

# Social Media Strategy Workshop

Presented by



**Who are we?**

**Suzanne Christie  
Shaun Ellithorpe  
Tyler Sklazeski**

shout-media.ca  
facebook.com/shoutmedia  
@shout\_media

**Have a question?**  
**Tweet us @shout\_media**

We'll be answering questions  
live during this workshop.

# Unsure of how to use some of Facebook's and Twitter's features?

Visit our website **shout-media.ca** to  
download tutorial presentation.



# **Win a prize from Gear Up for Outdoors**

Like Gear Up for Outdoors and  
Shout! Media by the end of the day  
for your chance to win!

# **What is Social Media?**

**It's an open dialogue  
between you and your  
audience.**

# More than just the big two.



Everything has to work together.

By the Numbers:

# **Facebook in Northwestern Ontario**

**100,000 Users**

**55% Female, 45% Male**

**49% Over the age of 40**

**66,000 are Mobile Users**

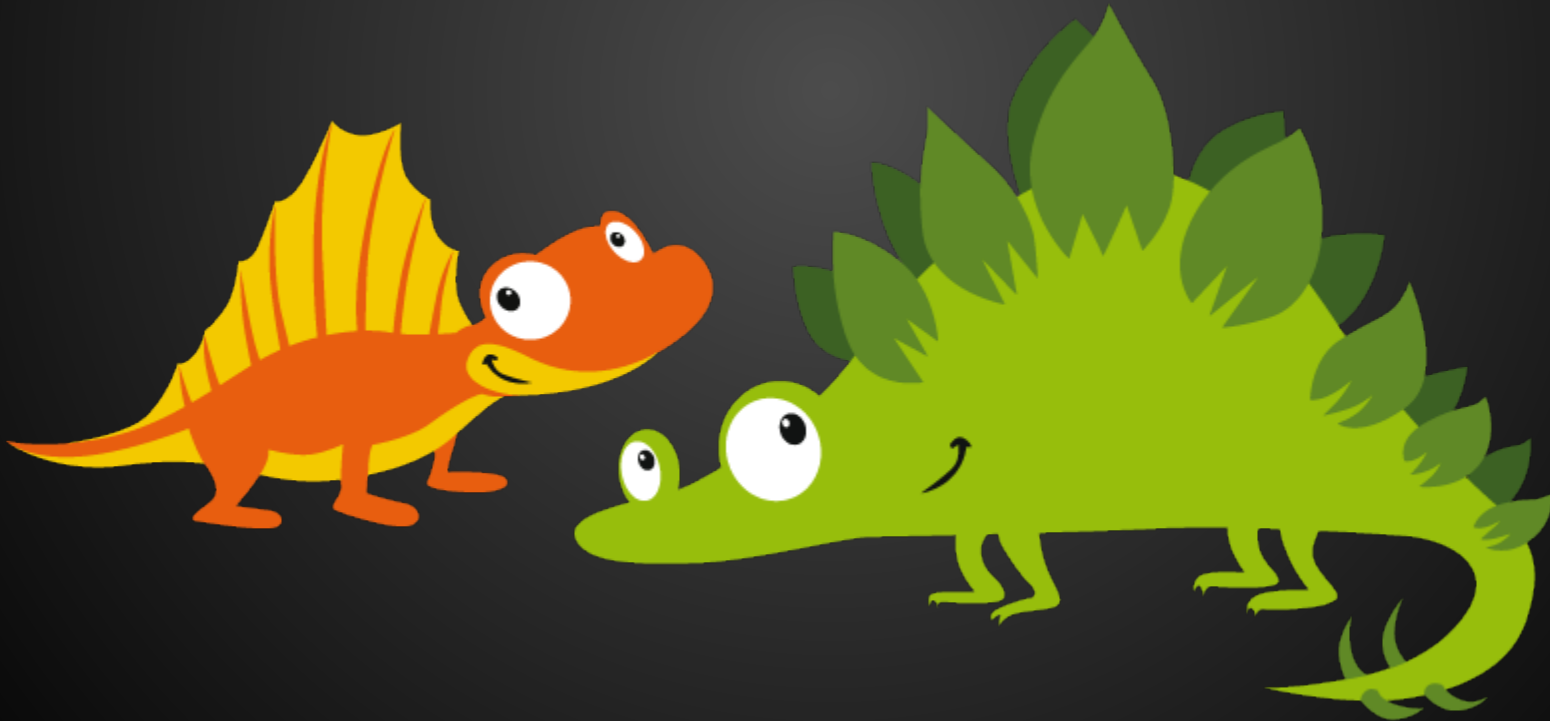
# The Social Media Big 8

1. Share
2. Listen
3. Ask
4. Respond
5. Reward
6. Demonstrate knowledge in your field
7. Champion your stakeholders
8. Establish your voice

# What is not a Social Media Strategy?

- Just having a presence on social media platforms.
- Only using a cheap bribe for liking or following you.
- Expecting results without investing money and time
- Only using it only to sell

**Don't be afraid of  
Social Media and don't  
be a Dinosaur**





# Why have a Social Media Strategy?

## Increase Revenue

As of April 2013 a “Like” or “Friend” of your brand is worth \$174.17, up 28% since 2010

# **Why have a Social Media Strategy?**

**People consume media differently.**

22+ Million People have a Social Media Profile

5 Million have a Daily Newspaper Subscription

# Why have a Social Media Strategy?

## Synergy between mediums.



**Get her what she wants**

**PLUS WE DO THE INSTALLATION FOR FREE!**

Sign up your tbaytel Connected Home at The Power Centre and receive a **SAMSUNG TABLET ON THE HOUSE**

New and existing tbaytel customers: All you have to do is subscribe to all three Tbaytel wireline services for 24 months – Digital TV, High Speed Max Internet and Home Phone.

**7" Samsung Galaxy Tab 2**

- Display 4.7" 1080 x 1920 pixels
- Internal Memory 32GB
- Network HSPA Bandwidth 850/1900/2100
- Operating System Android 4.1 Jelly Bean
- Speed up to 21 Mbps
- WiFi Yes
- GPS Yes

**Stay online even when you're off the map**

WITH TbayTEL'S ROCKET™ HUB

**tbaytel** with the power of **ROCKET**

**HTC One**

- Display 4.7" 1080 x 1920 pixels
- Internal Memory 32GB
- Network HSPA Bandwidth 850/1900/2100
- Operating System Android 4.1 Jelly Bean
- Speed up to 21 Mbps
- WiFi Yes
- GPS Yes

**Features:**

- 4.7" 1080p HD display
- 1.5GHz quad core processor capable of handling the most intense PlayStation certified games
- HTC Zoon – Amazing clear Ultrapixel camera
- HTC BlinkFeed – An innovative new home screen that streams live feeds of your social media, news sources, and more

**\$149<sup>99</sup>**

3 year commitment \$699.99 purchase price

**tbaytel** with the power of **ROCKET**

**THE POWER CENTRE**

707 MEMORIAL AVE. 345-2877

www.thepowercentre.ca

Find us on facebook

tbaytel AUTHORIZED DEALER



Having Trouble Viewing? [View online](#)

**Get her what she wants**

**PLUS WE DO THE INSTALLATION FOR FREE!**

Sign up your tbaytel Connected Home at The Power Centre and receive a **SAMSUNG TABLET ON THE HOUSE**

New and existing tbaytel customers: All you have to do is subscribe to all three Tbaytel wireline services for 24 months – Digital TV, High Speed Max Internet and Home Phone.

