



# Stakeholder Meeting

Feb. 06, 2020

Introductions

Project Update/General Questions

Brief Recap of 37Thrives Objectives

Marketing 2020 Big Picture/Stakeholder Collaborations

March Calendar

New (In Progress) Business Resource Hub

<https://www.37thrives.com/business-resource-hub/>



# CAMPAIGN OBJECTIVES

**2020**



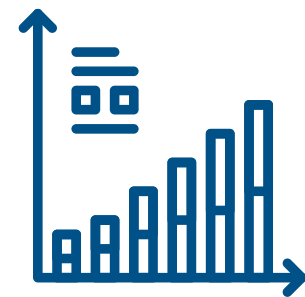
- EXTEND CAMPAIGN WITH STORYTELLING FEATURES SHOWCASING BUSINESS OWNERS.
- INCREASE ENGAGEMENT WITH BUSINESS LOCATIONS DURING PEAK CONSTRUCTION TIME THROUGH PROMOTIONAL PARTNERSHIPS.
- MAINTAIN UNDERSTANDING, CLEAR COMMUNICATION DURING ACTIVE CONSTRUCTION.

# CAMPAIGN LIFECYCLE

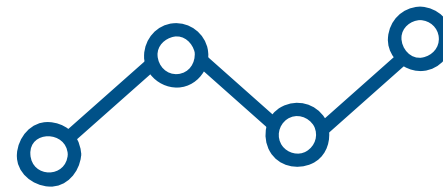
## BUILD-GROW-SUPPORT



Create 37  
Thrives



Launch/Introduce  
Campaign



Deploy  
Information &  
Continuously  
Engage



Build Trust &  
Advocate for  
SR 37  
Businesses



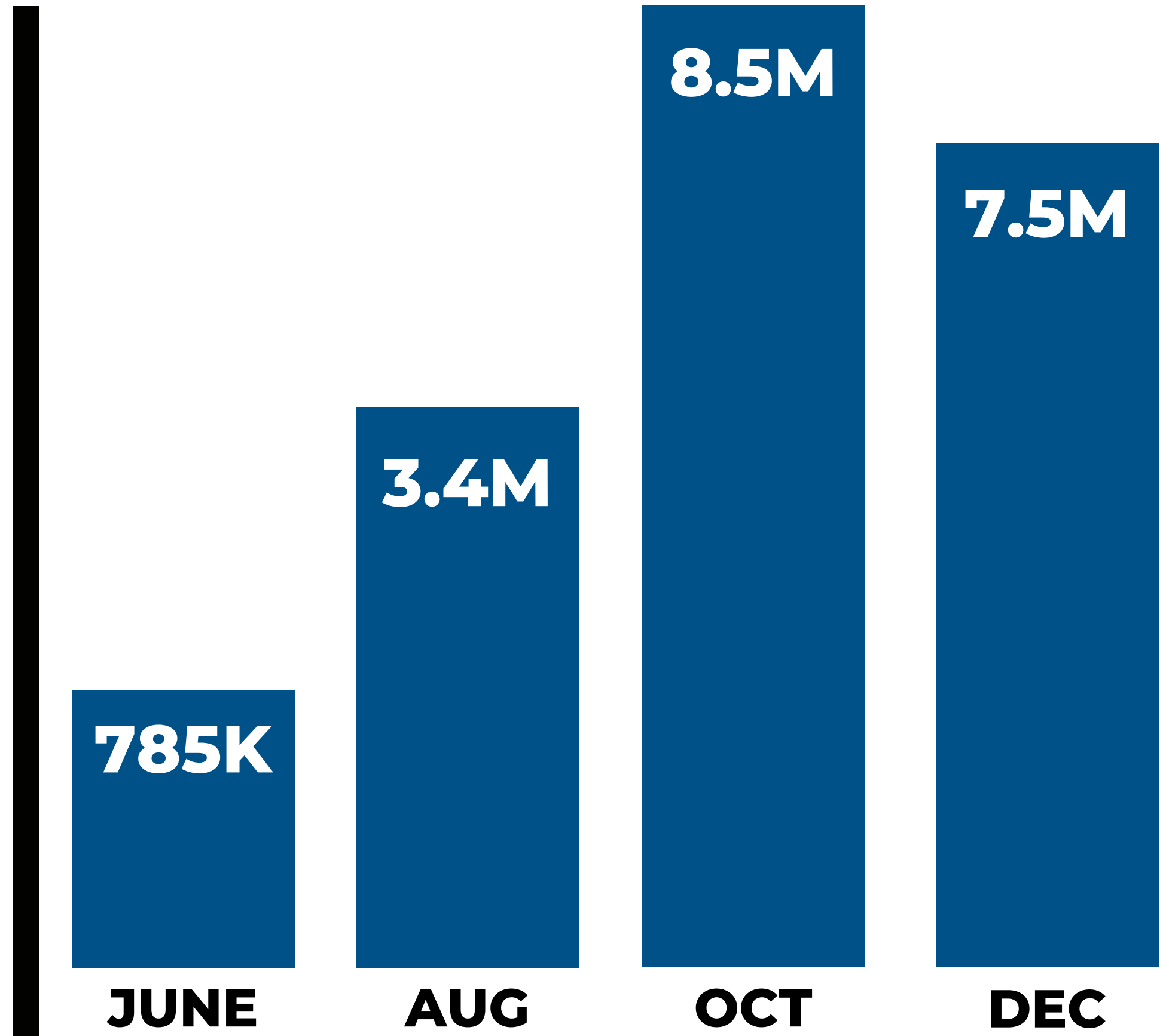
Activate  
Support  
(Continued  
Patronage) to  
SR 37  
Businesses

