



Sunrise Corner Tourism Marketing Plan

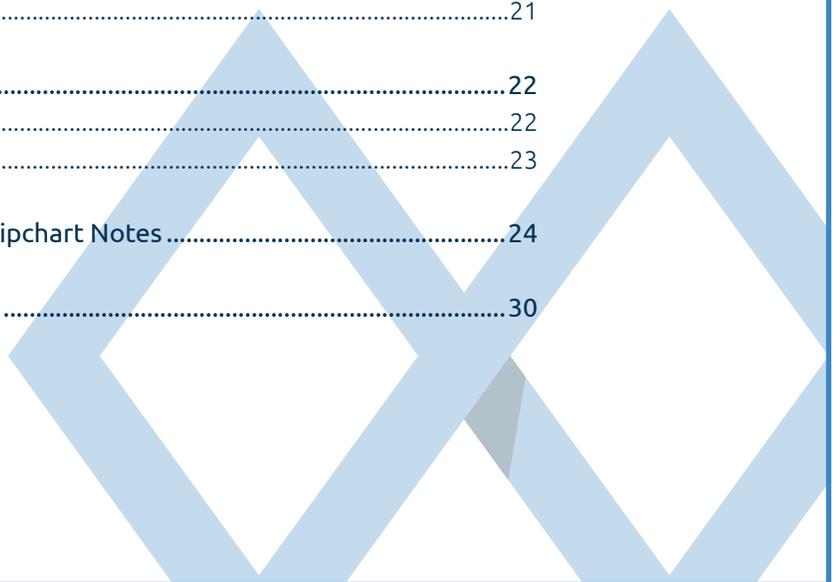
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Sunrise Corner Tourism Marketing Plan

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Introduction

The Rural Municipalities of Stuartburn and Piney created a partnership called Sunrise Corner to promote tourism in their region in southeastern Manitoba. Established in 2016, Sunrise Corner has a website and some promotional materials. The Sunrise Corner Committee, comprised of elected and staff representatives from both RMs and volunteers, wishes to build on the work to date with a tourism marketing plan to guide expanded marketing efforts to attract tourists and their dollars to the region.

This Tourism Marketing Plan (Plan) fulfills that intent and can serve as a guide for the most efficient use of limited resources for Sunrise Corner over the next few years. The Plan is informed by background research activities, described below, and presents a recommended list of top 10 strategies where resources and effort can be expected to bring the best return on investment for Sunrise Corner. The Plan is a combination of recommended strategies and an implementation plan to outline the tactics Sunrise Corner can use to bring the strategies to life.

Once the Sunrise Corner Committee has reviewed the draft Plan, it will be revised and resubmitted to the Committee.

Note: We have used the following terminology in this Plan.

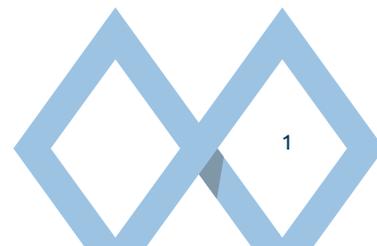
- *Strategies – in the Request for Proposal (RFP), these were called “methods”*
- *Tactics – the RFP calls for “best practices” and these are reflected in the tactics*

Background Research

We undertook the following activities to inform the development of this Plan, particularly to identify strategies that are expected to have the best return on investment and the tactics to implement them. The research findings are included in Appendix I.

- Communications audit of website, social media and promotional materials
- Review of Sunrise Corner visitor surveys (2016 and 2018)¹
- Consultation with RM representatives
- Stakeholder consultations
- Review of Travel Manitoba and Eastman Tourism sites

¹ The majority of respondents to the 2018 and the 2016 survey are residents of the area and, therefore, the survey feedback is limited in terms of non-resident feedback.

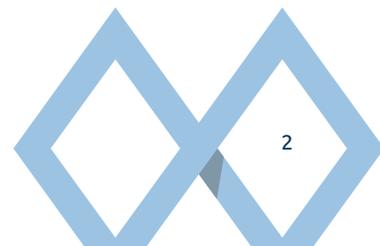


Goal and Objectives of the Tourism Marketing Plan

Goal: To increase visitors to Sunrise Corner

Objectives

1. Sunrise Corner attracts new visitors to participate in one or more of the top three themes
2. Partners and influencers promote Sunrise Corner to their respective target audiences
3. Media cover and seek out stories about Sunrise Corner
4. Sunrise Corner increases the number of followers and maintains engagement on its social media platforms



Target Audiences

Effective marketing initiatives work because they are targeted to specific audiences. Sunrise Corner has both a primary audience and secondary audience, and segments for more targeted marketing within each. The tactics in the Implementation Plan (below) are designed to reach one or more of these target audiences.

Primary Target Audiences

These are the people who are most likely to visit Sunrise Corner and spend tourism dollars there. This plan focuses on tourists from outside Sunrise Corner. While many residents enjoy tourism activities within the region, and retaining their participation in such activities is important, Sunrise Corner will experience greater economic benefits from an increase in non-resident visitors who spend their tourism dollars in the region.

The primary target audience is defined as follows:

- **Geography:** Manitobans living outside Sunrise Corner; Canadians living in other provinces, particularly Ontario and Alberta²; and Minnesota residents
- **Interests:** People from the regions identified who are interested in nature and outdoor activities; local history and culture; and festivals and events (these three themes are discussed further in the Strategies and Tactics)

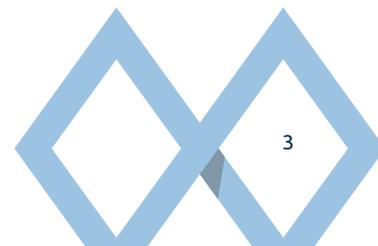
Secondary Target Audiences

The secondary target audience are those who can influence the primary target audience to visit Sunrise Corner.

- Associations related to the three activities/themes
- Media
- Social media influencers related to the three activities/themes
- Permanent/seasonal residents

Marketing communications efforts aimed at this audience should focus on groups and individuals within the regions defined for the primary target audience (Manitoba, Alberta, Ontario and Minnesota).

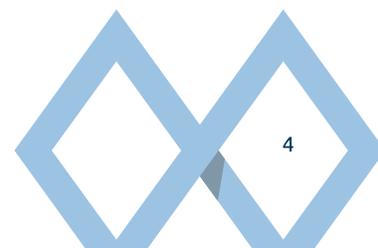
² According to Travel Manitoba, Eastman visitors come primarily from Manitoba, Alberta and Ontario.



Key Messages

Key messages are the consistent ideas Sunrise Corners wants to convey to its target audiences. The wording may vary slightly, depending on the audience and tactic; however, by using the intent of these messages consistently, the region will start to build familiarity and interest among its audiences about what Sunrise Corner offers. The messages focus tourism marketing efforts on the top three themes/activities in Sunrise Corner.

- Everything that's best about Manitoba: nature, people, events. Find it all in Sunrise Corner.
- Four seasons, a wealth of wildlife and outdoor adventures waiting for you in Sunrise Corner.
- Our past, present and a rich cultural heritage come alive in Sunrise Corner.
- Celebrations and festivals, new tastes and experiences abound in Sunrise Corner.



Strategies and Tactics

This section identifies 10 recommended strategies and outlines tactics to bring them to life. The strategies are based on the background research and on the expertise of our team.

10 Recommended Strategies

- Strategy 1: Focus on three top tourism themes most likely to attract visitors
- Strategy 2: Use the Sunrise Corner brand more effectively and consistently
- Strategy 3: Create and leverage partnerships and influencers to promote Sunrise Corner
- Strategy 4: Enhance signage within the region to aid and attract travellers
- Strategy 5: Emphasize social media as a marketing strategy
- Strategy 6: Develop a cooperative advertising model within Sunrise Corner
- Strategy 7: Continue to develop and improve the Sunrise Corner website
- Strategy 8: Establish ongoing media relations
- Strategy 9: Redevelop and focus use of printed materials
- Strategy 10: Evaluation

Strategy 1: Focus on three top tourism themes most likely to attract visitors

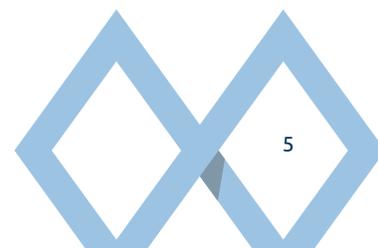
Strategies 1 and 2 are intended to be overarching, with all other strategies and tactics reflecting or integrating these.

