



MARKETPLACE

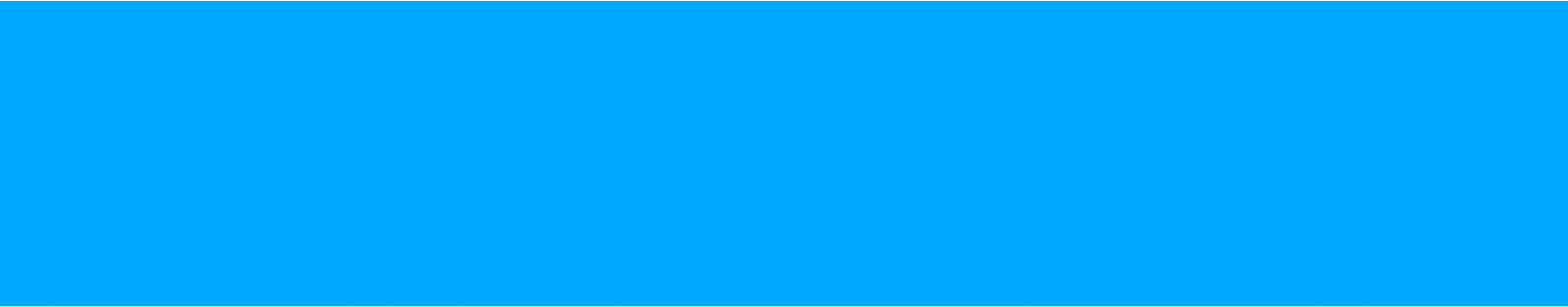


MPI

TORONTO  
CHAPTER

**STRATEGIC PARTNERSHIPS**





# Strategic Partnership MARKETPLACE PROGRAM

**WHAT:** Strategic Partners engage in an opportunity to spark a social splash and reach over 8,400+ MPI Social Followers from the Events & Hospitality Industry.

**Social Platforms:** Facebook, LinkedIn, Instagram and Twitter.

**WHEN:** Social Marketplace content posts are year-round, and scheduled content follows the MPI TO Marketing Committee's scheduling calendar to optimize the posts outreach. Content must be finalized and submitted at least 7 days before the date of the requested post.

**WHO:** All MPI Members are eligible to participate in the Marketplace Program by purchasing individual Social Marketplace options, or when MPI Supplier Members who are MPI strategic partners and have social posts as part of their sponsorship benefits package.

**Individual Social Marketplace Purchase Rates:**

EXPERIENCES	COST \$
1 BRANDED GRAPHIC POST	\$300
1 BRANDED VIDEO POST	\$500
1 BRANDED VIDEO & 1 GRAPHIC POST	\$750



**8,458**  
Followers

- LinkedIn - fastest growing channel with 34.8% connection growth

**740**  
New Audience

- + 8.75 % Audience growth
- LinkedIn accounted for the most audience growth with 427 new connections