**7" Samsung Galaxy Tab 2**

- Display 4.7" 1080 x 1920 pixels
- Internal Memory 32GB
- Network HSPA Bandwidth 850/1900/2100
- Operating System Android 4.1 Jelly Bean
- Speed up to 21 Mbps
- WiFi Yes
- GPS Yes

**Stay online even when you're off the map**

WITH TbayTEL'S ROCKET™ HUB

**tbaytel** with the power of **ROCKET**

**HTC One**

- Display 4.7" 1080 x 1920 pixels
- Internal Memory 32GB
- Network HSPA Bandwidth 850/1900/2100
- Operating System Android 4.1 Jelly Bean
- Speed up to 21 Mbps
- WiFi Yes
- GPS Yes

**Features:**

- 4.7" 1080p HD display
- 1.5GHz quad core processor capable of handling the most intense PlayStation certified games
- HTC Zoon – Amazing clear Ultrapixel camera
- HTC BlinkFeed – An innovative new home screen that streams live feeds of your social media, news sources, and more

**\$149<sup>99</sup>**

3 year commitment \$699.99 purchase price

**tbaytel** with the power of **ROCKET**

**THE POWER CENTRE**

707 MEMORIAL AVE. 345-2877

www.thepowercentre.ca

Find us on facebook

tbaytel AUTHORIZED DEALER

# **What is a Social Media Strategy?**

**An Evaluation**

**A Set of Goals**

**Budget of Dollars & Time**

**Plan of Action**

**Integral Part of your Marketing  
& Communication Plan**

# **Developing your Social Media Strategy**

# Evaluate

Where are we now?

How would I rate my company's  
use of Social Media?

What social sites are we using and how?

How can we grow or improve?

In what areas do we excel?

Case Study:

**Northern Ontario  
School of Medicine**





École de médecine  
du Nord de l'Ontario

Northern Ontario  
School of Medicine

ᐅ·ᐃᐅᐅ· ᐃᐅᐅᐅ  
ᐅᐅᐅᐅ· ᐃ ᐃᐅᐅᐅ·ᐃᐅ

# Social Media Plan

DRAFT - March 2013

Prepared by:





# Facebook

Profile Successes of Current Students and Graduates

User more videos and photos

Add Branding to Images

Shorten Posts

nosm.ca

Committee Chair Krista Clark and her members (including the charming emcee Nick Tkaczuk) for putting on a beautiful evening showcasing the musical gifts of many talented individuals, and for such a worthy cause.


### NOSM Learners Collect Toys for Tots in Gift Exchange



On December 6, 2012, the Northern Ontario School of Medicine's second-year class participated in a Toys for Tots Gift Exchange. Second-year MD students purchased and collected toys to donate to the Salvation Army, which will be included in Christmas baskets for families in need. Together, they collected more than 20 new unwrapped toys for children in the City of Greater Sudbury. "We are so fortunate as medical students to receive the support of our Northern communities. This is just our little way of beginning to give back to a community that has been so generous to us already," says Melanie Patrie, a second-year learner at NOSM.

#### ★ SIGNS OF SUCCESS

#### NOSM-TRAINED HEALTH PROFESSIONALS



Report shows more doctors per capita in the northwest

Mid school students seeking ways to help Bracebridge

Bringing medicine back to Brunswick House

Delegates from Around the World Explore Thunder Bay

#### NOSM CALENDAR OF EVENTS

Human Sciences Seminar Series  
Dec 17, 12:00 p.m. - 1:00 p.m. >>>

Medical Sciences Seminar Series  
Jan 08, 12:00 p.m. - 1:00 p.m. >>>

CEPD: Internal Medicine Rounds: Current Management of Heart Failure  
Jan 08, 4:30 p.m. - 5:30 p.m. >>>

CEPD: Regional Education Rounds - Appropriateness Criteria in Radiology: Applying them to Clinical Practice  
Jan 08, 7:30 a.m. - 8:30 a.m. >>>

CEPD: General Surgery Rounds: Paddle Trial: Perforated Appendicitis with Delayed Diagnosis: Appendectomy vs. Expectant Management.  
Jan 10, 7:00 a.m. - 8:00 a.m. >>>

Find us on Facebook

Northern Ontario School of Medicine

✓ Like You like this.

Northern Ontario School of Medicine shared a link.

Students learn of region's challenges | Local | News | Sudbury Star  
www.thesudburystar.com  
Students learn of region's challenges 0 Friday, January 4, 2013 5:57:04 EST AM TweetChange text size for the storyPrintReport an errorStudents at the Northern Ontario School of Medicine had the opportunity to learn about health-care system planning in December

235 people like Northern Ontario School of Medicine.



Facebook social plugin

✓ Like Send f You and 233 others like this.

Follow @thenosm

Twitter

NOSM @thenosm Jan 31  
The Consortium of PA Education is hosting an infossession for those interested becoming a Physicians Assistant #students #sudbury  
Expand

NOSM @thenosm Jan 31  
@mylakehead is having their annual #student career fair in the Agora today. Be sure to stop by and check it out.  
Expand

#### Who to follow

Twitter accounts suggested for you based on who you follow and more.

Search using a person's full name or @username Search Twitter

Leaning more and more towards NOSM every day.  
Retweeted by NOSM  
Expand

NOSM @thenosm Jan 31  
We're at a great workshop for new students at @LaurentianU. Come check out our booth in the lobby. #nosm if your are attending  
Expand

Include Social Media  
Widgets with the ability to  
like and follow directly on  
nosm.ca

Follow More Relevant People.  
Encouraged Retweets  
of Mentions  
Live Tweet More Events

# Set your Goals

Where do we want to be?

**Some goals could be:**

Better Customer Engagement

Revenue Generation

Better Customer Experience

# Create your Policies

Who responds and how do you respond?

Determine who will be primarily responsible for responding.

Have a backup person(s) in place.

Have one voice.

Know how to respond to questions, criticism and complaints

Pro-tip:

# Dealing with Negativity

**Don't delete the post, deal with it.**

**Address negativity in a  
professional manner and kill them  
with kindness.**

# Create a Budget

How are you going to pay for it?



Currently on average 10% of marketing budgets are directed toward Social Media within 5 years this will rise to 20%.

By the Numbers:

# Marketing Budget Trends

**Traditional Media -3.0%**

**Digital Media +10.0%**

**Overall Marketing Budget +6.4%**



# Make A Plan

How are we going to do it?

Determine how you are going to promote your message, plan out your social, web and email content. Plan out how it will integrate with your traditional media.

Case Study:

# **Terra Nova Salon & Day Spa**

# Christmas

**Terra Nova**  
Salon & Day Spa

It's the season of giving...  
Pamper someone special with a  
**Gift Card Package**



**For every \$100 card** receive a  
Salon package

**Terra Nova**  
Salon & Day Spa

It's the season of giving...  
Pamper someone special with a  
**Gift Card Package**



**Reward Yourself**  
**Purchase \$150 in Gift Card Packages**  
and enter to win a trip to **VEGAS!**  
Also receive a China Glaze & CDN  
holiday nail package free


# Mothers Day


Can't view this email? [View it online.](#)


**Terra Nova**  
Salon & Day Spa


**This Mother's Day treat Mom to something special.**

For every gift package purchased you'll be entered to win a Weekend Getaway in Wine Country for two. Stay at the iconic and luxurious Prince of Wales Hotel in Niagara-on-the-Lake. Includes a Trolley Wine Country Tour to some of the regions best winery's and airfare for two.