All marketing and associated decisions (e.g., budget) should be made in the context of a few key themes/activities – no more than three. Given the limited resources available to Sunrise Corner, it will be more efficient and effective to use the themes as the parameters for marketing and communications initiatives for the next few years. Once the region begins to experience more visitors – and their tourism dollars – Sunrise Corner can expand its focus to additional areas.

The top three recommended themes are those considered most likely to attract visitors and where capacity already exists to accommodate tourists. They were chosen based on what are expected to have the best return on investment and on what was heard in the stakeholder meeting discussions, identified in the Sunrise Corner visitor surveys and in the Manitoba Travel list of popular attractions for Eastman.

1. Nature/outdoors – including hunting and fishing, walking/hiking, bird and wildlife viewing, geocaching; ATV and snowmobile trail use, swimming, canoeing
2. History and culture – including museums, historic sites, heritage tours
3. Festivals/events – including farmers’ markets, fall suppers, craft sales

This strategy will be realized through the tactics associated with the other strategies in this plan. The top three themes provide the parameters in which the other strategies will be implemented.



Strategy 2: Use the Sunrise Corner brand more effectively and consistently

The Sunrise Corner brand refers to everything related to what the tourism partnership promotes, the people who represent Sunrise Corner (committee members, volunteers, etc.) and the visual identity – its logo. This strategy focuses on the logo; however, the concept of consistency applies to how Sunrise Corner is represented by staff, committee and volunteers, the way materials are designed and produced, etc.

All organizations benefit from using their brand prominently and consistently to build recognition and trust. It is particularly important for a young organization to be visible and to do so consistently. While Sunrise Corner uses its logo prominently in some materials, the logo should be highly visible on all materials (electronic, print, merchandise) to increase awareness and build recognition.

The Sunrise Corner logo is bright and reflective of the sun rising in the east, of the green spaces (forest and others) and of the lakes and rivers in the region. The signature – the name Sunrise Corner – is less attention-grabbing because the use of italics makes it harder to read on some materials (and some designers recommend against italics as a dated approach).

Tactic 2.1: Revise the logo to replace the use of script for a more reader-friendly font

This is the time to make a change to the logo, before it has become well-established and recognized. Three recommended alternative fonts are: Optima; Gill Sans; or Baskerville. They are shown in the following mock-ups.



Optima

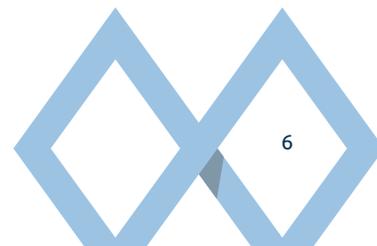


Gill Sans



Baskerville

Any one of these fonts will retain the friendliness of the logo and is generally easier to read, particularly on materials requiring a small-sized logo. It also is recommended that in the body of materials, italics be used sparingly and not in headers where they can be difficult to read (the Recreational Trails brochure is an example of this). The suggested fonts are readily available.



Tactic 2.2: Develop and consistently use a Sunrise Corner positioning statement

Currently, Sunrise Corner materials use different tag lines, including “more to discover,” “something for everyone,” and “where nature, activities & good times meet up.” The intent of a positioning statement is to have a consistently used message that helps describe what is unique about an organization or, in this instance, a place. Just as the logo needs to be used appropriately and consistently to build recognition and trust, the positioning statement should become a standard element in almost all materials. It can be included with the logo or placed elsewhere in the same item; however, the positioning statement only should be used when the Sunrise Corner logo appears somewhere on the same item. The positioning statement should be “designed” to ensure it always is used correctly in the right font and colour. As with the logo, it can be available in four-colour, black and white and grey scale.

The following are two options for Sunrise Corner to consider for a positioning statement:



Where nature shines.



A breath of fresh air.

Both options refer to the nature/outdoors theme and can readily be linked to festivals/events and history and culture. Nature is an integral element of both themes. Festivals and events frequently take place outdoors (e.g., Vita & Area Winter Festival, Carrick Days). History and culture also can take people outdoors (e.g., Gardenton Ukrainian Festival). A breath of fresh air refers to the outdoors, to the concept of getting away from routine and to having new experiences and these can include indoor (e.g., visiting historical sites) as well as outdoor activities.

Tactic 2.3: Create a visual identity guide for logo use

A visual identity guide will help secure the consistent and appropriate use of the Sunrise Corner logo. Anyone who is using the logo – summer student, volunteers, partners, etc. – should have a copy of the guide and commit to using it.

At a minimum, the guide should include instructions for:

- Visual identity: explanation of logo's components and how each can be used
- Protected space and minimum size
- Correct and incorrect logo uses
- Using Sunrise Corner logo with other logos
- Colour palette
- Typography/fonts



Tactic 2.4: Design and consistently use templates for promotional materials

Current promotional materials may have the Sunrise Corner logo on them; however, they generally do not have a consistent look to them that creates recognition of and trust in Sunrise Corner, particularly if the logo is obscured.

The following are the recommended steps to create a consistent visual identity, build recognition of Sunrise Corner and ensure the materials are reader-friendly and informative.

- Design a template for brochures and poster, following the visual identity guide in all instances
- Eliminate the use of hard-to-read content (e.g., small maps) and avoid the use of photo collages when the photos become too crowded or are not directly relevant to the content
- Edit all content to ensure the key messages are clear and they are relevant to the target audience; avoid long sections of text – see Tactic 9.1
- Ensure headers/titles on materials are not competing with or obscuring the Sunrise Corner logo

Tactic 2.5: Create a library of professionally shot photos taken covering the three main themes and four seasons

Some of the photos used in current materials can work well, particularly once they are used in a professionally designed layout to maximize what they convey without using too many photos. It is worth hiring a professional photographer to establish a library of photos Sunrise Corner can use in all its materials (digital and print) and that are representative of the three themes and depict the different seasons.

Strategy 3: Create and leverage partnerships and influencers to promote Sunrise Corner

Sunrise Corner itself is a great example of partnership in action. There are many other potential partnerships within the region that could help Sunrise Corner increase its promotional reach.

Partners can help promote the region – particularly its top three tourism themes; influencers also can help spread the news about Sunrise Corner and encourage their spheres of influence to consider visiting Sunrise Corner. As with partners, the emphasis should be on influencers involved in activities, groups or associations related to the top three themes.

Tactic 3.1: Develop a partnership strategy

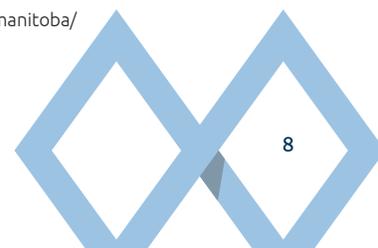
Sunrise Corner will be most effective in establishing new partnerships and connecting with influencers with a planned approach. The original tourism strategy included recommended partnerships, such as destinations where Sunrise Corner visitors could find accommodation just outside the region and with Travel Manitoba. Check out Travel Manitoba's campaign partnership opportunities³.

The partnership strategy should identify:

- What organizations will you approach and in what priority?
- How do you want to work with the organization?
- For a partnership:
 - What will Sunrise Corner offer the partner?
 - What does it want from the partner?

Please also see Tactic 5.5 in social media for related ideas.

³ See the 2019 Partnership Opportunities Guide at: https://assets.simpleviewcms.com/simpleview/image/upload/v1/clients/manitoba/TMB_2019_Partnership_Opportunities_FNL_LR_80eb26b2-6740-4028-a6b5-0c8a1109a6a7.pdf



Tactic 3.2: Establish partnerships and influencers among groups/organizations associated with the top three tourism themes

There are many potential partners and influencers who can help Sunrise Corner promote its top three tourism themes.

Some internal (regional) partners can be found among: Chambers of Commerce and members; businesses who actively or indirectly support one or more of the top three themes; and representatives of the events and activities within the themes. Working together, Sunrise Corner can help promote these partners and they, in turn, can promote and highlight their affiliation with the region.

Externally, there are many partners and influencers within the associations and groups whose members participate in any one or more of the tourism themes. The following list is derived in part from the stakeholder meeting and comprises organizations most related to the top three themes.

