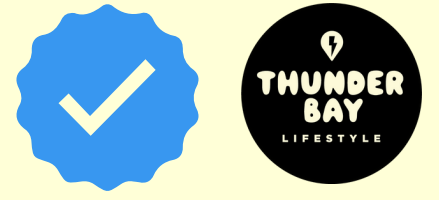
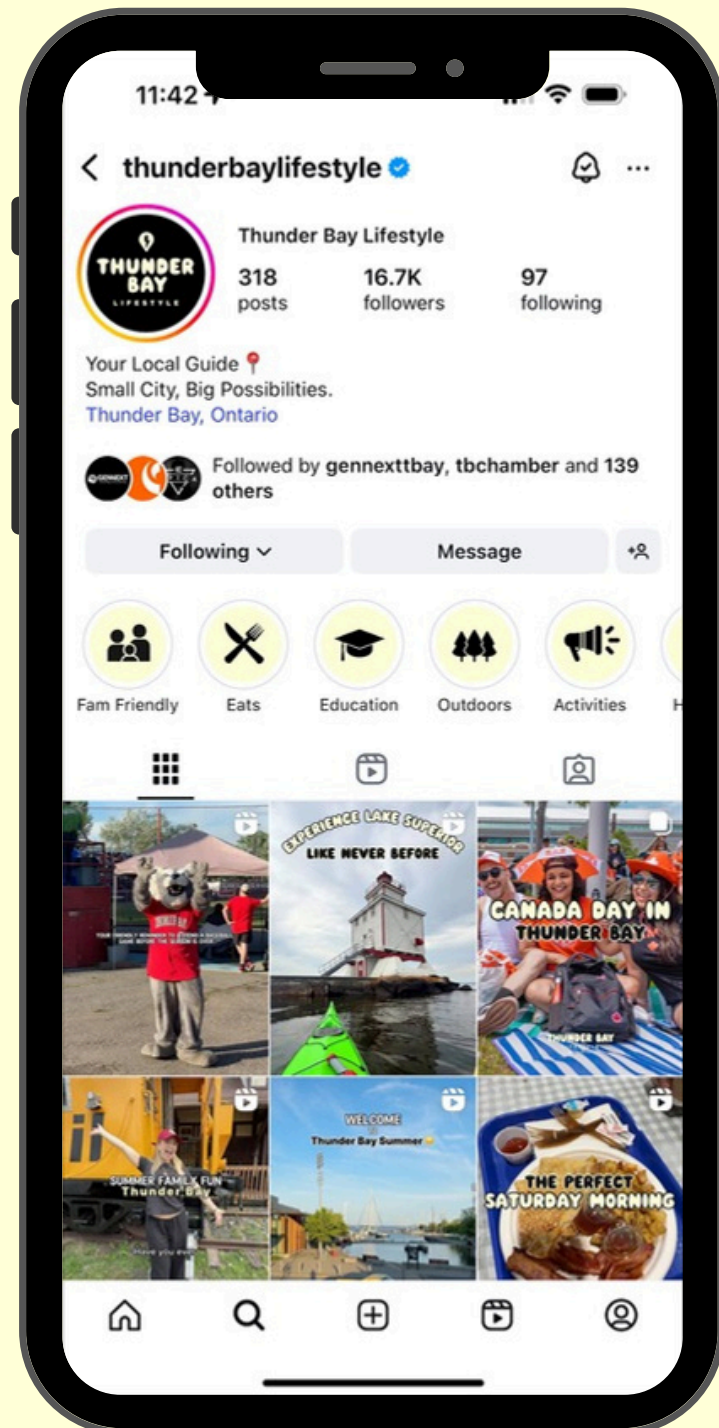


