B2B SMALL BUSINESS | SALES, SERVICES & MANUFACTURING

Announcing the New Brand Design (Feb. 7, 2017)
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<td>YUKON FIRST NATION SELF - GOVERNMENT mappingtheway.ca</td>
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<td>Social Media Strategy: Case Study</td>
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The Environmental Sustainability Research Centre (ESRC) at Brock University pursues innovative and transdisciplinary research about the environment, sustainability, and social-ecological resilience.

Ryan Plummer, Ph.D. | Professor and Director

Presentation & Workshop
“Communication: The journey to now and beyond” (Nov, 2016)
ESRC Master Class - Prof. Ryan Plummer
- Presentation - Communication Evolution; Digital Disruption; Content, distribution, planning; Challenges; Best Practices; Communication & Sustainability; Remembering the drivers
- Workshop - [Scenario] Create a communications plan to promote a recently completed waste audit.

Results
- Slide Presentation available online & on the Brock U Intranet
- Invited to return for upcoming ESRC class Nov. 2017

Workshop Facilitation & Graphic Recording
ESRC Retreat (Apr. 28, 2017)
Ryan Plummer, ESRC Director, engaged Laura Dunkley, L. Dunkley Communications to facilitate and provide visual takeaways for the ESRC retreat.

The goal was to create the outline for each module of the new online program, and in the afternoon facilitate a strategic planning session to assist in taking the centre forward into the next 5 years. Laura collaborated with Susan Gesner, GAEL, to provide added value during the facilitation process.

The goal for the graphic recording of the course outline notes was to provide each attendee with a visual storyboard that would show them how their module fit into the entire program and can be used as an aid as they develop their course.

Results
- An engaging, positive experience by the professors attending the session.
- Module outlines were completed further than anticipated
- A clear and concrete image and direction was agreed upon by the group.
- Notes from the modules were designed in an interactive slide show and available in both a PPS & PDF version to the group.
1993 saw the completion of the Umbrella Final Agreement between the Government of Canada, Government of Yukon and Yukon First Nations. It was agreed by all parties that communicating this new government landscape was critical and indeed, was identified as a priority in Annex C of the Umbrella Final Agreement Implementation Plan.

In the fall of 2009, the Implementation Work Group (IWG) mandated that a Communications Sub-Committee be struck to prepare a broad and high level multi-year Strategic Communications Plan based on Recommendation 3.5 of the 2007 Yukon First Nation Final and Self Government Agreement Implementation Review.

The IWG Communications Sub-Group has participated in activities that have served to help communicate key items related to the Yukon Agreements. The group has also produced these awareness raising products, such as the Mapping the Way campaign, that includes the Voice of Vision podcasts, the Mapping the Way video, website, exhibit and various promotional items.

Deliverables
The GAEL Team worked with the communications team at IWG to:

- Review and analyze all the internal documents and products [S. Gesner]
- Evaluate the MTW Campaign public documents. Evaluation considerations included branding, usability, content and functionality. [L. Dunkley]
  - 44 operational documents
  - 9 public relations and support documents
  - website
  - videos
  - podcasts
  - iPad survey campaign information
  - Google analytics
  - logo
  - 6 ads
  - infographic
  - pop-up trade show banner
  - posters
  - rack card 9
  - Event program guide
  - Promotional giveaway items (coffee sleeve, luggage tags, stickers, mugs, USB, SG Pin, Bookmark, Potlatch bag)
  - Air North decals
  - CHON radio ads
  - 20th anniversary radio ads
  - online ads
  - print ads
  - full exhibit (including online exhibit)
  - short exhibit

- Conduct research and analyze additional related data sources publicly available (e.g. online media mentions) [L.Dunkley]
- Interviews: Assist in the development of interview questions and interviewed approximately 30 key individuals. [S. Gesner]
- Final Report & Presentation: Prepared and presented a final report that included a summary of all data and a prioritized action plan to use moving forward. [L.Dunkley, S.Gesner]