- Snowmobile clubs – see Snoman lists clubs across the province (snoman.mb.ca/club-websites)
- Nature groups, for example, Nature Manitoba, Manitoba Eco-Network, Nature Conservancy Canada – Manitoba Region
- History/cultural groups – connect with Manitoba Historical Society as well as Travel Manitoba
- Media
 - Tourism publications (e.g., CAA Manitoba; The Cottager)
 - General media (e.g., CJOB, Winnipeg Free Press, particularly the Destinations section)
- CAA/CAA Manitoba
- Car rental agencies
- Connect with Ontario and Alberta associations involved in the tourism themes
 - Coordinate special events in Sunrise Corner with the Manitoba associations designed to attract participants from the other provinces (e.g., a pan-province snowmobile competition or poker derby)

Sunrise Corner also can benefit from the broad reach of groups such as Travel Manitoba and Eastman Tourism as well as other regional tourism groups who may want to share promotional efforts to encourage travellers to visit both/all regions. (MOM's Way is an example of this.) As with all other tactics, partnerships and other affiliations need to focus on the top three tourism themes.

Tactic 3.3: Collaborate with social media influencers to increase awareness of Sunrise Corner and expand online reach

Social media influencers are individuals with large, engaged followings, typically on Instagram. In the past few years, an increasing number of brands and organizations have leveraged influencers to help expand their reach and get in front of their target audience in a way that feels authentic and less like they're being marketed at. Influencers are often respected, trusted, "real-feeling" people – qualities Sunrise Corner will continue developing in its own brand as it grows.



When partnering with influencers, it's important to consider the following:

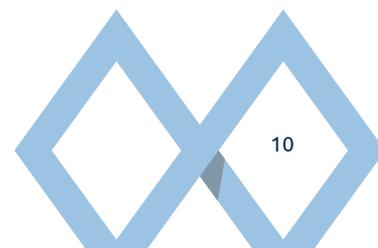
- **The influencer's social media content should align with Sunrise Corner's brand.** Before you reach out to an influencer, review their account, including bio and photos. Do they post about travel in Manitoba? Getting outdoors? Camping? Perfect! They're right up your alley. Do they include a bit of travel but the majority of content is about makeup? They're likely not the right fit. You'll also want to read their captions to ensure they're professional, respectful and meaningful; all signs of a positive influencer.
- **Influencers often expect compensation.** As influencer marketing is still relatively new, benchmarks for compensation are not formally established. Compensation can be monetary, experience-based (service) or reward-based (product). Compensation does not need to be significant and can start for as little as \$50 for one post. If monetary, compensation should be provided after the influencer has fulfilled your request
- **Have the influencer sign an agreement.** The agreement should outline their role, the required deliverables (e.g. 1 Instagram post), compensation and any additional information needed to ensure both parties are on the same page.
- **Ensure the influencer's following aligns with Sunrise Corner's target audience.** An influencer could be based in Manitoba but have a following that's predominantly in the U.S. When negotiating with an influencer, request a screenshot of their audience analytics to ensure their followers predominantly live in Manitoba and fall within your target age group.
- **Contact influencers through social media.** Most influencers can be contacted directly through social media. Use direct messages on Instagram to reach out privately, express interest in collaboration and share brief details about what you're looking for. If they're interested, move the conversation to email or by phone.
- **Confirm the legitimacy of a follower's audience.** Fake followers and engagements are widespread across social media, particularly on Instagram. People can pay money to have bot accounts follow and engage with their account, creating the illusion that the user has a well-established and dedicated following. Before reaching out to the influencer, perform a quick audit of their account. If they have a significant following (5,000 or more followers), browse their posts and look at how many likes and comments they receive, on average. Divide the number of likes by their number of followers. If the amount is under 5 or 6%, it's possible a portion of their following isn't legitimate. Review comments for authenticity. Signs of fake comments include a single emoji with no text, standard praise such as "Great photo!" or comments that seem unrelated to the image they're commenting on.

Some examples of possible influencer opportunities include:

- Inviting them to an event and post updates about their experience
- Offer to have them stay the weekend at a local B&B
- Have them participate in popular activities

The following Instagram influencers include travel photography as a component of their content strategy and may be reached for collaboration opportunities:

- peggrammer
- austin.mackay
- jotrail
- liz.tran
- shayna_apopofcolour



Tactic 3.4: Collaborate with Travel Manitoba for feature post on travel blog

Travel Manitoba manages a popular blog highlighting the many activities, events, communities and points of interest throughout the province. Sunrise Corner has an opportunity to partner with Travel Manitoba to have its region and attractions profiled on the blog.

The blog also produces a weekly round-up of what's "Hot this Week" in Manitoba. Festivals and events within Sunrise Corner could be promoted in these posts to increase awareness and encourage attendance to events.

Note: It appears that Travel Manitoba writes these blogs themselves, often sending their internal marketing team to events and locations to acquire a first-hand experience. Sunrise Corner could offer incentive for the Travel Manitoba team to travel to the region, such as free accommodations or admission to events.

Strategy 4: Enhance signage within the region to aid and attract travellers

While area residents enjoy many tourist-related activities in the region, Sunrise Corner needs to focus on potential visitors beyond its borders to create greater economic benefits through tourism. As with all other tactics, those associated with this strategy are intended to focus on the top three tourism themes.

Tactic 4.1: Increase Sunrise Corner signage along main routes into the region

Visible signage with clear Sunrise Corner branding will help travellers know when they are entering the region. This will encourage them to seek out information about Sunrise Corner by visiting the website or the region's social media. The signage should include Sunrise Corner's website address and social media icons and handles.

Tactic 4.2: Work with towns in Sunrise Corner to post signage that promotes their amenities and attractions

Wayfinding and promoting amenities and attractions are essential to encourage travellers within Sunrise Corner to explore the region or promote a return trip. The Sunrise Corner committee should work with the RMs and towns within the region to develop signage that provides information about the amenities and attractions in each town.

Additionally, communities can be encouraged to post signage that features the Sunrise Corner logo and notes that the community is a "proud member of Sunrise Corner."

Tactic 4.3: Investigate Star Attractions designation

Star Attractions are a Travel Manitoba designation. Once approved, Travel Manitoba provides highway signage to Star Attractions, increasing visibility and awareness of these locations. Sunrise Corner can apply for such designation if it believes any of its events, sites or activities will meet the criteria. Visit travelmanitoba.com/tourism-industry, go to Partnership/Star Attractions to learn more.



Strategy 5: Emphasize social media as a marketing strategy

Social media is a powerful tool for marketing, particularly when on a tight budget. It has become a part of the norm in communications and 94 per cent of online Canadians have at least one social media account.

Sunrise Corner has established a presence on Facebook, Instagram and Twitter, posting fairly regularly on Facebook and Instagram. To maximize its efforts on social media, Sunrise Corner could greatly benefit from a more coordinated and strategic approach to using each platform. This includes optimizing profiles, identifying a content mix and key messages that align with its overall organizational goals and creating a brand voice and personality used consistently in all online communications. As it implements the recommended tactics, and learns from the analytics available to evaluate these tactics, Sunrise Corner can adjust and focus its social media efforts to be effective and efficient.

Tactic 5.1: Establish your brand, voice and personality and use consistently on social media

When identifying your brand's voice, you want to consider who you're speaking to, the medium you're communicating on and the type of information you want to share. As Sunrise Corner's goal is to encourage people to visit the region to take in the sights, explore each community and attend fun events, Sunrise Corner should have a voice that's welcoming, friendly, positive and upbeat. Along with its voice, Sunrise Corner should have a personality to match: one that's engaging, playful, exuberant and at times, comedic.

Tactic 5.2: Maintain a consistent and quality content mix that aligns with your goals and key messages (themes)

People choose to follow an account because they expect to receive a variety of updates from you, rather than seeing similar content time and time again. Since Sunrise Corner is a tourism-based organization, its social media should showcase the diverse array of activities and attractions available. With your key themes in mind, Sunrise Corner should follow the "rule of thirds."

1/3 of your content should promote your organization

- Content from the Sunrise Corner website, such as blogs, photo galleries and events
- Use Facebook Events to promote events within Sunrise Corner
- Staff testimonials/bios – this should include an image or video
- Post photo albums to Facebook and incorporate images into Instagram posts

1/3 of your content should share ideas and stories from others in your industry

- Share posts from other accounts which align with your themes. E.g. Snowmobile clubs, nature groups history/culture groups, Travel Manitoba, Eastman Tourism
- Content from influencer partnerships

1/3 of your content should be based on personal interactions

- User-generated content. This includes content posted by other users who have mentioned Sunrise Corner in some way, such as #080833s by using your branded hashtag or tagging Sunrise Corner in a post.