PLATFORMS



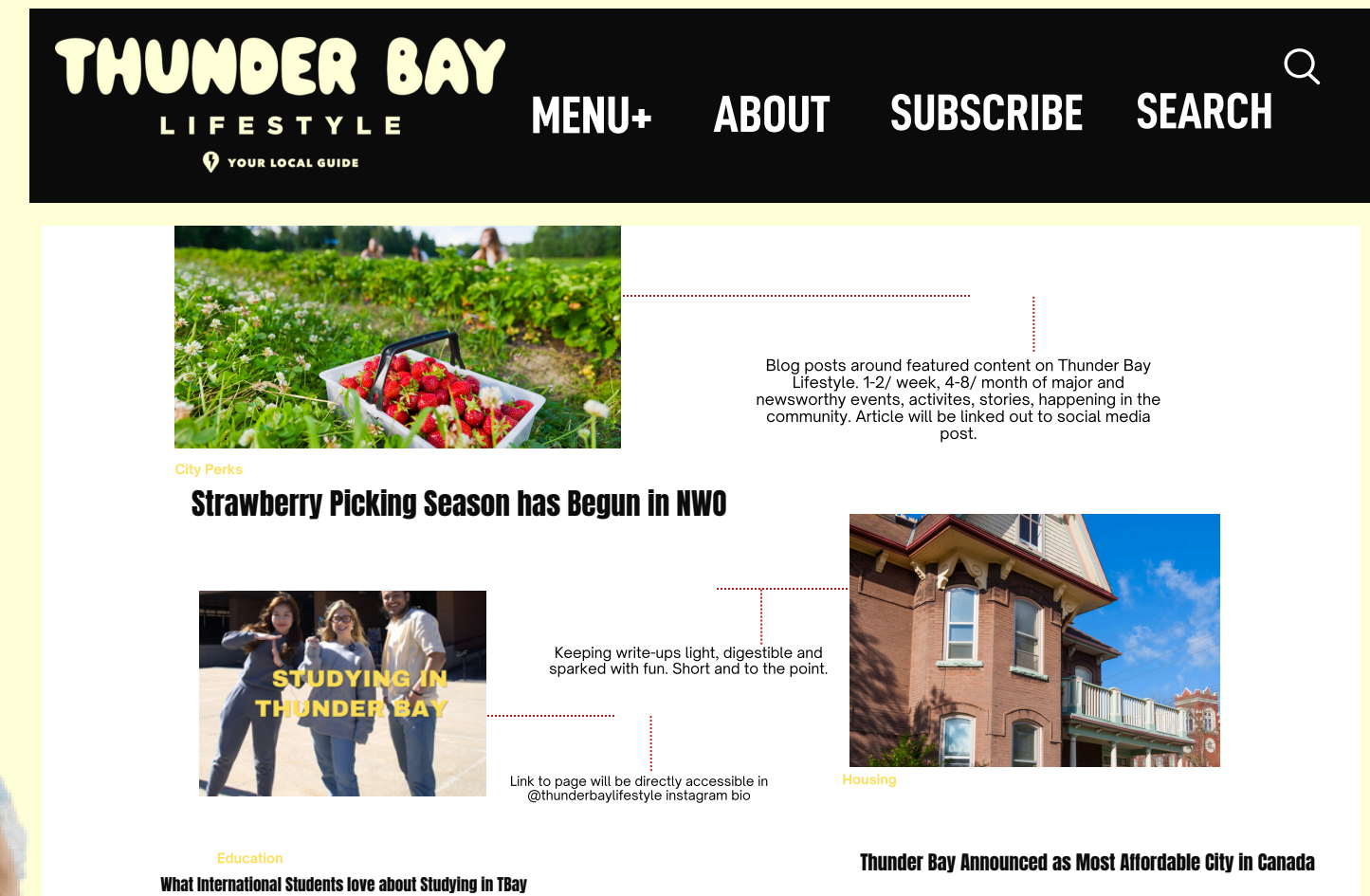
SOCIAL MEDIA: INSTAGRAM

- Q1 FOLLOWERS COUNT - 16,000
- 400K+ MONTHLY AVERAGE PROFILE VIEWS
- 12K + MONTHLY INTERACTIONS



WEBSITE: THUNDERBAYLIFESTYLE.CA

- LAUNCH BY SEPTEMBER 2025
- LONG FORM WRITTEN CONTENT TO SUPPORT OUR SOCIALS
- CURRENTLY WORKING WITH FIREDOG ON DEVELOPMENT
- HIGHLY VISUAL BASED



THESE POSTS NOT ONLY GENERATE THE MOST ENGAGEMENT BUT ALSO HELP BOOST LOCAL PRIDE AND ATTRACT INTEREST FROM POTENTIAL VISITORS, STUDENTS, AND INVESTORS. THE COMMON THREAD? AUTHENTICITY, VISUAL APPEAL, AND A STRONG SENSE OF PLACE.



CYPRESS SLEEPER BARRELS

WORK-LIFE BALANCE
-118K VIEWS



MAZUKAMA FALLS TRAIL

OUT DOOR LIFESTYLE
-95K VIEWS



BOPSHOP KOREAN FOOD

THUNDER BAY EATS
-50K VIEWS



TOP PERFORMING CONTENT

2024 - CURRENT