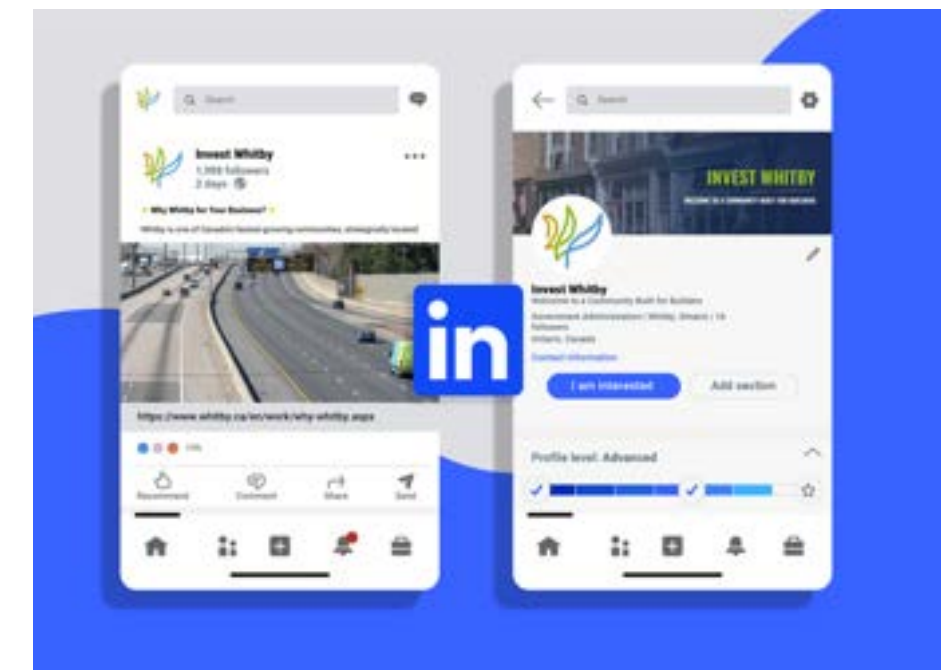
Why Whitby for Your Business?

Whitby is one of Canada's fastest-growing communities, strategically located just 45 minutes from Toronto with direct access to three 400-series highways, Pearson Airport, and the Port of Oshawa.

- *Population: 149,000+ (projected 193,000 by 2031)*
- *\$500M+ in annual building permits*
- *Office rents 10% lower than other GTA communities*
- *22,000+ students fuel our talent pipeline*
- *Diverse, innovative sectors: tech, manufacturing, professional services*
- *Reach 13 million customers in 1 hour, 135 million in a day*

Ready to grow? Discover why Whitby is your next big opportunity.

#InvestWhitby #WhyWhitby #BusinessGrowth #StrategicLocation



STRATEGY

CONTENT PILLARS

RESOURCES & SUPPORT

Show available funding, business resources, and support services from Invest Whitby.

- Funding and grant information (local to federal)
- New program launches and business incentives
- Business resources and support service posts
- BRE program highlights
- “Meet the Team” posts
- Tariff information
- Resource toolkit and guides
- Newsletter promotions and subscription CTAs
- Event promotions: workshops, info sessions, support seminars

EXAMPLE

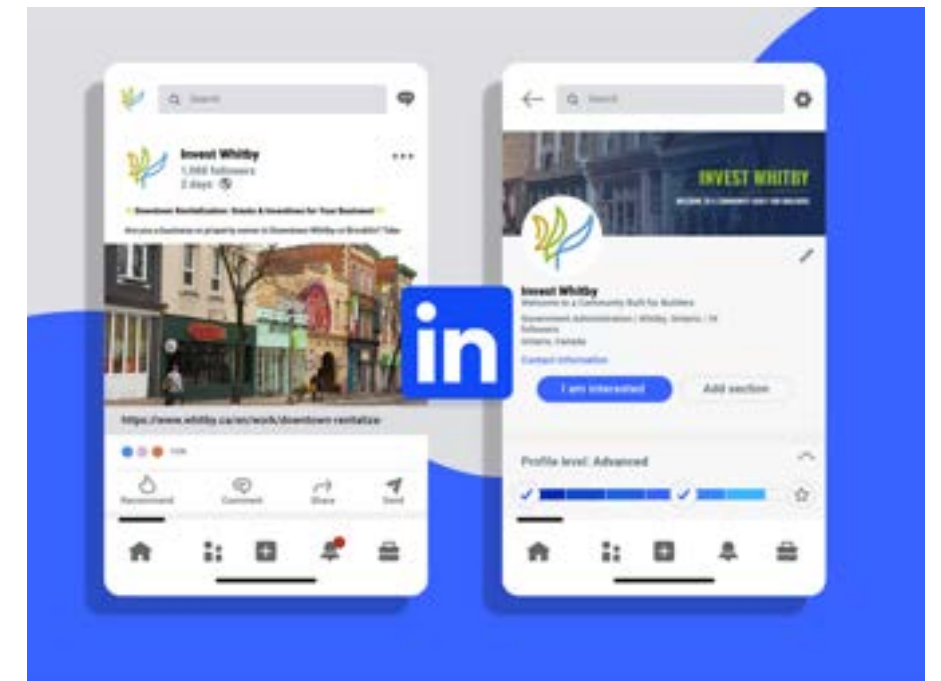
Downtown Revitalization: Grants & Incentives for Your Business!

