

Media Release



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Tourism Partners learn to use social media to market themselves more effectively online

WINDSOR, ON – Tourism Windsor Essex Pelee Island hosted a Social Media Workshop today to educate local businesses with practical techniques and tips to improve their social media strategy in order to communicate more effectively with their customers online.

Social media has established a dominant role within the world of marketing. In 2016, it is estimated that organizations plan to spend up to 20% of their entire advertising budget on social media marketing. The reach of social media is difficult to match, as there are 230,000 Facebook users in Windsor and Essex County alone! The advance and regular use of mobile devices has only increased the interconnectivity of our community. 75 percent of people with smart phones check them at least once per hour and spend up to two hours per day on social media.

To help local businesses learn to use social media more effectively, a panel of local industry experts in social media discussed topics ranging from best practices to business opportunities. These local experts provided their own unique insights and opinions on the role social media can play in the modern world of business and marketing.

“We have identified social media as a constantly evolving tool that provides the opportunity to participate in active dialogue with partners and consumers to enhance business operations, and welcome mutually beneficial relationships.” says Gordon Orr, CEO of Tourism Windsor Essex Pelee Island. “Social media provides an environment that can foster engagement and interaction between businesses and their respective consumers, as 32% of the world’s population is active on some form of social media.”

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