# CAMPAIGN REACH

## FROM ZERO TO DATE

GOOGLE PAID SEARCH & DISPLAY

Notes: These numbers summarize the number of impressions from the campaign start to 2019 year end (December). An impression is counted each time a 37Thives ad is shown on a search result page or other site on the Google Network.

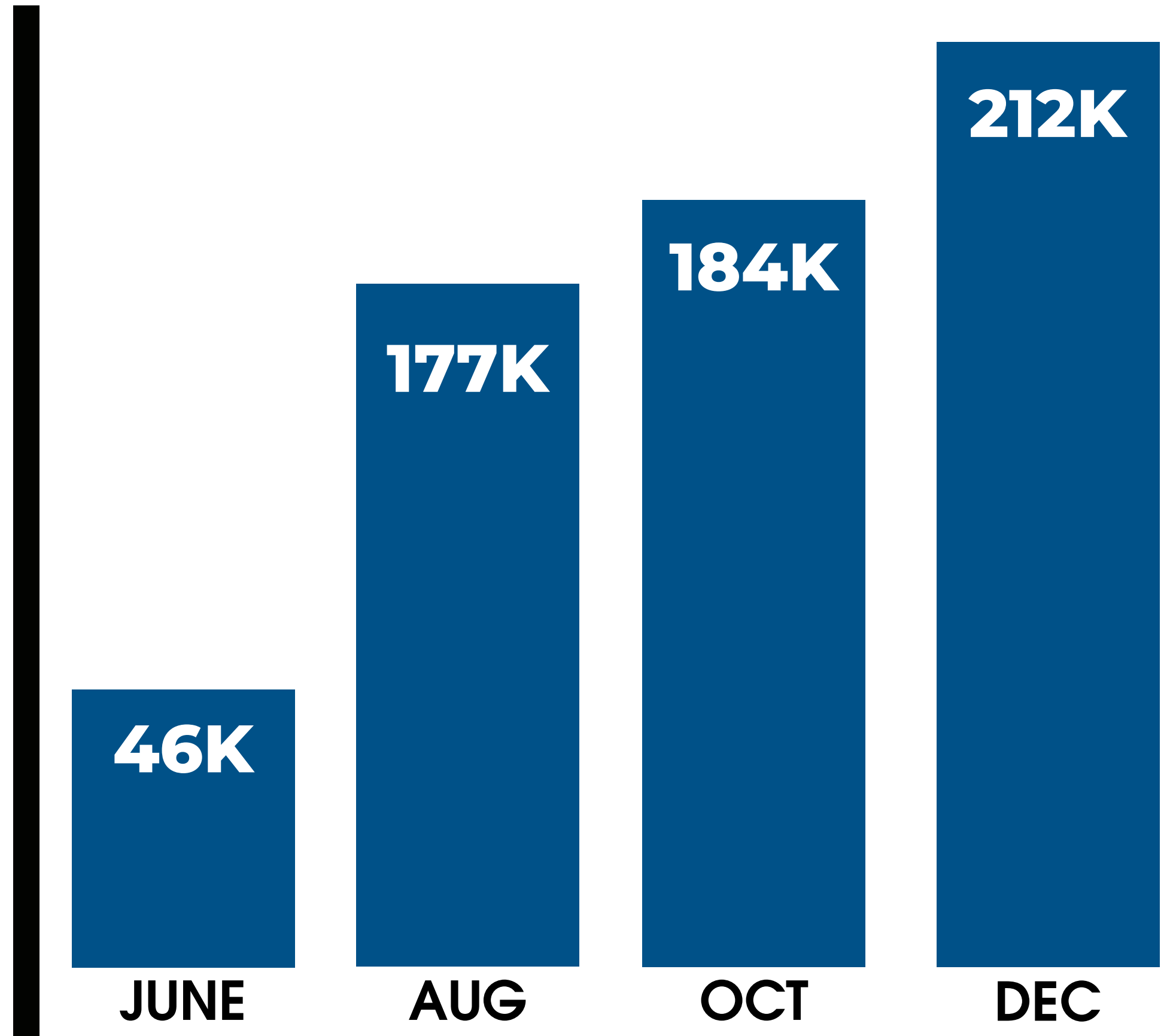


# CAMPAIGN REACH

## FROM ZERO TO DATE

PAID SOCIAL (FACEBOOK)

Notes: These numbers summarize the number of impressions from the campaign start to 2019 year end(December). Facebook defines impressions as the total number of times an ad is shown on the platform. This means that when an ad appears on the right side of the screen while a user is viewing Facebook, an impression is reached.