Your content and goals may be different on different social media platforms. Based on discussion with Sunrise Corner representatives, we recommend that Sunrise Corner turn off automatic cross-posting from Facebook to Twitter and that a strategy be developed for Twitter to focus on media and partner/influencer organizations.

Note: Although sharing is fine on Facebook, you should always request to repost other user's content on Instagram and credit them in your post caption.

Tactic 5.3: Get the most out of the content you create by using platform features

When managing more than one social media profile, it can become cumbersome to constantly develop original content for each profile. While we don't recommend posting the exact same content to each platform, cross-posting from Instagram to Facebook can be a great way to get your Facebook followers to see your Instagram content and encourage them to follow you on Instagram. Facebook owns Instagram, making it a fairly seamless process for cross-posting.

Sunrise Corner has produced several videos for its Facebook account. Videos are often evergreen content, meaning they have a long shelf life and can be used for future posts. Video is also given preference in the Facebook newsfeed, meaning video posts are more likely to be seen by your followers. Sunrise Corner should continue producing videos and incorporate past videos into its content mix.

On Facebook, when a post is performing well (receiving higher engagement and reaching more users), considering "boosting" the post to reach a larger audience (see Tactic 5.4).

Tactic 5.4 Leverage Facebook's advertising tools to extend the reach of your organic posts

Posts from Facebook Pages have increasingly become challenging to get into followers' news feeds. Paying to boost your content or create ads is an affordable and effective way of reaching your followers and people outside of your following. Sunrise Corner should use Facebook ads and post boosts to promote events, businesses and social media contests.

Note: Boosts are the easiest way to promote content you've already posted on your page. Facebook's ad tools are designed to be user-friendly; however, they require some learning time to use effectively.

Tactic 5.5: Establish a branded hashtag for Instagram and encourage its use to curate user-generated content

Having users generate content for you is one of the most efficient ways of curating quality content for you to share on your profiles.

Once Sunrise Corner has selected a positioning statement, a branded hashtag (one that's unique to Sunrise Corner and reflects the positioning statement) can be created for use on all Instagram posts (avoid using on Facebook as hashtags are less effective and generally frowned upon). You can encourage followers to use the hashtag by including it in your profile bio and instructing followers via post captions or stories to use the hashtag for an opportunity to be featured on the Sunrise Corner account. Travel Manitoba's Instagram account is a prime example of this in action, using the hashtag #ExploreMB.



Tactic 5.6: Optimize social profiles and make use of new features

Social platforms are constantly evolving and it's important to keep up to ensure your brand comes across as current. This evolution includes a wide variety of features, but also includes changes to the interface and how page elements behave and appear, both on desktop and mobile.

On Facebook, Sunrise Corner should make the following optimizations:

- Have page verified; this adds a grey checkmark to your page, signalling to visitors that yours is the official Sunrise Corner Facebook page; verification also improves your search ranking in Facebook search
- Update profile picture to include the logo, or preferably, the icon in the logo; use a high-resolution image
- Regularly update cover photo to reflect seasons or promote special events
- Enable and set up an auto-response for those who message the page
- Enable and set up a welcome greeting when a visitor clicks through to message the page
- Organize video tab into easy to navigate playlists
- Remove unused tabs (Groups, Reviews and Jobs)

On Instagram, Sunrise Corner should make the following optimizations:

- Use a high-resolution logo for the profile picture
- Only promote Sunrise Corner's hashtag in profile bio (you don't want people clicking other hashtags and leaving your page)
- Use stories to post updates and then add stories to story highlights, organizing by topic/theme

Tactic 5.7: Partner with local businesses to run giveaways and contests

As Sunrise Corner has already experienced, giveaways are a highly effective method of increasing engagement and reach and building your following.

When developing ideas for giveaways, Sunrise Corner could partner with local businesses to give away an item or service they provide, helping to promote their business.

Note: When running a giveaway on Facebook or Instagram, always follow the platform's promotions policy. Neglecting to do so could result in having your account deactivated.



Strategy 6: Develop a cooperative advertising model within Sunrise Corner

Many tourist-related businesses and organizations in the Sunrise Corner region will have limited funds to advertise. Sunrise Corner could become a marketing partner with these groups, thus supporting local businesses while marketing Sunrise Corner.

In considering the next two tactics, we recognize that Sunrise Corner is supported by tax revenues from the RMs of Stuartburn and Piney, paid by both businesses and individuals. Additionally, events and festivals generally are volunteer-run and may not have budget to cost-share advertising. With these points in mind, a co-operative advertising model may take the form of a matching grant program for joint promotions, with a policy to ensure equal access to any shared promotions for all businesses/events.

Tactic 6.1: Place ads in publications outside Sunrise Corner promoting the region and business- and organization-specific events/activities

Cooperative advertising can focus on a group of upcoming events, such as a series of farmers' markets or snowmobile or quad events, framed in a Sunrise Corner message with individual events/businesses listed appropriately. Ads are most effective when they are easy to read (not too much text), provide appealing visuals (bright and in focus), and easy-to-find dates and contact information.

To budget for these ads, Sunrise Corner and its regional partnership could plan on quarterly themed ads for placement in publications including the papers in Winnipeg, Brandon, Kenora, Thunder Bay, Edmonton and Calgary. Also consider placing ads in Cottage Life, the Cottager and cottage association publications (e.g., Lake of the Woods District Property Owners Association magazine, Area News) as well as provincial CAA publications.

Tactic 6.2: Use the Sunrise Corner Facebook Page as a channel for promoting businesses and events

As many local businesses or event may not have the capacity or funds to market themselves, Sunrise Corner can offer cooperative advertising on its Facebook page. This may include creating a single post or a more detailed Facebook Event, which would then be boosted to reach a larger audience and attract customers/event attendees. These boosts could be offered on a dollar-matching basis, where Sunrise Corner matches the organization's contribution to boost the post or Facebook Event, up to a certain amount.



Strategy 7: Continue to develop and improve the Sunrise Corner website

The Sunrise Corner website is a key resource for those interested in visiting the area. Visitors expect the website to be current and up to date, easy to navigate on desktop or mobile and organized in an intuitive way.

The tactics below are recommended as refinements aimed at improving the user experience.

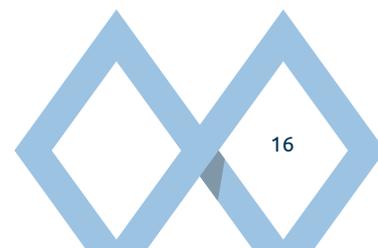
Note: As well as ensuring the Sunrise Corner website content is updated regularly, websites generally require a complete redesign/redevelopment every 3-5 years to adapt to evolving trends in design and functionality.

Tactic 7.1: Reorganize site navigation and content

Organizing your site's pages is one of the most challenging tasks when developing a website. You need to consider your audience and ask these questions: what are they looking for and how can you make it as easy as possible for them to find it?

The following recommendations aim to improve the user experience by organizing the site's main and secondary navigation items in an intuitive structure. Note: Some website content will need to be updated to accommodate this new structure.

- Home (formerly "HOME")
- Things to Do (Add additional activities as needed)
 - Agriculture
 - Arts, Culture and Heritage
 - Festivals and Events (Formerly "Annual Events & Festivals")
 - Geocaching
 - Restaurants
 - Shopping
 - Sports and Recreation
- Places to Go (Add additional locations as needed)
 - Gardenton
 - Sprague
 - South Junction
 - Woodridge
 - Vassar
 - Vita
- Where to Stay
 - Bed & Breakfasts
 - Cabins & Cottages
 - Camping
 - Hotels
- Events (Note: this should be clickable – remove "Upcoming Events" as secondary item)
 - Submit Your Event



- Media (Formerly “Photo Gallery”)
 - Photos
 - Videos
- Blog (Formerly “News”)
- Map
- Contact Us

Tactic 7.2: Modify homepage to create a great first impression

Most of your website visitors will visit your site through the home page. While some users will go directly to the navigation to find what they’re looking for, people generally understand that the homepage hosts the most current news and updates available on the site.

