

# YOUR REGION FOR BUSINESS

**Social Media Advertising and SEO  
IEDC Fall Webinar**

**November 2019**



**Toronto Global is a not-for-profit investment attraction agency that supports the expansion of foreign-owned businesses to the Toronto Region.**

An aerial night view of the Toronto skyline, seen through a window with prominent red structural beams. The city lights are vibrant, with a strong red tint across the entire scene. The skyline is dense with illuminated skyscrapers and buildings.

**TORONTO  
GLOBAL**



# TORONTO REGION AT A GLANCE

135 million people  
within a 500-mile  
radius

TORONTO  
REGION

**250 miles**

Population / 30,000,000

**500 miles**

Population / 135,000,000

**750 miles**

Population / 180,000,000



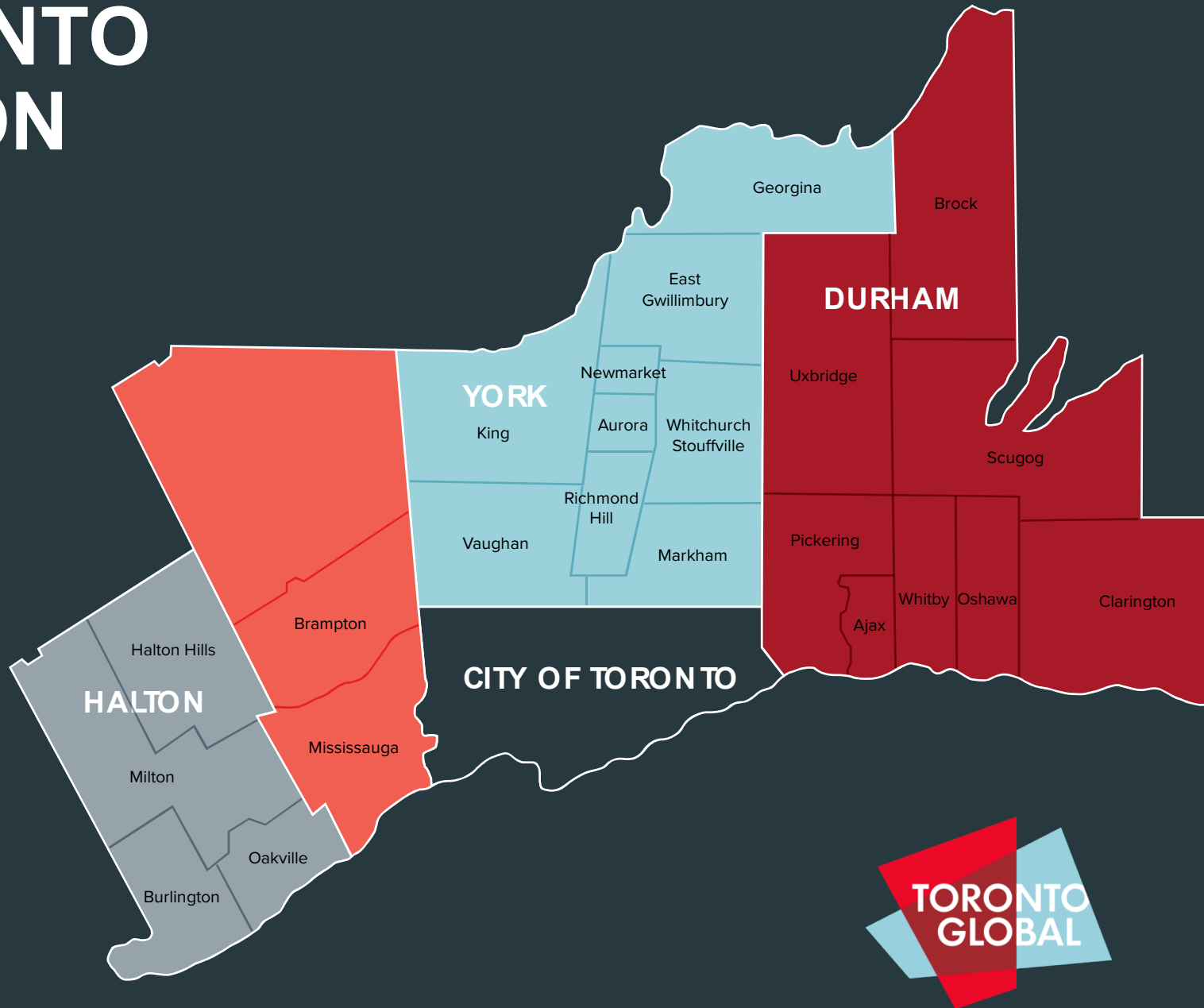
# TORONTO REGION

4th

Largest City in  
North America

6.4M

Regional  
Population





# MARKETING & COMMUNICATIONS TEAM

- + Director, Marketing & Communications
- + Senior Communications Specialist
- + Senior Digital Marketing Specialist





# SOCIAL MEDIA ADVERTISING & SEO





# SETTING UP FOR SUCCESS

- + Ensure all platforms are optimized - before driving traffic, make sure there is something to drive them toward
- + Audit website and social media profiles to ensure consistency in brand and voice
- + Ensure there is relevant and useful content on platforms: blogs, testimonials, case studies, sample business cases, etc.
- + Best practice: to collect data on the campaign in marketing tool that plugs into your CRM (Pardot/Salesforce) – allows you to collect data and retarget with future campaigns

The logo for Toronto Global, featuring a red and blue geometric design with the text "TORONTO GLOBAL" in white.

TORONTO  
GLOBAL



# SEARCH ENGINE OPTIMIZATION

- + Begin with an SEO Audit of website
- + Keyword Research, Competitive Keyword Research and Content Gap Analysis
- + Using this data, update back end of website with written Titles, Descriptions and H1 tags and enhance with new pages and/or blog content



# SEARCH ENGINE MARKETING

- + Get to know your audience: who are they? What content resonates with them? Where are they spending their time?
