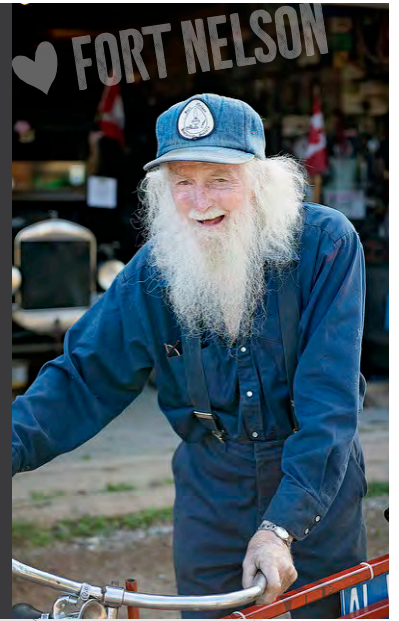




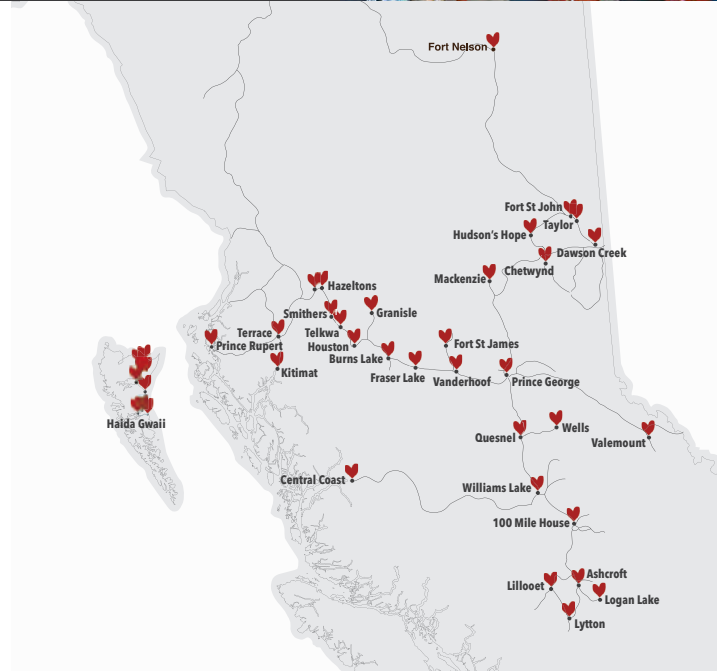
LOVE NORTHERN BC



If you live in northern BC you live in one of the most colourful, diverse and eclectic regions in Canada. Unique shops and shopkeepers are cornerstones of our vibrant communities, and showcasing them is just a small way of demonstrating how proud we are of who we are.

Love Northern BC is a program implemented in more than 30 communities across our region designed to create awareness and results around local spending.

♥ LOVENORTHERNBC.COM



WE LOVE LOCAL

Keeping dollars circulating locally is key to the economic health of our communities. For every \$100 spent locally, up to \$75 stays in your community, as compared to just \$13 when spent at a big box or chain store. Shifting spending into local businesses can pave the way for growth, new jobs, a thriving economy, and keeps creative, invested, and entrepreneurial people in your community.

More than 50% of small businesses - much higher in the North - do not have an online presence. Love Northern BC is changing that. The program works with locally owned, independent businesses to create a profile in our online platform, complete with professional photography and writing, that will allow your business to be found in a world that is increasingly reliant on digital information.

JOIN OUR COMMUNITY OF LOCAL ENTREPRENEURS

Joining Love Northern BC connects you with other independent business owners in your community. Collaboration and creativity thrive when we are all in it together!

A constantly developing online platform, marketing campaign, small business training and team of program champions throughout the region are just part of the investment we're making in the success of the program and your business.





LET'S CHAT!

Connect with your community champion:

Emily Kaehn

ekaehn@district.mackenzie.bc.ca

250-997-3221

District of Mackenzie

WHAT YOU GET

AN ENGAGING PLATFORM

Our digital platform features many tools to make it easier for customers to connect with you. These include local product finders that allows users to browse by category or through keyword search, links to your own social media channels, and a map showing your location. We are constantly advancing this platform with more effective and new functionality.

A PROFESSIONAL PHOTOGRAPHY SESSION

Nothing tells a story quite like photos, and quality images of you, your business and its offerings are an important piece of your marketing efforts. A local photographer, familiar with the character of your community, will work with you to capture the spirit of your business. Your best photos will be featured in an online gallery and used in various other promotional activities.

COMPELLING STORYTELLING

Working with a professional writer, your online profile will be created to feature the story of your business, your journey as an entrepreneur, your products and services, and will also highlight the various ways you contribute to your community.

ONGOING SOCIAL PRESENCE

We continue to drive traffic to the online platform through ongoing profile features on our various social media platforms. Each "Love" community has its own Facebook page and Love Northern BC can be found on Instagram, Facebook, Twitter, YouTube and Pinterest. These social channels are a great way for you to stay connected with customers, promote sales and other initiatives!

CREATIVE MARKETING ASSETS

Efforts to drive customers to view your online profile and ultimately through your doors are supported with a strong visual identity that reflects the character of the region and its businesses. Whether through community events, advertisements or branded products, we offer ongoing support in the development of tools to help promote the program and you!

USEFUL BUSINESS TOOLS

The success of small business is important to the vitality of your community and we offer ongoing support to you as a business owner. Our connections with a variety of partners allows us to offer you opportunities to participate in workshops, webinars, and access resources from funding to mentors.

JOIN!

IS MY BUSINESS ELIGIBLE?

Love Northern BC programs are open to independently owned, non-franchise businesses that are located in our project communities. Certain kinds of home-based businesses are eligible including artisans, crafters, artists, food producers and farmers. Love Northern BC as a marketing tool works best for businesses that are focused on retail goods and services rather than industrial companies.

WHAT IS THE COST TO PARTICIPATE?

Your investment to be part of this exciting program is only \$100 and the money stays with your community to support the promotion of the program!

 **LOVEMACKENZIE.COM**