<p><b>The Red</b></p> <p>The "Red" package includes a relaxing half hour massage and a paraffin manicure and a bottle of Tremonte Reserva Malbec sponsored by </p>	<p><b>The White</b></p> <p>The "White" package includes a classic facial &amp; pedicure, a relaxing half hour massage and a bottle of VQA Ontario white wine.</p>
---	---



**The "Red" Mother's Day Package.**  
Includes a relaxing half hour massage, a paraffin manicure and a bottle of Tremonte Reserva Malbec sponsored by 

**Putting your  
strategy into  
action**

# Content is King

What type of content am I sharing?

Am I using photos & video?

Is my content valuable and relevant?

# Content is King

 **The Power Centre** shared a link.  
April 25 near Thunder Bay 🌐

It's almost time to take the tarp off the boat, grab your fishing rod, and head to the lakes for some great Northwestern Ontario fishing! The Power Centre features a wide range of fish finders, chart plotters, map chips, and radar...by ind... [See More](#)

Like · Comment · Share

289 people saw this post [Boost Post](#) ▼

VS

 **The Power Centre** shared a link.  
April 25 near Thunder Bay 🌐

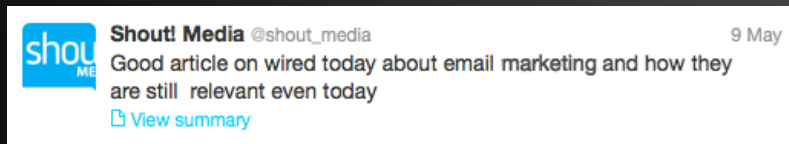
It's almost time to take the tarp off the boat, grab your fishing rod, and head to the lakes for some great Northwestern Ontario fishing! The Power Centre features a wide range of fish finders, chart plotters, map chips, and radar...by ind... [See More](#)



Like · Comment · Share

289 people saw this post [Boost Post](#) ▼

# Content is King



VS



# The 70/20/10 Rule



70% Value and  
Relevant Content

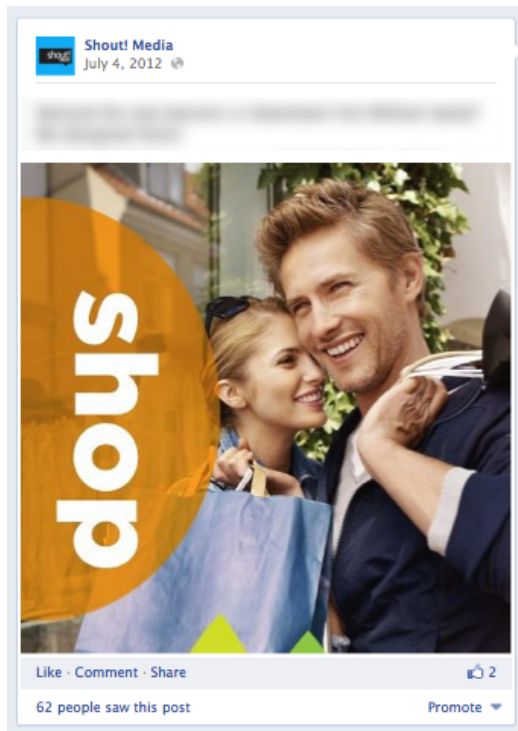
20% Shared Content

10% Promotional Content



Pro-tip:

# Use Images and Video on Facebook



**Increases engagement.**

# **Tailor your Message to your Platform**

Content that you post on Facebook  
isn't the same content you post on Twitter

# Communicate in New Ways

Post Company Updates

Share Industry News and Developments

Ask Questions

Hold Contests and Giveaways

# Brand it



The image shows a screenshot of the Facebook page for the City of Thunder Bay Youth. The cover photo features a skateboarder in mid-air against a cloudy sky, with a red banner at the bottom that reads "CITY OF THUNDER BAY YOUTH". On the left, there is a blue profile picture with the "CITY OF Thunder Bay" logo and the word "YOUTH" in large white letters. Below the cover photo, the page name "City of Thunder Bay Youth" is displayed, along with "419 likes · 130 talking about this · 8 were here". To the right of the name are buttons for "Liked" and a settings icon. Below the name, a description states: "Government Organization The City of Thunder Bay Youth Facebook page is a central hub of information about what is happening in the city for young people. Come here to find out". At the bottom, there are five navigation tabs: "About", "Photos", "Upcoming Events", "Summer Fun Cont...", and "Programs & Services". Each tab has a corresponding thumbnail image: "About" shows the logo, "Photos" shows a "HIGH SCHOOL ART 2013" poster, "Upcoming Events" shows a red "UPCOMING EVENTS" sign, "Summer Fun Cont..." shows a group of people, and "Programs & Services" shows a group of people in a gym.

**CITY OF THUNDER BAY YOUTH**

**CITY OF Thunder Bay**  
Superior by Nature

**YOUTH**

**City of Thunder Bay Youth**  
419 likes · 130 talking about this · 8 were here

✓ Liked

Government Organization  
The City of Thunder Bay Youth Facebook page is a central hub of information about what is happening in the city for young people. Come here to find out

About

Photos

Upcoming Events

Summer Fun Cont...

Programs & Services

HIGH SCHOOL ART 2013  
Participating Schools  
École secondaire catholique

UPCOMING EVENTS

SUMMER FUN PASS CONTEST

PROGRAMS, SERVICES AND FACILITIES



## CITY OF THUNDER BAY YOUTH EVENTS

### UPCOMING EVENTS

#### KITE FESTIVAL

MAY 26TH, CHIPPEWA PARK [Share](#)

A day of kite workshops, demonstrations and activities

#### SUMMER IN THE PARKS

JUNE 5TH TO AUGUST 28TH, MARINA PARK [Share](#)

A series of free concerts held on Wednesday evenings throughout the summer.

#### CANADA DAY

JULY 1ST, MARINA PARK [Share](#)

Two main stages of entertainment, vendors and Thunder Bay's largest annual fireworks show

#### SUPERIOR YOUTH FESTIVAL

AUGUST 21ST, MARINA PARK [Share](#)

A day-long festival specifically for youth featuring local, regional and national musical acts

#### RIVERFEST

SEPTEMBER 7TH, KAM RIVER PARK [Share](#)

A day of entertainment and activities celebrating the Kaministiquia River Heritage Park



## PROGRAMS, SERVICES AND FACILITIES

### VOLUNTEERING, EMPLOYMENT AND TRAINING

Employment and volunteer opportunities in special events, skating programs, children's programming (including summer programs, the Neighbourhood Recreation Program and Junior Inclusion Services), and swimming/fitness instructors.

Training programs include Teens 'N Training (TnT) and High Five.

For more information about Volunteering, Employment & Training visit the City of Thunder Bay website.

#### SUPPORT

P.R.O. Kids: A service that facilitates the placement of children and youth in community activities when families cannot afford the fees.

Inclusion Services: A program that provides free support to youth with disabilities in City of Thunder Bay recreation programs.