Results
- An assessment of the overall effectiveness of the MTW campaign.
- Recommendations were made for the ongoing process of measuring the effectiveness of communication to both internal and external audiences; and, how to make improvements on communications moving forward with considerations to resources available to the IWG Comms Sub-Group.
- As of Aug, 2017 many of the recommendations were implemented on the MappytheWay.ca Campaign website.
Project: Ecological Integrity Workshops for Protected Areas
July - Aug. 2016 The GAEL Team Project

Background

GAEL, represented by Susan Gesner and Laura Dunkley (of L. Dunkley Communications) was contracted to facilitate two workshops with participants from Ontario Parks (OP), Regional Operations Division (ROD) and Protected Areas Section (PAS), to assist in generating ideas on Ontario's approach (e.g. values and pressures analysis in management planning, net gain, enhanced resilience, no net loss) to maintaining and restoring ecological integrity (EI) at different scales. This also included addressing key draft elements of the strategic framework, along with the identification of a wide variety of existing and potential monitoring approaches, grouped under specific goals or themes.

GAEL provided traditional and graphic facilitation services as requested by the Ministry representative, Lesley Hale. These included assisting MNRF in designing the workshop activities, approaches and agendas, reviewing background reports (e.g. Effectiveness Monitoring of Forest Management Guides Strategic Direction, CNFR; Wetland Conservation in Ontario: A Discussion Paper), and developing tools to support the delivery of the facilitated activities.

A series of in-person meetings and phone calls allowed for clear and consistent communication between MNRF and GAEL, also fostering a collaborative working relationship and clarity of outcomes for the workshops.

Deliverables

- Facilitation of two workshops: Innisfil & Thunder Bay [S. Gesner & L. Dunkley]
- Design of preparatory graphics [L. Dunkley]
- Design of graphics to visualize survey data for MNRF to present during workshops [L. Dunkley]
- Final Report & Recommendations [S. Gesner, L. Dunkley]

Results

- The two workshops provided a wealth of ideas, opinions, stories and sharing opportunities. Significant effort was made to scope out the draft elements of the strategic framework, and lessons learned from the first workshop were applied in the second. The dynamic of the workshops varied, but the quality of critical thinking and analysis was equal. As of Aug, 2017 many of the recommendations were implemented on the MappytheWay.ca Campaign website.
- Graphics were helpful in preparing the attendees for the workshop, used during the workshop as a reference, and can be used in follow up reports.
Niagara Sustainability Initiative (NSI) is the not-for-profit organization engaging and connecting businesses in Niagara in an effort to advance economic and environmental sustainability. We work to help businesses identify, understand and reduce their carbon footprint to become more sustainable both environmentally and economically. Through our efforts and programs, such as the Carbon Project, we’ve become the go-to source for organizations interested in tackling sustainability. We promote opportunities to develop a mindset for an environmentally and economically thriving Niagara and to integrate these values into all future planning as our community grows.

www.niagarasustainability.org

Promoting Sustainability & Avoiding Greenwashing

Environmental professionals, business owners, volunteers, employees, and not-for-profit leaders know that communicating sustainability is a challenge. Whether you are just getting involved in sustainability initiatives, or a long-term champion for green programs, promoting your sustainability story effectively can help reach your business goals and avoid greenwashing.

Content
- NSI Educational Event [Webinar] - by Laura Dunkley
- Slide Presentation
- Infographic - printable
- Downloadable Guide [PDF] - Notes from the webinar

Promotion
- NSI Website, E-Newsletters, Social Media
- L. Dunkley Communications - Website, LinkedIn, Social Media
- Blog - “Creative Ways to Promote Sustainability”
  - added infographic & points from the guide with link to event page
  - posted March 19, 2017 | 28 views

Results
- 25 live attendees
- Recorded Webinar, Guide, and Infographic - sent to all NSI members
- Content created has longevity and can be repurposed.
  - Guide posted as a resource on the NSI website
  - Slide deck posted on SLIDEShare
  - Guide available on www.lauradunkley.com [landing page & download]
- Referral sources to the NSI event page [Google Analytics]
The OGI® is a breakthrough organizational tool that provides leaders with tangible metrics to validate their gut feel and accurately pinpoint the previously unseen factors that are constraining their organization’s ability to grow and change adaptively. The professional team at OGI use this tool to assist organizations in examining the key factors and underlying “mindsets” that impact an organization’s approach to growth and transformation. With the comprehensive metrics the OGI produces, leaders can clearly chart the actions required to both strengthen and accelerate their organization’s business performance.

www.theogi.com

Business Goals
Launch the OGI tool! Create a professional looking brand that shows the quality of the product, but with only a ‘shoe-string’ budget available for marketing.

