

Update July 2022

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Marketing

Discover Langley City has created an eye-catching summer campaign to bring friends, family and the community back together. What is being presented to you today is the “We Miss You” campaign, including the promotional videos and social media graphics. The campaign consists of pre-stamped postcards with a variety of activities to do in Langley City to encourage people from out of town to visit. Discover Langley City’s Summer students are on location at every event providing information about the city, while handing out postcards.

Social media is a huge part of promoting this campaign, we are utilizing YouTube, Instagram, Facebook and soon tik tok. Vignettes and graphics specific to this campaign are posted on a strategic schedule on different platforms to increase interest. With over twenty thousand followers between the DLBA and DLC social media, the potential reach of this campaign is massive and has already begun to exceed expectations.

Discover Langley City has put together a PowerPoint so you can see the colourful graphics and clever vignettes that are being used to promote all the great things to do in Langley City and why people want to visit us.

Other Updates

The Marketing Interns Dani and Nathan have been working on a variety of projects listed below

- Update and revitalize guides
- Create and manage a Tiktok account
- Contact sponsors for the prize wheel
- Creating the august newsletter
- Attending and engaging at events
- Working with a new photographer to update our photo inventory