



Beaverbrook - West Block

I M P A C T R E P O R T

carrie

doll

Carrie Doll Consulting

Carrie Doll is the owner and founder of Carrie Doll Consulting which offers a wide range of communication services. Carrie is a professional emcee and moderator. She has been the keynote speaker at numerous events. She offers one-on-one public speaking coaching to Presidents, CEO's, and sales teams as well as personalized moderating coaching. She also offers training in social media and on camera presentation.

About Carrie

Carrie was a television journalist for 20 years. She holds a degree in Communications from the University of Calgary and a diploma in Broadcast News from SAIT. She did an internship at ABC News in Lubbock Texas and began her Television career in Yorkton Saskatchewan. Carrie worked at numerous television stations across Alberta before settling down in Edmonton where she anchored CTV news at 6pm for 13 years. Over the years, Carrie interviewed countless news makers locally, across the country, in the entertainment industry and politics including many premiers, prime ministers and US President Bill Clinton. Carrie believes in giving back to her community. She is the Chair of the Stollery Women's Network, the honorary chair of the YWCA Women of Distinction Awards and the Glenrose Hospital's Courage Gala, and she is on the board of the Edmonton Singing Christmas Tree Foundation. She was honored as one of the top 100 citizens in our province during Alberta's Centennial celebrations and chosen as Edmonton's Woman of the Year in 2002.



Impact Report

Our vision was to create a public relations strategy that promoted West Block, a new way to live within the Glenora community – bringing the benefits of urban living to this historic neighborhood.

This Impact Report summarizes the overall outcomes and analytics for both, the West Block Press Conference and Block Party.

MAY 10, 2017: WEST BLOCK PRESS CONFERENCE ATTENDANCE

- » Mayor Don Iveson
- » Councillor Scott McKeen

WEST BLOCK MEDIA COVERAGE

CTV:

- » Live interview: CTV Morning in Live
- » 5PM News
- » 6PM News

Global:

- » 6PM News

WEB:

- » [Global](#)
- » CTV
- » Edmonton Journal
- » [Edmonton Sun](#)
- » [Avenue Magazine](#)

Print:

- » Edmonton Journal
- » [Skyrise Edmonton Article](#)

Radio:

- » 630 CHED: Live on Location for Block Party

WEST BLOCK VIDEO CONTENT

Video content is one of the most powerful marketing tools at the moment. YouTube is the second largest search engine after Google. Audiences are 10 times more likely to engage with a video compared to any other post. Videos also serve to create an emotional connection between a potential client and a business.

1. Video #1: Tour of Residence with Salima
2. Video #2: Community with George
3. Video #3: Lifestyle with Ryan
4. Video #4: Design with Salima
5. Bonus Video: Montage of the West Block Team

WEST BLOCK GROWTH ANALYSIS

Facebook Page: May 8 - 14th

- » Actions on Page is up 300% (Number of clicks on contact info)
- » Page views is up 470%
- » Page likes is up 240%
- » People reached is 30,521
- » Videos viewed 6,952 times

Instagram Page: May 8 - 14th

- » Impressions are 3,858, up 2671 from the previous week
- » Reach is up 50%
- » Profile Views are 391, up 346 from the previous week
- » Top Posts: Breaking Ground Day, Good Life Has an Address, George Cantalini Video, Indulgent Getaway and Casa Foundation Post.
- » Top Age Range: 25-34

Twitter Feed: May 8-14th

- » Total Impressions: 4,231 (Note: Does not include Carrie Doll and Don Iveson Accounts)
- » Total Engagements: 185+
- » Likes: 150+
- » ReTweets: 100+

Noteworthy Footnote:

- » Mayor Don Iveson promoted the press conference on 5 Instagram stories.
- » Mayor Don Iveson Tweeted from personal and City of Edmonton accounts.
- » Carrie Doll Tweeted 12 times to her 15,000 followers which was a total reach of 180,000. This was retweeted and liked exponentially.



FUTURE OPPORTUNITIES

At Carrie Doll Consulting, we pride ourselves in delivering the best results suited to our client's needs. We would love to offer you a complimentary review session to discuss any questions and for you to provide feedback. At this meeting we can also discuss possible future opportunities where we can work together again.

THANK YOU

Thank you for the opportunity to work with the West Block team and promote such a great project. We, at Carrie Doll Consulting, admire your commitment and vision to make West Block and Edmonton an amazing place to live and call home.

Kindest regards,

Carrie Doll
President & Founder

Loved your experience working with our team?

Please take the time to submit a testimonial about your experience on our website: www.carriedoll.ca

Contact Info.

780.982.5052
carrie@carriedoll.ca

www.carriedoll.ca

134 Pembina Rd #208
Sherwood Park, AB
T8H 0M2