Communication Goals
Create a professional looking brand online with creative elements that can be used across all marketing materials. All content must be easy-to-update by OGI staff.

Solutions
- Logo design and branding package
- Social Media profile brand images - Twitter, LinkedIn, Google+
- Mobile-Friendly website
- Presentation graphics - The Process, Transformation Wheel (below)
- PPT presentation template

Results
- A professional branded image, online and offline, for The OGI tool to support sales efforts
- Designed a cost-effective mobile-friendly website using TYMBREL - Using a template, we were able to keep the costs down and customize the look to meet the needs of the
- Easy to update content on the website - a user-friendly content management system all Tymbrel sites can be managed from a single dashboard. Hosted by CMS Intelligence that offers 24/7 support and regular software updates.
- Brand assets consistent across all digital platforms and can be used for print advertising and sales presentations

Collaboration
- Project Management & website design by L. Dunkley Communication
- Graphic Design by Julie Prescesky - Design InKarnation
- Website support - CMS Intelligence [TYMBREL Platform]
Michael Sullivan, RPP, EP, is a municipal planner with experience working in both private and public sectors. His services include planning for land development, environmental assessments, and municipal level support. Located in Niagara, he has clients across Ontario.

www.sullivanplan.ca

Action Plan
1. Website Design (TYMBREL) Including Branding, Content Updated, Blogging Strategy
2. Social Media
3. Membership Only Services - easy to add on the TYMBREL Content Management System.
Hill Chiropractic  Dr. Ronald Hill, B.Sc., D.C., F.I.A.C.A., has practiced in Brampton, Ontario for 28+ years. The primary focus of Dr. Hill’s heartfelt chiropractic is to be subluxation free and create an awareness with new habits to support this adjustment. Generous with information and time (almost to a fault) is bittersweet for business, but the healthy results are truly fulfilling, regenerates daily enthusiasm, for staff and patients alike.

www.drronhillchiropractic.com

Business Goals
Increase patient numbers. Be a resource for his patience to get the information they need for optimal wellness that extends beyond their time in the clinic.

Communication Goals
• Build a professional digital brand to provide wellness information, clinic updates, and to help people find the information about his business.
• Visual support for learning seminars presented by Dr. Hill & in-clinic information

Deliverables
• Social Media - implemented & consulted (2013-2015)
• Google Business Location - Set up
• Content Marketing (2012-2015) - Blogs, Videos, PPT Presentations
• Responsive WordPress Website (2012) - Designed
• Email Marketing (2012-2015)
• Presentation Materials - PPT Slide Decks (2012-15) Take home clinic information

Results
• Increased Website Traffic
  • 12X more organic traffic 2013-14
  • note: decrease in organic traffic 39% 2015
  • referrals from Facebook (primary profile) 91% increase 2013-14
  • note: decrease in Facebook referrals 55% 2015
• Facebook - 275 Likes | 16 Reviews 4.6 Ratings (as of Aug 12, 2017)
• Videos - 8 animated videos created as visual support for blogs - e.g. EXERCISE (Dec., 2014)
• PowerPoint Presentations for Seminar Series - e.g. Health Care is Healing - Dr. Ron Hill Presentations (3 Min).mov
• 62 Blogs - formatted and posted to the blog; written and edited by Dr. Hill
• Email Marketing

“I am very happy and pleased with Ms. Dunkley’s knowledge and expertise in developing and organizing our website, e-mail and newsletter services. Laura Dunkley’s guidance has both trained and transformed our office protocols to include today’s up to date technology to improve our services.”
- Dr. Ron Hill (Jan. 2012)
Evolution Window Films (EWF) installs decorative, security, safety, and solar window film for residential and commercial applications. Serving the Niagara and Greater Hamilton Area since 2009, this family based business continues to grow as it offers quality product and with a commitment to customer service excellence.