Are you a business or property owner in Downtown Whitby or Brooklin? Take advantage of our Community Improvement Plan (CIP) grants and incentives to upgrade your storefront, restore heritage features, and invest in building improvements. With over \$3.2 million invested since 2018, Whitby is committed to making our downtowns vibrant, welcoming, and full of opportunity.

Ready to transform your space or learn more? Discover all the programs and how to **apply here:**

[Downtown Revitalization and Incentives](#)

**#InvestWhitby #DowntownWhitby #Brooklin
#BusinessSupport**



STRATEGY

CONTENT PILLARS

WORKFORCE & TALENT PIPELINE

Highlight news, updates, and statistics related to Whitby's workforce and talent pipeline

- Workforce news, stats, and talent trends
- Updates from Durham College & Ontario Tech University
- Career and hiring opportunity reposts (e.g., Career Roundup)
- Thought leadership content (articles, insights, industry commentary)
- Innovation and education partnership highlights
- Talent development initiatives
- Success metrics from "Why Whitby"
- Employer and workforce testimonials

EXAMPLE

Whitby's Workforce & Talent Pipeline

Whitby's talent pipeline is stronger than ever:

- 22,000+ students at Ontario Tech University, Durham College, and Trent Durham
- 68% of working-age residents have post-secondary or apprenticeship education
- Major investments like Durham College's Centre for Skilled Trades & Technology expansion
- Innovative public and private schools from K–12, plus specialized Montessori and faith-based options
- Strong partnerships connect employers with job-ready grads and skilled newcomers

Whitby's diverse, educated workforce is fueling business growth and innovation across every sector.

**#WhitbyTalent #InvestWhitby #WorkforceDevelopment
#FutureReady**



STRATEGY

GROWTH & ENGAGEMENT

STRATEGIC FOLLOWER GROWTH

- Follow key **stakeholders, industry leaders, and economic development professionals** to encourage reciprocal follows.
- Target relevant audiences: **entrepreneurs, investors, site selectors, and policymakers.**
- Use relevant hashtags and engage in industry conversations to increase visibility.

AMPLIFY REACH THROUGH ADVOCACY

- Ask partners, stakeholders, and featured businesses to **reshare testimonial videos, success spotlights, and “Why Whitby”** content.
- Feature businesses and tag them to encourage organic resharing and cross-promotion.

CONSISTENT, VALUE-DRIVEN CONTENT

- Weekly themed posts aligned with Content Pillars: **Business Success | Investment Readiness | Resources & Support | Workforce & Talent.**
- Mix of media: videos, infographics, interviews, case studies, and data-driven posts.

STRATEGY

GROWTH & ENGAGEMENT CONT.

BUILD RELATIONSHIPS THROUGH ENGAGEMENT

- **Comment, like, and share content** from local businesses and partners.
- Respond to comments and **engage in meaningful conversations** in the feed.
- Reshare content on personal LinkedIn pages and invite personal networks

DRIVE MEASURABLE GROWTH

- **Track KPIs:** follower growth, engagement rate, and newsletter sign-ups.
- Use **data to adapt content and posting strategy** over time.

THE OUTPUT

This **LinkedIn strategy** will position **Invest Whitby** as a leading voice in economic development by showcasing **success stories, investment opportunities, and local talent**. Through consistent, value-driven content, we'll build awareness, attract key stakeholders, and highlight **Whitby as a connected, business-ready community**—driving real growth, engagement, and investment.