# CAMPAIGN ENGAGEMENT

## FROM ZERO TO DATE

### ORGANIC HIGHLIGHTS (FACEBOOK)

#### Performance

Engaged Users

**52.5k** ▲ 437k%

Post Impressions

**1.21m** ▲ 2.74m%

Reactions

**4,217**

Post Reach

**1.08m** ▲ 6.72m%

Page & Post Engagements

**68.3k** ▲ 3.42m%

Link Clicks

**36.1k**

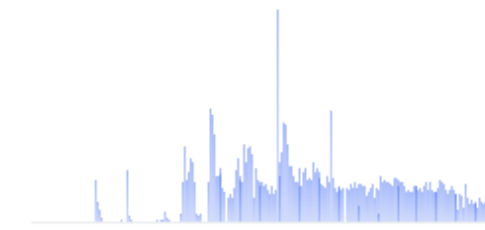
New Fans

**1,648** ▲ 16.4k%

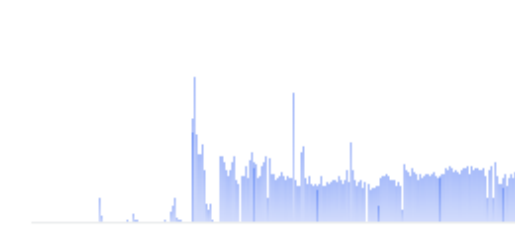
Posts

**94** ▲ 3,034%

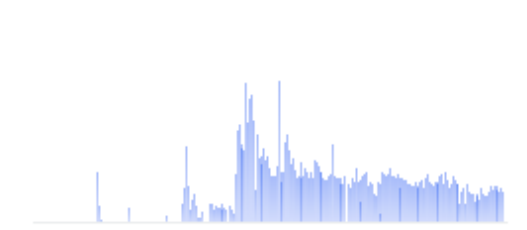
#### Average performance



Daily average engagements  
**263** ▲ 26.3k%



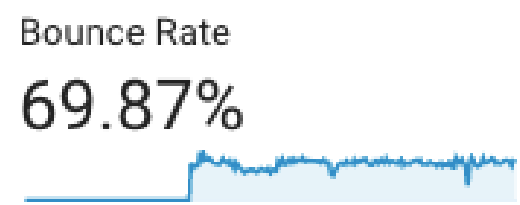
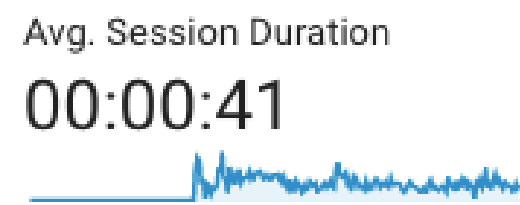
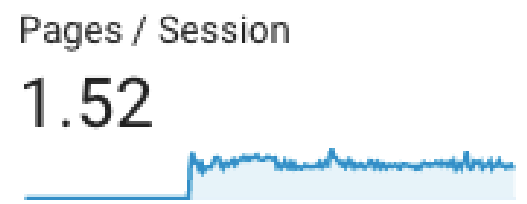
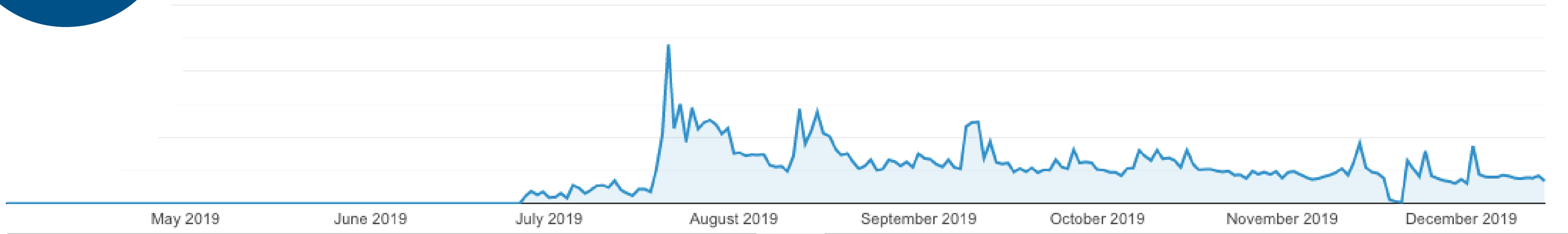
Daily average impressions  
**4,639** ▲ 464k%



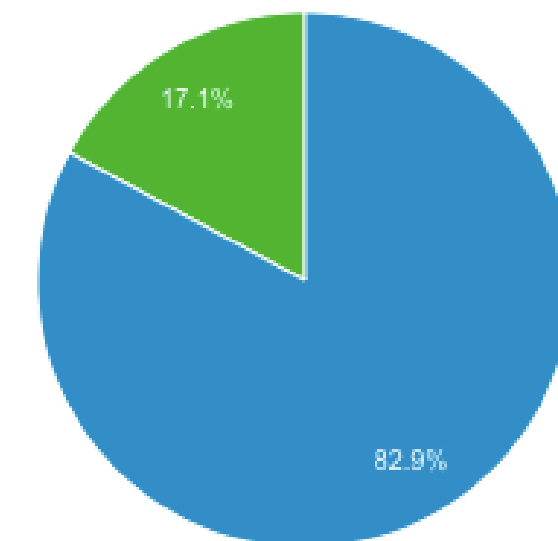
Daily average clicks  
**139** ▲ 13.9k%



# WEBSITE SNAPSHOT APRIL- DECEMBER 2019



■ New Visitor ■ Returning Visitor



# USER ACTIONS

## FROM ZERO TO DATE

Social, Email, Text Growth

