



NATIONAL
CONNECTOR
PROGRAM

PROGRAMME
DE CONNECTEUR
NATIONAL

National Connector Program

MARKETING PLAN

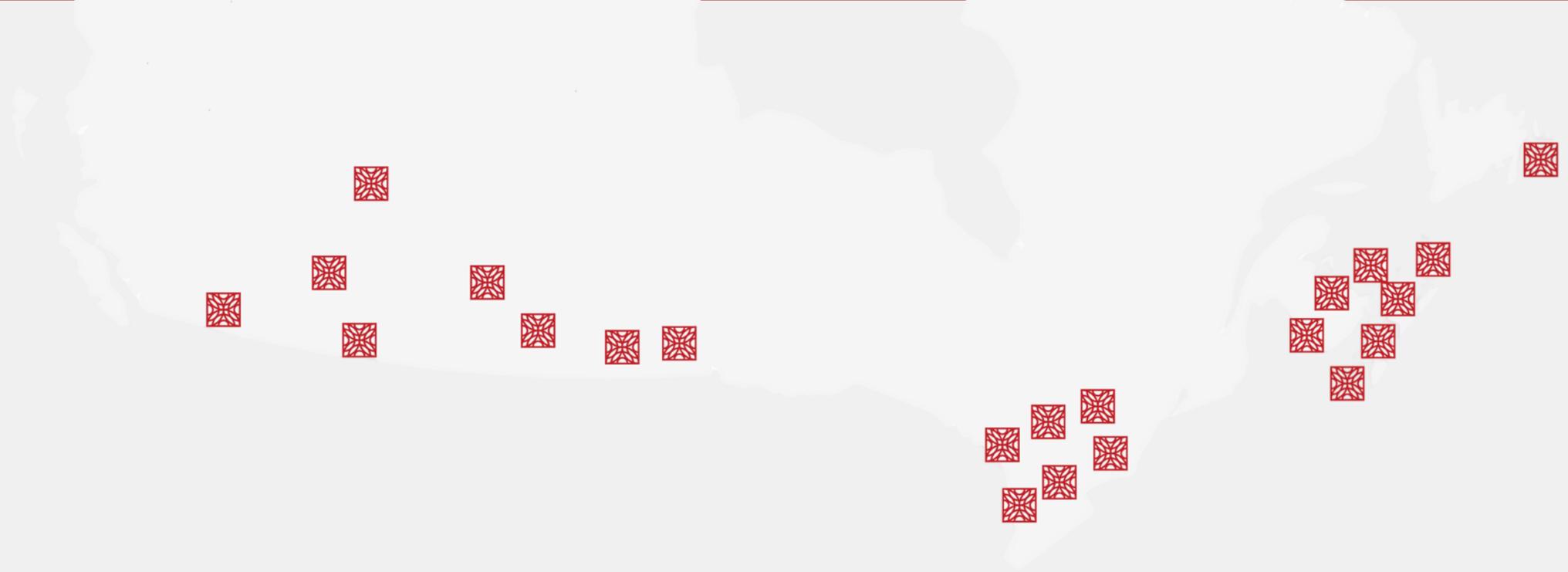
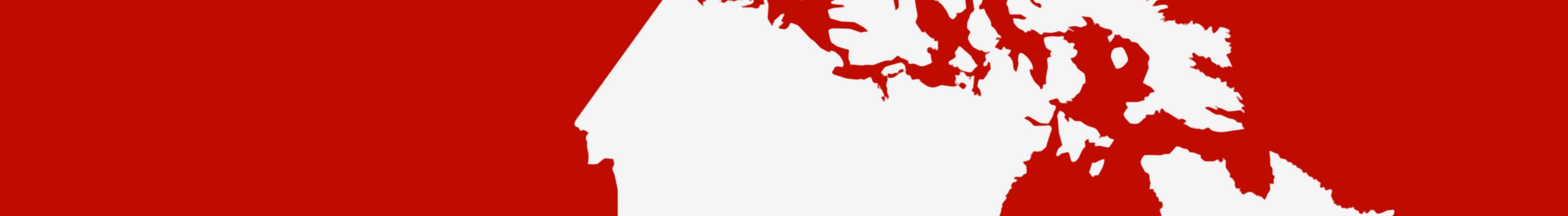
2025 NCP
Learning Exchange

INTRODUCTION



SARAH BOUTZIS

Social Media and Communications Coordinator
Marketing lead for the National Connector Program



The National Connector Program has grown to over 44 communities!

Join at <https://www.menti.com/alk67mg2859y>



WHY IT MATTERS

INCREASE VISIBILITY

Increase awareness and overall impact of the program.

CONTEXT

Shifting sentiments make this program more important than ever.

REINFORCE VALUE

Communicate the value and the need for Connector communities across Canada.



**INCREASE
AWARENESS**

**SUPPORT
COMMUNITIES**

**AMPLIFY
SUCCESSES**

**INCREASE
IMPACT**

OVERALL MARKETING GOALS

MARKETING METHODS

1

Organic Promotion

2

Community Promotion

3

Paid Channels



ORGANIC PROMOTION

SOCIAL MEDIA

Develop a social media toolkit:

- Analyze channel performance
- Content calendar sample
- Canva graphic templates

WEBSITE UPDATES

- Ensuring the website is up-to-date with relevant and timely information

BLOG POSTS AND SEO

- Develop blog post content ideas to coordinate promotion
- Working with our Digital Strategist to ensure the website content and blog text meets SEO best practices
- Will be sharing an SEO blog template



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COMMUNITY PROMOTION

NETWORKING SESSIONS

- Host 4 networking sessions
 - Last week had over 40 attendees!

TESTIMONIAL TOOLKIT

- Providing a toolkit to make success stories easier to capture

COMMUNITY EVENTS

- Assisting the team with development of promotional materials to take to events to promote the program

CONNECTORS AS INFLUENCERS

- Using existing champions of the program to share the value



PAID PROMOTIONAL CHANNELS



“Being a Connector has been **one of the most rewarding experiences** in my professional career.”

Nick Misener,
Partner, IT Recruitment,
Venor

HALIFAX
PARTNERSHIP
CONNECTOR PROGRAM



NATIONAL MARKETING CAMPAIGN

Develop a national marketing campaign that

- Promotes networking and immigrant employment across Canada
- Each community can use for promotional purposes



**We are all
Connectors.**

Connect Ocean Tech talent
to industry opportunities →



HALIFAX
PARTNERSHIP
CONNECTOR PROGRAM

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 Mentimeter



DISCUSSION QUESTION:

IMAGINE YOU HAD AN EXTRA \$1,000 DEDICATED TO PROMOTING THE CONNECTOR PROGRAM:

WHAT IS ONE MARKETING ACTIVITY YOU WOULD INVEST IN AND WHY?



“The Connector Program is more than just a network; **it’s what makes Halifax a vibrant and prosperous place.**”

Winston Morton,
CEO, Climative



“I love meeting new people, I love connecting, I love seeing people start in a role they’ve been aspiring to, and then watch as their career flourishes.”

Simon Hurd
Connector



THANK YOU!

QUESTIONS?