The following changes are recommended:

Homepage Slider

- Reduce the speed of the slider; slides should be displayed for 3-5 seconds at a time
- Use the slider to promote events or popular seasonal activities; if available, link slides to internal pages where possible
- Although images appear to fit to a set width, the height of the image changes based on the dimensions of the image, which results in the interface moving to accommodate the varying sizes; when uploading images to your slider, ensure they’re cropped to the same size

Facebook Feed

- Update Facebook Feed plugin to display feed

Newsletter Signup Form

- Since there currently is no Sunrise Corner newsletter, this link should be removed.

Events Calendar

- Event toggles open to display extremely large images
- Either reduce the size of images to improve usability, or consider replacing the events calendar with a news feed containing news posts

Tactic 7.3: Install Google Analytics and create a Google My Business account

Google Analytics is code installed on the back end of your website. The code tracks visitor activity, providing you with powerful insights into how visitors navigate your site, what content they’re most interested in, how they got to your site and more.

A Google My Business account lets you modify how your website appears on Google, including in Google Search and on Google Maps. Having control over how your website displays on Google ensures the information is accurate and engaging.



Tactic 7.4: Create a custom Google Map to embed on the website

The Sunrise Corner website includes a link to a downloadable map to help visitors navigate the region and locate points of interest. Though this can be a handy reference tool for visitors, it poses the challenge of maintaining an accurate listing of available attractions.

Google's product My Maps allows for the creation of customized maps which can be shared via link or embed on a website. Maps can be customized by adding points or drawing shapes to signify points of interests or boundaries and can be personalized with icons, colours, photos and videos. By harnessing the power of this free service, Sunrise Corner can maintain a detailed, accurate and interactive map for users to engage with on the website.

The downloadable map can be retained as well, ensuring it is kept current should points of interest or other highlights change.

Tactic 7.5: Develop a content strategy for creating shareable news (blog) posts

Sunrise Corner frequently updates its news feed with posts highlighting events in the region. These types of stories are a great way to give visitors further insight into events and attractions within Sunrise Corner.

Currently, the news feed is a long, scrolling page with full blog entries. Few entries can be clicked on to view the individual blog on its own page, creating a significant barrier for visitors to share blogs to their own social profiles.

Sunrise Corner should make use of the following recommendations to improve the user experience and encourage sharing of website content to social media:

- Content created for news posts should be guided by this plan's key messages and themes
- The News page should be streamlined to only display titles and excerpts from posts; each post should have a link to "read more," taking the user to the individual blog where they can read the entire entry and have the option to share the post to social media
- A social sharing feature should be added to individual blog posts so users have the option to quickly share the post to their own social profile
- Sunrise Corner should create a list of 5-10 categories for blogs to be categorized by, creating a consistent approach to organize blog posts; if possible, the News page should include a clickable list of categories in the sidebar so users can sort the newsfeed based on their interests
- Recent news posts should be available on the homepage; this may be achieved as a new feed of the most recent posts (3-5 max), or linked to in the homepage slider



Strategy 8: Establish ongoing media relations

Sometimes the best advertising is free. Earned media is just that – articles or features about you that don't cost money, but can reach a large segment of your target audiences and others.

Earned media takes some effort. It requires establishing and maintaining good relations with media outlets, ideally with specific individuals (this isn't always possible since many outlets no longer have "beat" reporters). The following tactics will help Sunrise Corner build good media relations that, in turn, can lead to coverage when you want it.

Tactic 8.1: Identify and train a Sunrise Corner spokesperson

One or two people should be identified as the spokespeople for Sunrise Corner, available to respond to media inquiries. Media training is recommended for the spokespeople to instill confidence in how to talk to the media, know what to expect – and not expect – from the media, and general guidelines around media relations.

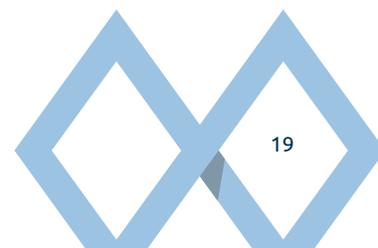
Sunrise Corner can prepare event/issue-specific speaking notes with key messages and a more general set of messages to reference for all inquiries. These general messages would be based on the recommended key messages in this plan.

Tactic 8.2: Create a media contact list among publications, television and radio stations that reach your target audience

Create and maintain a media list of the publications, stations and online media whose target audiences align with the people you want to attract to Sunrise Corner. These would include media in Manitoba, Ontario, Alberta and Minnesota. Keep track of all media who contact Sunrise Corner and include them in media releases (as appropriate).

Tactic 8.3: Host familiarization tours for media

While not all media outlets send reporters on familiarization tours, some do and freelancers are likely to be interested. Consider organizing a tour where media and social media influencers can attend a few different events and locations over the course of one or two days and that are related to the top themes (e.g., farmers' markets, fall festivals, etc.).



Strategy 9: Redevelop and focus use of printed materials

As with all other tactics, Sunrise Corner printed materials should focus on the three themes, should be clearly branded as Sunrise Corner and should be designed to be readily identifiable as Sunrise Corner materials. This is discussed in tactic 1.4 in terms of templates. The following tactic is more specific.

Tactic 9.1: Rewrite and design the general and produce theme-specific (three) brochures

The current general information about Sunrise Corner is presented in different materials, including a placemat-style document, a recreation brochure and a general listing brochure. It is recommended that one overall Sunrise Corner brochure be produced and then one brochure per each of the three themes. All the brochures would be written with the specific target audiences in mind and designed according to the templates (tactic 1.4).

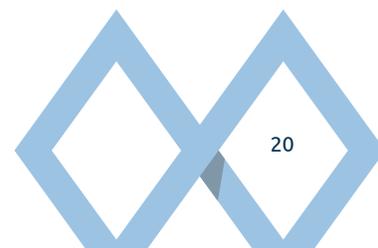
Sunrise Corner also can ensure its materials are placed in locations with heavy tourist traffic, including information kiosks at airports, train stations, other tourist attractions (e.g., museums that display other brochures), Travel Manitoba display sites (The Forks, Manitoba/Ontario border, Canada/US border – Boissevain, and Manitoba/Saskatchewan border).

Tactic 9.2: Create a Sunrise Corner display booth and attend select events

A well-designed and attractive display booth will help increase visibility and interest in the region. It also will be important to select events meeting the following criteria: they focus on the top three themes; they are targeted to the appropriate audience (e.g., people outside the region); and are affordable in terms of fees and distance.

Sunrise Corner will be competing with other regions across Manitoba and potentially from elsewhere. To be successful in reaching the target audience, the display booth, promotional materials and giveaways need to be professionally designed and well presented. The representative needs to feel comfortable talking about Sunrise Corner.

Participation in these events may be another opportunity for Sunrise Corner to partner with another group to defray costs and increase its reach.



Strategy 10: Evaluation

Evaluation is important to help Sunrise Corner determine how effectively its tactics are working and to gain information about specific tourism activities. The tactics for this strategy distinguish between the tourism marketing efforts and the actual tourism initiatives themselves.

Tactic 10.1: Evaluate the effectiveness of the tourism marketing tactics

At the outset, Sunrise Corner should identify key metrics for every tactic it plans to implement. The metrics are what you are measuring, such as the number of participants who respond to an invitational event or the number of requests for information from a promotion. The purpose of determining and measuring these is to help Sunrise Corner identify tactics that are achieving their intent; have some success, but may require adjustment to improve it; or are not working. By evaluating the success of the tactics, it is possible to build on those that work well, adjust or eliminate others – and improve the return on investment of your marketing budget.

It will be important to build in evaluation opportunities in the development of the tactics. For example, if Sunrise Corner creates a display booth and attends an event, the Sunrise Corner representatives at the booth can monitor how many people request information about one (or more) of the themes; a contest with entry forms can be used to obtain email addresses, generate more interest in Sunrise Corner and, of course, provide a prize related to a Sunrise Corner theme (e.g., accommodations for a night during a festival).

On social media, Sunrise Corner should regularly monitor platform analytics. Key performance indicators include page likes/follows, reach, social engagements (post likes, comments and shares) and click-throughs to off-platform content, such as Sunrise Corner’s website. Analytics should also be used to identify the composition of your audience by age, gender and location. Using this metrics, Sunrise Corner can adapt its content strategy to align with the needs, interests and demographics of its audience.

