

## **Appendix B - 2017 Digital Marketing Analytics Summary**

According to Development Counsellors International (DCI)'s *Winning Strategies in Economic Development Marketing*, site selectors, companies, and investors begin the investment location search online well-before contacting local municipalities.

In 2017, Oakville economic development focused on growing digital audiences and broadening the reach of Invest Oakville brand touchpoints online. Social media, e-communication, and paid ads were implemented to drive traffic to the new Invest Oakville website; a comprehensive resource for business attraction.

### **NEW INVEST OAKVILLE WEBSITE: [www.investoakville.ca](http://www.investoakville.ca)**

- Launched in January 2017
- Standalone website identified as a priority tool for investment attraction in Oakville's international business plan
- More than 3,500 individual website visitors
- 84.9% new users, 15.1% returning visitors
- Top viewed website content: Data, Business in Oakville, Sites & Buildings
- Top channels to website: direct, organic search, and social referrals from Twitter

### **DOWNLOADABLE E-BROCHURE**

- 285 users

### **@INVESTOAKVILLE TWITTER**

- Twitter followers increased from 100 to 360 followers in 2017, a 260% increase
- 62% of followers located outside Halton Region
- Top engagement: content celebrating local business success, community programming and events in support of business growth
- Website referral: 437 users, 1,419 page views

### **E-NEWSLETTER**

- Total subscribers: 738
- Open rate 22.51%
- Click-through rate: 9.4%
- Monthly regular e-newsletter, event-specific e-blasts

### **PAID CAMPAIGNS**

- Twitter ads
- SIOR e-newsletter ad
- Site Selection Magazine online banner ad