- + Which search words do they use to find you or your competitors?
- + Generate a strategy to target your audience with your ads in a platform-agnostic campaign: both across search engines (Google) and social media platforms





# ALWAYS IN MARKET

- + A robust SEM strategy allows you to be “Always in Market” and top of mind to your audience
- + We exist in a “pay to play” space where organic posts reach our domestic audience but promoted ads reach our international investor audience
- + SEM allows you to budget monthly to ensure your ads are always hitting your audience across all selected platforms

The logo for Toronto Global, featuring a stylized red and blue geometric shape to the left of the text.

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# THUMBSTOPPING CREATIVE

- + Having highly visual, interactive, compelling and “thumbstopping” creative is as important as your strategy itself
- + It is important to break through the noise and create ads that will speak to your audience and encourage them to engage and click through



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# SOCIAL MEDIA ADVERTISING

- + Toronto Global has tested four types of social media campaigns to date:
  - + Awareness (Amazon UXTO)
  - + Geo-targeted (AI Summit)
  - + Lead Generation (This is BIG)
  - + Trending/Hashtag (Raptors)

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**EXPERIENCE**

**—TORONTO**



**UXTO**



# TARGET & MESSAGING



- + Target: Amazon employees across North America (110,000)
- + Message: The Toronto Region is the place that talent wants to be – we grow, attract and retain talent
- + Goal: To generate awareness of the Toronto Region and get us into the conversation on social media

UXTO

# KEY METRICS

- + 21,000+ downloads of the bid
- + 210,000+ impressions
- + 1,800 clicks to UXTO
- + 236% increase in social followers
- + 300+ engagements (likes, shares, comments) from Amazon employees across North America
- + 400%+ increase in number of visits to Toronto Global website

UXTO



You don't just live in Toronto.  
You don't just work in Toronto.  
Toronto is so much more than that.

