





## Support Local BC

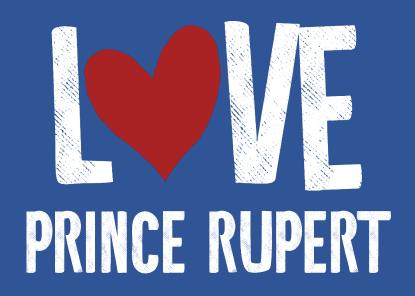
Helping Make our Prince Rupert Campaign a Success



#### **Our Context**

- Rupertites have stuck together through our own difficult times in the past – namely the closure of the pulp mill and decline in fishing
- Pre-pandemic, Prince Rupert has finally seen improvements to our economic situation via diversification of local exports.
- Small business well known for community donations, sports sponsorships





### **Love Prince Rupert**

 Awesome program sponsored by NDIT – in communities throughout BC.

 Gives our local Ec Dev office a professional, ready-made platform to support local business.

## How we Spread the Word

- NDIT/Love Northern BC's Sponsored posts
- Approx 80 member businesses contacted via newsletter to encourage participation (50-60% open rate)
- Multiple Facebook posts to our page (over 1100 followers), reached over 7,800 users; 562 engagements
- Shared on "What's Up Prince Rupert" and Economic Development pages
- Coincided with local Business Sweepstakes campaign, so increased traffic to page
- Local "Rupert Boosters"



This already awesome program just got that much better - Right in time for Mother's Day, buy a gift card over \$25 from the Support Local BC website and receive \$25 in free gift cards from the site, generously sponsored by Northern Development Initiative Trust!

#### How does it work?

 First, place \$25 or more of gift cards to Northern BC businesses into you cart through www.supportlocalbc.com from any business in the region.
When you review your cart, you will see a bonus \$2... See More



#### Love Prince Rupert

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Shop Local -Support Local

https://supportlocalbc.com/collections/prince-rupert

The economic slowdown resulting from the COVD-19 pandemic's requirements for soci

. ..

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People Reached

54

Engagements



2 Comments 11 Shares

Boost Unavailable

# Thank you for listening!