

PURCHASE
GIFT CARDS
TO SHOP LOCAL
ONLINE!



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

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"*

**Thank you for
listening!**