We are a place that embraces new ideas.  
Welcomes fresh thinking.  
Inspires you to do what you want.  
Encourages you to be who you are.

We celebrate our differences.  
We celebrate what brings us together.  
We celebrate a lot.

YOU DON'T JUST LIVE IN TORONTO.  
YOU DON'T JUST WORK IN TORONTO.

YOU EXPERIENCE TORONTO.

# UXTO

+ Watch the full campaign [here](#).





EXPERIENCE A PLACE  
WHERE OUR DIVERSITY  
INSPIRES ENDLESS  
FLAVOURS.

EXPERIENCE LOVE  
IN ITS MANY  
SPLENDOROUS  
FORMS.

THE TORONTO REGION  
IS ONE OF THE TOP  
GLOBAL TECH HUBS TO  
LIVE AND WORK.

TORONTO RANKS  
IN THE TOP 5  
GREENEST CITIES  
IN THE WORLD.

TORONTO REGION  
IS THE MOST  
MULTICULTURAL PLACE  
IN THE WORLD.

EXPERIENCE A PLACE  
WHERE THERE ARE  
NO LIMITS TO WHAT  
YOU CAN DO.

UXTO

UXTO

UXTO





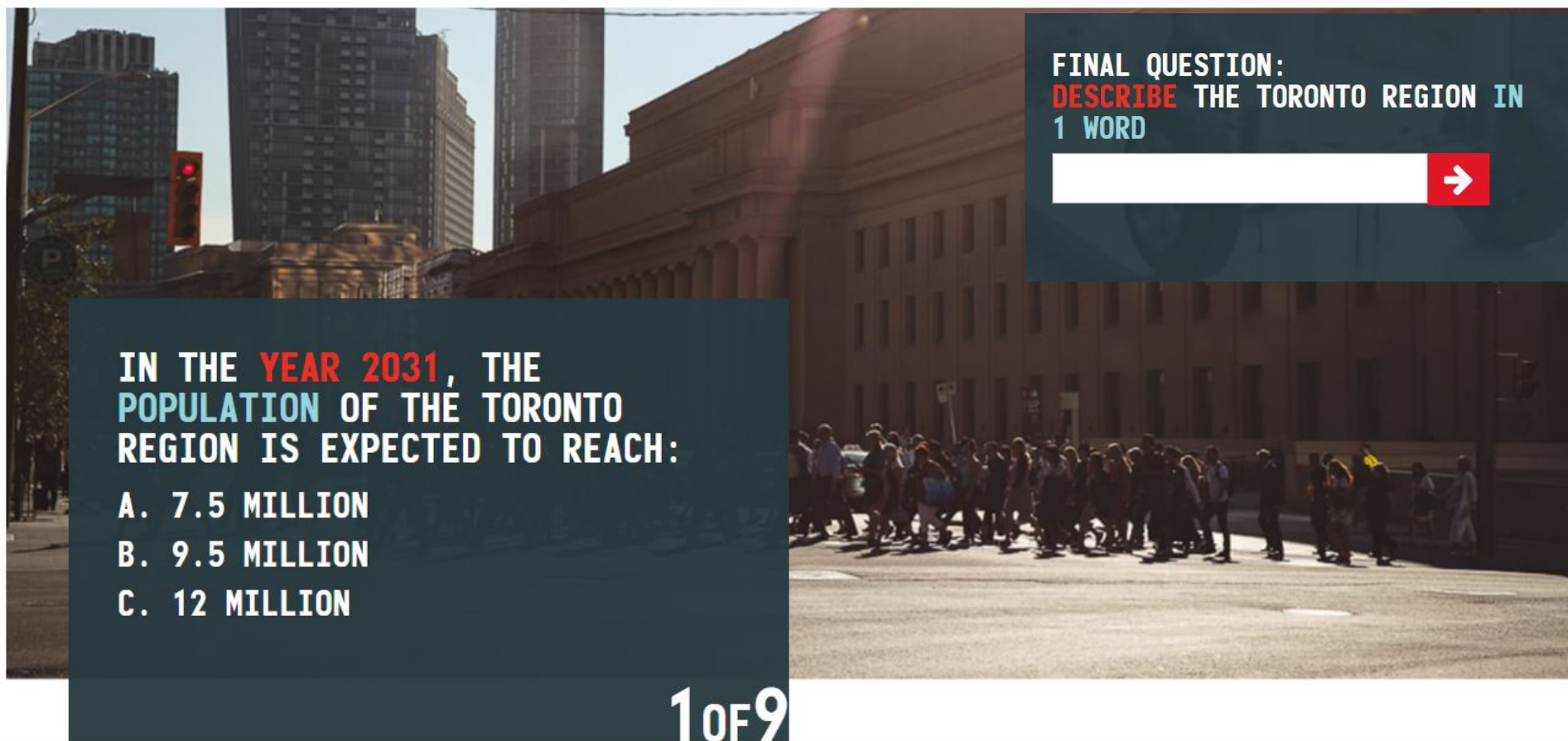
# EXPERIENCE IT YOURSELF



- + In order to increase time spent on UXTO with our target audience, Toronto Global created multi-faceted experience panels that offered insights into the region.
- + UXTO saw an average time spent on the site of roughly 4:00 minutes.
- + TorontoGlobal.ca also saw an increase of daily visitors. Our average used to be around 60 visits per day, during the campaign we saw upwards of 500-600 visits per day.



# TAKE THE TORONTO REGION QUIZ



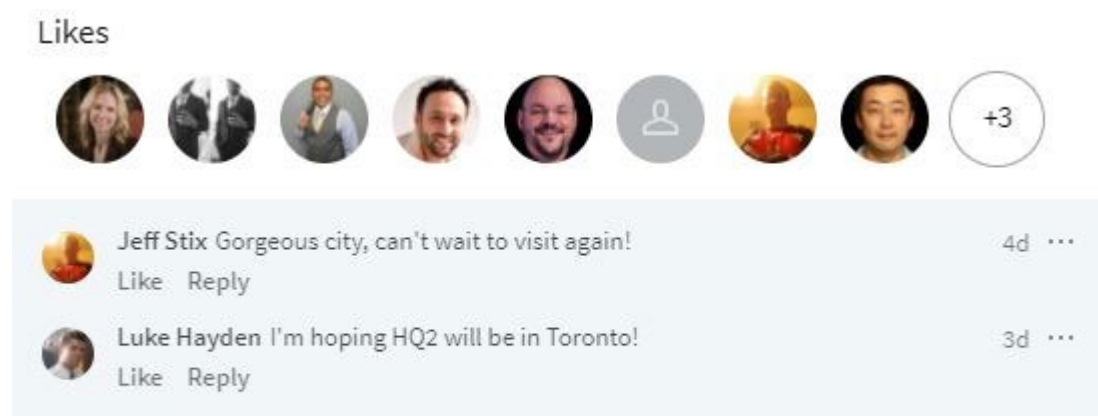
- + In order to keep users engaged with the UXTO site, we also included a fun quiz after they have been served content that may help with their answers.
- + Once they complete the quiz, users were then asked to describe the Toronto Region in few words. Here's what we received...