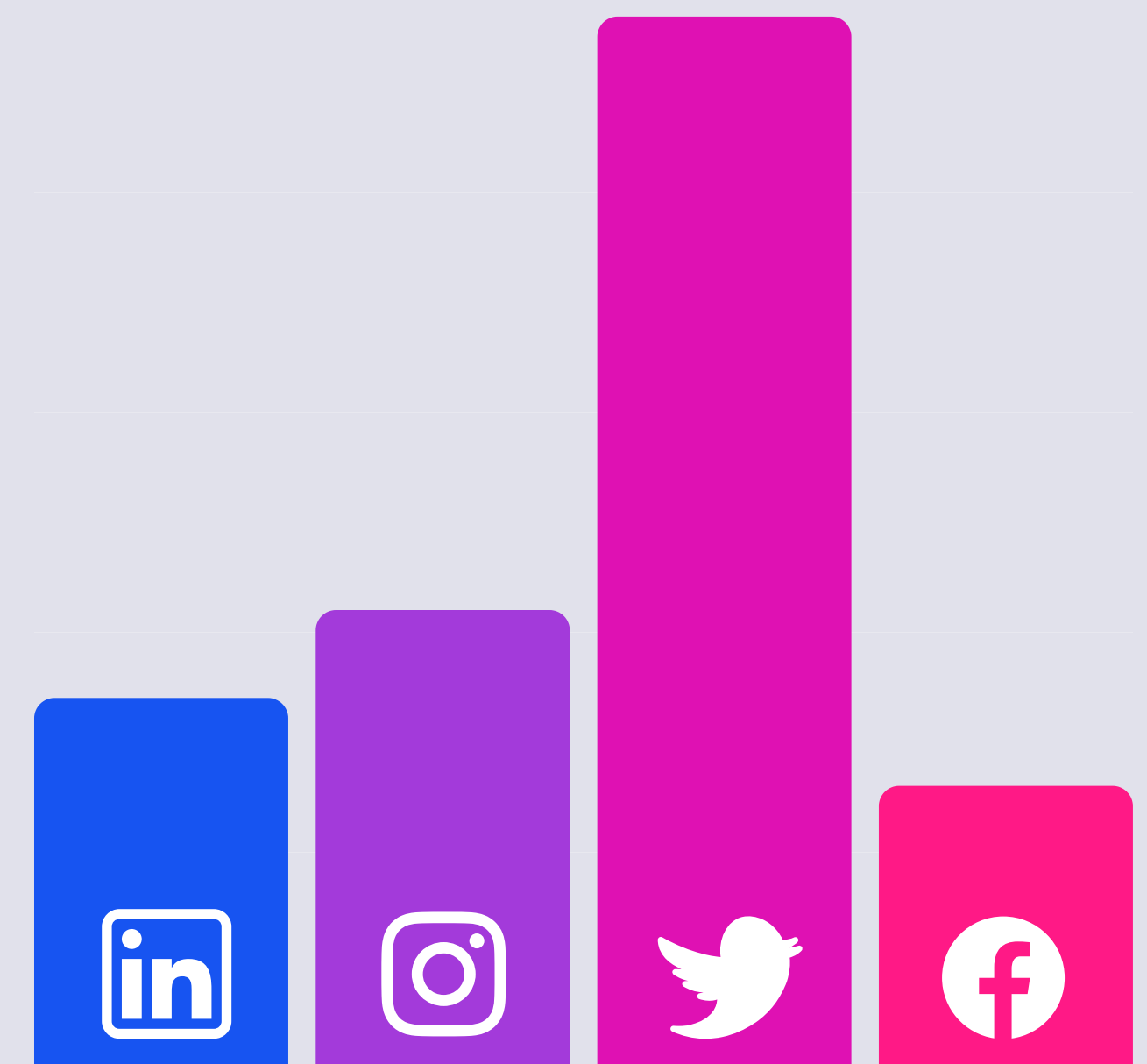
**2,323**  
Posts

- + 22% Activity
- 8900+ Likes
- 1500+ Clicks

**27,235**  
Engagement

- 21% Engagement growth
- LinkedIn and Twitter - highest engagement growth at 66.4% and 67.7%



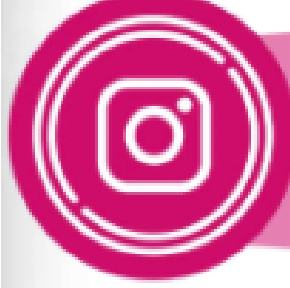


**8,400+**  
Social Followers



\*Data from July 1, 2020 - July 31, 2021

# Social Media Best Practices

- Every social platform has a different content focus with the focus audience expecting to see messages in different formats or tones. Customize your messages for each platform so they can appeal to that social audience.
- Share your messages for each platform that does not exceed the character limits or your message will get cut off.
  - Twitter 280 | Instagram 2,200 | LinkedIn 3000 | Facebook 63,000
- Video posts populate the higher engagement and dwell time than image posts. When sharing videos, please stay under 60 seconds and 1.75GB in size.
- If you are using these social posts as part of your marketing campaign, use your hashtags as one way to track the reach and impressions with other similar contents
- Optimize your image for your social post so that all the visual elements stay within the frame. The best way to do this is to create your visual content within each social media's ideal display size:
  - Instagram 1080 px X 1080 px
  - Facebook 940 px X 788 px
  - LinkedIn 1200 px X 1200 px
  - Twitter 1600 x 900 px