Tactic 10.2: Establish visitor feedback surveys

Sunrise Corner has conducted a couple of visitor surveys. It is recommended these be modified.

Some of the questions to gain insight to help build tourism in the region could focus on:

- Where are visitors from – it is important to know more than whether they are non-residents or not; knowing where people are visiting from will start building a profile and help Sunrise Corner focus its advertising dollars
- How did they hear about Sunrise Corner – this can be a menu of options that includes the promotional activities used, showing what works best and what may be least effective
- Visitor age ranges – this can help focus on the demographics of people most interested in specific themes
- How likely are they to return – and why

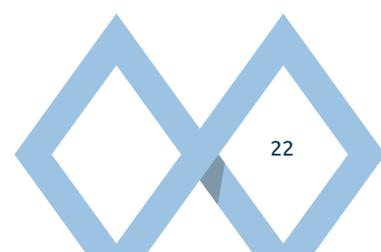


Implementation Plan

This marketing strategy was presented to Sunrise Corner representatives for discussion to identify priorities for implementation. This implementation plan provides budget estimates for recommended deliverables with a defined scope as well as a draft timeline based on the priorities identified by Sunrise Corner representatives.

Timeline

Year	Strategies to be Implemented
2019	Strategy 1 – Focus on three top tourism themes most likely to attract visitors Strategy 2 – Use the Sunrise Corner brand more effectively and consistently Strategy 3 – Create and leverage partnerships and influencers to promote Sunrise Corner – Develop policy Strategy 5 – Emphasize social media as a marketing strategy Strategy 9 – Redevelop and focus use of printed materials
2020	Strategy 3 – Create and leverage partnerships and influencers to promote Sunrise Corner – Implement Strategy 7 – Continue to develop and improve the Sunrise Corner website
TBD	Strategy 4 – Enhance signage within the region to aid and attract travellers Strategy 6 – Develop a cooperative advertising model within Sunrise Corner Strategy 8 – Establish ongoing media relations Strategy 10 – Evaluation



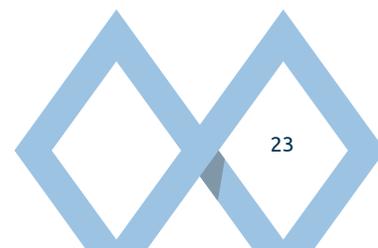
Investment

The following are estimates for the tactics with hard costs associated with them; those considered to be soft costs, requiring time, but not necessarily financial outlay (such as investigating the Star Attractions designation) are not included. More detailed quotes can be provided once Sunrise Corner identifies which tactics it wants to pursue.

Strategy/Tactic	Budget Estimate
2019	
Brand consistency Includes: • Logo revision • Design of one positioning statement options presented in this strategy • Visual identity guide • Templates for letterhead, PowerPoint, poster and print ad	\$3,910
Professionally shot photo library	\$1000/day*
Banner bug design (for tradeshow)	\$1,035
Social media strategy (includes research, strategy, editorial calendar)	\$6,115
Brochures: writing and designing a general and (three) theme-specific brochures	\$6,660
2019 TOTAL	\$18,720
2020	
Partnership strategy	To be determined
Influencer strategy	To be determined
TBD	
Print ad: copywriting and design (based on template)	\$650
Media training: half-day; up to 4 people	\$1,315*
Evaluation strategy	To be determined

*These do not include travel time.

**These do not include conducting, analyzing and preparing survey report.



Appendix I Stakeholder Meeting Flipchart Notes

Participants came from a range of communities, businesses and/or events/activities:

- Vita Winter Festival
- Woodridge Community Club
- Zhoda Family Farm
- EBCH
- Sunrise Corner Committee
- Ukrainian Heritage Promotion
- Hall
- Senior (Evergreen)
- SE Farmers' Market
- Sno-riders and Pinegrove Seniors
- Watkins
- RM of Piney
- RM of Stuartburn
- Sprague & District Historical Museum
- Prevost Perennials
- J. Hovorka & Sons
- Ludman Manufacturing
- Horse Show (Sundown)

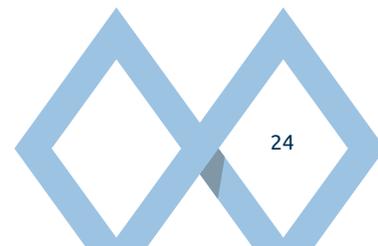
The following are the transcribed notes from the stakeholder meeting. The meeting was intended to:

- Understand what other people are doing and how can Sunrise Corner dovetail with it
- Get people on board to support Sunrise Corner
- How stakeholders are reaching the public and each other - how can Sunrise Corner leverage those things

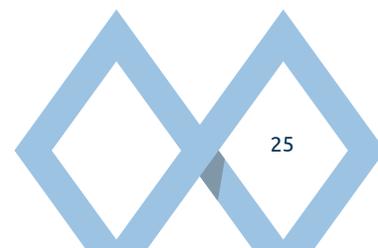
The notes are prefaced by the question considered by the four rotating groups. (Each group answered one question then moved to the next.)

1. How do you promote your business/event?

- Facebook event
- Word of mouth
- Geocaching
- Road signs
- Contests
- Multi-day itineraries
- Donations that advertise
- Chamber of Commerce
- Brochures, posters



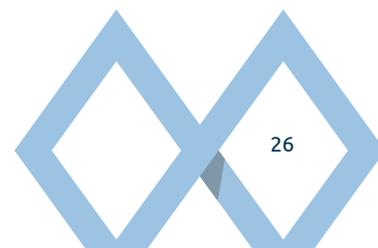
- Carillon, local papers
- Website
- Some social media
- EventBright (free)
- Business cards
- Community calendar
- Restaurant placements
- RM business directory
- Local radio PSAs
- Apparel
- Trade shows
- Reciprocal event promotion
- Products
- Jam & jelly from area forage (Zhoda)
- ATV trail – designated
- Multiuse/first crown lands
- Museum (Sprague)
- Ukrainian heritage education
- Oldest Ukrainian church in Canada
- Ukrainian festival
- Dinner theatre
- Band concerts
- Target
- Farmers' market – Winnipeg, wherever
- Hikers, bikers, sled, quad, horse
- Students, seniors, former residents
- Some residents across border
- MB Museum
- Former residents, people interested in heritage, across Canada, (??) in Ukraine
- Tour groups, bus
- Cottage owners, fishermen
- Weekend tourists
- 4H club members
- Hunters
- Entrepreneurs looking for work/life balance (small/medium)
- Retirees
- All Manitoba/everywhere/Steinbach



- Northern Minnesota
- Sunrise Corner
- Rich people/folks with disposable income
- Poker derby for clustered events
- Welcome wagon package
- Car dealerships; invite to event/showcase, offer road trials
- Posters in:
 - Local mail boxes, post office
 - Local businesses
 - Community events
 - RM newsletters
 - US businesses
 - Job fair at school
 - Halls
 - Mail drop

2. What partnerships to you use – or do you know about – that help you promote and that Sunrise Corner could partner with?

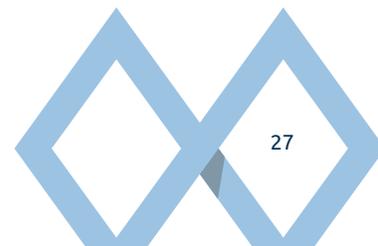
- RRR (triple R)
- Real estate agencies
- Non-government agencies
- Nature Conservancy Canada
- Gardenton Park
- Roseau River Club
- Heartland Rodeo
- Zhoda international race way
- NW Angle business community
- CAA and AAA
- Tournaments and derbies
- Travel agencies
- Provincial and federal government
- Large employers
- In-house newsletters, e.g., Canada Post, Polaris Industries, Marvin Arcticat
- National associations
- International associations
- Sport tournament organizations (all ages)
- Newspapers
- Regional businesses (within SE Manitoba)



