

## **May 2025 – ESC Marketing Update**

**Recurring Stories:** Events, Listing (create/edit/delete), Volunteers, Safe Senders, Feature Scheduling, Resharing Tagged Posts

### **Important Dates:**

- **April 15m 2025 – Tecumseh Dollars Program at 10am**
- **May 1, 2025 - Announce Tecumseh Tastes Passport Winners**
  - Encourage the community to continue supporting local businesses
- **Toto Wings for Life**
- **May 5, 2025 - Cinco de Mayo**
  - Promote local restaurants and food shops offering specials or events
- **May 11, 2025 - Mother's Day**
  - Encourage the purchase of Tecumseh Dollars as the perfect Mother's Day gift, supporting local shopping.
  - Highlight local businesses/services for Mother's Day gifts.
- **May 19, 2025 - Victoria Day**
  - Story "Happy Victoria Day"
  - People open their pools around this time
    - Highlight pool stores
- **May 25 - Wine Day**
  - Highlight wine spots
    - Feature pairing recommendations from Tecumseh restaurants.

### **FEBRUARY Updates & Analytics**

I wanted to share an update on everything we've accomplished over the past month. It's been a productive few weeks, and we've made great progress across multiple initiatives!

#### **Projects**

*Tecumseh Tastes Passport Program:*

- Successfully launched,
- Complete with a dedicated [webpage](#) and two variations of passport downloads. So far, we've had 278 downloads!
- We filmed endorsements with Mayor McNamara, Deputy Mayor Joe Bachetti, and CAO Margaret Misek-Evans to promote the passport program.

#### **Influencer Collaborations**

- We've secured Nina Nga, The Tailgate Takeout, and Aira Eats to film content promoting the Tecumseh Tastes Passport and drive further engagement.

#### **Business Features**

- We produced feature content for Amloze Pizza, Tecumseh United Football Club, F45, and Indi Mortgage.

- Additional features were filmed with Windsor CrossFit, The Wood Mill, and Healthy Pet Market.
- Covered The Training Loft's grand opening and Lakeside Meat's grand opening.
- We have added more feature slots for the next quarter, and businesses have already started booking.

## **Web Optimizations**

- New: [What Does the BIA Do?](#) webpage
- [Tecumseh Tastes Passport](#) webpage, live countdown, download, instructional video, participating restaurants
- Updated the Events Page with new listings that we sought out: Anne's on the Avenue Galentine's event, Bedazzle Bedroom & Bathroom Studio Galentine's event, Three Lambs Registry & Baby Boutique Galentine's event, Coffee Club Edward Jones x2, Casa Miro Cooking Class, Tecumseh Tastes Passport as an event

## **Boosting**

- The passport video was boosted and spent \$90.96 on Facebook, with 693 link clicks and 4 page followers
  - We would like to spend \$300-\$500 this month, boosting influencer passport content, and other passport content.
  - We would like to consider testing a boost on Instagram (~\$50), as the content performed exceptionally well organically here.

## **Other**

- TWEPI has been collaborating and sharing the passport content
- The Town of Tecumseh has been collaborating and sharing the passport content
- There have been 2 negative comments about the passport; both have been responded to accordingly. [See here](#).