	MONTHLY ACTIVE USERS	DEMO GRAPHICS	FORMAT	FREQUENCY	GREAT FOR	CHALLENGE	MARKETING GOALS
	2.23 BILLION	ALL AGES 53% FEMALE	TEXT, IMAGE AND VIDEO	1 - 3 POSTS A DAY	PROMOTING LOCAL EVENTS AND BUILDING COMMUNITY	LOW ORGANIC REACH	BUILD COMMUNITY
	1.9 BILLION	ALL AGES 62% MALE	VIDEO	ONCE A WEEK	SOLVING PROBLEMS WITH HOW-TO TUTORIALS	TIME AND RESOURCE INTENSIVE	ATTRACT NEW CUSTOMERS
	1 BILLION	MOST 18 - 29 68% FEMALE	IMAGE AND VIDEO	ONCE A DAY	VISUAL BRANDS AND MAKING PERSONAL CONNECTIONS	CREATIVITY REQUIRED	CONNECT WITH EXISTING CUSTOMERS
	590 MILLION	MOST 25 - 54 56% MALE	TEXT WITH IMAGE	1 - 2 POSTS A DAY	B2B LEAD GENERATION AND RECRUITING	USERS AREN'T AS ACTIVE	BECOME THOUGHT LEADER
	326 MILLION	MOST 18 - 29 53% MALE	TEXT	10+ POSTS A DAY	NEWS, PR, AND CONNECTING WITH INFLUENCERS	SHORT LIFESPAN OF POSTS	CONNECT WITH INFLUENCERS



1. Confirm your Strategic Partnership Option by signing the agreement and paying the invoice for the outlined benefits
  2. Your benefits will be listed in the MPI TO Strategic Partnerships Deliverables list for follow up and Action
  3. Contact the Strategic Partnership Marketplace Owner (SPMO) when you are ready to use your Social Posts benefit
  4. Confirm the date you wish to schedule your social content is available (must provide 14 days lead time)
  5. Provide the final content messages within the character limits for each platform, along with the image or video to the SPMO
  6. MPI TO reserves the right to edit/ modify your content to align the message to meet the social platform requirements as well as ensure the message is aligned with the MPI TO values.
  7. Marketplace Social posts will be listed as "Sponsored" contents
  8. Approved contents and messages will be posted on the Post Submissions Document for the MPI TO Marketing Committee to schedule. Final content must be submitted 7 days before the expected post date.
  9. At the end of the Month, Social Metrics reports are available and strategic partners may request the results of their posts.
- Content Submission Link:  
[https://docs.google.com/spreadsheets/d/1A0QQb4M9DT\\_Ds4zzYef9Ykv2XvaUE\\_Dbhbh1EvaDcsA/edit#gid=0](https://docs.google.com/spreadsheets/d/1A0QQb4M9DT_Ds4zzYef9Ykv2XvaUE_Dbhbh1EvaDcsA/edit#gid=0)



## Sponsor Contact Information:

Name:

Company:

Email:

Phone #:

Request Date for the Social Post to go out:

Content Messages:

Twitter:

Facebook:

LinkedIn:

Instagram:

Link to Video / Image: (please make sure the link to the shared file is open to allow access to our Committee members to download)



**We Look Forward to Connecting With You, Because**  
When we meet, we change the world.®



**Leslie Wright**  
Executive Director



**Connie Cay-Santos**  
Director



**Depannita Biwas**  
Chair



**Komal Sanghvi**



**Dave Crainford**



**Amber Kane**



**Shaniece Nichols**



**Anne Findlay-Gomes**