



MARDA LOOP
where life connects

DEAR MARDA LOOP BOARD

2023 has been an exceptionally busy year for the Marda Loop BIA!

In addition to continuing with regular every-day duties, the BIA and Marketing Committee have been hard at work strategizing and executing on a variety of campaigns aimed at consumer awareness and business support during the Main Streets Construction project. Social Centric is exceptionally proud of what's been accomplished thus far and here is a brief snapshot of these milestones:

Social Media Marketing: Over the last ten months alone, we've seen **more than 850,000 impressions** (which means this many news feeds and people, have seen content relating to the area. **More than 150,000 engagements** were also made on social media posts and hundreds upon thousands of video views from content produced across our three main social media channels, were secured. We also have two new TikTok accounts for the Loop and Marda Gras, which alone have cumulated more than 5k views in just the last four months. Our reach on social media is now competitive with other popular BIA's like 4th Street and 17th Ave, putting us in the Calgary limelight.

Social Listening and Followers: The Visit Marda Loop and Marda Gras channels now sit at **8,813 and just over 5,200** followers respectfully. We are now sitting at **just over 14k followers** on our social channels and this makes us the third most popular BIA in the city to follow. Influencers, realtors and media have also flocked to the Loop to cover services, restaurants and area-wide content and posted on their channels, which generally **average between 20-100k followers**, increasing our reach and brand awareness even further. We are also regularly mentioned in outlets like Daily Hive and other popular listicle and event focussed media outlets without even having to ask due to our event popularity and awareness.

We haven't had much issue on social media outside of several comments relating to frustration with Main Streets. Our audience is supportive, kind and very empathetic to small business.

Newsletter: Our second source of readership and consumer engagement is our e-newsletter. We've spent the year developing engaging, fun and uplifting business stories for the Loop that are delivered to our audiences' email on a monthly basis. Our **current audience spans just over 1k people** and we have an **average open rate of 62%**, which is high above industry average.

Events: 2023 has been one of the most successful years for events in terms of **attendance and business participation**. For our upcoming Spook the Loop event, we already have **more than 30 businesses registered** and we are starting to see some entrants trickle in for our Gift Guide activation. For Marda Gras, we had **225 vendors**, of which an estimated **25% of Marda Loop businesses participated**.

In terms of event attendance, we've seen **tens of thousands of people** flow into the Loop this year to attend events and visit us, despite construction.

Media Relations: This year so far, we've had roughly **40 pieces of media coverage**, mostly stemming from Marda Gras coverage. Cumulatively, **this coverage has seen more than 50 million views**. Impressively, 10% of this coverage was paid media, while the remainder was earned.

Brand new campaigns: The BIA marketing team has been proud to develop and introduce four brand new campaigns to the Loop this year, mostly in support of Main Streets construction woes.

We've launched:

Coney the Traffic Cone Pop-up Campaign, Social Media Features and Acts of Kindness with Coney
So far, our social posts alone have seen 10k views with Coney popping in the area.

Marda Card Area-Wide Gift Cards

We have roughly 24 businesses signed-up to our brand new area-wide e and hard gift card campaign, which allows shoppers to shop at multiple locations in the Loop.



Coming Soon or In Motion

- Hang in There Door Hanger Campaign
- Goosechase Gameify the Loop Campaign

Website development, access and growth: The marketing team and Bob have worked to assemble a great new resource page for businesses, including sign-up forms for e-newsletter and social media features and access to marketing materials aimed at levity and resources for Main Streets.

Check it out: www.visitmardaloop.com/listings

Any questions? **Contact Dakota Kidby at SC and Co., Marketing Manager and Agency of Record**

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