

Year in Review

2023 Highlights

Marketing and Communications Highlights

154 Email Campaigns Distributed

435 Social Media Posts

9 Sector Event Sponsorships

Total Reach **357,000+**

Total Engagement **479,000+**

Enhancing Customer Participation Increasing Brand Promotion



Generating Awareness: We are cross-promoting new and related agreements in the footer of our communications.

Additionally, we are strengthening our brand image by promoting our exceptional customer survey results.

80% Overall Customer Service Experience

84% Satisfaction Working with OECEM

Email Communications

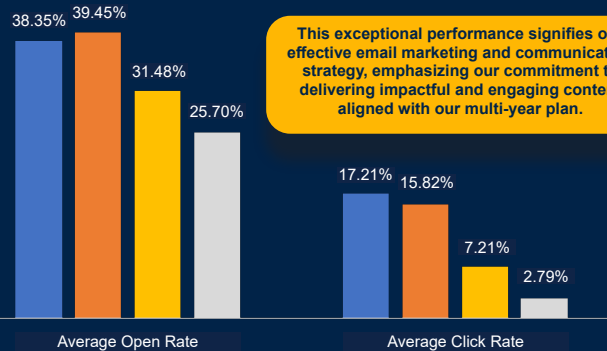
182,642 Emails Opened by Recipients

463,930 Recipients Visiting Our Website by Clicking on Links in our Email Communications

34.55% Average Open Rate (Non-profit average: 25.7%)

9.34% Average Click Rate (Non-profit average: 2.79%)

Exceeding Non-Profit Sector Averages



This exceptional performance signifies our effective email marketing and communication strategy, emphasizing our commitment to delivering impactful and engaging content aligned with our multi-year plan.

■ Newsletters ■ Supporting Communication
■ Agreement Launches ■ Non-Profit Sector Average

Advertisements

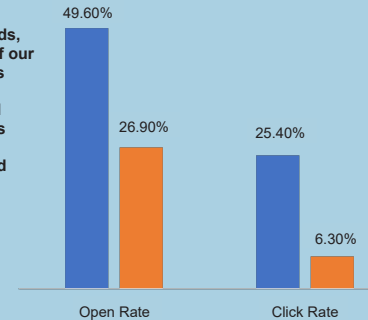
To further promote our organization to both current and potential customers, OECEM placed ads in various industry publications. Click the video below to see the our total ad placements.



Responding to Customer Needs

To respond to customer needs, Marcom combined several of our stand-alone communications into individual newsletters. Our strategy to combine and consolidate email campaigns has shown to be effective at increasing both the open and click rates.

■ Consolidated Emails (Webinars & Promos)
■ Stand-Alone Email (Air Purifier - 2011)



Top Performing Campaigns



Early Reading Screening Tools

51.8% Open Rate
39.5% Click Rate



OECEM Connection (Summer Edition)

66.46% Open Rate
53.73% Click Rate



Social Media

435 Total Posts
(242 LinkedIn / 192 X)

174,349 Total Reach
(Impressions)

In 2023, we expanded our social media strategy and efforts, particularly on LinkedIn and X (formerly Twitter), which serve as the key drivers in directing traffic and enhancing conversion to our website.

Through 242 LinkedIn and 192 X posts, we showcased our diverse content, ranging from agreement launches, milestones, events, and glimpses of our office culture and fun moments, resulting in exceptional outcomes.

LinkedIn: The Top Performer

LinkedIn is our top social media platform, delivering remarkable performance metrics.



Top 3 Engagement Among Procurement Organizations

150,173 Total Reach (Impressions)

+7.2% New Followers (Total Followers: 9,277)

X: Above Non-Profit Averages

While our primary focus was on leveraging LinkedIn, our efforts on X were noteworthy despite relatively lower results.



5.4% Engagement Rate (Non-Profit Sector Average: 1.18%)

24,176 Total Reach (Impressions)

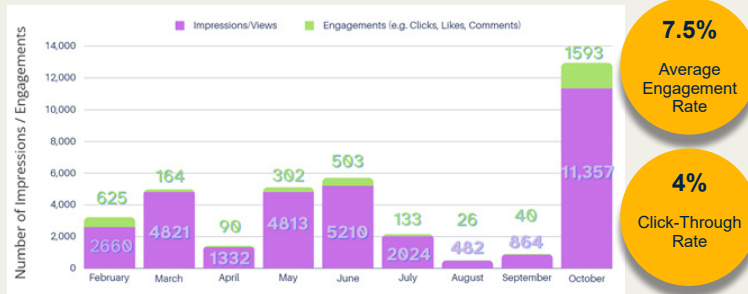
LinkedIn: Highest Engagement (49.8%)

LinkedIn: Highest Impression (3,339)

X: Highest Impression (3,893)

Social Media Engagement on Thought Leadership

OECEM thought leadership received a notable amount of traction on our social media platforms.



2023 Accomplishments

- Introduced event-focused videos to increase dynamic content and engagement
- Crafted content for senior staff and executives to enhance credibility and widen reach
- Developed social media policy
- Set objectives and benchmarking metrics
- Strategically drafted content based on content types and social media calendar
- Hosted staff educational training sessions on OECEM marketing funnel, social media tips, and best practices
- Encouraged staff participation through incentives and rewards

Looking Forward to 2024

In 2024, our focus is to amplify our video usage and spectrum of content, while continuing to generate meaningful connections and credibility through our thought leadership, elevating social media as one of our top marketing and communication channels for engagement.

Our commitment will be to continue to monitor the effectiveness of LinkedIn and X, while exploring other social media platforms that may enhance audience engagement.

Sponsorships

Event sponsorships enhance OECEM's brand recognition, industry connections, thought leadership, and showcase our commitment and partnership to our sector partners.

- Canadian Association of School System Administrators (CASSA) Conference
- Canadian Public Procurement Council (CPPC) Forum
- Canadian Sustainability Conference
- CODE (Council of Ontario Directors of Education) / Council of Senior Business Officials (COSBO) Conference
- Education Collaborative Network of Ontario (ECNO) Annual Conference and Golf Tournament
- Higher Education Summit
- Ontario Association of Physical Plant Administrators (OAPPA)
- Ontario Association of School Business Officials (OASBO) ICT Conference
- Ontario Public Buyers Association (OPBA)

Developing Marketing Materials for Suppliers

We've developed marketing templates for our supplier partners to customize and promote OECEM and our agreements through their marketing channels. This ensures a consistent representation of our brand.