- Local ski club bike club, horse riders, Broke & Busted
- Other RMs
- Moose Lake provincial park, St Malo, Buffalo Point
- Museums
- Cultural clubs/associations (i.e., Metis, Ukrainian, Hutterite, Amish, churches)
- Prairie fruit growers association
- MB small farms association; direct farmers market – for small farms
- Farmers markets
- Border communities
- Roseau Chamber of Commerce
- RMs, municipal newsletters
- Eastman tourism, Travel Manitoba
- Schools /divisions- newsletters
- Community clubs
- ATV (snowmobile clubs)
- Local businesses/billboards
- Radio stations
- The Carillon/community news
- Community organizations (e.g., seniors' groups, 4H, etc.)
- Piney Chamber of Commerce
- Internet service providers (i.e., Bell MTS, Explorenet, NetSet)
- Buffalo Point – extend our reach
- Provincial associations – wildlife, geocaching, trails, St. Pierre snowmobile club)
- Vita wildlife association
- First Nations communities (Buffalo Point, Roseau)

3. What would make you or your local counterparts more likely to promote Sunrise Corner?

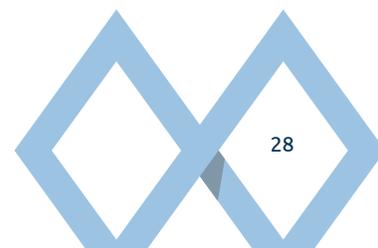
- RV Park
- Bring people to area
- Investment in area
- Promote communities
- More representation from communities on Sunrise Corner
- Attend more community events (e.g., St. Labre 200, Sundown horse show)
- Booth and handouts
- Contact person in every community (local input)
- Coordination/communication between 2 RMs on events in Sunrise Corner
- Combining resources in 2 RMs: economic development officer/emergency coordinator/Sunrise Corner dedicated staff person



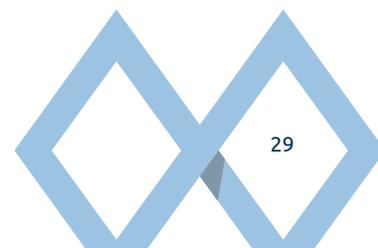
- Quarterly shared newsletter
- Welcome Wagon – great to spread info
- Cluster events/themes
- “Still Standing” TV program
- Travel Manitoba annual publication
- Coordinated marketing for Lonely Planet 2019
- Shared booth at trade shows. Split costs between Sunrise Corner tourism and local groups
- Placemats for restaurants with our local info, sponsored by business with their ads (& logos)
- Engagement with the tourism industry (i.e., Eastman Tourism, Travel Manitoba)
- More, improved Sunrise Corner signage in communities
- Sharing Sunrise Corner info on Facebook
- Travel Manitoba partner Extra Met
- South Eastman electronic newsletter
- Celebrate successes – get media coverage, local business sponsorship, volunteer and community members involved

4. Please offer Sunrise Corner one piece of advice.

- Advertise on Facebook
- Paint rainbow on No Hogs in Piney sign
- Get in the media/newsworthy
- Hunt for the lady slippers
- Engage with influencers on social media
- Gardenton – rare salamander
- More farming open houses; farm days
- More visibility at trade shows
- More beautiful signage
- Build on old community stories, tales, folklore
- Hire a fulltime coordinator among both RMs as EDO, tourism, EMO
- Promote Sunrise Corner more
- Promote Sunrise Corner to other regions/tourism groups
- Radio ads or talk shows for those who don't have/get internet
- CAA attraction/travel guides
- Promote abundance of wildlife, birding, animals
- Railbed history
- Maintain stories/history
- Monthly themed history blog written by existing historical groups
- Grants for historical groups – united Sunrise



- Photographer's paradise
- Stargazers
- Foraging
- Promote/facilitate historical organizations gathering info
- Best tasting water in Middlebro
- Promote unique & and sustainable events/amenities/landmarks
- Promote cottage lifestyle/home business
- Weston Family Tall Grass Prairie Interpretive Centre
- More promoting of community events among residents
- Info centre in the region
- Get brochures out everywhere
- Halls, sporting goods stores, malls, hotels, info centres, campgrounds, gas stations
- Target info to the venue
- Website – use keywords for searches that cover lots
- Target possible retirees to move here
- Keep website and signs current
- Don't wear out the volunteers
- Hire a student when possible
- Try to make volunteer work less intensive – to make it more attractive; divvy up the work



Appendix II Communications Audit

A communications audit is a review and analysis of existing communications materials. The main goals of the audit are to identify:

1. How well the communications activities are consistent with and support the organization's strategic framework – purpose, vision and mission;
2. Effectiveness and relevance of messages being communicated;
3. Target audiences – and if communications activities are targeted appropriately; and
4. Strengths on which to build and gaps or weaknesses to improve.

In reviewing existing communications, the audit considers the following:

Tactics: What communications tools or materials are being used – e.g., brochure, website, annual report – and are they the right tactics for the message and audience?

Objective: What is the purpose of the tactics and are they being met?

Audience: Who is the intended audience – and are the communications activities suitable to the audience?

Messaging: What is being communicated; is it clear; are there too many messages?

Readability: Is the language (literacy) level of communications appropriate for the audience (and the message)?

Visual Branding: How prominently and consistently is the visual brand used? Are there brand standards and are they followed? Is there dual branding?

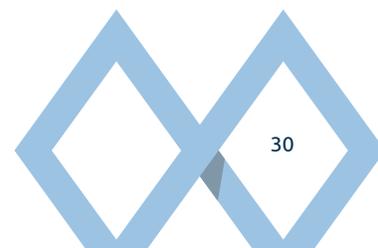
Design: Does the layout support the objective, messaging and branding of the tactic? Is there an appropriate balance of text and white space?

Assessment: Overall impressions of the communications tactics and recommendations for improvement.

The audit includes a brief assessment of Sunrise Corner's brand – its visual brand and how well the brand promise is "lived" as perceived by stakeholders and as demonstrated in the communications materials audited.

The public representation (branding) of the region is the sum of all points of contact, the culmination of all tangible and intangible characteristics that make Sunrise Corner unique. The consistent and correct use of all visual brand elements is essential to the ongoing recognition and credibility of Sunrise Corner in its public representation. All messages and communications need to have the same look, feel and level of professionalism.

An effective brand will reflect Sunrise Corner's strategic framework (purpose, vision and mission). In both its visual identity and its key messaging, the organization's marketing communications must echo this framework consistently and repeatedly to support the organization's brand promise.



Typically, a visual identity consists of three components:

1. Signature: The organization's identifier – its name;
2. Icon: A symbolic depiction or image of the brand personality (logo); and,
3. Positioning Statement: A statement that conveys the organization's marketplace commitment or unique point of difference (POD).

Signature: Sunrise Corner

Strengths	Weaknesses
<ul style="list-style-type: none">• "Corner" represents their position in the south-east section of the province	<ul style="list-style-type: none">• Unclear which regions the signature represents

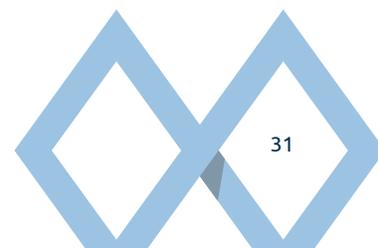
Icon: Sunrise

Strengths	Weaknesses
<ul style="list-style-type: none">• Cohesive with signature• Works well in a variety of placements	<ul style="list-style-type: none">• Not immediately recognizable

Positioning Statement:

No positioning statement found*

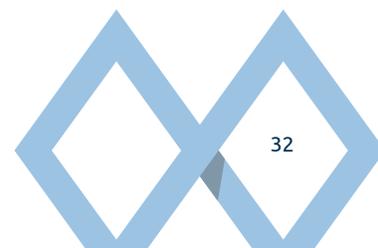
Strengths	Weaknesses
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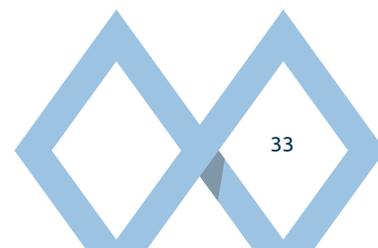
Communications Materials

This communications audit includes a review and assessment of samples of currently used communications materials provided by the Communications Coordinator. The intent is to provide feedback to strengthen existing materials and identify gaps for new communications materials.