**45% Average Open Rate on All  
37 Thrives Emails!**



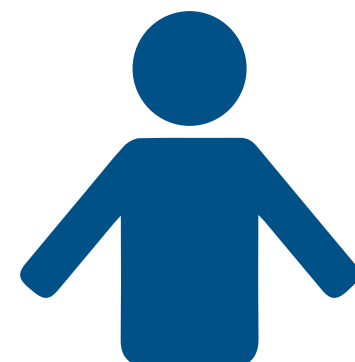
**80 Business Stakeholder  
Sign-Ups**



**4,559 Email Subscribers**



**1,142 Text Subscribers**



**1,851 Following (Facebook)**



# BUILDING MOMENTUM

## 2020 PAID MEDIA MIX

The 37Thrives campaign will continue to communicate key message points through the following media tactics:

- Print| Monthly & Weekly Community Placements
- Local Radio| PSA and Seasonal Promotional Placements
- Paid Search & Display Advertising
- Paid Social Media Advertising
- Custom Website, Social, and Video Content



# ACTIVATING THEIR VOICES

37 THRIVES



Business Owner PSA Program

# LAYERING STORYTELLING:

## BUSINESS STAKEHOLDER COLLABORATION

Introducing opportunities for stakeholders to be featured as active participants in 2020 media placements.

- Radio voiceovers
- Digital and print ad profiles
- Monthly video stories
- Social media takeover days

