

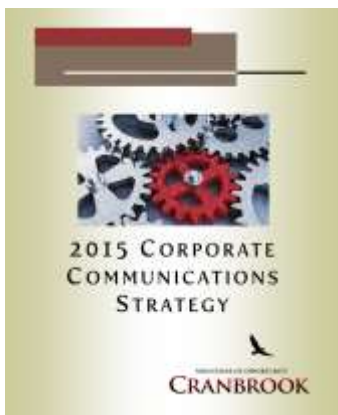


Meet Your
Public
Where
They Are

Creating A Community e-Newsletter **MOUNTAINS OF OPPORTUNITY CRANBROOK**

Overview

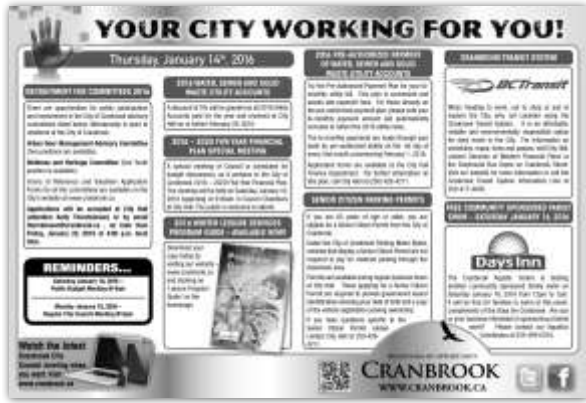
- Background
- Birth of the e-Newsletter
- Communications Strategy and Marketing
- Public Feedback & Statistics
- Moving Forward



2015 CORPORATE
COMMUNICATIONS
STRATEGY

CRANBROOK





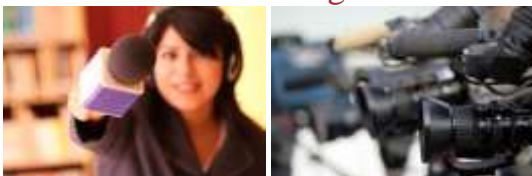
Birth of the e-Newsletter

- Develop corporate privacy policy (<http://cranbrook.ca/privacy-policy>)
- Outline specifics around how the email marketing system would be used
- Ensure compliance with legislative requirements:
 - Canadian Anti-Spam Legislation (CASL)
 - Canadian Privacy Act (CPA)
 - Personal Information Protection and Electronic Documents Act (PIPEDA)
 - Personal Information Protection Act (PIPA)
 - Any municipal bylaws, records management requirements and other policies

Birth of the e-Newsletter

- Assist in creation of account with email marketing service provider
 - Email template design using corporate branding tools
 - Integrate subscription forms onto website
 - Set up and configuration of ‘double opt in’ to ensure CASL compliance
- Staff training to use email service provider and learn troubleshooting skills
- Assistance in executing marketing campaign to recruit subscribers

Communications Strategy & Marketing



News & Views for Health Day 2016 - 2016 for our residents and visitors for the 17th. Remember your security check and help with our outdoor activities.

CRANBROOK

Hashtags: #HealthDay, #Cranbrook, #Events

We Celebrated the Environmentally Friendly Property Response to Allegations of Males, Film & Music Shows.

Over 2000 residents and visitors to the City of Cranbrook and Cranbrook Film & Music Shows. Residents were again amazed about the film showing and the response to the Community Project and were pleased to see our residents taking the lead.

The City of Cranbrook and Cranbrook Film & Music Shows are pleased to be working with residents and visitors to the area to ensure an exciting evening with you together and to your best advantage showing of any opportunities.

Join us!

Visit the 2016-2016 for the latest updates with information about the Cranbrook Film Shows.

Join us for Health Day

Health Day 2016 is a special event for residents and visitors to the City of Cranbrook and Cranbrook Film & Music Shows. It is a great opportunity to meet the Mayor, Councillors and staff, and to hear from the Health Day, an interactive event designed for the Health Day. It is a great opportunity to meet the Mayor, Councillors and staff, and to hear from the Health Day, an interactive event designed for the Health Day.

AC Waste Services

Special Hours - Residual (Without Public) Signage

The City of Cranbrook is currently planning a new system to manage residential residual waste and to improve the look of Council Collection.

The Council will be held at **Market Training Hub at Cranbrook Public Library** 1211 East Street North, Cranbrook 9:00 am to 5:00 pm **Wednesday, May 11, 2016**

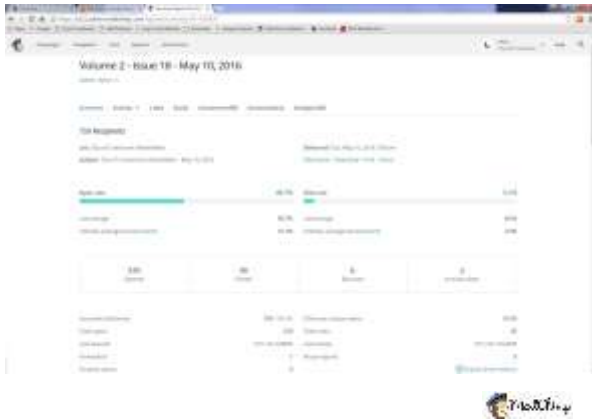
Signage, the proposed 2016 waste system requires the installation of signage at all residential and commercial establishments in the Cranbrook area.

Join us!

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Moving Forward

- Continue with weekly general focus e-Newsletter
- Collect full year of user data
- Consider segmenting user list based on information viewed to create specific groups with a specific focus on their interests





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