#### OTHER MUNICIPAL FACILITIES

- Canada Games Complex, Churchill and Volunteer Pools
- 14 Community Centres
- Parks, outdoor rinks, and arenas
- Skateboard and BMX Parks (Prince Arthur's Landing and various community centres)

For these and other opportunities contact the Recreation and Culture Department at (807) 625-2351

Also check out [The Key](#)

## COMMUNITY PROGRAMMING



## CITY OF THUNDER BAY YOUTH SUMMER FUN PASS

### ENTER TO WIN THE ULTIMATE SUMMER FUN PASS!

We're giving the Ultimate Summer Fun Passes to some lucky people aged 13-18. Enter to win great prizes from Golf Thunder Bay and the Canada Games Complex along with other great prizes from our sponsors.

**f ENTER TO WIN!**

**Enter before May 1st and you could win prizes daily during Youth Week.**

We're giving away prizes each day during Youth Week May 1st to May 7th all you have to do is enter before or during Youth Week for your chance to win!


Contest runs from April 16th to June 15th. Winners will be drawn at random. Limit one entry per Facebook account and must be between the ages of 13 to 18 to be eligible to win. Prize must be accepted as award. No cash alternatives, substitutions or transfers of prizes will be allowed. Prizes and contest dates subject to change without notice.




facebook.com/CityofThunderBayYouth

# Pro-tip: Make Friends

## Become friends with other pages and profiles to cross share content.

 **Terra Nova Salon & Day Spa** shared a link.  
April 24 near Thunder Bay

Our friends over at Gear Up For Outdoors Ltd. are having their annual tent sale this weekend! Go check out what is going on here <http://bit.ly/ZG770U> Great deals from a really great local company!



**Tent & Everything Else Sale Details**  
– Gear Up For Outdoors – Outdoor Gear, Equipment & Clothing  
[bit.ly](http://bit.ly)  
Providing quality outdoor gear and equipment for over 27 years. Official

Like · Comment · Share

349 people saw this post

Boost Post

 **The Power Centre** shared a link.  
April 24 near Thunder Bay

Hey Power Centre fans!

Our friends over at Gear Up For Outdoors Ltd. are having their annual tent sale this weekend! Go check out what is going on here <http://bit.ly/ZG770U> Great deals from a really great local company!




**Tent & Everything Else Sale Details**  
– Gear Up For Outdoors – Outdoor Gear, Equipment & Clothing  
[bit.ly](http://bit.ly)  
Providing quality outdoor gear and equipment for over 27 years. Official


Like · Comment · Share

273 people saw this post

Boost Post

 **Loch Lomond Ski Area, Thunder Bay Ontario, Canada** shared a link.  
April 24 near Thunder Bay

Our friends over at Gear Up For Outdoors Ltd. are having their annual tent sale this weekend! Go check out what is going on here <http://bit.ly/ZG770U> Great deals from a really great local company!



**Tent & Everything Else Sale Details**  
– Gear Up For Outdoors – Outdoor Gear, Equipment & Clothing  
[bit.ly](http://bit.ly)  
Providing quality outdoor gear and equipment for over 27 years. Official

Like · Comment · Share

348 people saw this post

Boost Post

Pro-tip:

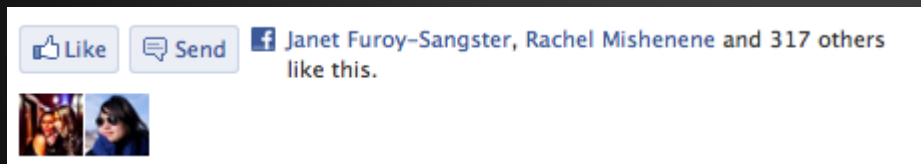
# **Follow Others on Twitter**

**Often times if you follow people on Twitter they will return the favour.**



# Integrate Social Media

Add Social Media to your web,  
email, and printed materials.



Pro-tip:

# **Don't just use Icons**

**Don't just put the Social Media icons and your online and printed materials, give them a direct address to find your social media profiles.**

# Integrate Team Members



Socially Mature Business incorporate  
more team members.

# Integrate other Activities

Direct followers to join email lists.

Ask followers to refer your organization.

Case Study:

# **Rollasons Flowers**



## *Tell us why you love your Mom.*

This Mother's Day we are giving away three amazing prizes to three amazing moms. Simply tell us why you love your mom for a chance to win!

*Visit [facebook.com/rollasonflowers](https://facebook.com/rollasonflowers)*

### *Your Mom could win...*

**Grand Prize:** A beautiful bouquet (Value \$125), \$100 Gift Card from Terra Nova Salon & Day Spa and a \$50 Loop Clothing Gift Card.

**Second & Third Place Prizes:** A beautiful bouquet (Value \$75) and \$50 Gift Card from Terra Nova Salon & Day Spa.



# *Tell us why you love your Mom.*

## *Enter your Mom to win one of three great prize packages!*



**Rollason Flowers**

May 8

Mother's Day is this Sunday!!!!

Mother's Day is a day that recognizes moms around the world. It is a day to show Moms appreciation for all they do. Show your Mom how special she is with a beautiful bouquet of flowers. Give us a call, stop by and see us or check out the website for ideas. We are here to help you out!

Don't forget to enter our "Tell us why you love your Mom" contest for your chance to win one of three awesome prize packs!

Like · Comment · Share

👍 18 people like this.



Write a comment...

2,493 people saw this post

\$0.10 Left

Pro-tip:

**Boost PR**

**Reach out to journalists and  
influencers on social sites.**

Case Study:

# **Terra Nova Salon & Day Spa**

Running a Successful Contest



Can't view the images? [View it online](#)

*TN* Terra Nova  
Salon & Day Spa

LOOK LIKE A  
**CELEBRITY**  
CONTEST



**ENTER TO WIN »**

WIN A  
**CELEBRITY MAKEOVER  
& PHOTO SHOOT**  
WITH A PRIZE PACKAGE FROM  
LUX BOUTIQUE, J.B. EVANS, THE POWER CENTRE,  
GEAR UP FOR OUTDOORS, A STEP ABOVE  
& CREATIVE IMAGING

You joined through one of our contests or through our website.

[Unsubscribe](#) << Test Email Address >> from this list.

Our mailing address is:

Terra Nova Salon & Day Spa 317 S. Edward St. (at the corner of Edward and  
Arthur) Thunder Bay, Ontario P7E 5R6

*TN* Terra Nova  
Salon & Day Spa

CONGRATULATIONS  
**JENNIFER & DAN**

WINNERS OF THE LOOK LIKE A **CELEBRITY** CONTEST



JENNIFER ENTERED AS A  
SAMANTHA BARKS LOOK A  
LIKE AND RECEIVED  
507 VOTES!



DAN ENTERED AS A  
CHAD KROEGER LOOK A  
LIKE AND RECEIVED  
228 VOTES!

