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Marketing Plan Outline

Investment Attraction Marketing

Attention:

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Introduction

The recommendations in this marketing plan are drawn from the goals, objectives and recommended actions stated in the Investment Attraction Action Plan. This plan offers a focused and cost-effective roadmap for marketing activity.

Goals

- 1) Develop and sell real estate
- 2) Create an entrepreneurial culture
- 3) Attract immigration
- 4) Tourism development and attraction

Target Audiences

- 1) Mayor & Council
- 2) Local Business
- 3) Residents
- 4) Site Selectors
- 5) Businesses who are expanding / relocating
- 6) Investors
- 7) Remote workers

Economic Development Products

- 1) Natural environment and lifestyle
- 2) Competitive serviced land with incentives
- 3) Tourism development opportunities

Target Sectors, Messaging & Actions

Sector	Key Messages	Actions
Real Estate	<ul style="list-style-type: none">• Shovel ready land for development• Buildings for redevelopment• Incentives for development	<ul style="list-style-type: none">• Develop list of targeted real estate professionals, contractors, developers including alternative housing trends• Complete local survey to assess demand and opportunities for commercial and residential real estate• Develop and implement a direct marketing campaign using CRM for tracking and evaluation• Develop a social media campaign using existing platforms (Facebook and YouTube) and investigate other platforms (LinkedIn, Twitter and Instagram)

Entrepreneurship	<ul style="list-style-type: none"> ● Business Association for networking ● Community HUB for collaboration ● Support programs for advisory services and funding 	<ul style="list-style-type: none"> ● Promote Investment Attraction landing page and Doing Business in Schreiber through social media
Immigration	<ul style="list-style-type: none"> ● Success stories ● Business support ● Business opportunities 	<ul style="list-style-type: none"> ● Develop success stories from existing immigrant investment ● Complete survey on business succession opportunities ● Develop list of immigration organizations, business associations and influencers ● Develop and implement a direct marketing campaign using CRM for tracking and evaluation ● Develop a social media campaign using existing platforms (Facebook and YouTube) and investigate other platforms (LinkedIn, Twitter and Instagram)
Tourism	<ul style="list-style-type: none"> ● Business Association for networking ● Community HUB for collaboration ● Support programs for advisory services and funding 	<ul style="list-style-type: none"> ● Establish Tourism Committee ● Implement Municipal Accommodation Tax ● Collaborate with Lake Superior North Shore Tourism for product development

	<ul style="list-style-type: none"> • Regional network for product development 	<ul style="list-style-type: none"> • Participate with Superior Country marketing programs • Develop a social media campaign using existing platforms (Facebook and YouTube) and investigate other platforms (LinkedIn, Twitter and Instagram)
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Key Initiatives

We recommend the following key marketing initiatives:

- 1) Implement CRM
- 2) Articulate Distinct Positioning (Branding)
- 3) Collaborate With Regional Partners
- 4) Storytell Your Value
- 5) Develop Marketing Content

Implement CRM

We recommend Schreiber implements the free [HubSpot CRM](#) platform. The platform provides contact management, email integration, and some basic free marketing tools. Starter Marketing Hub can be added for \$40 / month. CQNS will assist in the implementation.

Investment Related Contacts to Enter in CRM Database	
Organization	Who
Invest in Canada	Ontario Representatives, select Trade Commissioners
Agricultural and Agri-Food Canada	Ontario Regional Office representatives for Northern Ontario
Invest Ontario	Ontario Representatives abroad
Ontario Ministry of Northern Development Regional Economic Development Branch	Area Team Manager and Advisors
OMAFRA	Investment Attraction Team, Rural Economic Development program
Northern Ontario Heritage Fund Corporation	Regional Economic Development Branch
Tourism Organizations	Destination Ontario, Destination Northern Ontario, Superior Country, Lake Superior North Shore
Foreign Representatives based in Canada	Chambers of Commerce, Trade Groups and Associations, Business Associations
Real Estate	Developers, Builders, Agents
Economic Development Committee	Members
University Key Stakeholders	Lakehead & Algoma Universities,
College Key Stakeholders	Confederation & Sault Colleges
Local Foreign-Affiliated Companies	Aligned with BR&E/Aftercare calling program
Business Support Organizations	Small Business Centre, Community Futures, Workforce Planning, Venture Capital

In addition to the above suggested investment related contacts, we suggest local business and organization contacts should be captured in the CRM. Both internal and external marketing initiatives can be completed by CRM.

The CRM marketing tool will assist the EDO and economic development committee to engage the community through to start developing positioning and branding. This process would also incorporate discussion on development of a Business Network Association and Community HUB as discussed in the Investment Attraction Plan.

Articulate Distinct Positioning (Branding)

Developing a brand can be an exercise to start community engagement and collaboration for investment attraction.

- Own and paint a picture of Schreiber's unique business community experience.
- Frame the way Schreiber is perceived and communicate this to the business / investment community.
- Facilitate consistency in positioning and messaging.
- Build excitement in the business community for outside investment.
- Involve the business community in co-creating Schreiber as a leader in tourism.
- Establish frequent and clear open-communication and information sharing.
- Improve awareness of Schreiber's sector and overall value propositions.

Collaborate With Regional Partners

Schreiber is part of Lake Superior North Shore Tourism and Superior Country DMO. Many North Shore communities have similar attributes along with unique attractions. Current collaborations are already in place, but we encourage further engagement including operators from communities partnering on joint initiatives, not just municipal organizations. Working with regional partners builds relationships for joint development and promotion while articulating your own value propositions. In turn, collaboration will maximize matching funding from senior partners to create a bigger marketing impact.

Storytell Your Value

Storytelling starts within your own community. Promotion of Schreiber must come from all residents and businesses. To be effective, the same message and value proposition must be promoted. The story must be real and believable. Social media platforms, hashtags and links must be standardized and shared.

Content Development

We recommend the following actions utilizing content developed by this project and repositioned content already available from the Schreiber website. Our consultants will assist in implementing CRM, initiating marketing campaigns and providing follow up as required.

In addition we recommend the following actions:

- Landing Page for investment attraction content developed as part of this project
- North Shore Express and Discovery Centre brochure
- Doing Business in Schreiber brochure
- Quick Facts (develop from Community Profile)
- Real estate directory with information on specific lots and buildings for sale or lease
- Contractor directory on website landing page
- Incentives and programs for real estate development
- Targeted email messaging