

2022 Marketing & Communications

Communications

- Argo Weekly
- Website
- Social Media

Marketing

- 150th
- ARC Programs

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Director Marketing and Communications



Argo Weekly

- The official communication channel to keep members (and lapsed members) engaged and informed about Club information and other relevant news.
- Deployed EVERY Thursday
 - 46 emails
 - **68.8%** open rate (8pts higher than last year!)
 - Distribution list has grown to 615 emails
 - includes members from 2020/2021 who have not renewed and Junior Parents
 - Unsubscribe is only 1 or 2 emails per deployment



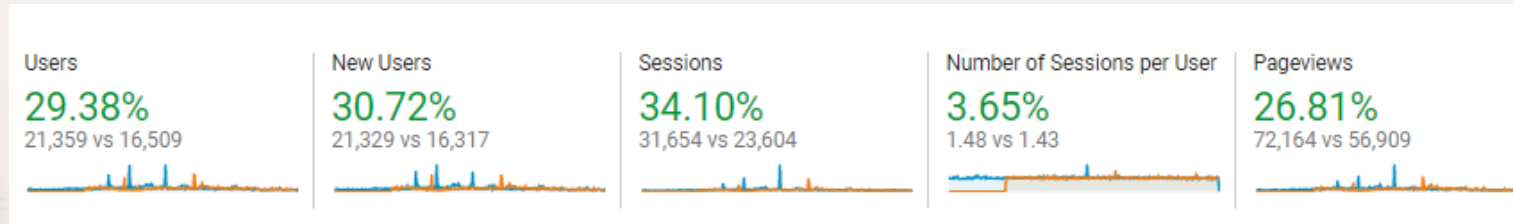
Website

- Introduced Wild Apricot (WA) as the 'members only website' this year to shadow the main website.
- 2023 we will officially transition 'Members Only' to the Wild Apricot platform to leverage enhanced functionality of WA
- Updating the main website is an important item to complete in 2023



Website

- 2022 Main Website Stats are all up over last year:



- Page Views = **72,164 YTD +27%**
- Unique Page Views = **58,974 YTD +31%**
- After the Homepage, Learn to Row is the most popular page at 12%, followed by Programs at 5% and Juniors at 4%

Social Media

- ARC has four social media accounts meet marketing and communications needs:
 1. Facebook Group (private) – 518 members
 2. Facebook Page – 992 page likes
 3. Instagram – 1,396 followers
 4. Twitter – 628 followers (not active in 2022)
- To support 150th Anniversary created Argonaut Alumni Facebook Group – 185 members
- Overall, social media is an under developed marketing and communications tool. Looking for a volunteer to support this function in 2023.



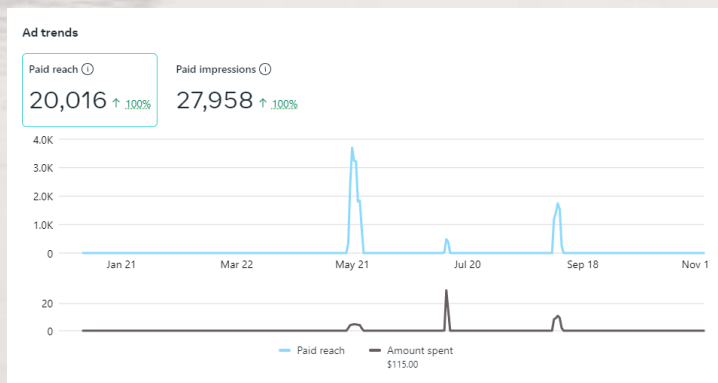
Marketing – 150th Anniversary

- 150th marketing and communications activities supported the great Events that were organized to celebrate this milestone (refer to Events Report).
- A weekly Instagram post featuring a different ARC photo from Toronto Public Library Archives showcased the Club's history, #Argo150.
- Created a new Facebook Group – Argonaut Rowing Club Alumni – 185 members.



Marketing – Advertising & Promotion

- Marketing efforts focused on promoting Learn to Row (LTR) and Camp Argo.
- Paid ads ran on Facebook, Instagram and Google Ads
- Doors Open had a big promotional push on social
- Received coverage from CP24 for Doors Open
- Ad space was purchased with Chatterblock for Camp Argo
- A video was filmed for Para that will be used to promote the program in 2023 (filming was done in-kind).
- Overall, very little budget was spent on advertising and promotion in 2022



Looking ahead to 2023

- The portfolio is seeking two volunteers with relevant experience:
 1. Marketing – create/design digital and print assets, support social channels, build media contacts, provide support for Argo Weekly
 2. Webmaster – experience with website design (wordpress)

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