**Contestants entered their photos  
and what celebrity they looked like.**

**They could win a prize package  
worth over \$1000 from local  
merchants and a photo shoot.**

**50+ People Entered.**

**+2,200 Votes.**

**Generated 1,200 new likes.**

# Why was it successful?

**Engaged with users.**

**Rewarded people who shared often.**

**Right contest for the correct Demographic.**

# Extend Social Media

## Create custom Facebook tabs



**DROP IN CLASS SCHEDULE**

**Schedule for May 2 to May 2, 2013**

**MONDAY**

6:30 AM	Spin – Gary
9:00 AM	Morning Bootcamp – Jessica
10:15 AM	AquaEnergizer Advanced – Jessica
12:00 PM	Yoga – Uma
12:15 PM – 1:00 PM	Noon Hour Zumba – Lauren
5:00 PM	TRX – Tyler
6:00 PM	Kettlebells Advanced – Corey
7:00 PM	Spin – Jonas
7:30 PM	Aquajog – Stephen
8:15 PM	Boxing Bootcamp – Jack

**TUESDAY**

6:30 AM	Spin – Karen
9:00 AM	Strong Seniors – Karen
9:15 AM	Splash Dance – Jess C
10:15 AM	AquaEnergizer Beginner – Jess C
12:15 PM – 1:00 PM	Balls and Pilates – Susie
1:15 PM	Sit and Be Fit – Debbie K
5:00 PM	Yoga – Maureen
5:30 PM – 6:30 AM	Ultimate Core – Jessica
6:00 PM	Teen Yoga – Maureen
7:00 PM	Zumba Fitness – Cassie



**Chapples Golf Course**  
**Strathcona Golf Course**  
**Municipal Golf Course**

**COURSE FEATURES**  
Golf Thunder Bay offers three courses comprising 45 holes for golfing enthusiasts to enjoy - Chapples, Strathcona and Municipal. They are structured to offer enjoyment for all levels of golfers.  
All three courses provide full pro-shop services including club and cart rentals. In addition, all three air-conditioned clubhouse are licensed and offer light lunch and snack bar services.

**INFORMATION**  
MEMBERSHIP/GREEN FEES  
SPECIALTY CLINICS  
ADULT GOLF SCHOOL  
JUNIOR GOLF CAMPS  
TAKE YOUR KIDS TO COURSE  
TOURNAMENT SCHEDULE

**COURSE LIST**

**CHAPPLES GOLF COURSE**  
530 Chapples Park Drive / (807) 625-2582

Chapples is a picturesque 18-hole 6234 yard, Par 71 course located in the centre of the city. Suitable for all ages and skill levels, Chapples also offers a range for lessons and practice.

Hole	Slope	1	2	3	4	5	6	7	8	9	Out	10	11	12	13	14	15	16	17	18	In	Total
Par		3	5	4	4	4	4	3	5	4	28	4	3	4	4	4	5	3	3	4	36	72
White Tee	121.70.2	162	120	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yellow Tee	116.69.9	153	115	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95
White Tee	118.69.1	163	125	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Handicap		18	4	10	12	6	14	16	8	2		13	11	9	7	17	3	1	5	15		
Red Tee	118.72.1	153	115	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95
Handicap		17	4	9	5	7	9	11	15	13	3	12	16	10	8	14	6	2	6	16		

**STRATHCONA GOLF COURSE**  
500 Hodder Avenue / (807) 683.8251

Strathcona is a challenging 18-hole 6509 yard, Par 72 course built on rolling wooded terrain in the northwest part of the city. Strathcona's design and setting make it ideal for the more serious golfer.

Hole	Slope	1	2	3	4	5	6	7	8	9	Out	10	11	12	13	14	15	16	17	18	In	Total
Par		4	3	4	4	4	4	5	4	4	36	4	3	4	4	4	4	5	4	4	36	72
White Tee	98.84.4	105	140	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Handicap		7	17	11	9	5	15	3	13	1		8	18	12	10	6	16	4	14	2		
Red Tee	108.63.4	105	140	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Handicap		7	17	11	9	5	15	3	13	1		8	18	12	10	6	16	4	14	2		



# Extend Social Media



**KNOW THE RULES OF THE ROAD**

**ENTER TO WIN GREAT PRIZES FROM THUNDER BAY'S #1 DRIVING SCHOOL. THANK YOU ENTERING OUR CONTEST.**

Share this on your wall with your friends, family and everyone you know to earn votes. The four people with the most votes at the end of the contest will win an amazing prize pack.

**SHARE!**

**GRAND PRIZE:** \$200 Intercity Gift Card, \$20 McKellar Confectionery Gift Card, \$50 Terra Nova Gift Card, 2 Silver City movie tickets and 2 Loch Lochmond night passes.

**SECOND PLACE:** \$100 Intercity Gift Card, \$20 McKellar Confectionery Gift Card, 2 Silver City movie tickets.

**THIRD & FOURTH PLACE:** \$50 Intercity Gift Card, \$20 McKellar Confectionery Gift Card, 2 Silver City movie tickets.

Contest runs from March 1st 2013 to May 15th 2013. Draw date May 16th. Limit one entry per Facebook account. 1 Grand Prize, 1 Second Place and 2 3rd place prizes will be awarded. Each prize must be accepted as awarded. No cash alternatives, substitutions or transfers of the prizes will be allowed. Prizes and contest dates subject to change without notice.

[Back to Main Page](#)



**I WANT TO BECOME A MEDICAL DOCTOR.**

The Undergraduate Medical Education (UME) portfolio at the Northern Ontario School of Medicine is responsible for delivering the four-year undergraduate MD program. The curriculum is organized around five themes that link teaching, learning and assessment into a single integrated curriculum. Learners engage in a combination of small and large group teaching, practical and lab teaching and significant community-based clinical experiences that combine clinical, medical and human sciences into a powerful, innovative and socially accountable program.

At completion of the program, NOSM graduates earn an MD degree and are ready and able to undertake postgraduate training anywhere in Canada with a special affinity for training and clinical practice in northern urban, rural and remote communities.

**Admission Requirements**

Candidates must meet the following requirements to apply for admission to the Northern Ontario School of Medicine:

- A four-year undergraduate degree \*
- Canadian citizen or permanent resident (landed immigrant) status
- A minimum grade point average of 3.00 on the 4.00 scale
- The MCAT is not required.

**Other Application Streams:**

- Aboriginal Admissions Stream**
- Francophone Applicants**
- Mature Student Admissions**

\* Mature applicants (25 years of age or older by application deadline) may apply with a three-year degree

**Important Dates**

**September 15th:** Last day to create an OMSAS account

**October 1st:** Last day to submit applications. There are no exceptions.

**October 5th:** All cheques, money orders and electronic payments must be received by OMSAS by this date.

**May 14th:** Offers of Admissions sent to successful applications. Notices sent to waitlisted applicants & those not receiving an offer of admission.

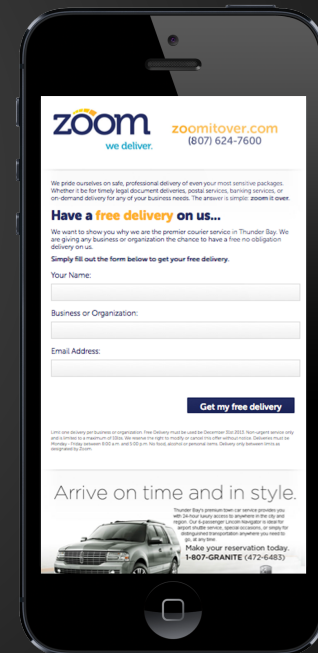
**For more information please visit [nosm.ca](#) or call us toll-free at 1-800-461-8777**



École de médecine du Nord de l'Ontario  
Northern Ontario School of Medicine  
مدرسة الطب في شمال أونتاريو  
L'École de Médecine du Nord de l'Ontario

# Extend Social Media

Make sure you're mobile friendly.