A word cloud of positive adjectives arranged in a heart shape. The words are in various colors (red, teal, blue, orange) and sizes. The largest words are 'awesome', 'diverse', 'cool', 'eclectic', 'nice', and 'dope'. Other words include 'fantastic', 'amazing', 'inviting', 'ambitious', 'modern', 'sexy', 'massive', 'panache', 'classy', 'stylish', 'global', 'hip', 'unique', 'dope', 'epic', 'lit', 'best', 'spotless', 'super-sweet', 'all-inclusive', 'versatility', 'real', 'yay', 'Canadian', 'DreamCity', 'hope', 'popping', 'ever-changing', 'hospitality', 'cosmopolitan', and 'yay'.

fantastic  
amazing  
inviting  
cosmopolitan  
awesome  
diverse  
modern  
hospitality  
sexy  
ambitious  
massive  
panache  
classy  
stylish  
global  
hip  
unique  
dope  
epic  
lit  
best  
spotless  
super-sweet  
all-inclusive  
versatility  
real  
yay  
Canadian  
DreamCity  
hope  
popping  
ever-changing  
hospitality

UXTO





2 Likes · 1 Comment

Like Comment

**Likes**



Henry Juskevicius Great PR...  
Like Reply 1 Like



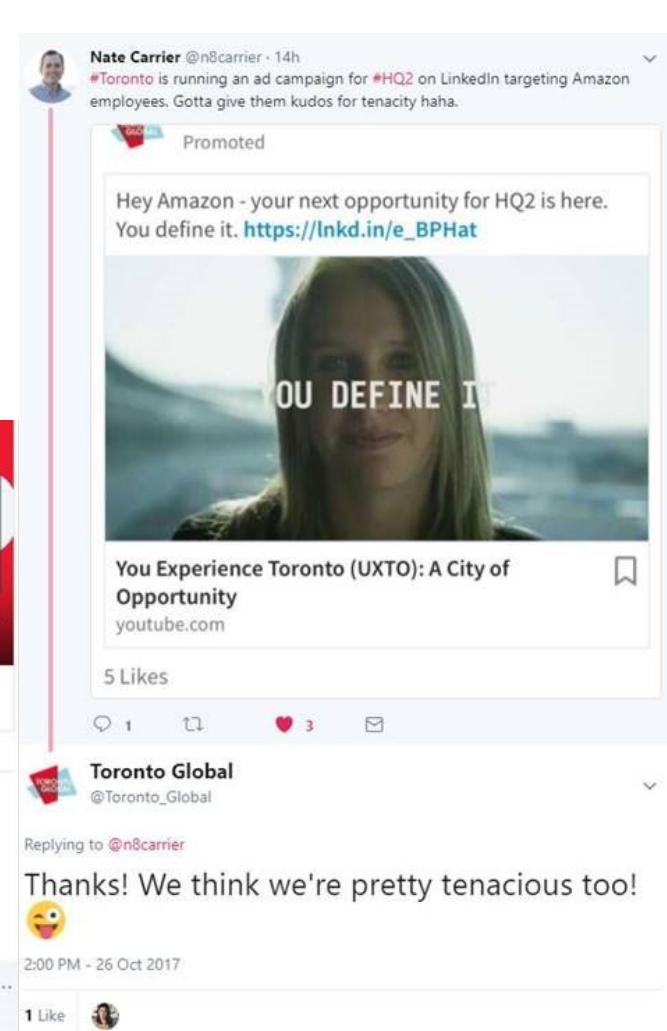
13 Likes · 1 Comment

Like Comment

**Likes**



Henry Juskevicius As a Torontonian now living in Silicon Valley I am still waiting for that killer app from Canada!  
Like Reply 1 Like



- + UXTO saw high profile Amazon employees engage with the content. Some of which include:
  - + Head of AI Partnerships, Global Head of Engineers, Global Head of Commerce, Global Head of Logistics & Product Innovation, Regional Procurement Manager, VP of HR, Senior Marketing Manager(s), Operations Management, Instructional Designers + more!

