



# MARDA LOOP

*where life connects*

## Can we help you?

For information on our marketing platforms and how the Marda Loop BIA can support you check out our Marketing Supports page at the code >



- Make sure your business is **Registered** so we have your emails and social handles
- Be in the **Online Directory** with up-to-date info and images
- Be featured in our **Monthly “In the Loop” Newsletter** to 1000+ people
- Put your promotion, sale or event in our **Top of the Loop** listings (NEW this winter)
  - Top of the Loop will be strategically amplified through our social media channels and newsletters, reaching a collective audience of approximately 150k views per month.
- Be part of our **Social Media** promotions:
  - Our social media currently reaches 15-25k Calgarians per month, has an exceptional engagement rate exceeding 6.5%, and a robust followership exceeding 8,900 loyal supporters. Follow along on IG, FB and TikTok @visitmardaloop
- Sign up for our popular **Eggfest** on March 30. Attracting hundreds of families to the loop on Easter Saturday. Already 20 businesses signed up!
- Sign up for **Marda Gras Street Festival** on August 11. Only \$75 for Marda Loop businesses to participate and get a spot on the street. Attracting 40,000 visitors, its our annual party
- Also on this page you will find information on our **Marda Card** gift card program

## What’s coming in the spring?

- Launching in April, **Love the Loop** is our 2024 activation and enhanced marketing effort. This feedback-based activation is a multi-faceted campaign designed to drive foot traffic and enthusiasm throughout Marda Loop for both businesses and consumers. It includes:
  - “Acts of kindness” and giveaways by BIA and “Coney” to warmly welcome guests and will embrace the challenges of construction with a playful twist.
  - A rewards program that incentivizes shoppers to support Marda Loop businesses.
  - Fun swag packages distributed post Egg Fest for widespread business inclusion in our activation.
  - Partnering with CTV Bell Media for a robust **4-5 month paid media activation**, mirroring the successful strategies of Tourism Calgary.





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## What else?

- Supplementary **signage** for parking or directional access
- Lighthearted “Coney” signage, social and in-person appearances and giveaways
- We are investing more than half of our budget this year in Marketing, Promotions and Events

## Looking past construction, we’re:

- Getting new street furniture, including **new planters**
- Planning more seasonal **lighting and decoration** on our new streetlamps – we will have many more places with electricity to light up the loop
- Getting new street **banners**
- Planning for **art installations**, “wayfinding” and, **heritage** signage to tell the story of Marda Loop
- Planning marketing campaigns to **welcome** visitors to the new and improved Marda Loop

## What do you think?

- Do you have any other **ideas** that we might be able to put into action during construction?
  - Reach out to us at [info@visitmardaloop.com](mailto:info@visitmardaloop.com) or 403-685-5667.
- Bob, the Executive Director, and members of the Board of Directors are happy to **connect** and have a coffee. Also connect with our Marketing agency Dakota Kidby.

## Get involved

- Join our online community on both social media and within our FB group – the group is a bridge we've developed to support our businesses voices and concerns, business-to-business connection, as well as a secondary space for communications and resources. Find our business owners Facebook page at this QR code:
- Make sure you are registered with us and signed up for our newsletters. Information on that is on our Marketing Supports page back at the top of this document!