Pro-tip:

**Ensure your content  
is mobile friendly.**

**84% of Canadians use  
a mobile device.**

**59% of Smartphone users  
accessed a Social Network**



# Extend Social Media

## Add Social Comments to your website

### Central Canada Outdoors Show

February 14, 2013 7:19 pm Published by [admin](#)

#### "Comfort Food Menu"

##### Friday 5-9pm

**Smoked turkey wild rice soup/ \$3 \***

**Hearty beef stew/\$5**

Made with local beef

**Risotto balls/\$5 \***

**Penna Pasta/ \$4**

**Penna Pasta and meat balls /\$6.5**

Made with local beef

**Hand Made Chips & Dip/ \$2.5 \*/\*\***

**Ginger Cookies \$2/3 or \$5/doz \*\***

All prices subject to tax

\*gluten free option

\*\*vegetarian options

##### Saturday 10 – 5pm

**Rustic Chicken Soup/\$3 \***

**Chili/\$5 \***

Made with local beef

**Penna Pasta/\$4**

**Penna Pasta and meat balls /\$6.5**

Made with local beef

**Mac'N'Cheese/\$4\*\***

**Baked BBQ Beans with Pork \$5 \***

**Hand Made Chips & Dip/ \$2.5\*/\*\***

**Ginger Cookies \$2/3 or \$5/doz \*\***

##### Sunday 10-4pm

Soup to be announced/\$3 \*/\*\*

**Chili OR Stew to be announced/\$5 \***

Made with local beef

**Penna Pasta/\$4**

**Penna Pasta and meat balls /\$6.5**

Made with local beef

**Mac'N'Cheese/\$4\*\***

**Baked BBQ Beans with Pork \$5 \***

**Hand Made Chips & Dip/ \$2.5\*\*/\***

**Ginger Cookies \$2/3 or \$5/doz \*\***



Add a comment...

☒ Post to Facebook

Posting as Shaun Ellithorpe (Change)

[Comment](#)

Facebook social plugin

# Branch Out

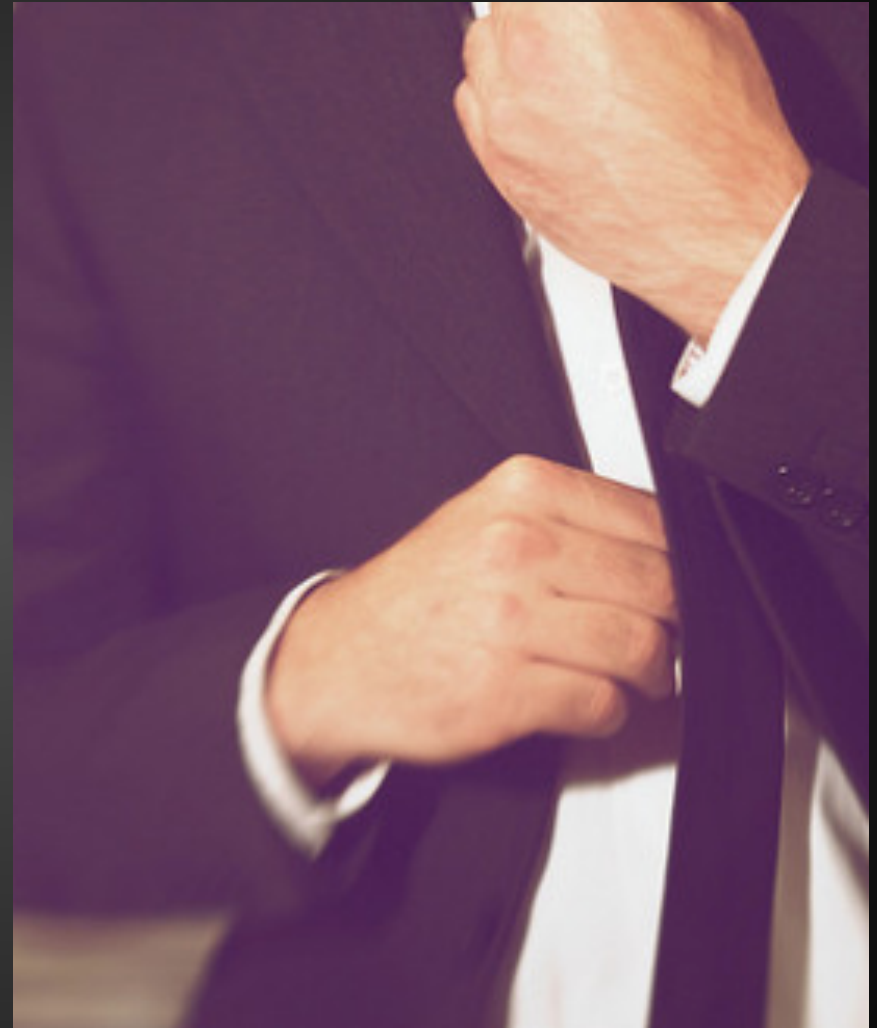


Use other Social Media platforms  
such as LinkedIn, Instagram, Pinterest,  
Youtube, etc...

# LinkedIn

**It's all about networking**

- Create awareness
- Improve reputation
- Brand your organization
- Highlight leaders
- Generate leads
- Headhunting
- Answer questions,  
demonstrate know-how



# Instagram

## Photos draw attention

- Highlight products, events
- Contributing to awareness campaign
- Offer behind the scenes look - humanize
- Lead generation with hashtags
- Encourages participation







Follow

starbucks ▾

**Starbucks Coffee** Freshly brewed instagrams from Starbucks in Seattle, WA. Tag your coffee photos with #Starbucks! <http://starbucks.com>

254  
photos

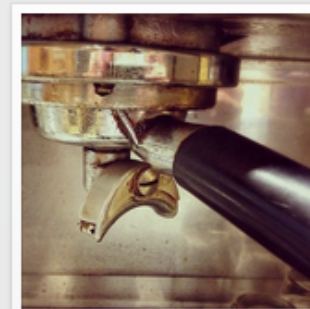
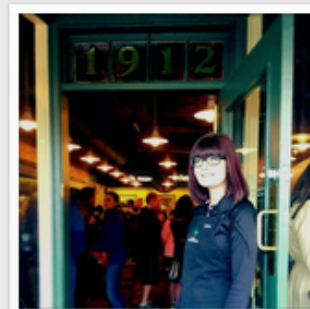
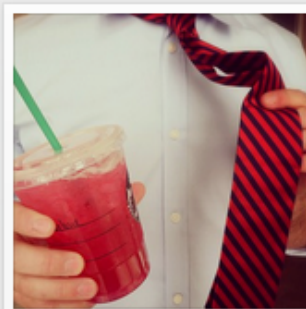
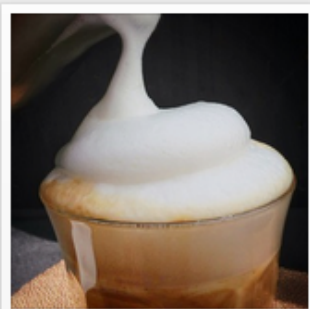
1,230,411  
followers

413  
following

May 2013



April 2013



# Branch Out



Don't forget Email Marketing  
& Text Messaging

# Email Marketing

Can't view this email? [View it online.](#) 

**Book your appointment call 623.8063 today**

---

**THUNDER BAY  
LASER  
CLINIC**  
SINCE 1995  
Hair Removal + Skin Renewal



**Get ready for  
Summer! Don't miss  
our Spring Laser Hair  
Removal Promotion.**

---

**Purchase your Bikini Hair Removal Package (6 treatments)  
and receive a FREE Underarm Package (6 treatments).\***

Experience the freedom of a summer without shaving. Enjoy smooth baby soft skin! No more ingrown, bumps or lumps! Purchase your Laser Hair Removal Package today!