Materials	Audience	Objective	Comments	
			Strengths	Weaknesses
Website	<ul style="list-style-type: none"> • Community members • Travellers / visitors 	<ul style="list-style-type: none"> • Provide information on the Sunrise Corner region • Promote various attractions, accommodations and events 	<ul style="list-style-type: none"> • Easy to navigate and find information • Simple/clean design • Contact information and address immediately visible-easy for visitors to find • Social media handles are immediately accessible • Consistently uses brand colors • Home page is mobile friendly • Overall, copy is appropriate and engaging (in some cases there may need to be revisions) 	<ul style="list-style-type: none"> • No positioning statement, or “About Us” page on website • Visual content can be used more effectively • Broken links • Poor contrast (light grey font against white background) • Unorganized design for listing pages and photos (activities and locations) • RM logos at the bottom of page are very large; however, the note about Sunrise Corner being a joint project between them is in very small print and could be overlooked, creating potential confusion about why the RMs are so prominently represented • No “About Us” section; readers may wonder what/who Sunrise Corner is • Home Page slider moves faster than recommended; distracting for visitors • Some mobile views produced unorganized page (e.g. What to See and Do)



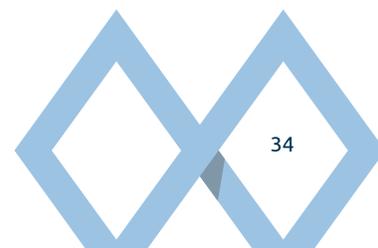
Materials	Audience	Objective	Comments	
			Strengths	Weaknesses
Facebook	<ul style="list-style-type: none"> • Community members • Travellers / visitors • 536 followers 	<ul style="list-style-type: none"> • Promote various attractions, accommodations and events in Sunrise Corner 	<ul style="list-style-type: none"> • Posts content regularly • Variety of content (videos and photos) • Posts link back to website, increasing traffic to the website • High engagement for small following 	<ul style="list-style-type: none"> • Brand is not formatted properly for display picture dimensions • Inconsistent posting – multiple posts per day to no posts for multiple days
Instagram	<ul style="list-style-type: none"> • Community members • Travellers / visitors • 151 followers 	<ul style="list-style-type: none"> • Information; encourage visitors to check out their attractions and amenities 	<ul style="list-style-type: none"> • Content is very visual which plays well for the platform • Uses photos to promote the area • Engaging copy 	<ul style="list-style-type: none"> • Mix between professional and non-professional photos • No consistent grid theme • Irregular posting • Hashtag placement inconsistent
Twitter	<ul style="list-style-type: none"> • Community members • Travellers / visitors • 22 followers 	<ul style="list-style-type: none"> • Informative; promote various attractions, accommodations and events in Sunrise Corner 	<ul style="list-style-type: none"> • Messaging promotes the events, attractions and accommodations 	<ul style="list-style-type: none"> • Ineffective links (broken, or reposting from Facebook) • Content not tailored to Twitter audience • Lacks visuals (too copy-heavy)



Materials	Audience	Objective	Comments	
			Strengths	Weaknesses
Tri-Fold Pamphlet (Places to see and things to do)	• Travelers/ Visitor	• Informative; promote places and activities	<ul style="list-style-type: none"> • Gives an overview of all the main activities by month • Design and colours consistent • Very visual - pictures give an overview of what travelers can see 	<ul style="list-style-type: none"> • Calendar events are not evenly placed on the page and font is sized inconsistently • Lack of contrast in font, difficult to read • Inconsistent use of bullet point styles • “For inquiries” out of centre • Map on the back page too small – not accessible for all readers
Recreation Pamphlet	• Travelers/ visitors	• Informative; promote recreational activities	<ul style="list-style-type: none"> • Provides information about the different activities available at locations 	<ul style="list-style-type: none"> • Background design competes with pictures, making it look busy • Under “Activity Locations” the list is not symmetrical
Recreational Trails Map	• Travelers/ Visitors	• Informative; show trails in the area	<ul style="list-style-type: none"> • Gives overview of the different trails and who they are best suited for 	<ul style="list-style-type: none"> • Maps of individual trails on back are all different and difficult to navigate • Out of place sign posts beside trail headings
“More to Discover” Map	• Travelers/ Visitors	• Informative; to show the different activities available in locations around the area	<ul style="list-style-type: none"> • Uses icons to depict where attractions are • Gives a closer view on the major towns amenities 	<ul style="list-style-type: none"> • Attractions legend icons are not lined up, difficult to follow • Centered font makes text more difficult to read • Lack of contrast with orange font on dark background • “More to Discover” is very similar to Ontario’s tagline – “Yours to Discover”

Additional Comments:

- The content in some of the materials is too long, yet not specific enough to attract visitors. A third-party editor could review the content and recommend changes to focus on the key points and ensure the materials are written to your target audiences.



- The materials also are hard to read due to the layout, colours, font and image choices. A professional designer can create materials that are friendly, easy to read and more appealing to your target audience. Redesigned materials should follow the brand guide to ensure the Sunrise Corner logo is prominently and appropriately used.
- The current materials can be difficult to read and would benefit from cleaner layout. Some of the copy is either too small, is in a colour (or in white) that makes it hard to read or is crammed together.

Geocaching:

Sunrise Corner has established a number of geocaches. The table below shows how many times each has been found (according to geocache website logs) and date it was last found. Many people geocache as they drive through Sunrise Corner.

Cache	# Times Found	Last found
Heritage Forest	20	September 19
Alone on Backroads	20	September 19, 2018
Nearly Corralled	19	July 20, 2018
All tracks lead to Badger	16	Sept 9, 2018
Find the Fire Truck*	29	September 19, 2018
Crossroads Cache	37	September 21, 2018
Carrick's Cache	16	September 9, 2018
Ducks Unlimited	17	August 7, 2018
The Quiet Rodeo Grounds	23	September 19, 2018
Crosses Way out of the Woods*	17	July 20, 2018
Just Off the Road	17	September 9, 2018
Baseball Diamond Find*	21	September 25, 2018
Memory Lane*	33	September 3, 2018

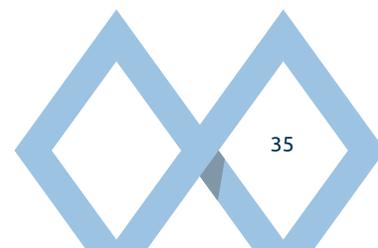
*Part of the Sunrise Corner Geocaching Challenge and Contest

Social Media/Website Analytics Review

Facebook

As of Oct 31, 2018

- 538 followers
- 76% women / 22% men
- Largest age groups are 45-54 (17% of women and 5% of men) and 35-44 (16% of women and 6% of men).
- Most fans from Canada
 - 165 from Winnipeg
 - 153 from Sunrise Corner
 - 117 from other places in Manitoba



Sunrise Corner	# of Fans
Piney	67
Vita	26
Sprague	13
Stuartburn	10
Middlebro	7
South Junction	6
Zhoda, Gardenton, Sundown, Woodridge	5 each
Menisino, Whitemouth	2 each

Other Manitoba Cities/Towns	# of Fans
Steinbach	43
St. Malo	11
La Broquerie, Beausejour	10 each
Altona, Grunthal, Lac du Bonnet, Norway House	4 each
Brandon, Ile-des-Chenes, Morris, Niverville	3 each
Carman, Lorette, Otterburne, Portage La Prairie, St. Jean Baptiste, Selkirk	2 each
Blumenort, Elm Creek, Rapid City	1 each

Reach and Engagement

We reviewed the analytics for all posts from June 1, 2018 to October 31, 2018. During this period, there were 82 posts to the Sunrise Corner Facebook page. Two posts had extraordinarily high reach and engagement:

- A photo about a fire pit ring giveaway on June 16 reached 20,217 people and had 863 engagements. The contest required people to share the post, which explains the high reach.
- A photo with a message about Middlebro’s fall supper, posted on August 27, reached 16,399 unique users and had 1,081 engagements. This post did not have a call to action to encourage sharing.

The next most popular post reached 2,357 unique users and had 302 engagements. We removed the two outlier posts from our analysis of Sunrise Corner’s typical reach and engagement. The remaining 80 posts had an average reach of 312 unique users and 25 engagements. The average engagement rate (number of users reached who engage with the post) is eight per cent. Additionally, 59 per cent of Sunrise Corner’s reach is among people who have liked the page. This means that 41 per cent of its reach is to potentially new audiences.

Additional Recommendations:

User Generated Content

- Sunrise Corner has hosted several photo contests, and could use these photos for later content, with the permission of the author.
- Sunrise Corner could also host contests that invite users to tag their friends and like their page (Instagram or Facebook).