# LESSONS LEARNED

- + Opportunity to target newly acquired and engaged audience for future campaigns
- + Leverage insights from this campaign to inform future lead generation efforts
- + LinkedIn confirmed that Toronto Global was the only Economic Development Agency to run a targeted media buy on LinkedIn directed to Amazon employees
- + LinkedIn has also confirmed that this was their top running campaign from an Economic Development Agency





**THIS IS**

**TORONTO**  
**THIS IS**  
**REGION**



# TARGETING

- + **Target:** C-suite, investors, High-Net-Worth Individuals (HNWI), site selectors, key decision makers across the following sectors:
  - + Financial Services; Tech; Life Sciences
- + **Markets:** United States, United Kingdom (\*English only)
- + Re-targeting/re-marketing of all TorontoGlobal.ca traffic
- + Re-targeting/re-marketing of over 600+ current inactive clients within our CRM, in order to re-engage them



# OBJECTIVE

The campaign was built with a focus on awareness. However, Toronto Global saw an opportunity to test lead generation tactics to help fuel the sales funnel. We encouraged people to fill out a form and download our Amazon HQ2 bid book as an example of our service offering to clients





# MESSAGE

Our message was simple – to showcase the size and scale of the Toronto Region as well as the diverse opportunities for investors across multiple sectors

The logo for Toronto Global, featuring a red and blue geometric design with the text "TORONTO GLOBAL" in white.

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# KEY METRICS

- + 2,365,281 million impressions delivered through the campaign
- + 8,638 clicks to our industry/landing pages  
(average time spent nearly two minutes)
- + 145% increase in number of visits to [TorontoGlobal.ca](http://TorontoGlobal.ca)
- + 13,638 engagements from Director level+
- + 125 forms filled from LinkedIn Lead Forms
- + 315,765 views of four videos
- + 472 new followers





# VIDEO IS KING

Click [here](#) to view the Toronto Global Promo Video  
created for this campaign







**Because doing  
business in  
Canada's financial  
capital is BIG.**







A photograph of two scientists in a laboratory setting. The scientist in the foreground is wearing a white lab coat and a colorful floral headscarf, and is using a pipette. The scientist in the background is also in a lab coat. The background is filled with various laboratory equipment and glassware. The text is overlaid on the right side of the image.

**Because taking  
your product  
from idea to  
market all in  
one place is BIG.**

—



**BIG**

**IDEAS**





**Being home to a  
tech industry that's  
growing faster than  
Silicon Valley is BIG.**





Toronto Global

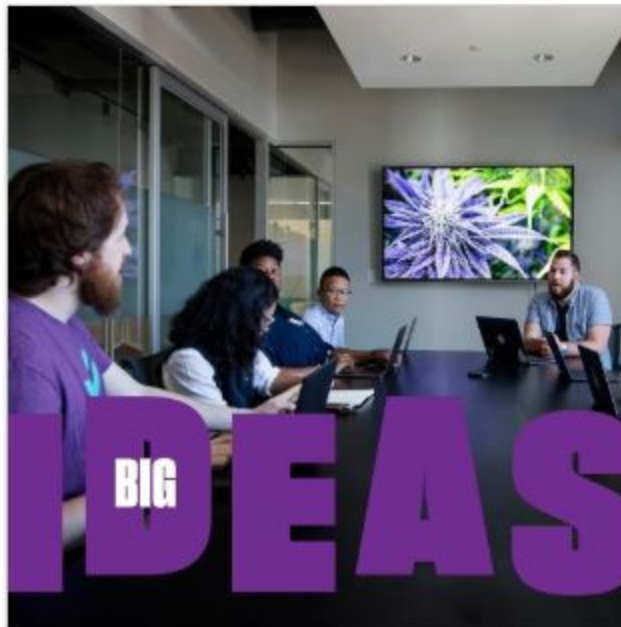
3,300 followers

5mo



Discover tech in Toronto: where bold ideas are welcome & new thinking is encouraged. This is BIG. This is Toronto Region. #WeAreTorontoRegion 🍁

<http://bit.ly/2ObZWMx>



Discover Tech in Toronto

Being home  
to a tech  
industry that  
growing faster  
than Silicon  
Valley is **BIG**