[Book your appointment online today »](#)



**SkinTx**  
SKIN TREATMENT SYSTEM

**Purchase one package of Skin Care 1  
and receive a lower face refirm and  
free eye cream.**


**Do your hands and feet sweat?**

At Thunder Bay Laser Clinic we have a painless solution for this annoying problem, with amazing results. Ask us for details.


Visit our website for more information about our products and the services we offer.

granitetowncars.com 1-807-GRANITE Can't view this email? [View it online.](#)


Arrive in style  
on your wedding  
day with Granite  
Town Cars.




---

  
**GRANITE**  
TOWN CARS

With ample room for you and your wedding party in our luxurious Lincoln Navigator, we'll get you there in style. Thunder Bay's premium town car service provides you with 24-hour luxury access to anywhere in the city and region.



---

  
Make your reservation today.  
Call **1-807-GRANITE** **GRANITE**  
TOWN CARS



Having Trouble Viewing? [View online](#)

# WAREHOUSE SALE!

THE MANAGEMENT HAVE GONE THROUGH THEIR WAREHOUSE AND IDENTIFIED HUNDREDS OF ITEMS TO BE LIQUIDATED IMMEDIATELY, REGARDLESS OF COST. OVERSTOCK, DEMO STOCK, DAMAGED STOCK. THERE ARE CLEARANCE ITEMS IN EVERY DEPARTMENT. INCREDIBLE PRICES YOU DO NOT WANT TO MISS!  
**PLUS PAY NOTHING FOR ONE FULL YEAR.**