www.evolutionwindowfilms.com

Business Goals
Increase sales efforts & build professional image to attract quality product partners

Communication Goals
• Build professional online brand
• Increase awareness of company to people searching online for window treatment solutions plus access to information about services 24/7.
• Increase awareness of benefits of window film.
• Engage with online audiences; to learn more about their needs; their understanding of window film; increase acceptance of the benefits of window film & EWF is the company of choice

Solutions
• Digital Communications Strategy (2014)
• Social Media - implemented & managed (2014-2016)
• Content Marketing - Blogs (2014-2016, July 2017-)
• Responsive Website (Nov, 2015) - Project manage & content writing - Design by Symetric Productions
• Monthly Email Marketing - (2014-2016)
• Graphic Design; blogs, infographics, flyers.. (Print& Digital)
• Video Creation
• SEO (July 2017 - ongoing )

Results
• Acquired 3M dealership due to professional image - main source of revenue; sales leads & website traffic (searchable term)
• Increase in relevant website traffic
  • 17x Increase in website traffic | 2016 (6341), 2015 (358)
  • 83% Increase in organic website traffic from 2015 - 2016
  • 100% increase in website traffic from social media 2015-2016
• 15 Portfolio Posts
• 1 Video - 3M Condo Window Film
• 116 Blogs (including interviews, photos, graphics, writing)
• 1 Infographic - Energy Efficiency Upgrade Cycle
• Website content updates

“Having worked with Laura for over one year, I can’t say enough about her dedication to my company and its goals. Through her social marketing savvy and ability to assemble informative and professional case studies; Evolution Window Films has established a polished and credible online image that we feel is ready to take to another level! Thank you Laura!” - Sam Bellhouse (2015)
Envirotech Office Systems sells pre-owned, new, and remanufactured office furniture, including brokering services, with customers across North America. Envirotech’s 20,000 sq ft. office, warehouse, and remanufacturing facility is located in Mississauga, Ontario.

www.envirotechoffice.com

“In Laura was instrumental in helping develop our content marketing strategy and build our social media community over the past couple years, including assisting our sales team learn and become more engaged in social selling. Increased traffic to our website from social media and positive online engagement helped build our brand and our business.”

- Joanne Lytwyn, President Envirotech Office (Dec. 2016)

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**Background**

In 2013, L. Dunkley Communications was hired to assist in the development of Envirotech’s first rebranding strategy with goals to promote their remanufactured furniture line and build their professional image. With a very limited digital presence and no social media, digital marketing was a key focus for the rebranding. L. Dunkley Communications worked with Envirotech’s President, Joanne Lytwyn and her team of consultants, to develop a social media strategy.

In 2014, L. Dunkley Communications returned to assist Envirotech develop and manage the social media and content marketing strategy with goals to increase awareness of the new brand messaging, create content to support the sales team, and acquire qualified leads through the website.

**Work performed** included creating, posting, and engaging, on social media profiles, consulting on strategic communications, assisting in developing CSR (Corporate Social Responsibility) initiatives, creation of a variety of content, lead social media training workshops for the sales team, and a presentation of social media best practices during a hosted industry event in 2014.

**Highlights**

- **Increase in qualified leads to the website** - increase in traffic from social media profiles from 2015 - 2016 with increase in number of page views for each session showing more qualified leads.

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<td>LinkedIn</td>
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<td>Facebook</td>
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<td>Twitter</td>
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<td>Pinterest</td>
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<td>Misc (combination of remainder Top 10 social media referral sources to website)</td>
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- **Blogs & Case Studies** (Weekly 2015-16) - Written, graphics created, formatted and posted to website (WordPress). (contracted out some writing)
- **Videos**  Earth Day at the Office (animated), 5 Environmentally Friendly Chairs (animated), The Story of our Remanufactured Office Chairs & Workstations
- **Infographics** Office Ergonomics ROI, Waste Audit Highlights, Circadian Rhythm & The Workday, Psychology of Colour
- **Social Media Presentation**, Industry Group (Jan. 2014)
- **Social Selling Workshops** - Getting Started, Leveraging Social Media for Sales
- **White Paper** - “How Remanufactured Office Furniture Impacts the Design Community” - written & formatted
- **Event Promotion** - ECU Event Dec. 2015, 20yrs Anniversary Event

