

## **Marketing Committee Report September 17, 2016**

After a promotional push in the months of June and July, there has been a substantial increase in website activity, membership applications and inquiries. We have not attained our ultimate goal of 'selling out' the suites, but we believe our marketing efforts have moved us closer to our goal by increasing awareness and activity. Our summer efforts consisted of paid advertising, articles, public service announcements, daily website updates and 'earned' media.

### **August 2016**

The sod turning garnered coverage by CBC, CTV, The Winnipeg Free Press and The Wolseley Leaf. The day following the event and media coverage was the highest number of website hits yet. Membership applications continued to increase with the media coverage. With the summer advertising push and sod turning behind us, we began planning our fall strategy, with the key message "Great Suites Still Available".

### **Advertising**

The committee revisited the content, design and messaging for various audiences, with a focus on students/faculty; seniors/retirees; community residents; church networks; credit union/co-op members; environmental groups etc. Fall advertising plans include print and online advertising.

### **Articles**

We continue to produce articles for publication in print and online. October is both Sustainability Month and Co-op Month and we are working on a plan to submit articles on our environmental and co-operative commitments to various publications.

### **Public Service Announcements (PSAs)**

UMFM (University of Manitoba radio) produced three PSAs for us and ran them daily starting in July and continuing to the end of September.

### **Leaflet Distribution**

We continue to look for opportunities to distribute our brochures in key areas of the city, including Wolseley, West End, Osborne, Riverview, Fort Rouge, etc. Brochures will be on display at the first fall concert of Manitoba Chamber Orchestra; posters and brochures were posted at Creative Retirement Manitoba.

### **Postering**

We continue to put up posters in select areas, and re-post where they have disappeared or been damaged.

### **E-brochure**

In early September, OGHC members received an e-brochure. The Marketing Committee is developing a distribution list of individuals and organizations that will receive it with a request to circulate to their networks.

### **Website and Facebook Pages**

The committee is working to keep the website and Facebook pages current, relevant and interesting. Daily posts and site photos are telling the story of our evolving co-op. Web stats are monitored and tell us what pages are being most visited.

Our strategy is to make a stronger tie between our website and Facebook pages. One way we are doing that is to develop more in-depth stories (eg Accessibility, Chimney Swifts, Sustainability, LEED), and post them on the website. At the same time we post a 'teaser' to our Facebook page to draw people to the full story on the website. To keep both platforms interesting, we are interspersing member testimonials with the stories. As part of our ongoing focus, we decided to eliminate the member-only Facebook page, which wasn't often visited and required duplicate effort by committee members.

**Social Media Manager Needed**

If there is an OGHG member with social media skills, we would be very interested in having you volunteer to help us get our word out through social media. Please contact the Chair of the Marketing Committee.

Randa Stewart, Marketing Committee Chair  
stewart.randa@gmail.com  
204.807.1742