## FINAL CLEARANCE!

GET this vacuum FREE



**Panasonic**

60" 6000 Plasma HD TV

• 6000 Series Plasma

• 6000 Series Plasma

• 6000 Series Plasma

• 6000 Series Plasma

• 6000 Series Plasma

• 6000 Series Plasma

• 6000 Series Plasma

• 6000 Series Plasma

• 6000 Series Plasma

• 6000 Series Plasma

• 6000 Series Plasma

• 6000 Series Plasma

• 6000 Series Plasma

• 6000 Series Plasma

• 6000 Series Plasma

• 6000 Series Plasma

• 6000 Series Plasma

• 6000 Series Plasma

• 6000 Series Plasma

• 6000 Series Plasma

• 6000 Series Plasma

• 6000 Series Plasma

• 6000 Series Plasma

• 6000 Series Plasma

• 6000 Series Plasma

• 6000 Series Plasma

• 6000 Series Plasma

• 6000 Series Plasma

• 6000 Series Plasma

• 6000 Series Plasma

• 6000 Series Plasma

• 6000 Series Plasma

• 6000 Series Plasma

• 6000 Series Plasma

• 6000 Series Plasma

• 6000 Series Plasma

• 6000 Series Plasma

• 6000 Series Plasma

• 6000 Series Plasma

• 6000 Series Plasma

• 6000 Series Plasma

• 6000 Series Plasma

• 6000 Series Plasma

• 6000 Series Plasma

• 6000 Series Plasma

• 6000 Series Plasma

• 6000 Series Plasma

• 6000 Series Plasma

• 6000 Series Plasma

• 6000 Series Plasma

• 6000 Series Plasma

• 6000 Series Plasma

• 6000 Series Plasma

• 6000 Series Plasma

• 6000 Series Plasma

• 6000 Series Plasma

• 6000 Series Plasma

• 6000 Series Plasma

• 6000 Series Plasma

## WAREHOUSE SALE!

32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

• 32" LCD 720p 60Hz HDTV

**SAMSUNG**

50" SAVE \$301  
**2148<sup>00</sup>**

60" SAVE \$401  
**2648<sup>00</sup>**

**SMART TV**

11" & 40" 1080p 120Hz 3D

Smart LED HDTV

• 11" & 40" 1080p 120Hz 3D

• 11" & 40" 1080p 120Hz 3D

• 11" & 40" 1080p 120Hz 3D

• 11" & 40" 1080p 120Hz 3D

• 11" & 40" 1080p 120Hz 3D

• 11" & 40" 1080p 120Hz 3D

• 11" & 40" 1080p 120Hz 3D

• 11" & 40" 1080p 120Hz 3D

• 11" & 40" 1080p 120Hz 3D

• 11" & 40" 1080p 120Hz 3D

• 11" & 40" 1080p 120Hz 3D

• 11" & 40" 1080p 120Hz 3D

• 11" & 40" 1080p 120Hz 3D

• 11" & 40" 1080p 120Hz 3D

• 11" & 40" 1080p 120Hz 3D

• 11" & 40" 1080p 120Hz 3D

• 11" & 40" 1080p 120Hz 3D

• 11" & 40" 1080p 120Hz 3D

• 11" & 40" 1080p 120Hz 3D

• 11" & 40" 1080p 120Hz 3D

• 11" & 40" 1080p 120Hz 3D

• 11" & 40" 1080p 120Hz 3D

• 11" & 40" 1080p 120Hz 3D

• 11" & 40" 1080p 120Hz 3D

• 11" & 40" 1080p 120Hz 3D

• 11" & 40" 1080p 120Hz 3D

• 11" & 40" 1080p 120Hz 3D

• 11" & 40" 1080p 120Hz 3D

• 11" & 40" 1080p 120Hz 3D

• 11" & 40" 1080p 120Hz 3D

• 11" & 40" 1080p 120Hz 3D

• 11" & 40" 1080p 120Hz 3D

• 11" & 40" 1080p 120Hz 3D

• 11" & 40" 1080p 120Hz 3D

• 11" & 40" 1080p 120Hz 3D

• 11" & 40" 1080p 120Hz 3D

• 11" & 40" 1080p 120Hz 3D

• 11" & 40" 1080p 120Hz 3D

• 11" & 40" 1080p 120Hz 3D

• 11" & 40" 1080p 120Hz 3D

## WAREHOUSE SALE!

46" 1080p 240Hz 3D Slim LED HDTV

• 46" 1080p 240Hz 3D Slim LED HDTV

• 46" 1080p 240Hz 3D Slim LED HDTV

• 46" 1080p 240Hz 3D Slim LED HDTV

• 46" 1080p 240Hz 3D Slim LED HDTV

• 46" 1080p 240Hz 3D Slim LED HDTV

• 46" 1080p 240Hz 3D Slim LED HDTV

• 46" 1080p 240Hz 3D Slim LED HDTV

• 46" 1080p 240Hz 3D Slim LED HDTV

• 46" 1080p 240Hz 3D Slim LED HDTV

• 46" 1080p 240Hz 3D Slim LED HDTV

• 46" 1080p 240Hz 3D Slim LED HDTV

• 46" 1080p 240Hz 3D Slim LED HDTV

• 46" 1080p 240Hz 3D Slim LED HDTV

• 46" 1080p 240Hz 3D Slim LED HDTV

• 46" 1080p 240Hz 3D Slim LED HDTV

• 46" 1080p 240Hz 3D Slim LED HDTV

• 46" 1080p 240Hz 3D Slim LED HDTV

• 46" 1080p 240Hz 3D Slim LED HDTV

• 46" 1080p 240Hz 3D Slim LED HDTV

• 46" 1080p 240Hz 3D Slim LED HDTV

• 46" 1080p 240Hz 3D Slim LED HDTV

• 46" 1080p 240Hz 3D Slim LED HDTV

• 46" 1080p 240Hz 3D Slim LED HDTV

• 46" 1080p 240Hz 3D Slim LED HDTV

• 46" 1080p 240Hz 3D Slim LED HDTV

• 46" 1080p 240Hz 3D Slim LED HDTV

• 46" 1080p 240Hz 3D Slim LED HDTV

• 46" 1080p 240Hz 3D Slim LED HDTV

• 46" 1080p 240Hz 3D Slim LED HDTV

**SAMSUNG**

## WAREHOUSE SALE!

SAVE \$301  
**1098<sup>00</sup>**

**SAMSUNG**

50" 1080p LED HDTV

• 50" 1080p LED HDTV

• 50" 1080p LED HDTV

• 50" 1080p LED HDTV

• 50" 1080p LED HDTV

• 50" 1080p LED HDTV

• 50" 1080p LED HDTV

• 50" 1080p LED HDTV

• 50" 1080p LED HDTV

• 50" 1080p LED HDTV

• 50" 1080p LED HDTV

• 50" 1080p LED HDTV

• 50" 1080p LED HDTV

• 50" 1080p LED HDTV

• 50" 1080p LED HDTV

• 50" 1080p LED HDTV

SAVE \$201  
**698<sup>00</sup>**

Can't view this email? [View it online](#)



Canada Games  
**Complex**  
Fitness...For Life

## Girl Power Conference - Register Now!

The Girl Power Conference is this Saturday May 11 at Confederation College.

This fun filled day is for girls in grades 5 to 9. Come out and try new activities, have fun and meet new friends.

For more information call 825-2891 or 884-3314

You gave your email to one of our attendants or were on our mailing list. **Unsubscribe** << Test Email Address >> from this list.

Our mailing address is:

City of Thunder Bay Canada Games  
Complex  
420 Winnipeg Ave  
Thunder Bay, Ontario P7B 6B7  
Canada

[Add us to your address book](#)

Copyright (C) 2013 City of Thunder Bay  
Canada Games Complex All rights reserved.

Forward this email to a friend  
Update your profile





# Text Messaging



Attendees could register for the conference onsite through text message, enter to win a prize and provided feedback.

Pro-tip:

## **Ads**

**Direct your ads to specific landing pages or tabs, don't direct them just to your website.**

**Run several variations at once with different content and targeting**

# Measure It

Page Views

Number of Friends or Followers

Shares & Re-Tweets

Buzz indicators (web mentions)

**Tools?** Google Analytics, Facebook Insights

# Drill Down into your Demographic



Case Study:

# **The Power Centre Warehouse Sale**



**The Power Centre**

September 19

Come down to the CLE tonight starting a 6:00pm and shop before the public does! We'll be giving away the iPhone at 8:00pm. If you come down grab a bonus entry also.

Like · Comment · Share

Can't view this email? [View it online](#)

**THE  
POWER  
CENTRE**



**SAVE UP TO  
70% OFF!  
CLE COLISEUM**

THURSDAY SEPT 20<sup>TH</sup> 12:00 - 9:00 PM

FRIDAY SEPT 21<sup>ST</sup> 10:00 AM - 9:00 PM

SATURDAY SEPT 22<sup>ND</sup> 10:00 AM - 5:00 PM

**ATTENTION FACEBOOK FRIENDS,  
SHOP BEFORE THE PUBLIC DOES!**

Come down to the CLE Colliseum Wednesday September 19th  
starting at 6:00 PM and shop before the general public does.

**Huge savings during our  
three day blowout sale!**

**Major Canadian manufacturers and wholesalers  
have gathered here in Thunder Bay under one  
roof to bring you the most exciting sale ever!**

All major brand representatives will be on hand to help you make the right  
decision. Some items may be boxed, damaged or refurbished. Most are new!  
All items have manufacturer's warranty.

**Great savings on all the top name brands!**

**SONY**



LG

SAMSUNG

**Panasonic**

**BOSE**

KENWOOD



**YAMAHA**

Case Study:

# **Gear Up for Outdoors**

Embracing Social Media

Before

**9,000 Emailing List**  
**500 Facebook Likes**

Now

**14,000+ Emailing List**  
**5,000 + Facebook Likes**



# Canada Goose Contest

People could enter to win a Canada Goose Jacket.

You could better your odds of winning by getting bonus "codes"

Can't view this email? [View it online](#)

**Gear Up for outdoors LTD**

• CANADA GOOSE • MENS • WOMENS • KIDS • EQUIPMENT • CLEARANCE



WIN A **CANADA GOOSE** PARKA  
CONTEST RUNS OCTOBER 9 TO NOVEMBER 23, 2012

Here's how to enter:

- Text "GOOSE" to 1 705-805-0491 for a code.\* Enter this code at [on.fb.me/wingear](http://on.fb.me/wingear) for one extra entry.
- Visit the store to receive a card code. This code will give you five extra entries. Enter this code at [on.fb.me/wingear](http://on.fb.me/wingear)
- Scan the QR code on the lanyard near our Canada Goose wall in the store. The code will give you five extra entries. Enter this code at [on.fb.me/wingear](http://on.fb.me/wingear)
- Keep an eye on our Facebook page. Codes will be posted randomly. Each code consists of one entry.
- Share our posts. Each share results in five extra entries.

\*Standard text message rates apply. Only one code will be given out daily.  
Winner is solely responsible for all associated shipping costs and applicable taxes.  
Contest Dates: October 9, 2012 to November 23, 2012.

 Find us on Facebook

**DON'T FORGET TO CHECK OUT OUR NEW SITE**

You are receiving this email because you opted in at our website  
[Unsubscribe](#) <<Email Address>> from this list.  
Our mailing address is:  
Gear-Up For Outdoors Ltd. 894 Alloy Place  
Thunder Bay, Ontario P7B 6E6

**Gear Up for outdoors LTD**

Copyright (C) 2012 Gear-Up For Outdoors Ltd.  
All rights reserved.  
[Forward this email to a friend](#)  
[Update your profile](#)

# Canada Goose Contest

You could get a  
bonus code  
through Facebook,  
In-store or Text  
Message



# Canada Goose Contest

**1,500 Entrants**

**5,500 Bonus Codes Claimed**

**2,000 Text Messages**

**18,000 Chances to Win Generated**

# Email Marketing

**Send Regular Emails**

**Grow your list every chance you can.**

Website

Facebook

Customer Orders

# **Make an Investment**

Dedicate time and resources

# A Return on Investment

## Annual Tent Sale



BARRY  
RVP

**Questions?**



Design Social Media Marketing Print

**shout-media.ca**

**Ph: (807) 285-3404**

facebook.com/shoutmedia

@shout\_media