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In November 2016, Envirotech launched their second rebranding with more focus on the new product lines. The marketing team continues to leverage the extensive content developed over the past two years, manage their Social Media community, and introduce social media advertising, as they take their digital marketing to the next level.
Morning Star Aruba is a 40ft charter sailboat owned and operated on the by chef Katrin Zehl. Services include day and overnight sailing and snorkelling charters around the coast of Aruba. Available for up to 12 people at a time, and for all ages; gourmet meal packages available.

www.morningstararuba.com

NEW Demo Website - http://1176.tymbrel.com/site/home

Business Goals
Increase number charter bookings and improve customer experience with hopes to get more 5 star TripAdvisor ratings.

Communication Goals
• Create a professional looking online brand
• Increase traffic to the website with goal conversions of online bookings
• Increase engagement by implementing a social media strategy (none at this time)
• SEO strategy (on-page & off-page - owned, earned & paid)

Solutions
• New TYMBREL website to be launched FALL 2017
• Social Media & SEO Strategy - start FALL 2017
Seaway Farms & Greenhouses, established in 1970 by Vince Pillitteri and currently under management by Eileen Pillitteri (daughter), is a family business that grows every year. Located in the heart of the Niagara Region, they produce a huge variety of flowers and fresh fruit. Supply to wholesale accounts such as Sobeys and NoFrills. Retail includes a seasonal gift shop (Spring & Christmas) and local produce stand. Retail is open March - Dec.

www.seawayfarms.ca

Business Goals
Increase traffic to the store and offer a more effective way to communicate with customers of important events & information (customer service, event promotion, product sales).

Communication Goals
- Make sure important information is available online 24/7 e.g. location, hours, etc.
- Build engagement with customers beyond the store.
- Provide resource of information to help customers build their interest & show Seaway Farms thought leadership - gardening tips, recipes
- Work with in-store staff to help integrate online & offline marketing/customer service efforts

Solutions (2014 - Current)
- Digital Communications Strategy (updated yearly)
- Social Media - implemented & managed (2014-current)
- Google Business Location - Set up, Manage, Promote Online Reviews
- Content Marketing - Blogs, Photography, Videos, Graphics, Flyers (2014-Present)
- Responsive WordPress Website (2015) - Project manage & content writing - Designed by Local Web Design
- In-Season Email Marketing “Gardening Club”- (2015-Current)
- Event Promotion | Contests, Christmas Open House

Results
- Facebook - 652 Likes, 645 Page Followers, 9 messages answered (2017)
- Facebook Ads (Pilot) - monthly starting May 2017
- Twitter - consistent growth in followers | 437 Tweets, 230 Followers
- Instagram - started April 25, 2017 | 88 Followers
- 15 Google Business Reviews | 4.1 Rating
- 596 Driving Requests on Google (April - July 2017)
- 249 Calls to Store from Google (April - July 2017)
- Google photos receive 321% + views than similar businesses (April - July 2017)
- 3 Videos - Gardening demos & animated graphic video
- 62 Blogs, (contracted out some writing 2015-2016)
- Monthly Email Marketing “Gardening Club” - (Mar-Dec. 2015, 2016, 2017-)
  - 429 Email List, average 50% open rate
- Website content updates & management
References
Cynthia Weeden, CEO | FutureShield
cweeden@futureshield.com | 416-675-7835

Joanne Lytwyn, President | Envirotech Office
jlytwyn@envoff.com | 905-363-4799 ext 440 | www.envirotechoffice.com

Susan Gesner, Principal Consultant | GAEL
susangesner@me.com | 416-617-5895

Dr. Ron Hill, Chiropractor | Hill Chiropractic
drronhillchiropractic@gmail.com | 905-451-7157 / 519-942-1117

Ryan Plummer, Ph.D., Professor and Director, ESRC, Graduate Program Director, Senior Research Fellow, (Stockholm Resilience Centre) | Brock University
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Testimonials
http://www.lauradunkley.com/site/references

Other references available upon request