Take Your Business to New Heights







**BOLD IDEAS  
WELCOME**


—  
**Toronto Global is  
your gateway to  
bigger and better  
opportunities.**



# TOP PERFORMING CREATIVE

**Toronto Global**  
2,605 followers  
2mo • Edited

A strong technology sector, resilient financial system, quality talent pool & low business costs put Toronto on the global fintech map. This is BIG. This is Toronto Region. [#WeAreTorontoRegion](#) <http://bit.ly/2XhmvDx>




**Toronto Region – The Next**  
torontoglobal.ca

30

**Toronto Global**  
2,605 followers  
1mo • Edited

Discover how we can help take your business to new heights in Toronto. Download our Amazon HQ2 bid book to see what a customized business case can look like for you. <http://bit.ly/2T876Ss>




**Download Our Amazon Business Case**  
torontoglobal.ca

42 3 Comments

**Toronto Global**  
2,605 followers  
1mo

Discover tech in Toronto: where bold ideas are welcome & new thinking is encouraged. This is BIG. This is Toronto Region. [#WeAreTorontoRegion](#)




**Toronto's Got Talent...and Lots of It!**  
torontoglobal.ca

51 2 Comments

**Toronto Global**  
2,605 followers  
1mo

Discover how we can help take your business to new heights. Download our Amazon HQ2 bid book to see what a customized business case can look like for you.




**Download Our Amazon HQ2 Business Case**  
torontoglobal.ca

149 2 Comments

**Toronto Global**  
2,605 followers  
2mo • Edited

Take your innovative medical products from idea to market all in one place. Shorten your development lifecycle to get new therapies to patients faster. This is BIG. This is Toronto Region. [#WeAreTorontoRegion](#)



**Discover Life Sciences in Toronto**

18 2 Comments - 16,707 Views

**Toronto Global**  
2,605 followers  
2mo • Edited

From blockchain to AI to cybersecurity, bold ideas are welcome. Join us & leave your competition behind. This is BIG. This is Toronto Region. <http://bit.ly/2ShaN8j>



**Discover Financial Services in the Toronto Region**

17 22,916 Views



# BEST PRACTICES

## Following Sponsored Content Best Practices for Best Results

- + Use high-quality imagery, infographics
- + Speak directly to target audience
- + Clear, concise intro text (less than 150 characters including URL)
- + Strong call to action (tell members exactly what you want them to do)

## Areas for Improvement:

- + Include logo to increase brand recall
- + Always run four creatives per audience



# BEST PRACTICES

**Best Practice: Take a full funnel approach & know your audience**

Awareness:

- + Target broader audiences to learn which members are most engaged
  - + Targeting: e.g. Geographies + Industry + Skills

Consideration:

- + Target more specific audiences that fit your persona
  - + Targeting: Company Lists

Conversion:

- + Retarget the lowest hanging fruit
  - + Remarketing: homepage, blogs, case study pages – capture prospective leads with lead gen forms





# LESSONS LEARNED

- + We saw an increase in senior executives and large organizations following us on social media while this campaign was running on LinkedIn in two of our most important markets (U.S./U.K.)
- + There is a massive opportunity to continue to re-target this engaged audience with further content that brings them down the marketing funnel



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# LESSONS LEARNED

- + The BIG campaign resonated with targeted audiences and generated a ton of added value. Earned media (added value) of 60 per cent of paid spend. This is 6x the average earned media benchmark
- + Daily followers grew by 2.5x during the campaign





# LESSONS LEARNED

- + Most engaged job title was “Director” and 65 per cent of lead forms completed were Director+
- + Test lead gen initiative drove 125 new contacts into Toronto Global’s CRM with only 17 per cent of total budget allocated towards this test
- + Increased frequency of content is critical for Toronto Global to compete globally and increase awareness and intent
- + Best in class partnerships with Salesforce and LinkedIn from ideation to brief to execution



Toronto Global  
info@torontoglobal.ca  
torontoglobal.ca



YOUR  
REGION  
FOR  
BUSINESS